

Welcome

**BMP4014 Niche Marketing &
Social Media**

Week Two





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Before we start.....



This is a full-time university course as such the university definitions of engagement and decorum apply as per the university code of conduct

Please ensure you arrive by 12 noon and have arranged to be here until 4pm for each lecture

Mobile phones

If you ever have any queries at all please reach out on n.brailsford@uwtsd.ac.uk

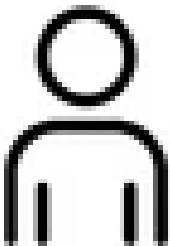
Let's make this module an enjoyable one, so attend, engage and participate 😊



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Register



ATTENDANCE			
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Recap of last week....



- What is Marketing?
- The Marketing Institutions
- Role of Marketing in Organisations
- Past Marketing Essentials
- Modern day Marketing



- A key shift in philosophy!



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Today's Lecture



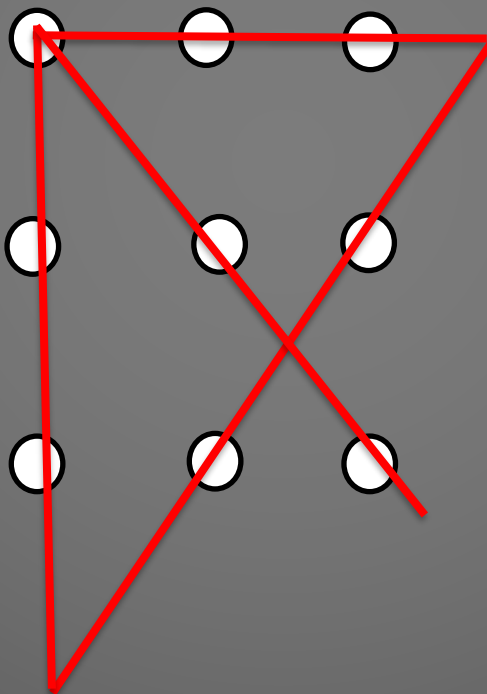
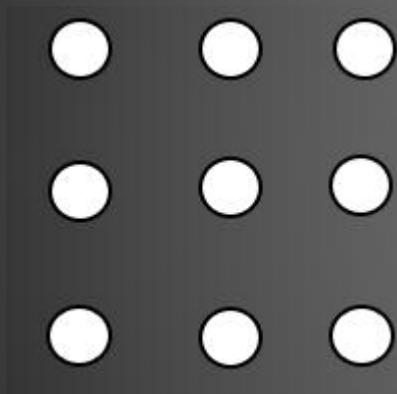
this week

- Introducing Philip Kotler
- Customer behaviour , expectations and motivations
- Customer needs versus wants
- The hotel customer journey
- Maslow's hierarchy of needs



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But First More Thinking Differently



Key Takeaway.....

**In marketing don't just think
outside the box**

**Question whether the box
needs to be there at all!**

Introducing



Philip Kotler

The Father of Modern Marketing



Known globally as the
"father of modern marketing"
and for authoring *Marketing Management*, the
world's most widely used marketing textbook



Kotler's Marketing Concept



Kotler's Marketing Concept is based on the idea that organisations achieve success by identifying, understanding and satisfying customer needs better than their competitors.

In tourism and events, this means organisations should not simply sell destinations, attractions or event tickets.

Instead, meaningful and memorable experiences that meet visitor and attendee expectations should be created.

Understanding Visitor Needs and Wants



Needs

Essential requirements for participation

Wants

Additional features that enhance
the experience

Tourism and event organisations must understand both needs and wants to create experiences that satisfy different market segments.

Example

- A visitor may need transportation and accommodation when attending a music festival but want glamping facilities, exclusive viewing areas and meet-and-greet opportunities.

Consumer-Centered Service Delivery



- Design experiences around needs and expectations of visitors.
- Every interaction contributes to overall customer experiences.
- Creates positive memories and encourages repeat visits.

Examples

- **Fast online booking systems**
- **Mobile check-in and digital room keys**
- **A festival providing clear signage, efficient entry procedures and helpful staff improves the visitor experience.**

Creating Value Beyond the Ticket



Tourism and event organisations do not simply sell destinations, attractions or tickets.

They create experiences, memories and emotional connections

Visitors often remember how an experience made them feel rather than the individual activities they participated in.

Examples

- A conference delegate is not just buying access to presentations but also professional development, networking opportunities and industry insights
- A tourist visiting Wales is not simply purchasing accommodation and attraction tickets but seeking adventure, culture and memorable experiences.

Building Long Term Relationships



Successful tourism and event organisations focus on developing loyalty rather than simply generating one-off visits

- Positive experiences encourage repeat visits and recommendations
- Visitor feedback can help organisations improve future products and services.
- Maintaining contact through email marketing, social media and loyalty schemes helps keep organisations connected with customers.
- Long-term relationships can result in higher visitor retention and stronger brand reputation.

Differentiating from Competitors



- Tourism and events operate in highly competitive markets where visitors often have many alternative choices
- Organisations must identify and communicate what makes their destination, attraction or event unique
- Strong branding helps organisations stand out from competitors
- Unique experiences are often more difficult for competitors to copy

Example:

- **The Edinburgh Fringe Festival differentiates itself through its scale, creativity and unique cultural atmosphere**
- **Unique location**
- **Exceptional customer service**
- **Spa and wellness facilities**
- **Themed experiences**



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Activity

What Are We really selling?



Business	Product	What customers are really buying
Theme Park (Disneyland, Alton Towers)		
Music Festival (Glastonbury, Download)		
Football		
Cruise Holiday		
Destination Wedding Venue		



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What Are We really selling?



Business	Product	What customers are really buying
Theme Park (Disneyland, Alton Towers)	Theme Park Admission	Fun, excitement, escapism and family memories
Music Festival (Glastonbury, Download)	Festival Ticket	Entertainment, social connection, atmosphere and unique experiences
Football	Match/Event Ticket	Excitement, belonging, entertainment and shared experiences
Cruise Holiday	Cruise Package	Relaxation, luxury, convenience and exploration
Destination Wedding Venue	Wedding Package	Celebration, exclusivity, memories and emotional experiences

Kotler's Marketing Concept



According to Kotler's Marketing Concept, customers rarely buy the physical product itself.

For example:

- Tourists do not buy a city break; they buy escape, relaxation and new experiences.
- Visitors do not buy a theme park ticket; they buy fun, excitement and family memories.
- Delegates do not buy a conference pass; they buy knowledge, networking and career development.
- Festival-goers do not buy a festival ticket; they buy entertainment, atmosphere and social experiences.

The Marketing mix



Kotler's 4 Ps



Product

- Destinations
- Attractions
- Festivals
- Conferences
- Experiences

Price

- Ticket prices
- Package holidays
- Early-bird discounts
- VIP packages

Place

- Destination location
- Online booking platforms
- Event venues
- Travel agents

Promotion

- Social media marketing
- Influencer marketing
- Email campaigns
- Online reviews
- Public relations
- Advertising
- Loyalty programmes

Disney Hotel

- Product
- Price
- Place
- Promotion

Tourism and event organisations must offer the right product (experience), at the right price, through the right channels and promote it effectively to attract and retain visitors and attendees.

Building on Kotler's 4Ps,
We will be extending this term to the
7 Ps, adding **People, Process, and Physical Evidence**

Particularly important in tourism and events, where the quality of the experience often depends on staff interactions, service delivery and the physical environment

The Tourism Customer Journey



The tourism customer journey is the series of stages a tourist goes through before, during and after a trip.

Understanding this journey helps tourism organisations create positive experiences at every touchpoint

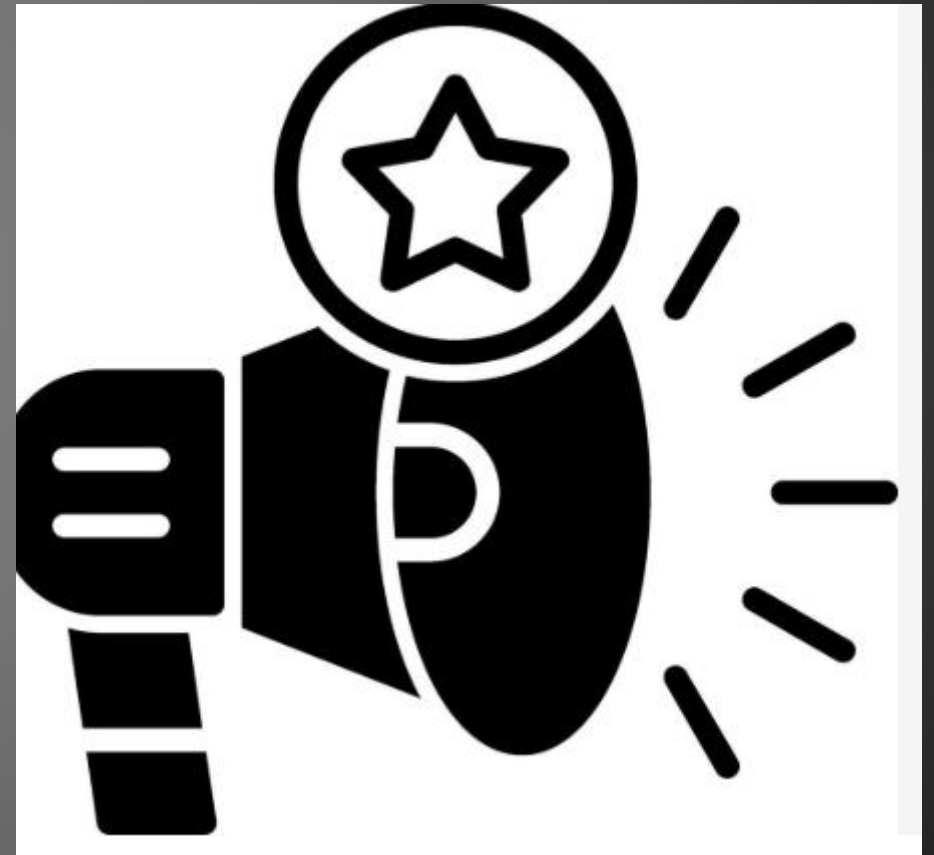


Awareness



This is when a potential tourist first becomes aware of a destination, attraction or experience

- Social media
- Travel blogs
- Advertisements
- Influencers
- Friends and family recommendations

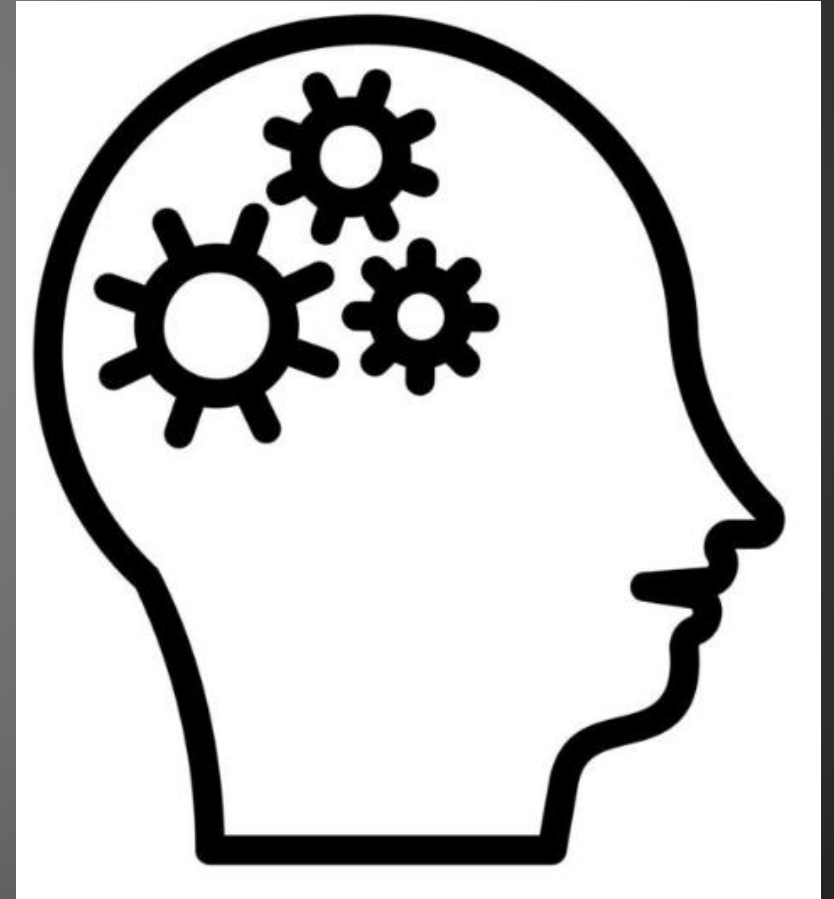


Consideration



The tourist begins researching and comparing options

- Reading reviews
- Comparing destinations
- Checking prices
- Exploring accommodation options
- Looking at attraction websites

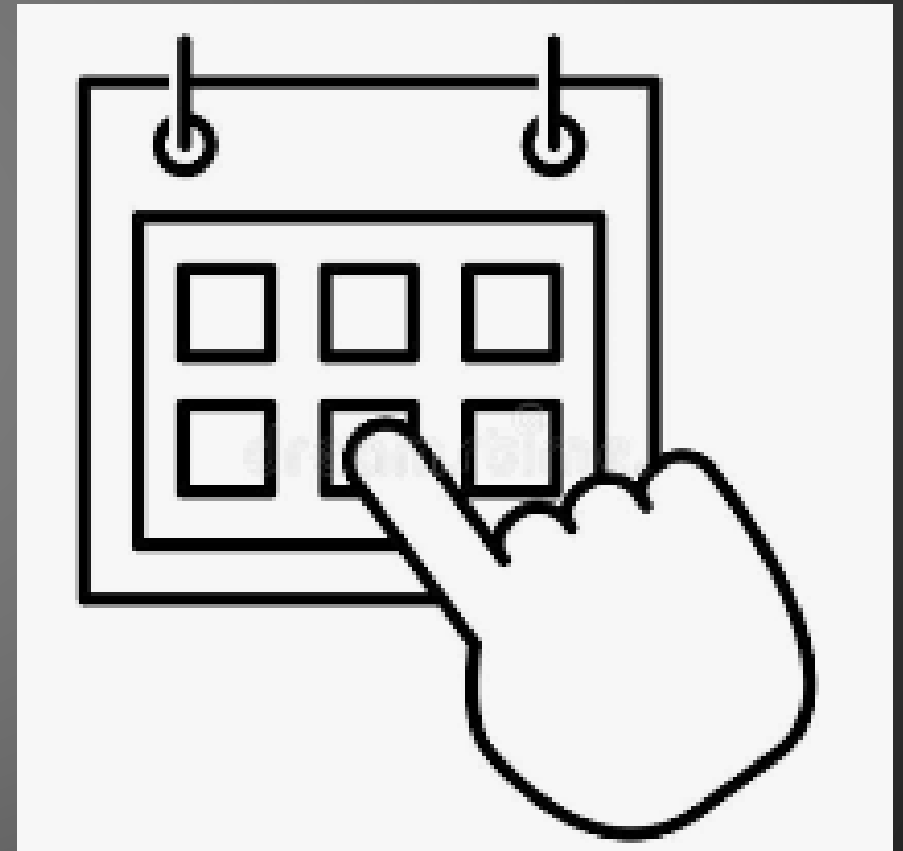


Booking



The tourist commits to the purchase

- Booking transport
- Reserving accommodation
- Purchasing attraction tickets
- Buying travel insurance



Pre-Experience



The period between booking and travelling

- Receiving confirmation emails
- Planning itineraries
- Downloading apps
- Researching the destination

Marketing Opportunity:

- Tourism organisations can upsell:
- Excursions
- Attraction tickets
- Room upgrades
- Guided tours



Stay Experience



Touchpoints

- Transport services
- Attractions
- Accommodation
- Restaurants
- Visitor information centres

Key Factors

- Quality of service
- Staff interactions
- Accessibility
- Cleanliness
- Overall enjoyment



Post-Stay



After returning home, tourists reflect on their experience

- Posting on social media
- Writing reviews
- Sharing photos
- Recommending the destination



Loyalty and Advocacy



The final stage focuses on encouraging repeat visits and recommendations

- Repeat visitation
- Word-of-mouth promotion
- Social media advocacy
- Destination loyalty



The Customer Journey



Every stage, tourism organisations should aim to create value and positive experiences.

According to Kotler's Marketing Concept, understanding the customer journey helps organisations satisfy visitor needs and build long-term relationships



Tourism Customer Journey = Awareness → Consideration → Booking → Pre-Experience → Experience → Post-Experience → Loyalty

Maslow's Hierarchy of Needs (Maslow, 1943)



**Maslow suggested that people are motivated
by a series of needs,
starting with basic survival needs and
progressing towards personal fulfilment**



Maslow's Hierarchy of Needs (Maslow, 1943)



Maslow's Hierarchy of Needs suggests that human behaviour is motivated by five levels of need: Physiological, Safety, Social, Esteem and Self-Actualisation.

In marketing, organisations use this theory to understand what motivates consumers and how their products and services can meet different customer needs

Physiological Needs



The most basic human needs
required for survival

- Food
- Water
- Sleep
- Shelter
- Rest



Safety Needs



The need to feel secure
and protected from harm

- Personal safety
- Financial security
- Health and wellbeing
- Stability



Love and Belonging Needs



The desire for relationships
and social connections

- Friendship
- Family relationships
- Social interaction
- Sense of belonging



Esteem Needs



The need for recognition, respect
and achievement

- Status
- Success
- Recognition
- Confidence
- Achievement



Self-Actualisation Needs



The highest level of the hierarchy, focusing on reaching one's full potential

- Personal growth
- Self-development
- Achievement of goals
- Meaningful experiences
- Pursuing passions

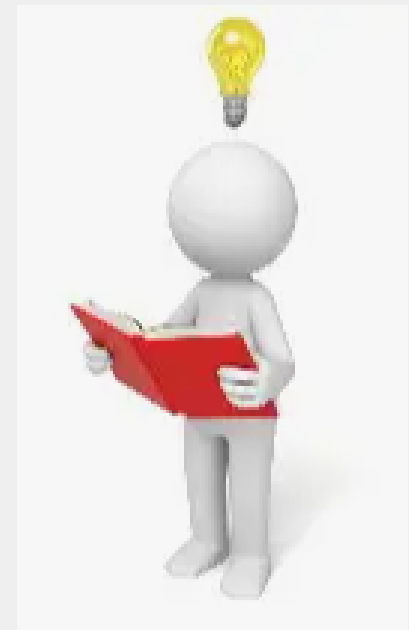


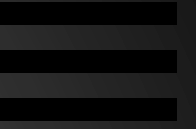
Maslow Applied



Maslow's theory helps organisations understand why consumers make purchasing decisions. Different products and services appeal to different levels of need

- Food satisfies physiological needs.
- Insurance satisfies safety needs.
- Social media satisfies belonging needs.
- Luxury brands satisfy esteem needs.
- Adventure travel can satisfy self-actualisation needs.





Thank you!

Do you have any questions?

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