

Marketing Strategies with the Emphasis on Tourism

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Van. prof. dr. Kenan Mahmutović



Content

- ▶ First, let's define what it means to be a "market(ing)-oriented" tourism company (i.e., how business should be conducted).
- ▶ Second, let's examine what's happening in the tourism market (gaining insights into market trends and shifts in consumer behavior).
- ▶ Finally, let's:
 1. explore how these trends can impact the development of marketing strategies, and
 2. provide suggestions for curriculum developers of EU VET programs and for teachers



Market(ing) orientation

What do we mean today by the term “market-oriented company”?

What is the marketing concept? What are its characteristics? Can it be measured?

1990s – MARKOR scale:

- ▶ **Marketing Intelligence Generation**
- ▶ Marketing Intelligence Dissemination
- ▶ **Responsiveness to Market Intelligence**



Key components of tourism industry

Accommodation Services (30-35% of total revenue): This includes hotels, resorts, hostels, and vacation rentals that provide lodging to travelers.

Transportation Services (25-30% of total revenue): Airlines, railways, car rentals, and cruise lines, these services facilitate the movement of tourists.

Food and Beverage Services (20-25%): Restaurants, cafes, bars, and catering services that cater to the dietary needs of tourists.

Recreation and Entertainment (15-20% of total revenue): Attractions such as theme parks, museums, cultural sites, and events that enhance the travel experience.

Travel Agencies and Tour Operators (5-10% of total revenue): Entities that organize and sell travel packages, tours, and related services.

Global tourism industry - insights

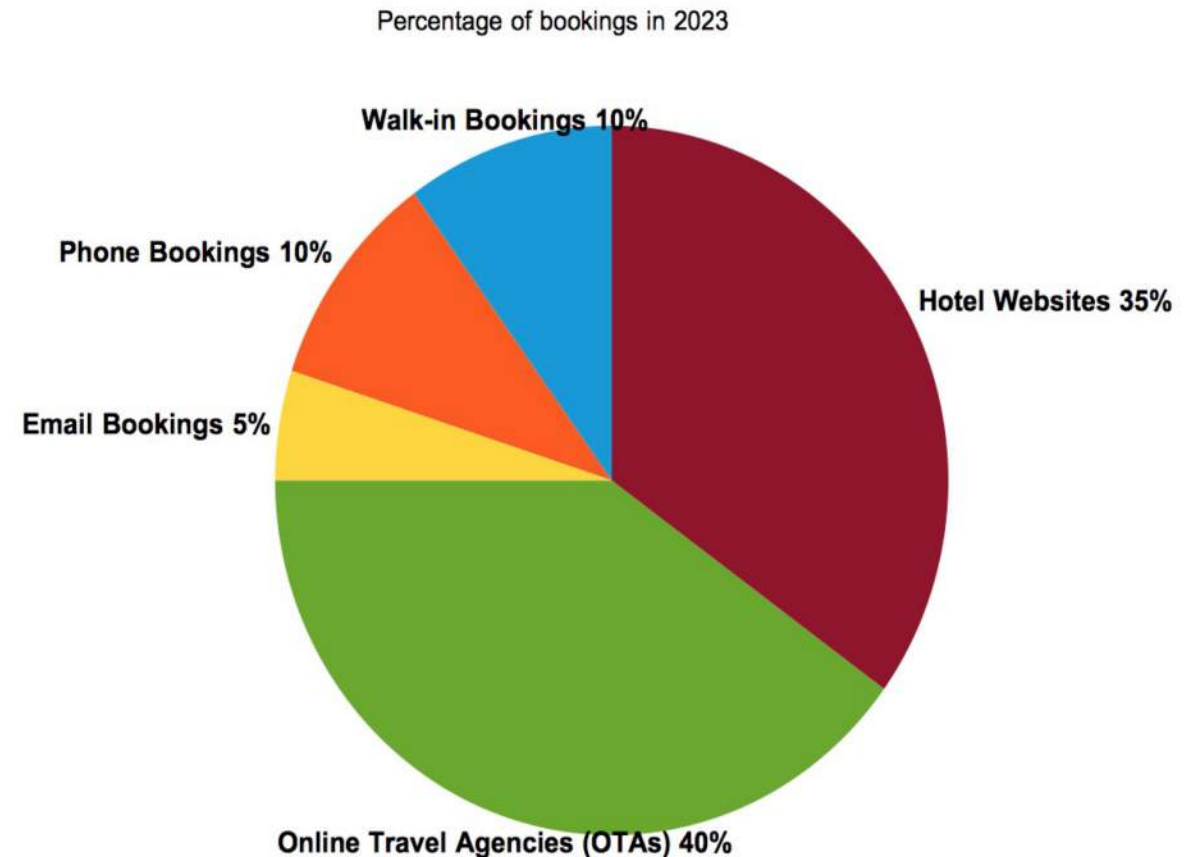
- The travel and tourism sector contributed 9.1% to the global GDP in 2023, an increase of 23.2% from 2022.
- Global revenue from international tourism reached \$1.4 trillion in 2023, nearing 93% of the \$1.5 trillion recorded in 2019.
- Approximately 1.29 billion international tourists traveled globally in 2023, marking an 88% recovery compared to pre-pandemic levels.
- In the first seven months of 2024, around 790 million tourists traveled internationally, about 11% more than in the same period in 2023, and only 4% less than in 2019.
- Export revenues from international tourism reached USD 1.8 trillion in 2023, virtually the same as before the pandemic.
- The industry is expected to support nearly 348 million jobs in 2024, reflecting an increase of 13.6 million jobs compared to pre-pandemic levels in 2019.

Consumer habits – any shift in behavior?

What are the habits of guests – how do they book accommodation?

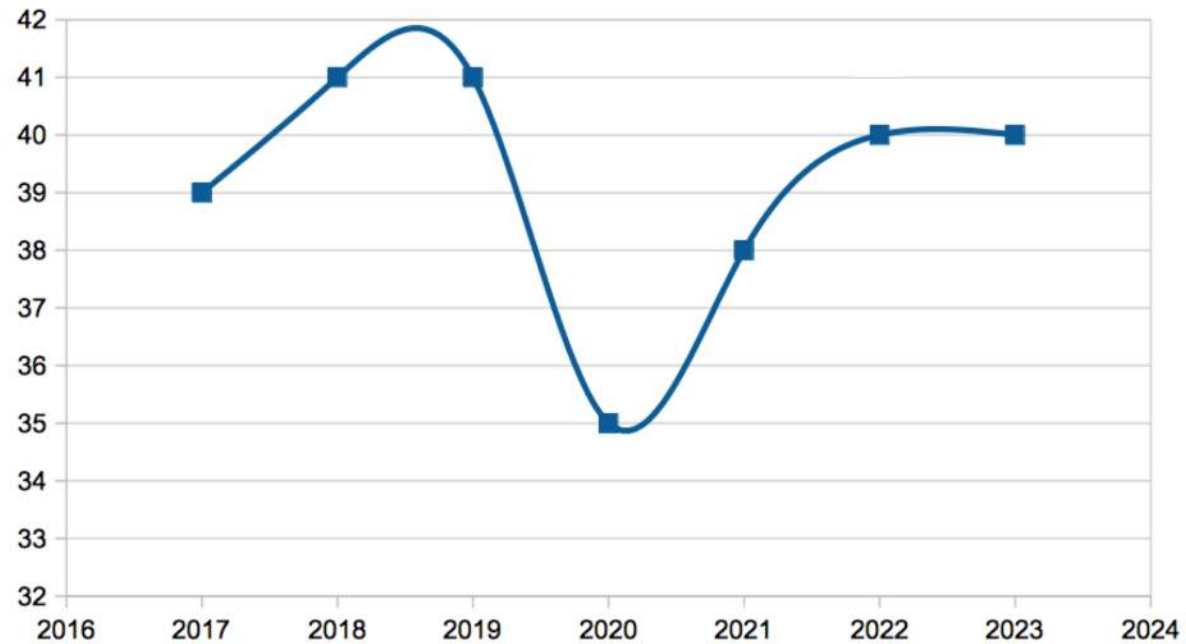
Which channels do they use most for booking?

Has consumer behavior changed in recent years?

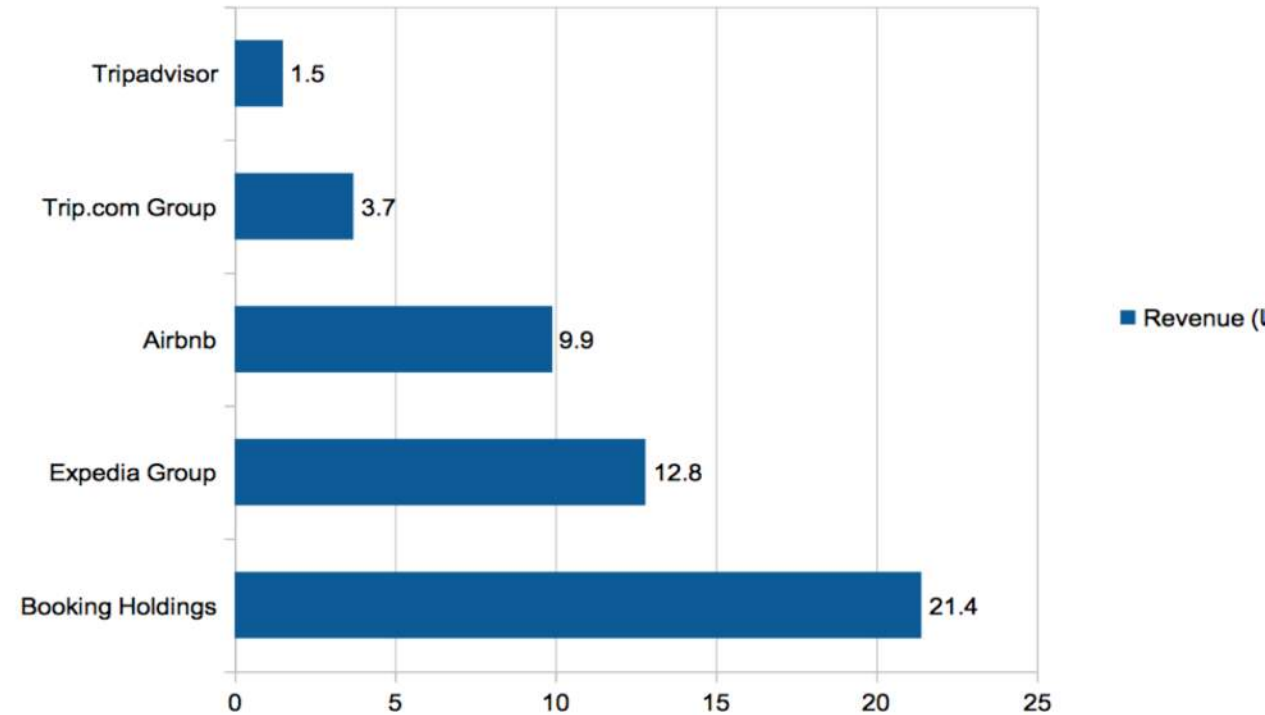


OTAs – Online Travel Agencies

The percentage of bookings through Online Travel Agencies



OTAs Revenue (billion USD) 2023



IX 2024. - Booking.com lost legal case!

- **It will Increase Pricing Flexibility**
- **It will Enhance Profit Margins**
- **It will improve Customer Relationships**



Strategic Implications for the Hospitality Industry

- Enhance Direct Booking Efforts
- Adopt Mobile-Friendly Platforms
- Personalize Offerings
- Collaborate with OTAs

How to improve market orientation?

How to improve marketing intelligence generation?

How to use those data in developing marketing strategies in tourism industry (how to respond)?

As we could see from the statistical data, in recent years there has been a shift from traditional to online channels, with nearly 80% of reservations now made via the Internet!



Generate market intelligence in online environment

The Internet enables improvements in market information gathering in several ways:

- ▶ As a communication channel for using traditional methods of collecting quantitative and qualitative data, such as surveys, focus groups, or interviews.
- ▶ By collecting secondary data, such as information from review platforms.
- ▶ Through the collection and analysis of digital analytics (web, mobile, social networks)
- ▶ Through qualitative analysis of social media, **including sentiment analysis.**
- ▶ Using tools to measure and enhance user experience.



How to adapt marketing strategies based on data

- Improve market segmentation
- Personalize the offer
- Predict trends and adjust the offer
- Target advertising campaigns more effectively
- Better track goal achievement (analyze of KPI)
- Adjust prices in real-time based on demand, competitor prices, and customer behavior
- Provide instant customer assistance, improving satisfaction
- Test different marketing messages



Recommendations for EU VET programs in the field of tourism

Trending topics:

- **Digital Marketing in Tourism: Emphasis on New Technologies**
- **Sustainable Tourism: Trends and Marketing Strategies**
- **Application of AI and Automation in Tourism Marketing**
- **Personalization and Customer Experience (CX) in Tourism**

Thank you!

- ▶ Van. Prof. dr. Kenan Mahmutović
- ▶ kenan.mahmutovic@gmail.com
- ▶ www.emarketing.ba

