

The marketing instruments

These are variables that requires decision of marketing managers.

1. Product or services offered by company
2. Price: This should reflect the value which the product offer to the consumer and also relative quality level that the product maintain against competitors.
3. Place: Distribution mechanisms or place of sales.
4. Promotion: Marketing communication method used to inform the target market of the product
5. People: Employees who deliver are service, customers at whom the product is targeted and other customers that impact on a particular customer's experience.
6. Processes: All service delivery mechanism required to get the product to its targeted customers at expected quality level.
7. Physical evidence: The service environment in which a particular service is performed.

Opportunity in marketing environment is defined as favourable condition or tendency that occurs in market environment and which can be utilized for the benefit of the organization through deliberate actions of management. A threat on the other hand is an unfavourable condition which, by management negligence to respond to it in a purposeful manner, may lead to the failure of the organization, its products or services.

Terminologies/Classification of tourist

2. In bound tourism: International visitors who are residents of countries other than that being visited and travel for tourism purposes.
3. Outbound tourism: International visitors who are residents of a country visiting other countries and travel for tourism purposes.
4. Domestic tourism: Residents visiting destinations within their own country or boundaries who travel for tourism purpose.
5. Visitors: Description of all visitors who fall within agreed definition of tourism.

6. Tourist or staying visitors: Visitors who stay overnight at a destination.

7. Same-day visitors, or excursionist: Visitors who arrive a tourist destination and departs same day.

International tourist are people who travel to and stay in countries other than their normal country of residence for less than a year. They are important to government and easy to classify because they typically.

- Spend more money

- Stay longer at destination

- Use more expensive transport and accommodation.

- Bring in foreign currency which contributes to balance of payment of the destination country

Travel and Tourism market may be described as a total market comprising three main sectors;

international tourism, domestic tourism and same-day visits. It is however difficult to

understand and deal with travel and tourism as a total market because of the huge number of private and public sector involved in supply services to tourists and their perception of

tourism as a part of their total business operations.