

INVESTIGATION TO DIMENTION OF MARKETING MIXCHER AND EFFECTIVE ON MARKET COGINATION

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Abstract

Marketing mix includes all the variables that organization may control associated with the target market and to meet market demand. When a particular group of customers (market) have been identified and analyzed, organization can begin directly their activities in order to meet market needs in a way beneficial. Tourism marketing is as to identify and anticipate the needs of tourists and providing facilities to meet their needs and to inform and motivation of visit in tourists. This will provide tourist satisfaction and achieving organizational goals. Marketing mix model is an important issue in tourism marketing and such as concepts that could use to explain current situation and planning to achieve the desired state of tourism industry in a region.

Keywords: Marketing Mix, Tourism, 7p, Performance , Modeling

1. Introduction

Marketing mix model is an important issue in tourism marketing and such as concepts that could use to explain current situation and planning to achieve the desired state of tourism industry in a region (Barghi & et al, 2012: 16). Tourism is considered as one of the largest and most activities of diverse social, economic, cultural and geographical in world (Taleghani, Gilaninia & Bashiri, 2011). Tourism marketing is a process of interaction between suppliers and tourists that goods and services of tourism exchange in a specific environment of this industry (Ghadiri Masoom, 2012: 141). In fact, tourism marketing mix is the basis of tourism marketing system, because it is the combination of necessary elements for the planning and implementation of marketing operations (Ketabi & et al, 2005: 80; Gilaninia & Ojaghzadeh Mohammadi, 2015a).

2. Literature Review

From the mid-1980s marketing of services has been proposed as an important issue in marketing research (Gilaninia, Taleghani & Babaei, 2013). Marketing mix includes all the variables that organization may control associated with the target market and to meet market demand (Gilaninia & Ojaghzadeh Mohammadi, 2015b). Borden (1965) claims that the first person who had used the term marketing mix and it consists of important elements or components that make up a marketing plan. McCarthy has stylized this definition and marketing mix has defined as a combination of all the factors in the chain of command marketing managers to meet the demands of the target market (Victor, 1985, 22). In the field of tourism marketing mix Buhalis in 1999

examined life cycle of tourism regions due to the impact of tourism in each step on destination features, marketing efforts, works of the economic, social and environmental tourism and assuming the final descent of destination introduced its basic variables. In this model, the life cycle of tourist areas consists of five stages introduction, growth, maturity, saturation and decline and at each stage have been identified marketing actions.

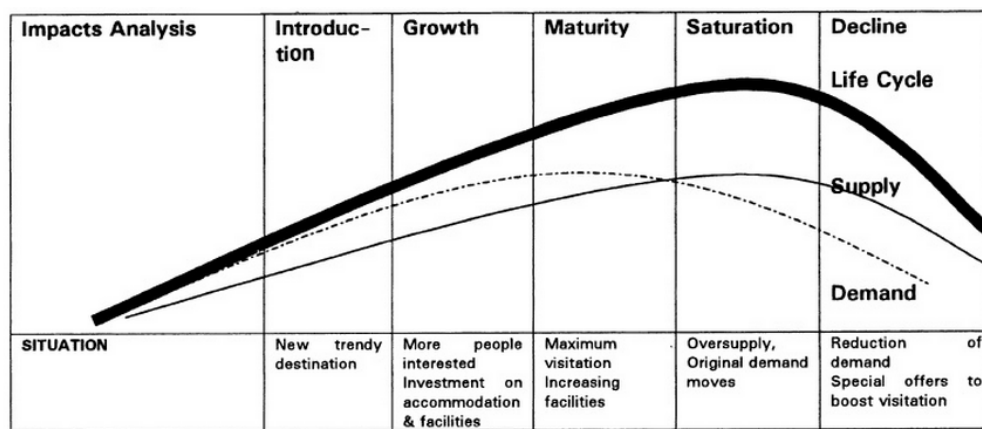


Figure 1. Life Cycle Model (Buhalis, 1999)

A lot of research has been done about components of the marketing mix in the tourism industry and have increased combining components of traditional marketing 4p of Borden to 8p. In the present study, the 7 components of the product, price, promotion, place, people, physical evidence and planning be considered as a tourism marketing mix to clarify the marketing efforts and are analyzed the impact of these factors on tourism development (Gilaninia & Ojaghzadeh Mohammadi, 2015a).

7p marketing mix model is an important issue in tourism marketing and the concepts that could use in explaining current situation and planning to achieve the desired state of tourism in a region. The combination of seven factors (place, promotion, physical evidence and facilities, planning and management, people and employees, product, price) in form of Integrated Marketing Mix model (Model 7 p) try: first, it studied current state of rural tourism marketing mix variables and then determine prioritizing these indicators to the effectiveness of the development process in rural tourism. Marketing process is shown in the following figure.

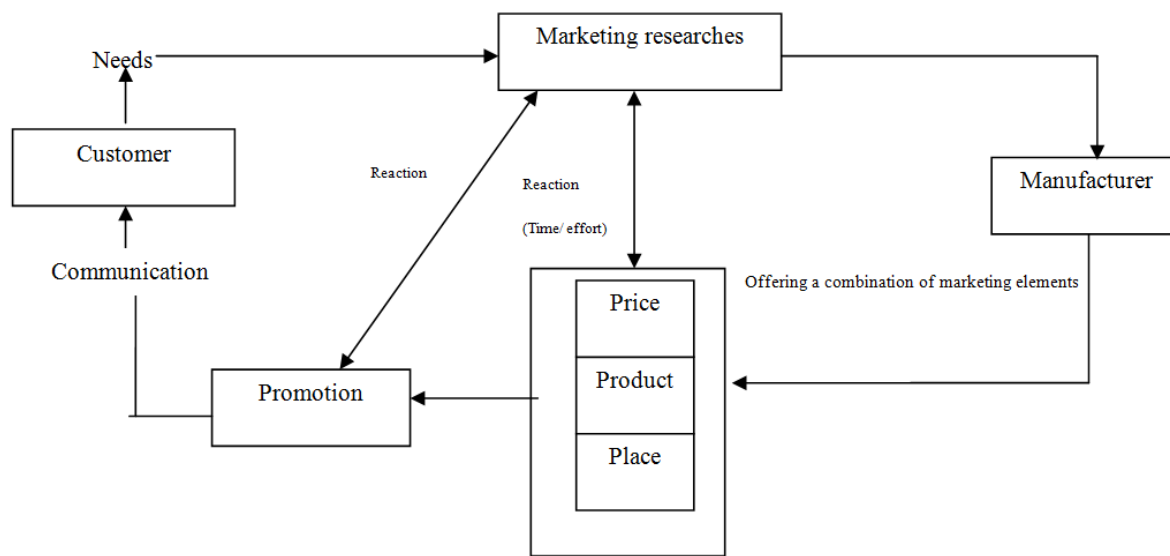


Figure 2: marketing process (sharply, 1997 & Rezvani, 2008)

Also Cities globalization and increased competition among them to get proper position relative to rival cities in the region over resources such as experts, scholars, investors and businesses tied to with the concept of urban tourism marketing. Because people and investors prefer to live in cities more beautiful and more fun that have friendly environment and can meet the needs of their leisure time. So many cities around the world are constantly trying to show more attractive image of it. These efforts is done to compete successfully in international prestige and position in order to attract tourists, hosting meetings and conferences, sporting events, business, entrepreneurs, industry, establishing headquarters of firms and global investment (Lever & Turok, 2009). Research shows that attention and emphasis to these aspects will help cities to compete other cities in the area of urban tourism and be located in a prominent position in terms of the urban hierarchy. However, urban tourism marketing can play a major role to create a pleasant effect and urban identity (Goss, 2003; Gilaninia & Ojaghzadeh Mohammadi, 2015b).

3. The role of Marketing in Tourism Industry

In today's competitive world, enterprises to survive need to use marketing techniques and marketing specialization research. Studies have shown that failure of companies emanate from their inability to use marketing techniques. These companies ignored market developments and changes in consumption patterns of customers and began sales instead of turning to advanced marketing and earn more profit preferred customer satisfaction. However, marketing is war of course not fighting with gun but as Albert Emery says in this regard:” marketing is a civil war in most of these battles, companies and organizations are successful that use a more favorable words, ideas and intellectual order, in other words, have an updated and integrated marketing management in order to take steps in the fighting competitive scenes (Constantinides, 2004: 124).

Tourism destination for managing and effectiveness marketing requires the formation of management organizations and marketing of destination that with respect to the performance and their duties have attempted to integrate the components and elements of management system and the tourism destination marketing (Farzin & Safari, 2009). Marketing is management process

that is responsible to the task of determining, anticipate and meet customer needs in beneficial method (Kotler et al., 2005).

Marketing tools and parameters is among the factors that can improve and develop the country's tourism industry (Saei & et al, 2010). The aim of marketing is to identify and anticipate the needs of tourists and to achieve organizational goals (Amindokhti & Nazari, 2009). Generally objective of marketing can summarize to study and implementation of marketing strategy, to identify different parts, determining marketing criteria to guide product development, plans and programs designated for public relations activities and set for sales promotion and advertising (Doswell,1997). Meanwhile tourism marketing is important, because if we know marketing as management process, thus all the activities of planning, tourism product development and to attract tourists need marketing operations. Marketing includes all market assessment activities and customer needs associated with the evaluation of services, facilities, and costs of achieving the goal and facilities that contains customer satisfaction. This work includes programs targeting on a specific group of customers and encourage them to purchase or use the services. With careful planning and implementation of marketing management can largely increase income of foreign exchange obtained from tourism, diversify foreign income and maintain the country from vulnerability by oil price fluctuations. According to the marketing approach can also lead to increase attracting tourists. Tourism marketing weakness in Cultural Heritage Organization, Handicrafts and tourism is the main cause of the backwardness in Iran from the growing industry in the world (Saei & et al, 2010).

In today's competitive world effectiveness resolve the information needs and reservation of buyers is essential for the attractiveness and competitive power of destinations. Hence destinations with accurate information, appropriate and timely to customers and the tourism industry have greater chance of being selected (Farzin & Safari, 2009; Gilaninia & Ojaghzadeh Mohammadi, 2015b).

Table 1-metrics to measure the efficiency of tourism marketing

Reasons of Significance	Metrics
City in order to stay competitive and being competitive need to adopt new methods and strategic plans	Urban Tourism Marketing acceptance by local community
An urban vision is concerned the future of city. Defining vision of city is the first step before setting development goals.	Defining vision of city
Improving local economy related to all residents of the city.	Partnerships between municipalities, businesses and citizens
Development of urban tourism marketing techniques should be monitor urban management, because its product is creation of a new image from the city.	Existence of specified department or organization that managed by specialized staff and is responsible for coordination functions of urban tourism.
Enhancing image of the city and capacity building in this area.	Existence of a specific budget for the institution mentioned in the annual budget of the municipality.

Urban business environment by supporting municipality in urban tourism marketing are more successful.	Financial support annually by the business environment in the city
Setting basic goals is the first step strategy that considers in all economic affairs. About cities for each section from urban tourism should be set basic goals.	Setting basic goals
This analysis should be used to determine the capacity or shortcomings in city for the implementation of the tourism strategy planning, structure of internal organization, urban decision-makers, economic and productive forces, urban problems, quality of life, city's relations with citizens, communication and relationships of city with environment, and other cities. This analysis will respond to three basic questions: - How is the city's current location and circumstance? - Where we want to go in future? - What are the methods and tools used for this purpose?	Analysis of the strengths, weaknesses, opportunities and threats
Each city has features that it refers to its past and is considered a special factor to the identity of the city. Urban tourism marketing promotes and support of this feature for creating competitiveness image of a city.	Identifying the specific features of each city.
Image of city is effective action response to the tourists, citizens and businesses in the city.	Creation and management of a new image from the city (according to city's vision and its special features)
Determining importance of administrative tasks makes that evaluation, control, distinction and acceptance or reject of things is possible.	Ranking the things that must be done based on their importance
Importance of executive studies is related to the degree of necessity and the need to use any of the enforcement actions.	The scientific study of executive works
Because competitor analysis, market trends, investigating of the viewpoints, market needs, market expectations and exchange knowledge and experiences with other cities, it is necessary to study the market.	Market research (external environment)
It is essential because of the need to citizens, businesses, visitors and organizations, as well as identifying target markets, testing the relationship between citizens and municipality and evaluating partnerships between the public and private sectors.	Market research (internal environment)
Since different products and services for the different tourist have various attractions city, thus internal target groups should be Separated.	Separation of internal target groups
Such as the separation of the internal target groups, it is required for recognition of organizations, institutions	Separation of external target groups

and external customer.	
Each development actions has special feature. Methodologies such as cost-benefit analysis, brainstorming, critical path and Delphi are important methods that should use them.	Using the methodology for each of the executive actions
packaging progress of city intended evaluating and selecting the most appropriate methods and techniques to promote and strengthen the image of the city	Create a "package of the city advertising" which includes the main strategies for selection of promotion techniques (media, public relations, exhibitions, etc.), the budget, and the time horizon for any action.
Separate from general strategies, specific strategies is required for each developmental action.	Strategic planning for each of actions
One of the most important steps of city marketing process is this step. This process provides a clear image of the city's marketing policies.	determination of feedback procedures, measurement and evaluation of city marketing policies and its effects on economic development of urban tourism

(McCarthy, Perreault, 2001)

4. Discussion and Conclusion

Marketing tools and parameters is among the factors that can improve and develop the country's tourism industry. The aim of marketing is to identify and anticipate the needs of tourists and to achieve organizational goals. Generally objective of marketing can summarize to study and implementation of marketing strategy, to identify different parts, determining marketing criteria to guide product development, plans and programs designated for public relations activities and set for sales promotion and advertising. Marketing mix model (7p) is an important issue in tourism marketing and such as concepts that can use for current status and planning to achieve desired state of tourism industry in a region.

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