

Tourism Marketing

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Let's face it, life would be dull if we didn't explore the world. Tourism Marketing has a crucial role in promoting Travel and Tourism internationally and domestically. Marketing can be expensive; however it can increase the length of stay for the tourists and the amount of money they spend. Through the contributions of government, state and local agencies along with hotel taxes, tourism marketing is attainable. The industry is multifaceted which gives strength to our economy and a tremendous source of jobs for the United States and throughout the World.

Tourism Marketing takes careful planning and execution. Marketing must spark the interest of the area the tourists are interested in visiting, the lifestyles, their art, history, religion and culture which are components that shape the community way of living.

Social Media such as Facebook, Twitter, Instagram and LinkedIn are excellent sources of free marketing. Many have shared exciting

pictures of their family vacations and excursions through these networking sites.

Traveling is a teaching tool for all and a great source of personal development. Tourists should be exposed to one-of-a-kind adventures that will confidently have them share the urge to travel to specific destinations.

Suppliers and Travel Agencies use Travel and Tourism Marketing to spread the word and encourage people to visit a desired location [1].

Let's offer the tourists the warmest of hospitality through marketing and make it a memorable journey.

Happy Travels!

References

1. <http://smallbusinesschron.com>

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