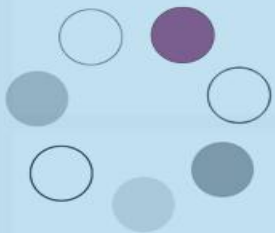


Communication



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Definition of Communication



The exchange of thoughts, messages, or the like, as by speech, signals or writing.



To express oneself in such a way that one is readily and clearly understood.

Definition of Communication (2 of 2)

Communication is shared feelings/shared understanding.



If you can honestly achieve that goal, you are communicating.



Communication

- Good communication is good promotion. Essentially, developing the promotional mix is an exercise in communication. The communication system is made up of a sender, receiver and a message.
- For communication to take place, there should be a common understanding between the sender of the message and the receiver of the message.
- The end goal of promotion is behavior modification. Its task to initiate a purchase where none has been made before; initiate a change in purchase behavior by having the tourist buy a different destination package or to reinforce existing behavior or to reinforce existing behavior by having the tourist continue to buy the brand being promoted.

Methods of Communication

One-Way

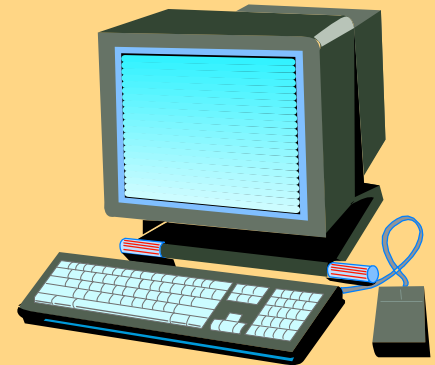
✉ *Memo, fax, e-mail, voice mail, letter.*

Two-Way

☎ *Phone call, in-person.*

Collaborative

💬 *Team meetings, consulting, consensus, decision making, group problem solving.*



Communication Advantages

- ⌒ Increase productivity.
- ⌒ Reduce stress.
- ⌒ Better understand what others are saying.
- ⌒ Better understand how to get your message across.
- ⌒ Enhance relationships.
- ⌒ Save time and money.

BENEFITS

Elements of the Communication Process

- **Sender** (Destination/organization)
- **Message**
- **Target Market** (Audience)
- ✓ Promotional objectives
- ✓ Promotional budget
- ✓ Message Idea
- ✓ Message format
- ✓ Promotional Mix elements
- ✓ Promotional Media

Sender

(Destination/Organization)

- The *sender* (travel organization) transmits certain information that will change people's attitudes and creates in them a desire to use the product or services .

The Message

The message which is chosen for the advertisement follows the goals and objectives of the promotion plan. It should be understandable, distinctive and believable. It is promoted in various ways to make it visible until it becomes very familiar to potential customers. Its purpose is to create an awareness of the attraction.

The *message* can be verbal (radio) visual (press, advertising, television, film shows, exhibition, periodicals etc.)

Target Market (Receivers)

The *receiver* is the potential tourist.

A common theme is necessary in establishing a target market. Promotion would be useless if the plan is assumed that all people had the same travel inclinations. It is also important to understand that the travel companies cannot provide services for the whole population. It is mandatory that a promotion plan recognize both characteristics of marketing.