

Unit -2 Diploma Front office Market analysis

FORECASTING FOR TOURISM

Tourism industry is a multi-facet industry which besides the destination has three main sectors: Transport, Accommodation and Intermediary services. Tourism "Products" directly dependent on the overall turnover of tourism industry which in turn depends on and its Products number of tourists and the money they spend. Also though these sectors of the industry are offering different products, they are closely interdependent on each other to run the business smoothly.

For example, if travel agents and tour operators do the promotion, tourists are drawn to the destination, who will use the transport services and then accommodation and local services. So the promotion will benefit not only travel agents or tour operators but also transport and accommodation sector. If a destination does not have good transport services then the accommodation sector at the destination may not get sufficient business and vice-a-versa. Apart from interdependence of these main sectors on each other there are numerous other complex reasons which affect the trends in tourism industry. But mainly for marketing forecasting is required to work out the Product Design and to understand the demand for that particular product. In fact forecasting is a vital component in the decision making process for planning, organizing or marketing of tourism products and services

Therefore forecasting is needed to plan, develop and operate tourism facilities and services. Other advantages of forecasting are that it can help:

- Minimize the risk of oversupply,
- In optimum utilization of available resources
- Maximize tourism demand

DIFFERENT METHODS OF FORECASTING

Basically forecasting could be of various duration such as, Short term

Seasonal

Medium-term - Annual

Long term More than 2 - 5 years.

The methods used for tourism forecasting can be similar to methods used for forecasting of other products, but they have to be applied to suit the industry set - up. They can be as follows:

- a) Surveys,
- b) Time-series,
- c) Market tests,
- d) Judgment based on experience

Technology has played a vital role in the tourism industry and its marketing. The internet has provided a platform for tourist destinations to market themselves globally. With the help of social media, potential tourists can learn about different destinations, their attractions, and amenities.

Some of the most popular travel websites are TripAdvisor, Expedia, and Booking.com. These websites provide ratings and reviews of hotels, restaurants, and tourist attractions. They also offer a platform for travelers to share their experiences with others.

Social media platforms such as Facebook, Instagram, and Twitter have also become popular among travelers. These platforms allow travelers to connect with each other and share information about their trips. Hashtags such as

#travelgoals and #wanderlust have become popular among travelers who use them to find inspiration for their next trip.

Technology has also made it easier for travelers to book their trips online. Online booking platforms such as Airbnb and HomeAway have made it possible for travelers to find accommodations that fit their budget and preferences.

Technology Trends in Tourism Marketing

1. Augmented Reality (AR)

Augmented reality is one of the newest and most innovative technology trends in tourism marketing. It allows businesses to create an interactive experience for their customers by superimposing digital content onto the real world

2. Virtual Reality (VR)

Virtual reality is another emerging technology trend that is starting to gain traction in the tourism industry. VR allows businesses to create immersive experiences for their customers that can transport them to different locations or give them a taste of what it would be like to visit a certain attraction.

3. Social Media Marketing

Social media marketing is nothing new, but it continues to be one of the most important tools for businesses in the tourism industry. Platforms like Facebook, Twitter, and Instagram provide businesses with a great way to connect with potential and current customers.

4. Location-Based Services

Location-based services are becoming increasingly popular for businesses in the tourism industry. These services use GPS data to provide customers with relevant information about local attractions, hotels, restaurants, and more.

Market research

Market research is an organized effort to gather information about target markets and customers: know about them, starting with who they are. It is an important component of business strategy and a major factor in maintaining competitiveness.

Four common types of market research techniques include

Surveys,

Interviews,

Focus groups,

Customer observation.