



# Tourism marketing: Concept for event-tourism in Edinburgh

*Solveig Matz*

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### Executive Summary

Introductorily, tourism marketing and its special impacts and requirements are defined. An overview on idea of the concept introduces the main body of this essay. Then, the local trends, the visitors pattern of demand and the existing/potential market are investigated.

On this basis the idea is verified by a strategic positioning within the local competition. A final analysis of the concepts strengths and opportunities, weakness and threats closes the diagnostical part of this essay. Resulting from this diagnosis the prognosis is developed. This prognostical part breaks down the further illustrated strategy to concrete objectives and measures.

A critical view on the success of the developed concept takes up the in the introduction mentioned special requirements for tourism marketing and its complexity.

### Introduction

The aim of this essay is to marketing a tourist attraction in Edinburgh. The popularity and the beauty of Edinburgh very much helps to develop a benefiting marketing strategy. But beside that, what do one have to take into account developing tourism marketing?

On one side we find similarities between “common product marketing” and tourism marketing. Both need to put the customer/visitor at the heart of the corporation and provide a customized service (Kotler, P.; Bowen, J. T.; Markens, J. C., 2005, p.:10). On the other side, the highly visible difference between them is the nature of the product. While the normal product is tangible, the city which should be promoted is much more complex. The flair of a city consists of much more than its tangible things like its attractions, buildings, gastronomy etc. Furthermore its intangible things as such as its people, atmosphere, its culture, service and hospitality (Kolb, B. M., 2006, p.: 10) make the difference. Therefore city marketing should develop a sensitivity for all its tangible and intangible things, in order to promote a beneficial and unique image which attracts its potential visitors.

Especially if one wants to develop a suitable, successful attraction in this city one has to be especially aware of the (promoted) image of the city with all its tangible and intangible things. Furthermore, it also enables one to utilize and combine the city's positive salient factors for promoting the city in general and the attraction especially.

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