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A CONCEPTUAL FRAMEWORK FOR THE MARKETING OF TOURISM

by

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SINOPSIS

Howele daar gedurende die laaste twee dekades 'n groot verskeidenheid literatuur verskyn het oor toerisme as 'n sosiale verskynsel en as 'n selfstandige bedryf in die ekonomie, is daar steeds 'n groot behoefte aan 'n samehangende raamwerk vir die beskrywing, verklaring en beplanning van die bemarking van toerisme.

Hierdie verhandeling verteenwoordig 'n poging om die bemarking van toerisme konseptueel te orden aan die hand van die bekende Vier P's-model van die bemarkingsmengsel. Die toerismeproduk, die prysmeganismes daaraan verbonde, die distribusiesisteme van toerismeprodukte en die promosie van toerisme word elkeen volledig omskryf aan die hand van diepgaande analises van bestaande literatuur.

Daar word tot die gevolgtrekking gekom dat dié bemarkingsmengsel wel 'n geldige en bruikbare raamwerk bied vir die ontleding en beplanning van toerisembemarking in meer spesifieke kontekste.