DOMESTIC TOURISM PAPER

Student’s Name

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Course Name

Subject Name

Date

**Benefit Positions in the ministry of Tourism.**

To recover this regular tourist routine across the whole globe as it used to before the pandemic, a plethoric and cognitive setup method must be in place, including creating only advantageous positions in the ministry as the immediate action plan for that could promote the recovery process. Some of the positions that would be appropriate to form and increase benefit include the marketing director, financial advisor, and welfare manager in the ministry.

As part of seeking a marketing director with comprehensive knowledge and experience in business and mainly marketing, it would be best to get a branding and strategic manager. They could swiftly switch the mood from scary to a more confident and comfortable mood. This would guarantee the tourists their health amid the coronavirus crisis. A good brand positioning would engage in extensive research, analysis, and consultation on the strengths, opportunities, and weaknesses of away tourists in the country. The branding process should also engage the local visitor as well as all other stake holders in place. After the manager has set the brand, it needs to set and stabilize brand assets, which are tourists' destinations. In this case, the branding position needed to juxtapose various items that are in the SOPs. The manager needs to clearly understand the domestic and international flavor, like and dislike before making an advert. He also needs to be flexible to conjugate the instances of the customer's safety and the tourism business welfare. Remember that different visitors also have different perceptions of different destinations.

Strategic management needs to be installed. The ministry may already have one, but this time, it needs to reshape or create a strategic position under different circumstances (Richardson & butler, 2012). This position, along with the branding office and the general manager, needs to formulate a program that will protect the visitor from coronavirus. However, this position needs financial allocations that can sort it out efficiently. The strategist can create a program and name it. For example, Tourism Protection Plan should dependently and directly borrow its policies and guideline from SOPs and then paste it with its strategic business language. This program's main intention other than the safety and health of visitors is to protect the ministry against backwardness and protect the ministry's assets against coronavirus harbor.

A destination management office is an office located mainly at the destination for the visitors and partly far in the main department office (Richardson & Butler, 2012). This position is most related to fieldwork and organization where the new traits of life, as required by the SOPs through the ministry of health guidelines, will have to strategize, reorganize and include a new possible way of avoiding the transmission of coronavirus. The candidate for this position must be experienced and knowledgeable about how the coronavirus spread. Because tourism destination is where people merge from different nations, they are at high risk of harboring and spreading the lethal virus. Some of the places that the destination managers should be amended and managed are the attraction sites, amenities, access points, and pricing/marketing areas. In other words, a professional who has an academic qualification in tourism with additional experience in disaster and risk management would be suitable for this positioning.

Advertising appeals

Marketing professionals in the tourism sector should embrace these communication strategies to grab the attention and convince buyers. There are many types used in business, such as appeal, social appeal, humor appeal, fear appeal, and brand appeal. We can take a look at three appeals for this scenario.

To begin with, brand appeal, which specializes in people with the brand mindset (Wang, Kim, Agrusa, 2018). For instance, in tourism, an individual visitor has a specific idea of what they want in services. The second appeal is the fear that follows in a suit to that visitor at this coronavirus crisis but is scared of the destination places because they may transmit the virus to them. Lastly, the appeal to humor, most visitors are interested in fun, fantasy, and pride breathtaking moments. To provide them with their expectation, the appeal to humor as an advert must be used here, and this, if it excites, they will come back for similar experience hence improving the market (Wang, Kim & Agrusa, 2018).

The moments in creating the advertisement appeal need to get in administrative appeals to make sure the advert is home. For brand appeal, can be executed by creating a unique and attractive brand that is straightforward to these clients. The humor appeal can be executed by creating first sight fun and laughter presentation pictorials to entertain the visitors. And lastly, the appeal to fear can be executed by creating a confident and comforting advert explaining the safety of these clients practically. It needs referees and videos as evidence to the visitors to encourage them.

Adverts on TV, magazines, and billboards

The tourism department will have to make video and audio for TV advertisements. In those advertisements, they will need to explain how the safety of tourists is guaranteed. The adverts need to have a clear campaign objective (Raza, Bakar & Muhammad, 2018). It should also define the target audience. They will have to feature the pictorials of the destination they intend to invite tourists. They also need to show the kind of services offers extrapolating on fantasy, fun, and enjoyment in the destination. In other materials like billboards and magazines, a pictorial representation with bulletin caption of those destinations' services and prices. The pricing of the tourism service and market of additional necessities for itinerary.

Question 2

Online advertising is highly cost effective. Traditional TV advertising is an expensive media of advertising as compared to internet advertising (Fong, Firoz & Suliman, 2018). In Tv advertising, organizations need script writers, actors, film editors, and advertising agencies in order to create and distribute an advertisement. Good quality advertisement needs a lot of money for them to be produced, hence TV organizations are forced to spend a lot cash in order to produce a good quality advert. Whereas in internet advertising, the cost of advertising is lower as compared to that of Tv advertising. In internet advertising, it is inexpensive and affordable because you don’t have to spend huge amount to promote your products and services.

Target audience. In Tv advertising it is difficult to effectively target the intended audience for the advert because it is a very narrow media and it can only reach to a limited number of audiences (Fong, Firoz & Sulaiman, 2018). The targeted audiences in Tv advertising may end up not interacting with advert because the advert does not run on a 24 hours schedule unlike in online advertisement where the advert is directed to a specific group of audience who can interact with the advert throughout the 24 hours. Online advertising targets the ones who are likely to be interested in particular types of adverts and presents the adverts to them. For example, you can make online advertisement on Facebook based on geographical location, interests, gender, age range and education level. Such options are very important because it filters out some audiences and direct the advert to a specific group of audiences

Global reach. TV advertising is limited and will only cover local areas around the nation of Malaysia, such disadvantage will probably hinder the tourists from accessing and getting in touch with the adverts. Internet advertising allows you to highlight your adverts beyond your local area and can reach out to the targeted audience worldwide (Fong, Firoz & Suliman, 2018). With the current pandemic of coronavirus, online advertising can play a major role when it comes to informing the tourists about the cancellation of Visit Malaysia 2020 campaign. With online advertising, both domestic, foreign tourists and the world at large will get informed as the targeted audiences about the decision made by the Tourism, Arts and Culture Ministry concerning the cancellation of 2020 campaign. This will be very much effective because online advertising allows one to connect easily with their intended audiences regardless of their specific locations unlike TV advertising which, most likely, will cover a very small geographical area when advertising on domestic tourism promotional campaign.

Fast and easy. Traditional TV advertising is composed of several procedures such as script preparations, agencies of advertising, actors and many others. We are in the midst of a pandemic and for that reason, the RMCO urges all the activities to open in phases with SOPs in place, including the social activities. Such procedures of Tv advertising can be well skipped if online advertisement is chosen over TV advertisement. With online advertisement, less time is required and there is no much procedures to be observed. The faster the advert is passed to both the domestic tourists, the better it is for them to make their decisions on whether to adjust their schedules and prepare themselves to comply with the set guidelines of touring around Malaysia.

Difficulty in correcting the errors made on the advertisement. It is not possible to correct the errors made on a particular advertisement which is already aired. You have to either reshoot or re-edit the advert if you want to correct the errors, such options are very costly and time consuming. Online advertisement provides room for making necessary corrections for errors made on a particular advert. It is flexible and can be altered at a minimal cost whenever there is need, hence maintaining the goal of the advert. It suffices to say that online advertisement is more flexible in the business that other advertisement methods.

Budget friendly. The advancements technology in the world today has created a significant chapter in widening marketing chapters by creating websites that can advertise to both tourists and agencies. This means that if one is interested in making bookings for a holiday picnic. He can consult a website which will give him a platform that can book from flight tickets to hotels and restaurant. Additionally, the online services offer prices to all these services with makes it easy for the customer to budget accordingly.

Lastly, online services in tourism offers interaction opportunity. For example, on social media pages where the client get picture of destination places hen can ask the marketers on the locations furthers instructions that may not be provided on TV. The online and particularly social media has more opportunity of the marketer knowing the customer more because of the biodata provided unlike in the Tv setup. In other words, online marketing has more flexible and interactives methods compared to Tv advertisements because its actively engaging targeted humans around the globe.

Question 3

Internet marketing strategies

Building web design or a website. This is an essential and crucial step in starting an online marketing job. The strategy stretches its arm to embrace local tourists, foreign tourists, and even travel agencies in the world if the level of your advert is high enough in the internet world (Sahu,2017). This marketing tip looks it the best, and the main one with several advantages such have every item on one roof for instance in advertising for "backpacking and hiking 2020" the advert in the web designed should provide the pictorial representation a video of the scheduled events and some more information to kind of amenities that will be covered in the tour. The website's characteristics should be made to link the client or visitor data and contact, which plays a massive role in marketing. The website also states the location, description of services and products, the price, and duration of each book ticket. For example, a website with logins and the clients adds their email or contact number should give the company to trace all other related members of this visitor, hence creating cloud traffic, which increases the market. Some more luxuries may be added to the website, such as the traveling agencies, restaurants, or nearby or related or recommended by the tourism department. The website also can enable the visitor who likes early budgeting of their cash for once book and pay all these products in one installment. This leads to having the websites send a program to the visitor to remind them of the events' time and location. Although investing in a website may be expensive, it is most rewarding. It is up to the task and more lucrative later. The website must also be optimized to speed for both tourists and agencies for easy and quick connections. A website will be required to mobile-friendly to log in at the comfort of their house or office. This would increase the number of website visitors and widens user experience hence easy access.

Content marketing. This part of marketing makes the content and encourages visitors to visit your destination. Most of it involves pictures, videos, or user generated content (UGC). A UGC is a tool used by any brand in business regardless of size. This makes the tourism department the most convenient professional to use this strategy because of its requirements. The tourists will always want to share some of those pictures and short videos taken at the destination sites with friends and families (Sahu, 2017). Travel agencies take advantage of this fact. For instance, the influence of pictures posted on social media platforms counts big on the market by influencing such sites' users also to be interested in such services. This content can be the biggest sell or risk to the market if it fails to please the customer or intended audience. A tourist department could associate its online platform with that of a traveling agency easily if they offer the same ambitions and content.

Develop a blog spot with proficient and professional bloggers. These bloggers should be able to create intentionally eye-catching advertisements to solicit the internet user. Blogging can begin by writing a press release. Also, they sold to create a wave by increasing the website users (if they blog on the web) or on social media hence attracting more attention and discovering new customers. For example, with an advert on "backpacking and hiking 2020," they can create Twitter to handle that title and engage with users on online interaction. Several channels can also be used, such as email marketing, in interacting with customers (Sahu, 2017. The client may also be interested in using WhatsApp, where they can send photos.

Through social media marketing, the tourism department can gain popularity at lightning speed. Because it allows you to communicate with a customer, and it helps the market know more about a customer because of their bio-data information. Social media is very influential, by pictures and videos one finds on news feeds (Sahu, 2017). Also, social media interaction and energy are exciting because the marketer can give promotions, offers, and actual plan events with the interested parties. It then gives a client a chance to talk more about the services offered and tag the social media pages. On these sites, one can organize contests that effectively yield masses of requests and interactions. When one wins these contests, he can be rewarded by a free trip to the destination that comes back to proclaim the right word.

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