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Communication Goals for Tourism Audiences

By Bryan Wilson

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This article describes three important types of audiences for tourism organizations, and sets forth recommended goals for communications with them. It is not meant to be exhaustive.

Individual tourists

The primary audience for most tourism organizations.

Capture their attention.

Establish trust and address comfort and security concerns.

Demonstrate the products and destinations in terms that resonate with and appeal to your target markets. Address the concerns of the various parties involved in purchase decision-making (within a family, for example).

Address specific activity interests directly.

Address the emotional aspects of travel. When appropriate, address tourists' desire for self-actualization through tourism experiences.

Provide targeted incentives or de-emphasize destinations, activities, and travel times based on your goals.

Establish realistic expectations about the tourism experiences on offer.

Lead the tourist toward contacting you (for destination marketing offices, direct also toward contact with local operators, attractions, and amenities, or outbound operators at the tourist's point of origin).

Collect information from potential customers at each point of contact. Use customer relation management software to track your communications with them. Maintain high ethical standards with

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respect to their personal information.

Provide resources for travel preparation.

Confirm, post–purchase, that the tourist has made a good decision and address common preparation concerns.

Realize that service and hospitality during the tourism experience is one of the most important types of communication with the tourist. The tourism experience should make the promotional communication ring true. Address this with training, where possible.

Stay in contact with past customers using opt–in, print or email newsletters. Provide value to give the customer a reason to request the newsletter and to read it.

Solicit referrals from satisfied customers.

Connect tourists with others who have shared a similar experience using stories, testimonials, discussion groups, post–tour photos/mementos, and group reunions, when appropriate.
Outbound operators/tourism resellers/packagers

Potentially a very important audience for many attraction or amenities operators, and smaller inbound operators, though direct Internet sales and promotion are reducing reliance on these distribution channels.

Capture the reseller's attention.

Demonstrate the products and destinations.

Show the products' appeal to the target/geographical markets of the reseller.

Demonstrate the relation of your products to the reseller's products or packages, as well as the transportation links or facilitating services involved.

Reassure the reseller of your professionalism and the capability of your staff. Support these claims with testimonials from satisfied tourists.

Present marketing tools, images, and information about your products which will help the reseller's to distribute your products.
Government and private funders

Usually a secondary audience for tourist organizations, but an important one; particularly for tourism development projects which are dependent upon financial support.

Capture the attention of the potential funder.

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Demonstrate that the project meets the social, economic, development, and environmental goals of the funders and their constituency, or convince them of the importance of your goals.

Introduce the proposed or existing products.

Demonstrate any necessary input, participation, and approval from important constituencies within the tourism host communities; and from suppliers, service providers, and distributors.

Demonstrate competency.

Address the target markets of the tourism products and demonstrate projected economic viability based on their demand.

List concrete outputs that will be made possible by the funders' involvement.

(Seattle, USA; August 2004)

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Leave Home Productions (<http://www.leave-home.com>) provides marketing services and tools to tourism-related businesses and organizations. Our clients benefit from strategies, tools, and creative concepts developed to clarify their needs, make use of their resources, and help them achieve their goals.

Medical Tourism in India – Save Money and Get a Free Holiday!

By Stephen Todd

Medical tourism is the provision of competitively priced private medical care in collaboration with the tourism industry.

Patients can travel to India for surgery and other forms of healthcare and pay less than patients who stay in their own country.

Other highly attractive benefits include: The opportunity for patients to avoid long waiting lists and with the savings they make, get a holiday included in the package.

Medical tourists are an expanding group and one of the leaders in the field is India.

The Growth of Medical Tourism in India

India's healthcare industry is already growing at 30 per cent annually. The area has shown such growth potential that Indian finance minister Jaswant Singh, called recently for India to become a

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"global health destination." His enthusiasm for making medical tourism in India a major foreign exchange revenue earner has broad based support among local government and industry.

The ministry of tourism has shown interest, but so to have the various state tourism boards and the private sector consisting of travel agents, tour operators and hotel companies. All are looking at healthcare and medical tourism in India as an area with tremendous growth potential.

A newspaper article recently in "India Abroad," showed the potential for medical tourism, when it outlined a deal, where India could earn more than \$1 billion annually and creates 40 million new jobs by sub-contracting work from the British National Health Service. The deal would have broad appeal. It would slash waiting times dramatically in the UK and create huge savings in time and money for patients.

The potential for medical tourism in India from the US and UK looks set for major growth, as India becomes a preferred destination for medical tourists from these countries.

Medical Tourism Competition

As more and more patients from nations with high Medicare costs look for medical tourism options, India has competition namely from Thailand, Singapore and other Asian countries. They have good hospitals, attractive climates and are established tourist destinations. While these countries with their advanced medical facilities and medical tourism options have been drawing overseas healthcare traffic, India is and looks set to, expand at a faster rate.

India's World Class Healthcare Facilities

Indian corporate hospitals are comparable to hospitals anywhere in the world. In fact, India offers world-class medical facilities that are comparable with the US or UK.

There is already a high concentration of expatriate Indian medical staff working in the US and UK, as well as many other countries. This gives patients confidence in the healthcare offered by India generally as they are already used to the expertise and professionalism of Indian medical staff. This is a major, but often overlooked factor in the growth of medical tourism in India.

Medical Tourism Costs

Medical tourism in India's main appeal is low-cost treatment. Most estimates claim treatment costs in India start at around a tenth of the price of comparable treatment in the US or UK and cover a wide spectrum of areas from, cosmetic surgery and major operations, to preventative screening.

Medical Tourism in India and the Holiday of a Lifetime

Of course, you can get hugely reduced healthcare in India, but medical tourists can also enjoy a holiday in a country that has a huge diversity of holiday options, from the beaches of Goa, to the mighty Himalayas, diverse wildlife and thousands of years of culture. In conclusion, medical tourism in

India is here to stay and looks set for spectacular growth.

More information about medical tourism in India and the cost savings possible is available on our web site:



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