

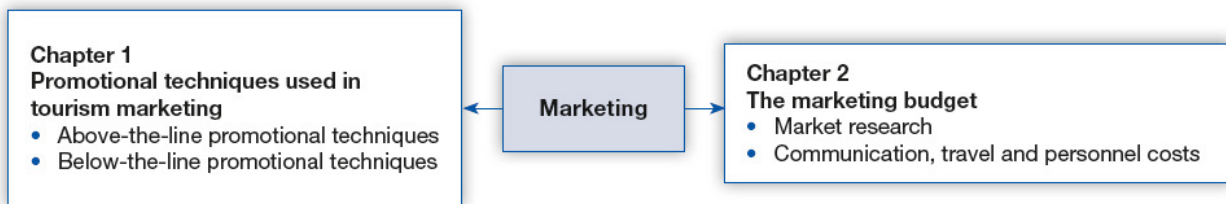
## Module 8 Overview

### Marketing

Marketing is a key activity of all tourism organisations. In Grade 10 you learnt that a basic understanding of the principles of marketing is important for anyone hoping to work in the tourism industry. Tourism marketing enables tourism organisations to attract new customers and keep existing ones by developing products and services that will meet their customers' needs.

In Chapter 1, you will learn about the various promotional or advertising techniques used in tourism marketing. Some promotional techniques are much more expensive than others. The costs involved in tourism marketing therefore need to be carefully assessed. You will learn about the costs related to tourism marketing in Chapter 2.

The mind map below shows the layout of this module in more detail.



Advertising on a taxi