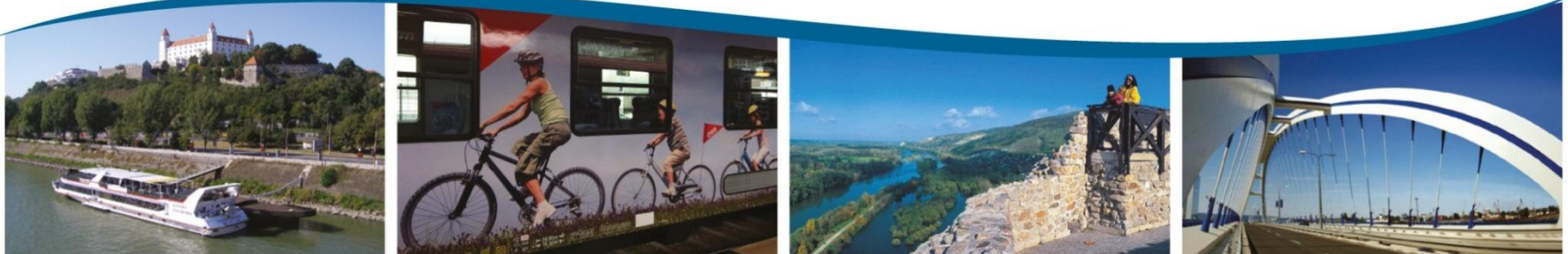


TRANSDANUBE – Sustainable Transport and Tourism along the Danube

EXPECTATION FOR THE MARKETING STRATEGY

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TRANSNATIONAL MARKETING STRATEGY (TMS)



1. **The developed strategy** should be a **guide /manual for stakeholders** easy to understand, improve (if it is the case), implement and not for academy purposes.
2. TMS should generate the common vision / aim/purpose and the general objective, including specific objectives.
3. **Destination analysis:**
 - a. It is not enough time for a complex market analysis, i.e. tourist profile, tourist preferences, especially from some PP who don't have enough available inputs.



b. The analysis should be short, but relevant, the coordinator should manage to ask the PP for the most relevant information in synthesized manner.



4. Question?

Three of the key steps in the elaboration of the marketing strategy, namely **segmentation, targeting, positioning** will be included in the TMS or each PP will include in their own Regional Marketing Strategy?



5. TMS should establish the general topics similar to those in the Regional Action Plan or starting from the marketing mix 4P's, 7P's or 9P's etc.



6. If concentrating on 1-2 P's of the marketing mix, as mentioned in the Common methodology (communication and product) the vision/mission should underline the following steps to be followed, in order for the Marketing Strategy not to be confused with a Communication Strategy.



7. For a better understanding and implementation of the Regional Marketing Strategy a **Guideline** should be very useful for the PP. A clear structure of the Regional Marketing Strategy will improve the output of the PP.



8. A starting point in elaborating the TMS and the Guidelines could be the structure of the previous finalized studies / Guidelines provided by Andreas.

9. It will be easier to understand the steps to be followed in the developed process, especially in the stage of developed measures and evaluation process.

10. Not all the PP's are experts in the marketing field and working a well known territory will ease their work.

11. Complicated guidelines will postpone the final product of the PP which will become even more confused and their task to make stakeholders to understand the usability of the MS even harder.



THANK YOU !

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