

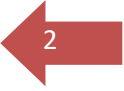
## Course “The importance of marketing and social branding in tourism destinations” Self-assessment on Section 1 – Marketing and branding principles

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1. **The discipline of marketing can be summarized as follows:**
  - A set of techniques for promoting and selling a product
  - A set of communication techniques (advertising)
  - A set of techniques and models for planning and managing the value object of an economic transaction
2. **In the MMP (Marketing Management Process) we have 3 phases, in which order?**
  - Strategic marketing, analytical marketing, operational marketing
  - Analytical marketing, strategic marketing, operational marketing
  - Analytical marketing, strategic marketing, marketing plan
3. **Does the destination coincide with the territory?**
  - Yes, they are the same thing
  - No, the territory is always bigger than the destination
  - It depends: administrative boundaries and perceptive boundaries of visitors can be different
4. **In marketing logic, the product is:**
  - A material object for sale that solves a problem or meet a need
  - Any type of good or service, as long as it is for sale
  - Anything that can be offered to a market for attention, purchase, use, consumption and that satisfies a desire/need
5. **The destination lifecycle serves to:**
  - Represent its level of attractiveness with respect to time
  - Represent its life stages with respect to market trends
  - Make the history of the evolution of the territory
6. **When mapping the tourist destination, we have to consider:**
  - Tourist attractions only (natural, artificial, artistic resources, special events)
  - Accessibility components, tourist attractions, hospitality, amenities, activities, ancillary services, stakeholders
  - The infrastructural components (road network, neighbourhoods, infrastructure, construction, logistics)
7. **The buyer persona is:**
  - The representation of a typical buyer of a certain product
  - The buyer/customer you have already acquired
  - A real person whose buying habits you know
8. **The marketing plan is:**
  - A strategy
  - A project
  - The document underlying a marketing project/initiative
9. **The SWOT analysis is used to:**
  - Monitor the market
  - Make dynamic synthesis of internal and external factors with respect to a goal
  - Make static synthesis of internal and external factors with respect to a goal

**10. The Gantt chart is:**

- A flowchart
- A diagram for scheduling actions, people and resources against a deadline
- An application for project reporting



**Answers:**

1. A set of techniques and models for planning and managing the value object of an economic transaction
2. Analytical marketing, strategic marketing, operational marketing
3. It depends: administrative boundaries and perceptive boundaries of visitors can be different
4. Anything that can be offered to a market for attention, purchase, use, consumption and that satisfies a desire/need
5. Represent its level of attractiveness with respect to time
6. Accessibility components, tourist attractions, hospitality, amenities, activities, ancillary services, stakeholders
7. The representation of a typical buyer of a certain product
8. The document underlying a marketing project/initiative
9. Make static synthesis of internal and external factors with respect to a goal
10. A diagram for scheduling actions, people and resources against a deadline