



“Total attractiveness” for consumer in advanced D.D.-B.B. systemic marketing in tourism management

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Abstract: Part of literature and practice in tourism destination (Management) often consider (in case of weak marketing point of view) a too restrictive interpretation and implementation of (destination) “attractiveness”. This is a paradox. Frequently attractiveness in tourist destination management only means natural and intrinsic appeal of a destination, site or locus or similar. In important btoc fields, management and systemic marketing enlarge significance/contents of (complete) “attractiveness” (for the consumer-final client). Also tourist destination management, rarely completely oriented to consumer (person-consumer), must reduce gap in implementation of real comprehensive, entire attractiveness (for consumer in btoc tourism). This paper also indicates how to apply to tourist destination management “complete” and impacting attractiveness, with really systemic marketing proposed by the author and gradually activated by outstanding firms also in Italy. So, this paper that enlarges “attractiveness” (for consumers) word , like occurs in other btoc fields, focalizes new kind of systemic marketing concepts and approaches, to increase impact of really comprehensive destination attractiveness (for consumer-final client) not only using web. Also, this paper with neologisms , emphasizes how enlarged “attractiveness”(for consumers) can ameliorate (in btoc tourism management) multiple systemic “differentiation” by a lot of important (systemic) marketing topics, now including neologisms like: bunch, blend, propositioning, and so on, referring to single or aggregate of single advanced systemic marketing. Looking to unrestricted attractiveness, this paper proposes a shift from “natural” limited attractiveness to a real whole attractiveness, involving so called “persumer” (person-consumer) and it presents a new related concepts and a (called D.D.-B.B.) multi polyhedric systemic marketing approach to ameliorate impact on consumer (in btoc Tourism Management). To catch other opportunities referring to so called “external valorization”, (multi-polyhedric) S.A.W.A or “Systemic Articulated Whole Attractiveness”, activates polyhedric, strong “mixtures” (including experiential marketing), bunch and blend and other concepts impacting on “Whole Multiple Systemic Differentiation” related to a complete attractiveness. This includes effects of propositioning to positioning not only brand or normal packages in tourism. This paper proposes various possible innovations in words and emphasizes how various new attractiveness (of a specific whole firm) for the consumer-customer depends also on aggregating single (multi-articulated) advanced systemic marketing into D.D. (new articulated and consumer oriented D.O., part of a new DOM) , to get (through B.B.) more and really excellent results by comprehensive, whole differentiation (not only of intrinsic site-destination) also sprung from “new” complete Attractiveness (to the consumer- final client).

Keywords: Attractiveness for the Consumer, “Destinator” (Neologism), Persumer (Neologism), New Innovative Marketing Concepts, Blend, Bunch, D.D.-B.B Systemic Marketing Approach

1. Introduction

Governing Business dynamics[1] is by now compulsory in most services fields and also in the tourism industry much more than in last decades. Various disruptions affect a big part of terms and contents of tourism management and destination management. By the way, the role of marketing in this initial

part of third millennium [2] must be further increased, more and more using advanced kind of marketing and primarily new systemic marketing (of the firms and similar organization, in btoc -business to consumer- fields) also to increase effectiveness and efficiency, putting more and more efforts into the creation of real value to the final consumer. In btoc tourism management it is too limitative to assume (in btoc tourism) a generic “consumer orientation” for destination and

so on [3]. So, it is not sufficient to conceive attractiveness only and generically linked to a set of intrinsic "attractions" of destination. Furthermore, the same opportunities deriving from web and e-commerce can be caught with enlargement of use of systemic marketing tools not only in the consumer loyalty and perception' perspective [4] but also to ameliorate "external valorization" of (backward, not really consumer oriented) D.O. (Destination Organization).

A lot of current tourism management conceptions and approaches, both from the theoretical and practical point of view, can be largely ameliorated by also entering new specific perspective and treatment that consider correctly and differently also destination concept (and various related words).

Tourism destination management uses words as "attractiveness" more frequently than other kinds of management (in other sectors different from the touristic one), but in too restrictive sense than in a lot of other consumer service and good fields! This is a paradox!

It's better to use not only frequently, but ever exactly also "attractiveness" word in tourism destination management, catching theoretical and practice opportunities derived from new kind of concept and of enriched tourism destination (and not only) interpretation, permitted by a specific and well applied marketing also in tourism destination (and so on) management.

This paper introduces and proposes (for destination and other connected words of tourism management) an enlargement of the too strictly interpreted and practiced destination "attractiveness" concept (like for a lot of related ones), by focusing on new very important systemic marketing configuration to ameliorate tourism destination management at all [4].

The paper proposes here new concepts, various neologisms and new ways to use innovatively, combined, revised and enlarged D.O. – Destination binomial and other words by a really, innovative systemic marketing point of view.

A successful marketing is very important for results in services like tourism and in destination management [5]. In destination management (and partially in tourism management at all), is more difficult to build, to maintain and to increase loyalty. So a lot of important and partially new tools and concepts of marketing must be applied. A lot of traditionally conceived and practiced concepts in tourism (and in destination management strictly related to various "moment of truth" for the consumer - client related [6] [7]), must be revised in a larger and incisive marketing perspective. In services and in the tourism industry a different and increasing competition [8] implies a specific review of words and approaches, with emphasis on new marketing. In destination management large opportunities are catching not only with a good knowledge of social media mechanisms [8]. In addition, consumer-client must be also better profiled and knew [9] [10], to assume a larger and precise consumer view, also in (consumer oriented) destination management [11].

2. The Application of Real, "Total Attractiveness" in Destination Management and in Tourism with Effective and Specific New Systemic Marketing

In tourism an excessive attention is paid on destination as (not enlarged) "product" (or set of products), too restrictively interpreted, and without full referring to (final) consumer-client at all. It is also necessary to study very well "consumer-customer" perception [12] and determinants of consumer and customer satisfaction [13] with more attention to market segmentation [14], and to consider also in tourism management and destination management a really "consumer centric" implementation as in various btoc sectors [15]. It is yet weak a "customer" value" based management not conforming to a new incisive marketing [16]. It is not sufficient to accept concepts like "multiple score card" or "multiple score", involved in measurement of "attractiveness" in the case of consumer oriented tourism management [17].

In "destination and tourism management" excessive focus is on dominant indirect channels (and btob -business to business- approaches). We normally can find a too low attention to consumer and to btoc. approach, also in the current era of internet, web, social network and e-commerce. Very interesting new opportunities can derive from a real, impacting shift to completely and correctly consumer oriented view, also enlarging attractiveness' attributes including shopping and complementary experiences.

From theoretical and practical points of observation, attractiveness (for consumer), not in limited and restricted version, must be interpreted and practiced as S.A.W.A: "Systemic Articulated Whole Attractiveness" for the consumer.

Real "total attractiveness for consumer" is very different from a generic attractiveness or from attractiveness in strategic tongue, of course. In Tourism Management it is not sufficient to generically consider consumer' satisfaction related to a "multifaceted analysis" [18].

In addition, real "total attractiveness" (for the consumer) cannot be confused with partial and generic appealing of limited tourist product or (restricted) destination offering. Primarily, real "total attractiveness" must be considered from the (able of multiple perception) consumer - final customer point of view and interpreted in relation with specific and very impacting multi-polyhedric "responses" [19] to the consumer (in btoc). The complete set of every relevant (and well perceived) component [20] (able to increase benefit for consumer and -possibly in co-valuing- value for consumer), must be considered and activated [21][22][23].

Not a generic or partial attractiveness [24][25][26] but the (perceived, well evaluated and appreciated by final consumer or final customer) real "total attractiveness" must be considered also in Tourism [27], within the entire (of the single locus or site, land and so on) perspective of systemic marketing configuration, also applied in (well and specifically

consumer oriented)tourism management.

Assuming the whole systemic marketing configuration perspective, restricted attractiveness [28][29][30] is substituted by an enlarged, really "total attractiveness" (of destination and so on) referred to the final consumer –customer[31][32].

This SAWA (Systemic and Articulated Whole Attractiveness) for consumer-customer, depends on the power of a lot of total complete differentiations that must referred to new enlarged interpretation and (not generically treated and structured) practice of destination, finally included into a real correct and impacting whole systemic marketing configuration.

"total complete differentiation" and (not only related to enlarged destination itself) SAWA are rarely (and not partially) referred to (and involved into) an effective tourism management for a lot of reasons. Including limited orientation to the final consumer (in btoc) and too restricted conception (like a too restricted good or product in other fields) of destination itself. Frequently in tourism destination (and in tourism field at all), attention is strictly paid to (too dominant) big customer (like wholesaler), called tour operators and similar (all included in over evaluated btob approaches) new kinds of intermediate (customer) firms, able to buy bulky or in big volume (with effects on load factor in accommodation field, and so on).

In addition, normally in (old styled) destination management, involved sender firms or D.O. involved are private and not private simultaneously. We can find (in a lot of Countries like Italy): APT, Communities (like City Government and so on) and other normally not private organizations by one side, and large number of strictly small private and family firms (like in Adriatic part of Italy) by the other side.

Rarely these providers act as effective (Systemic Marketing oriented) real "destinators" (our neologism for "sender" into D.O.) well connected in really incisive, aggressive co-marketing (private, not private and mixed). Consequently, rarely these (normally weak) provider organizations (as new revised and enlarged D.O. related to a incisive DOM-Destination Organization Management) are in position to first of all consider, as very important basic and direct target, specifically the final consumer and "consumer bases", like the core of Management approach supported by (really) systemic marketing.

When btoc is really involved like primary or fundamental focus in destination (and other parts of) tourism management, it is frequently possible to reach increased (not only as sales or gross margin) results by activating articulated, composite, advanced, effective, real and very important concepts and tools of systemic marketing configuration.

This (not exclusive in basic btoc) marketing configuration implies a starting definition (referred to a strong integration of two primary kind of co-valuers) of real competition subjects (single private firm itself, or similar not private like community, city, town, consortium and so on, with partner or not) acting as D.D. (Destinator-Destinari) related to, at the

same time, revised Destination (not confused with normal product or various products itself) : "Destinator" ("Tank" for consumer), and very important "Addressees" ("Destinatari") consumers (that can be also reached by web and so on). Incisive D.D. is different from traditional and normal D.O. "Destinator" (also inspiring and driving revised and enlarged Destination) and related, involved "Addressees" ("Destinatari") act as a new impacting D.D., reinforced by specific systemic marketing tools and transformed in a generator of effective "responses" that continuously can "re-define" and ameliorate a not simple (in too strict sense or not completely consumer oriented) destination. Enlarged (for specific final consumers-customers) effective attractions are activated simultaneously by both related "Destinators" "and "Destinatari" that in co-valuing and through B.B. (Bunch and Blend) launch various integrated sets of incisive attributes (and similar ones) perceived as advantage, benefit and value from involved consumers.

These incisive and important sets of (consumer oriented in a broad sense) "Responses" (referring to enlarged destinations) can power and increase significance and effects of a (very) composite attractiveness (and differentiation) not more by traditional (and only polygonal) destination marketing mixes, but, in the current different era, by putting on composite arena new (not polygonal) aggregates.

Now, very effective additions (for the consumer-customer) depend on the launch (by D.D.) of revised, enlarged set of various so called polyhedric blend and bunch compositions (to be considered as very different from polygonal mixes!).

In an interesting number of increasing situations, by systemic marketing, impacting D.D. (including "Destinators") can arrange (also for enlarged, enriched destination) a lot of (simultaneous) blend compositions (directly for the final consumers and "consumer bases" in btoc tourism) primarily as:

Blend of (total) propositions (also for destination in large sense) involving every kind of combined attractive components, integrated in various effective case, also in propositioning blend;

Blend of (primary) brands like Crans Montana, or Tuscany, or "Dolomiti Ski" and so on;

Blend of specific (but not already branded), "offerings" (like specific services) and complementary "packages" (of multiple services like: parking, travel, car, ski pass and so on).

In fact, various real and not restricted attractiveness (connected largely to various multiple complete differentiations) can be increased and impact (on value production by the firm or similar subject) by new total differentiations not only referred to (in the strictest sense of the word, and rarely branded) destination, when (single or combined) D.D. and primarily "Destinators" are perfectly and directly connected with "Addressees" ("Destinatari") or in btoc well defined and profiled consumer bases. These are different from not alternative and various "Wholesaler" like tour operator and so on and can be also interested by a lot of well articulated (and polyhedric, multi-shaped) blend (different from normal polygonal mixes or P's and normally

with five or similar number of components). In addition and at upper level, D.D. and primarily "Destinators" can ameliorate or increase results by activating and using various aggregations of (normally five or similar) versions of marketing in single bunch ("Grappoli"). Every bunch simultaneously involves for example incisive whole PRM (Persumer Relationship Marketing), ECM (Experience Consumer Marketing), and so on.

In every successful D.D. (and D.D.O. different from not consumer oriented D.O.) and destination situation, various articulated (in set of five) and effective combinations are involved as blend (like proposition and so on) eventually integrated by various single upper bunches ("Grappoli") of marketing versions; both are included into the entire (launched by one or more firm or subject) systemic marketing configuration, with important impact on consumers' behavior and satisfaction.

In effective D.D., both (well structured by real various set of systemic marketing) Blend and Bunch (B.-B.) are able to increase power and impact of "responses" (to consumers) not only of single (in too restrict sense of word) destinations, to be enlarged, differentiated and related like Destinators, with activation of a number of "set" of various, new and innovative concepts and words. Important "Addressees" ("Destinatari") and active "Destinators" (marketing) subjects that interact with "Addressees" in two ways) are related and via B.B. increase also effect of one or more (not interpreted with too strict thickness) destination.

Then, real, complete and not reduced attractiveness (for consumer), also in (btoc) tourism (management) by incisive D.D., can be activated (also by B.-B.) as a very articulated and important word. It can be interpreted, increased and enlarged with intensive impact on consumer and on value production, if treated by a real, advanced and complete Systemic Marketing Configuration at all, applied to mentioned D.D. and related B.B. Enlarged significance and intense impact of attractiveness can be reached with a set of important (new) concept really, correctly and completely understood and applied also to tourism management, and specifically to innovative D.D. (using B.B. as a lot of various set) and to a revised, improved destination (and tourism) management, without mistakes, partiality, or mutilations and so on.

First, also every (potential) destination, in effective systemic marketing configuration, must be simultaneously referred to "Destinator" and to (correctly profiled, targeted and involved also in two-fold approach) "Destinatari" or final consumer. To get increased results, a lot of various combinations (upper than normal polygonal marketing mixes) can be activated as various polyhedric blend, completed, in largely effective D.D., by bunch ("Grappoli") of various marketing versions (in the same D.D. organization, or firm or enlarged "Destinator" subject).

Also (well interpreted and enlarged as significance and impact using new systemic marketing' tools) new destinations can be considered linked to D.D., a new kind of enlarged (with real, strong consumer orientation) DOM as (Marketing) "Destinator" involving enlarged Destination of a specific

subject (Old Town, Large City, Touristic region, Typical Location and so on) involved. In new innovative and effective D.D., destination can be considered, in a lot of successful cases, differently related with "Destinator" itself and as (strong) real brand, or used and reinforced by a single (or combined) very incisive "Destinator". In large number of specific cases, (single) destination can or could be transformed into an "attractive" (by incisive systemic marketing) proposition or other important blends, to be completed also by various bunches in very incisive "Destinator" and D.D.

So, new binomial D.D. (and related blend and bunch, both reinforcing brand effects) can be innovatively considered and activated with a right application of systemic marketing (configuration) at all. "Destinator" and "Destinatari" must be exactly and effectively combined in a new D.D. (able to activate blend and bunch) construct, to reach more and more results in consumer oriented (btoc) Destination (and tourism) management, open to innovative systemic marketing

In a number of cases, (real) larger and more impacting attractiveness (for the consumer) of destinations also derives from a (set of) bunch ("Grappoli") including simultaneously various specific (and well composed) versions of marketing. Every primary strong (consumer oriented and Persumer- our neologism meaning Person/Consumer-involving) bunch is a enlarged combination, for example, of exciting (for targeted consumers) various marketing: experiential one, plus relational one, plus inter-active-web one [33][34][35], plus other specific versions of marketing (all included into the whole systemic marketing of a specific D.D. Configuration) activated by one or more (also related in consortium and so on) D.D. organization (well structured also as strong, consumer oriented, "Destinators" involving in co-valuing "Destinatari" and not only Destination, acting as consumer oriented D.D.D.O.).

A real, full, intensive orientation (also through incisive brand) to final consumer (and similarly to customer-stakeholder) implies D.D.(and D.D.D.O.) and relates simultaneously various intensive, effective B.B. (a lot of eventually Branded Blend and Bunch or B.B.B. sets), including impacting Bunch, in order to (for example in leisure btoc) increase results also by synergic marketing sets of combined wishing, emotional, educational, entertaining[36] experiential[37] and addictive (perceived) effects with amelioration of consequent (and articulated) value for D.D. (and D.D.O.M, evolution of DOM) and for final consumer in (btoc) tourism[38].

3. Results and Discussion

This paper presents a new, named dual D.D.-B.B., configuration and approach, useful to get more (by consumer) results through increasing (in term of differentiation) impact also of enlarged (by a really systemic marketing perspective) real (whole, total, complete) attractiveness (for the consumer). Paper specifically proposes a lot of neologisms, concepts and articulated constructs, included into a new Multi-polyhedric (Systemic Marketing) Approach (or MSMA) to increase

attractiveness for the consumer and to build a more up graded-up dated destination (btoc and consumer oriented) and tourism management .

Particularly, this paper focuses innovative, relevant (in btoc tourism management) and strictly related D.D. and B.B. double binomial, both with set of various (really and completely consumer oriented) upper, superior and effective multiple-polyhedric combinations of revised, enlarged and impacting concepts like D.D. (and D.D.O.M., important evolution of usual DOM) are effectively involving: impacting (for consumer) “Destinator” and “Destinatari” both transforming (incisively revised, enlarged and really ant totally consumer oriented) “Destination”, and both to be treated in a really new systemic marketing configuration’ perspective. A real and exact deduction of “overall perception” referred to consumer (and not only to the customer at all), can ameliorated and upgraded not only enlarged impressive Proposition. The whole entirely consumer oriented combination of (eventually sustained also by suppliers in a network) really effective “Destinators” (Organization, and Partners, not only single firm or similar) and “Destinatari” both referring to enlarged (also as systemic marketing concept and total systemic brand) destination, and both as effective binomial, can ameliorate impact and overall benefits for consumer and results for D.D. (and related network as D.D.O) using a lot of various (potentially simultaneously) new (consumer oriented) tools : double B. or B.B.. In other words: Blend and Bunch primarily, eventually combined with brand (in a specific B.B.B. related to D.D.D.)

Interesting results are coming now not only from a lot of experiments and activations involving in specific multidimensional compositions of B.B related to composite D.D. of the Destinator pool, including simultaneously organization (of one or more firms and/or similar ones) and destination with a synergic orientation to consumer (as involved “Destinatari”) in a D.D.D enlarged systemic marketing configuration, correctly applied to tourism management and to (enlarged, enriched) destination management. To increase results also a complete, effective activation of a complex, articulated co-valuing is needed and depends on a lot of important components .

It’s important that two articulated lots of sets of decisions work effectively. First, at blend and bunch levels (of effective D.D. involving sometimes consumers in a D.D.D. or in enlarge co-valuing) also (really integrated into “Destinator” Pool) revised destination must be conceived and launched not only as brand, supported by various other basic attributes. Destination must be reinforced by and included in various specific consumer bases oriented blend [38].

Effective D.D. (Firm as focus of Destinator pool, destination and partners), can also activate various set of bunch (in other words: various combined marketing versions simultaneously directed to “consumer bases”) in addition to mentioned various sets of blends, activated as proposition, propositioning, “offering” and so on, to increase power of impact on targeted (and involved) “consumer bases”, not only via web tools. It’s now possible to enlarge and reinforce also

destination, powered as brand[39] and blend simultaneously. Furthermore, real D.D. (consumer oriented organization as mentioned “pool” including reinforced consumer focused destination) can be activated as a set of various very effective bunch, blend and brand at all.

With this multiple innovating, complete and effective (Systemic Marketing) D.D. (and eventually upgraded D.D.D.) approach, “attractiveness” for consumer, can strongly enriched, more as usual, to largely impact on targeted (and involved eventually in co-valuing) consumer (bases). This real, reinforced “attractiveness” (for the consumer and “consumer bases” as final customer-client) increases differentiation and power of D.D. (the pool and similar ones), by blending and eventually by enlarging effects of one or more bunches of versions of marketing, directly referred to various sets of related consumers and consumer bases. In one or more bunches can be also included PRM or effective consumer relationship marketing, more effective that generic CRM. In addition, mentioned bunch can simultaneously include a really effective web marketing. It can add also a specific intensive and incisive experiential marketing and eventually green-social marketing in a perspective of high level of highly involving systemic marketing [38].

It’s interesting to discuss about these important upgrading in management by applying mentioned advanced multiple systemic marketing approach. This approach might be used by an important share of revised destination correctly included in mentioned “Destinator’ Pool”(as D.D., eventually working as D.D.D.). We suppose that various problems occur sometimes. Culture, and marketing experience are important and enter into discussion.

A declining part of normal D.O. is still resistant to become rapidly and effectively D.D.O.M including mentioned really and effectively consumer oriented “Destinator’ Pool”. Perception of risk and too binding efforts are still high in a declining portion of specific situations. For a declining number of traditional D.O. or firms,, a complete btoc D.D.-B.B. approach probably remains too difficult if btob business and approaches are exclusively or primary preferred. For primary part of resisting D.O. it is by now typical to continue to go via (normally dominant) btob and to start with testing of web Marketing activities to final consumer. By now it is finally increasing the portion of D.O. and firms that combine new btoc channel with traditional and dominant indirect channels (btob) to reduce or to avoid perceived complexity (and related costs).The number of unchanging D.O. that prefer to ensure and to get “sure” occupation (and similar) rate (not only in accommodation part of offering and so on) is declining at all.

Incoming private, “pool” and firm, really or sufficiently convinced and open to become real, effective D.D (also using B.B.) can rapidly remove last doubts and initiate a progressive change in btoc to (inspired by systemic marketing configuration) D.D.-B.B. approach. So, in our opinion, the main question is not related to percentage of total sales (of DOM) that can pass through direct channel (not only at web level) versus indirect channels of single (revised) D.O.

4. Conclusions

Progressive and open DOM and D.O. (firm and Pool) can by now accept the new role of "Destinator" (in Pool) and D.D.(involving in D.D.D new enlarged Destination really and totally consumer oriented) and can correctly use B.B.(or B.B.B.), also under the pressure by large btob customer-client, also to reduce dependence by (otherwise) increasing dominance of Indirect Channels . Big (additional) value opportunities can be caught if Brand power [39] and other Differentiation components can be (through B.B. and Branding also) used and increased by "Destinators" (into private Pool primarily). Impressive new Systemic Marketing tools and concepts like Blend and Bunch , in addition to Brand, can rapidly improve the normal strength and experience (of D.O.) to accelerate not only "Destination Equity" increase, also by ameliorating effects of large number of related (and well perceived and appreciated by consumer) attributes of Brands , through new Proposition et cetera.

The evolution and increase of web and e- Commerce in Tourism Management, it is not sufficient , to large part of (small and old styled) btob oriented Destination without (potential) strong presence of consumer centric "Destinator" (and D.D.O).

Like in other fields and sectors, it is important to accelerate (also at not private level), the (too backward) D.O. and DOM Education about new word like D.D. and primary Blend and Bunch , without forgetting that it is important to ameliorate also Brand power through D.D.-B.B. Systemic Marketing multi polyhedric approach . It is necessary to insist on a different powered (for consumer) "Attractiveness" built with a lot of related and specific aggregates not only like new Proposition. We need an implementation conforming to other sectors' primary btoc benchmark, obviously considering specificities of Tourism and Tourism Destination . Not only to reinforce "Brand equity" [40] by revised Proposition and other related concepts D.D-B.B. (and upper D.D.D. -B.B.B.) approach, related concepts and mentioned words and neologisms ,can be activated as unavoidable and urgent or , for prudent "Destinators", as complementary process for the growth[41].

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