

THE EVOLUTION OF DESTINATION MARKETING AND ITS SYNERGY TOWARDS TOURISM PLANNING

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The changes the world is going through have impacts on tourism leading to the awareness of the development of new types of tourism, shifts on the characteristics of the demand, influence of the information technology, appearance of new destinations and outbound markets, and new ways of travel arrangements and organization, among other factors. All of these forces tourism and related subjects to go through an evolution process. Having this focus, this work aims to research the evolution of marketing, its functions and components towards the tourist activity; especially the unbalanced relation between the product 'P' and the promotion 'P'. In addition, the interaction between tourism planning and marketing is pointed out, indicating the benefits that can be achieved through tourism destination marketing. In order to achieve the goals of this article, an empiric study was carried out, based on a thorough research on the theme bibliography, and studies on the subject, giving it an applied characteristic in order to propose a synergy between tourism planning and tourism destinations marketing.

KEY WORDS: *marketing; tourism destinations marketing; tourism planning; synergy.*