

Marketing, The Missing link of Ports

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Abstract

The continuous growth in economic and industrial activities and increase in market demand have made the marine transportation a fundamental requirement and the life blood of human society. throughout the history, transportation of goods by sea has played its role as the foundation of trade between nations across the globe. For this reason, ports considered to be the backbone economy and the main element in export and import of each country. The current growing global competition has brought all the elements of the supply chain, especially ports, into play in economics and commercial activities. The globalization and the highly competitive market fuelled competition between the world's major ports. Currently, almost all of the port community has recognized the importance of the role of marketing in port development and their management. Ports' marketing includes activities related to market research and implementation of marketing principles. Through port marketing related activities, it is possible to analyse the market, set goals, and formulate strategies. Thereafter, in the implementation phase, appropriate marketing tools are needed to achieve the goals set. This research has identified the marketing tools and factors affecting marketing for ports. Utilising the proper methods of marketing will increase the port's traffic and promote the position of the port at the global market.

Keywords: Marketing tool, Ports, Globalization, Port competition