

Promoting of Tourism Marketing in India Need for Economic Development

***Mrs. T. Suba**
****Dr. Selvachantra**

*Asst. Prof in Commerce, S.K.S.S Arts College, Thiruppanandal.

**Associate Prof & HOD of Commerce, ADM College for Women (Auto),
Nagaippattinam.

Abstract

Tourism marketing is a complex concept as the industry includes many activities, which together produce the tourist product that is travel experience. It is also complex due to various sub-sectors of the tourist products. Each of them is themselves represented as complete industry. Each of the tourism components is organizing marketing campaign independently. For example, travel agency or trekking agency promotes their program including hotel rooms and transport. Similarly, many airlines and hotels promote the destinations and government and National Tourism Organization are promoting the destination and each of them are independent organizations having own objectives. Marketing plays an important role in the tourism sector. This is due to the differentiation of the tourism product. The product offered to customers is often intangible. A product cannot be touched or seen before purchase is made. Additionally, a service product can be considered as perishable. For instance the airline seats cannot be stock for future use. Therefore, tourism marketing tends to focus on product value. Tourism is one of the fastest growing sectors in the world economy. IN the recent past tourism has emerged as a major industry in almost all countries, with a sustained growth rate exceeding 5 percent per annum over the last twenty years. Tourism industry offers an opportunity for earning foreign exchange at a low social cost.

Introduction:

We must welcome these friendly visitors from aboard for economic reasons for tourism brings foreign exchange, but even more so because this leads to greater understanding and mutual appreciation. These are nothing that the world needs today than this mutual understanding.

'Marketing' as a comprehensive management function is a fairly recent concept, which effectively started in the early 1959.

In the last few decades, however, marketing has become an established management process and practice in most industries.

Marketing is the management function which organizes and directs all those business activities in assessing and converting customer purchasing power into effective demand for a specific product or service and moving the product or service to the final customer or user so as to achieve the profit target or other objectives set by the company (The British Institute of Marketing).

Marketing is the theory and practice of selling. The marketing concept is a customer-orientation programmed aimed at generating customer satisfaction. The aim of marketing is to know and understand the needs of customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a prospective customer (who is ready to buy). All that should be needed then is to make the product or service available.

The important aspects of marketing:

- Identification of customer needs,

- Prediction of customer behavior/motivations
- Converting customer needs and motivations into effective demand, and
- Moving the product to the final consumer or user, so as to achieve the objective set by the organization.

Modern business management involves four major functions. They are:

- Production
- Marketing and Distribution
- Personnel
- Finance

Marketing is one of the major functions of any business. It directs the flow of goods and services from the producer to the consumer. Marketing deals with the relationship between the organization and its customers.

1. Utilization of resources is done through processes
2. Practices related to HR or Finance

Marketing is based on Two Principles:

1. Fulfilling the community's needs for goods and services (determining the consumer's needs and meeting them).
2. The company must make a reasonable profit while satisfying the needs of the consumer.

The essence of marketing concept, therefore, is that customer becomes the centre point around which the entire operations of business revolve.

Marketing Strategy:

Strategy is a term used in defense operations. Just as every move of the enemy is identified and counteracted in defense, the marketer needs to counteract every move of the competitor. It is the behavioral pattern of the firm and how it reacts to the competitive conditions of the marketplace. Marketing strategy is the system of integrated business approach designed to develop tactical plans, leading to the satisfaction of customer needs of selected market segments.

Market Research:

Marketing deals with the relationship between the organization and its customers. Market Research is fact finding, data gathering and analysis. The marketing process starts by finding out who are the potential tourists, where do they live and what are their preferences, habits motivations, etc.,

The answer to these is found in the field of market research.

Market research supplies the information about the size of the different markets and their segmentation. It also involves other subsidiary types of research, such as:

Product Research: involves market tests for new products.

Market Analysis: study the size, location and other characteristics of the market.

Sales Research: to evaluate sales, make studies on price, assess the effectiveness of salesmen and to set sales quotas.

Consumer Research: to survey and analyze consumer attitudes, preferences and reactions.

Advertising Research: to help evaluate the advertising campaign and make decisions regarding it.

Another study of market research is the tourist services study. This involves information on capacity and quality of accommodation, transportation network, facilities, entrainment, opportunities for sightseeing, etc. An analytical study of the target market along with information on the tourist services lead to a realistic assessment of tourist marketing opportunities.

Marketing Mix:

The main elements of a marketing program are described in terms of 4Ps. They are.

1. Product
2. Price
3. Promotion
4. Place

These four elements are known as “Marketing Mix”. The marketer could arrange these tools in different ways for achieving objectives.

Product:

It includes design, features, quality, range, size, packaging, etc. it also includes pre-sales and post-sale services like training for use, repairs, maintenance or replacement. Tourism products are concerned with the customer’s experience as well as the way these products are delivered to the customers.

Price:

Price is an important tool in the ‘marketing mix’ and it conveys something to the consumer about the nature of the product or service. Pricing for tourism product should take into account the complexity created by seasonality of demand and the inherent perish ability of the product. It includes pricing, pricing objectives, price-setting and factors which influence pricing.

Promotion:

It includes advertising, media publicity, public relations, campaigns, displays, sales promotion, road show, trade fairs, etc.

Place:

It includes retails outlets, wholesalers, distributors, warehousing, inventory, transportation, order processing procedures, etc. In tourism industry, the place or the channels of distribution system is different in the sense that the travel intermediaries play a decisive role in controlling the market.

These 4P marketing approaches work well for goods, but additional Ps require attention in tourism business as well. They are:

1. People
2. Physical Factors
3. Process

Because most services are provided by people, the selection, training and motivation of employees can make a huge difference in customer satisfaction. Ideally, the employees should show competence, a caring attitude, initiative, problem-solving ability and good will.

Companies also try to demonstrate their service quality through physical evidence and presentation. A hotel will develop a look and style of dealing with customer-value proposition, whether it is cleanliness, better service or some other benefit.

Service companies can choose among different process to deliver their service. Restaurants have developed such different formats as cafeteria style, candle light style, buffet and fast food services. The way the process is managed, affects the satisfaction experienced by each consumer.

Each of the elements in the “Marketing Mix” is important and has an influence on the customer. However, the marketer has a choice of selecting one or more tools to create the necessary impact on the market.

Marketing Mix for Tourism

It is the combination of ‘market offer’ and ‘market activity’. The marketing mix basically helps to indicate where marketing action can be taken to improve the acceptability of the tourist products and stimulate demand.

Market offer	Market activity
Holiday destination	Planning
Climate	Selling
Accommodation	Promotion
Transportation	Advertising
Entertainment	Public Relations

Planning a marketing programme should not be the only responsibility of an official organization. It is essential that various segments of travel industry should extend their help in a big way. The representatives of the official tourism organization and the travel agents from the host country must get together and offer package tours saleable in each tourist generating market. For instance, what is easily saleable in Europe, may not be acceptable in Japan or Australia.

1. A practical approach is necessary on the part of the travel agents, transporters, domestic airlines, railways and hoteliers.
2. It is the satisfaction of a tourist which determines the success or failure of a tourist marketing campaign.
3. Tourists have to be persuaded to buy the product. But there is competition as other destinations are also trying to woo them

Concept of Tourism Marketing

Tourism being the fastest growing and most competitive industry in the world, it should be marketed just as any other products; because it is an industry in which customer has immense variety of choice. Each destination, region, country are competing each other to gain bigger share of the market. Each destination contains many business organizations and they complete each other. A destination or service agency may enjoy the situation of monopoly due to its

attraction or service goodwill but for a tourist to enjoy the travel experience, every service and destination is a choice. For example, the highest mountain, on this earth Mt. Everest is in Nepal but a tourist may visit Mt. Fuji to relax and for more pleasure.

The tourism marketing may be defined as process which includes anticipating and satisfying existing as well as potential visitors' wants more effectively than competitive suppliers. It includes exchange for organizational profit and community and for natural gain.

Therefore, tourism marketing is the systematic and coordinated efforts by government, national tourism organization or the tourist enterprises to optimize the satisfaction of tourists, groups and individuals in the view of the tourism growth. In this way, tourism marketing need to be understood as a joint effort of the components involved in it.

The Tourism Marketing has been defined in many ways. There is no single, universal of definition of tourism marketing. Seaton and Bennet (1996) suggested five essential features of tourism marketing. These include: research technique, organisational structure, strategic decision areas, defined and well known target market and analytical procedures. A successful tourism company tends to use its strategy in order to achieve their goals. Strategic decisions are considered to be one of the most important aspects for successful organisation. According to Lumsdon (1997) who identified that tourism marketing tend to be the process of satisfying customers and meeting their expectations by creating more competitive suppliers or destinations. It is a significant point to understand the way tourism marketing is defined. Authors suggested a variety of definitions. The primary point is to understand the target market and choose appropriate marketing strategies to achieve company goals.

To create product value in organisations an appropriate business strategy has to be involved. Middleton (2001) suggested that business strategy consider marketing as an important part of organisation hierarchy. The author emphasizes the importance of the seven common elements. These are systematically integrated in many organisations. The marketing department is the centre of the organisation. Marketing corporate with additional departments including: Legal Department, Finance, Operations, Sites,

Promotion:

The basic function of all tourist promotion activities is to communicate with the customer. Media articles and commercials, brochures, posters, guide maps, ect., are all designed to inform, persuade and motivate people to buy the tourist product. Communication is a continuous process, messages have to be repeated to change customer attitude. To get a positive response from a customer, the communication process passes through the following phase:

1. Awareness that the product exists.
2. That the product is easily available, useful and reliable.
3. Conviction that the service will give the customer the value for his money.

Promotion Planning:

After collecting the available information on the market, an enterprise can start the promotion planning process.

1. Assessment of the problems and opportunities.

2. Establish objectives and goals, indicating market segments.
3. Action Programme – it includes advertising campaign, sales support and public relations.
4. Allocation of funds – how much budgets the organization can keep for marketing activities and how it should be distributed (allocated) to different aspects of promotion.

Public Relations:

As defined by the Public Relations Society of America (PRSA), “Public Relations helps an organization and its publics adapt mutually to each other.” The essential functions of Public Relations (PR) include research, planning, communications, dialogue and evaluation.

Today, PR is a set of management, supervisory and technical functions that foster an organization’s ability to strategically listen to, appreciate and respond to those persons whose mutually beneficial relationships with the organization are necessary if it is to achieve its missions and values. Essentially, it is a management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organization and its public.

An effective public relations plan for an organization is developed to communicate a message that coincides with organizational goals and seeks to benefit mutual interests whenever possible.

Public relations and publicity are not synonymous but many PR campaigns include provisions for publicity. Publicity is the spreading of information to gain public awareness for a product, person, service, cause or organization, and can be seen as a result of effective PR planning.

Public relations programmes encompass both marketing and corporate dimensions:

Marketing public relations is used in conventional marketing situations to influence customers. As such, it forms part of the marketing communications mix which also encompasses advertising, direct response, sales promotion and personal selling.

Corporate public relations is used to influence customer and non-customer publics and is particularly relevant in a marketing context when these publics have to be influenced in order to gain market entry.

Tourism Marketing and Indian Economy

Tourism Marketing has emerged as an industry in the recent past and is developing as the biggest industry of the world. And now the technical boom is helping tourism to be in the main driving seat of economies of many countries. According to a survey by World Tourism Organization, tourist movement throughout the world can touch the 1600 million mark by 2020. And that’s why the specialists of this industry think that “it is a new economic phenomenon, a new business, a new industry of vast dimension and magnitude.”

The biggest advantage of this industry is that it can generate maximum employment opportunity. And it’s simply because of the number of subsidiary industries. Tourism marketing helps in regional and economic development. The government of India understood the importance of tourism as an industry in the 1980s. Recent study shows that the globalization and open economy helped

tourism to emerge as one of the biggest forex earners of India. It brings the opportunity of infrastructure development. The overall development of any country depends especially on the improvement of road, vehicles, communication, water supply, airports and railway stations. Economic progress and industry development depend completely on the overall development of country. And tourism plays a major role in this overall infrastructural advancement. Tourism helps agriculture and other industries directly and indirectly. The following examples show the importance of tourism in the Indian economy.

Tourism industry can generate five million jobs.

Foreign tourists buy handicrafts worth around Rs. 10 billion a year.

Total income from this smokeless industry in India is around Rs. 200 billion. And that is again without any Factory.

Problems:

- Environmental pollution due to a large influx of tourists to relatively small areas.
- The greater the number of visitors, the more the inconvenience to local population followed by resentment and tension. It may even lead to outburst of hostilities.
- The large influx of tourists from affluent to poor countries may result social problems such as dishonesty, cheating violence, crimes and inferiority complex.

Suggestions:

To promote domestic tourism marketing in the country and to create social awareness among the masses, various domestic campaigns have been launched during the current year in leading print publications, TV and radio channels.

A complete tourism package can be provided through initiation by the local government bodies of activities such as beautification campaigns, sponsorship of special event that tie in with local tourist attractions and participation of all business in the area.

Good community leadership: Successful tourism promotion and development requires good leadership by open minded and enthusiastic persons from local government, community groups, the business community and non-profit organization such as chamber of commerce and convention and visitor bureaus.

Support and participation of local government: The role of local government is especially important in the following areas; funding for tourism development and promotion, creating and maintenance of the infrastructure necessary for tourism, zoning and maintenance of the community so that it looks clean and appealing to tourists and educational support for farmers.

Sufficient funds for tourism development: Most of the rural communities depend on public funds that are very often insufficient to cover all the needs of the rural community; private funds are something that most often can't be reached since local people do not have sufficient income to invest; therefore it is very important to explore for other source of funding and assistance.

Good planning for tourism development and promotion can help develop and support local business connected to tourism. Planning for tourism development should be integrated into a community's overall economic strategy because of the interdependence of the community and key aspects of tourism development and promotion. Hence, planning for tourism requires the involvement of various stakeholders in the community.

Coordination and cooperation between businesspersons and local leadership: for tourism development and planning to work, coordination and cooperation between local government and entrepreneurs is crucial. While the strength of rural communities is their strong personnel networks, coordination and cooperation between local government and the business community do not always occur easily, if at all.

Information and technical assistance for tourism development and promotion: Different types of information for tourism development and promotion because small communities usually cannot afford to hire experts.

Widespread community support for tourism: Community support for tourism development and the attitudes and hospitality of local tourism workers are important for successful tourism. It is obvious that management and marketing of tourism often require a community effort because of the nature of tourism; the community as a whole and its image must be marketed, not just one attraction.

Role of Government Promoting Tourism Marketing

Tourism is a multi-sectoral activity and the industry is affected by many other sectors of the national economy. It also has to play a pivotal role in tourism management and promotion. The specific role of the Government will be to:

- Provide basic infrastructural facilities including local planning and zoning arrangements.
- Plan tourism development as a part of the overall area development strategy.
- Create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area.
- Provide the required support facilities and incentives to both domestic and foreign investors to encourage private investment in the tourism sector.
- Rationalize taxation and land policies in the tourism sector in all the States and Union Territories and in respect of land owned by Government agencies like Railways.
- Introduce regulatory measures to ensure social, cultural and environmental sustainability as well as safety and security of tourists.
- Ensure that type and scale of tourism development is compatible with the environment and socio-cultural milieu of the area.
- Ensure that the local community is fully involved and the benefits of tourism accrue to them.
- Facilitate availability of trained manpower particularly from amongst the local population jointly with the industry.
- Undertake research, prepare master plans, and facilitate formulation of marketing strategies.
- Organize overseas promotion and marketing jointly with the industry.
- Initiate specific measures to ensure safety and security of tourists and efficient facilitation services.
- Facilitate the growth of a dynamic tourism sector.

Promotion and marketing is an important component of tourism development and needs to be undertaken along with product development in conformity with consumer profiles and product characteristics. The policy of the

Government therefore will be to develop and implement cost effective marketing strategies based on market research and segmentation analysis in each of the tourist generating countries.

Conclusion:

Tourism marketing is one of the world's largest and fastest growing industries. Tourism really Counts as one of the economic and social phenomena of the last century and undoubtedly will retain its position for centuries to come. Tourism has found a niche for itself as an effective, earning revenue and foreign exchange, enhancing environment preserving culture and tradition thereby facilitating overall development. The Central and State Governments should adopt pragmatic, dynamic approach to develop tourism.

Reference:

- Lingappan. A (2012) Promoting of Tourism in India. A Journal of Agriculture and Rural Development.
- Sivakkolundhu . C (2014) Impact of Eco-Tourism and Environment. a Journal of Kisanworld.
- Lew, Alan A. (2008). "Long Tail Tourism: New geographies for marketing niche tourism products". *Journal of Travel & Tourism Marketing* **25** (3-4): 409–41
- Basic of Tourism Management Suddhendu Narayan Mishra Sapan Kumar Sadual, Excel Books.