



TOURISM MARKETING

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Concept of Marketing

People hold a variety of misconceptions about marketing. Most common is its confusion with selling and advertising. Selling and advertising are actually types of promotion which is only a component of marketing. Marketing involves much more including product/ service development, place location and distribution and pricing. It requires information about people especially those interested in what you have to offer your "market", such as what they like, where they buy and how much they spend. It's role is to match the right product or service with the right market or audience. Marketing, as you will see, is an art and a science. According to the "**American Marketing Association**", marketing is "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational objectives."

Recreation And Tourism Marketing

Tourism is primarily a service based industry the principal products provided by recreation/ tourism (R/ T) business are recreational experiences and hospitality. These are intangible products and more difficult to market than tangible products which as automobiles. . The intangible nature of services makes quality control difficult but crucial. It also makes it more difficult for potential customers to evaluate and compare service offerings. In addition, instead of moving the product to the customer, the customer must travel to the product (area/community). Travel is a significant portion of the time and money spent in association with recreational and tourism experiences and is a major factor in people's decisions on whether or not to visit your business or community. As an industry tourism has many components comprising the overall "Travel experience." Along with transportation, it includes such things as accommodations, food and beverage services, shops, entertainment, aesthetics and special events. It is rare for one business to provide the variety of activities or facilities tourists need or desire.

Tourism activities depends upon nature and natural heritage, it is essential to ensure that tourism development is ecologically sustainable ecological process must not be neglected. Similarly tourism offers real experience of unique culture of the country. Hence the development should ensure that social and culture sustainable tourism development compatible with the culture and values of the local people. "Sustainable tourism" is a new concept, which says that the tourism development should meet the needs of the present without comprising the ability of future generation to meet their needs. Tourism industry is one of the major segments to our economy, it contributes major part of foreign exchange and generates employment and helps infrastructure development.

The world tourism organization (WTO) defined "sustainable tourism development" as that which meets the needs of present tourist and host regions, while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such away that economic social and aesthetic needs can be fulfilled while maintaining cultural integrity essential for ecological process, Biological diversity, life supporting system and quality of experience. It means great trips satisfied excited visitors bring new knowledge home and friends off to experience the same thing which provides continuing business for the destination. Thus tourism has to be human and adapted to the needs of the tourist, respond to the needs of the local communities be socio- economic and culturally well planned and environmentally sound. The tourism must offer products that are operated in harmony with the local environment, community attitudes and cultures .so, that they become permanent beneficiaries and not the victims of tourism. The basic cultural identity of these local people should not be adversely affected. Sustainability also ensures economically sustainable Development process in the efficient management of resources and such management to ensure that the resources supports the future as well as the present generation.

Thus sustainable tourism aims to "improve the quality of the people" provide good experience to the tourists. Maintain the quality of environment that is essential for both tourists and the local community. Tourism can be one of the effective tools for building as prosperous community economically, socially and culturally. It must be environmentally sustainable and based on the sustenance of the natural and cultural base. Each destination should examine whether it has adequate attractions and facilities' for tourism and there is a potential for tourism generating markets to be open to exploitation. The carrying capacity is the central principle in environmental protection and sustainable tourism development. It determines the maximum use of anyplace without causing negative effects on resources on community, economy and culture. Thus tourism has to be environmentally sustainable in both natural and cultural environment.



"Sustainable tourism" in its purest sense is an industry which attempts to make a low impact on the environment and local culture while helping to generate income employment and the conservation of local ecosystems. It is responsible tourism, which is both ecologically and culturally sensitive.

Characteristic/ Features of Sustainable Tourism

1. **It's Informative:** travellers not only learn about the destination they learn how to help sustain its charter while deepening their own travel experiences. Residents learn that the ordinary and familiar may be interest and value to outsiders.
2. **It Supports Integrity of Place:** destination savvy travelers seek out business that emphasizes the character of the locale in terms of architecture, cuisine, heritage, aesthetics and ecology. Tourism revenues in turn raise local parceled value of these assets. Tourism revenues in turn raise local perceived value of those assets.
3. **It Benefits Residents:** Travel businesses do their best to employ and train local people, buy local supplies, and use local services.
4. **It Conserves Resources:** Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.
5. **It Respects Local Culture And Tradition:** Foreign visitors learn about and observe local etiquette, including using at least a few courtesy words in the local language. Residents learn how to deal with foreign expectations that may differ from their own.
6. **It Does Not Abuse Its Product:** Stakeholders anticipate development pressures and apply limits and management techniques to prevent the "loved to death" syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.
7. **It Strives For Quality, Not Quantity:** Communities measure tourism success not by sheer numbers of visitors, but by length of stay, money spent.
8. **Technology:** Technological developments are increasing rapidly. New recreating products such as on all terrain vehicles and wind surf us, provide new ways to people to satisfy their recreational preference.
9. **Competition:** Business and communities must identify and analyse existing and potential competitors. The objective of the analysis is to determine strengths and weakness of the competitions and marketing strategies like.
 1. Product / service features quality.
 2. Location relative to different geographic markets.
 3. Promotional themes and messages.
 4. Prices.
 5. Type of customers they are attracting.

Recreating and tourism business should also view their services/ product in generic terms. Thinking of products/ services in this manner helps focus more attraction on the experiences desired by customers and also the facilities. Program and services that will produce those experiences. For examine campgrounds are the business of providing recreational lodging not just example sites to part and RV or set up a tent. Marinas should provide recreational beating experiences, not just slippage.

Location and accessibility Places

Too many tourism businesses and communities fail to recognize their role in improving travel to and from their areas. They focus instead on servicing the customer once they arrive at the site/ community. A bad experience getting to or leaving an R/T site can adversely affect a person's travel experience. Ways to help to prevent this include:

1. Providing directions and maps.
2. Providing estimates of travel time and distances from different market areas.
3. Recommending direct and scene travel roots.

Basic Guidelines For Achieving Sustainable Tourism

Sustainable Tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.



Suggestions

The following are certain guidelines that have to be followed to achieve sustainable tourism. A general tourism policy incorporating sustainable objectives all national regional and local level should be followed.

1. Targets established for the planning development and operation of tourism involving various government departments public and private sector companies community groups and experts could provide widest possible safeguards for success.
2. Primary Consideration should be given to the protection of natural and cultural assets.

Marketing Environments Analysis

The next step in developing a marketing plan is to assess the impact of environmental factors such as economic social and political and future markets. Changes in these factors can create marketing opportunities as well as problems.

1. Demographic and life style trends: Changing demographics and life styles are having a major impact on R/T participation.
2. Economic conditions: Overall economic conditions can have significant impacts are recreation and tourism markets.
3. Law and Government actions: Tourism is significantly both positively and negatively by laws and actions of governmental agencies.
4. Identifying and attractions and support facilities along different travel routes.
5. Informing potential customers of alternative travel methods to t area such as airlines and rail roads.

Conclusion

Customer's satisfaction in tourism in greatly influenced by the way in which service is delivered and physical appearance and personality of the business. Marketing becomes the method to reach potential visitors. It is a vital part of tourism management and can be done effectively and well with sophistications and tact's or it can be done poorly in a loud, thrash and ingressive manner.

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