Chapter II
MARKETING TOURISM PRODUCT- A CONCEPTUAL FRAMEWORK

Nature and Definitions of Marketing-

Marketing is a total integrative system developed by a marketer to approach the target market. It insists that the firm needs to develop want satisfying products and services on the basis of research. Customer focus is the essence of marketing approach. Building customer relationships and customer data base for maintaining continued relationships are the important development of recent times. Tull and Kalhe, 1990, explains “Marketing is a process of planning, executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives” ¹

This definition throws light on following points,

I. It relates to evolving concept of the product to be produced and pricing and promoting the same to satisfy individual needs of the customer. Similarly this is also applied for organizational needs.

II. This definition also makes it clear that it helps to market ideas and services.

III. It helps satisfactory exchange by selling the goods and services.

Thus the above definition emphasizes that ideas, goods and services are provided to satisfy the exchange of individual or organization.

Kotler and Armstrong defines marketing as “Marketing is a social and managerial process by which individuals and groups obtain what they want through, creating and exchange products and value with others”.²

This definition tries to explain that it is social and managerial process. It
includes planning, organizing, communicating, directing, controlling and concentrating all the activities which are related to creating and exchange of product.

Similarly it gives stress on value of the product to others. This gives importance of the product for the needs felt by the customers.

The comprehensive definition of marketing is given by Philip Kotler which states that, “Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchange of values with target market for the purpose of achieving organizational objectives. It relies heavily on designing the organization’s offering in terms of the target markets ‘needs and desires, and on using effective pricing, communication and distribution to inform, motivate, and service the market”. Philip Kotler. 5

The analysis of all the above definitions highlights the following points.

- Marketing is continuous process.
- It is a business activity.
- For every organization be it small or large marketing system is necessary.
- Marketing is necessary in service institution, intermediaries, government, agencies, public and consumer interested groups etc.
- Marketing involves planning, execution, promotion, distribution of ideas, goods and services.
- Marketing offers product according to the desires and wants of the consumer.
- It is social and managerial process.
- It aims to achieve the organizational objective.
- The offering offered by marketing is designed as per the customer needs and wants.
• Marketing helps to create value.
• It entails an exchange.
• Marketing requires product, price, place, and promotion decisions.
• Marketing occurs in many setting.
• It can be performed by both individuals and organizations.

Thus we can summaries as ‘Marketing is a continuous process. The producer identifies the needs and wants of the people and decides to create a product which will satisfy them. It deals with promotion of the product, advertising, pricing, distribution channels and branding’

All this is done through creating transaction for exchanging the product for a value and result in satisfaction to the buyer.

This marketing concept is necessary to apply to the tourism product like Ellora and Ajanta to get maximum economic and social benefits to the developing country like India. Therefore tourism marketing concept is elaborated as follows-

**Tourism Marketing Concept**

In the earlier time tourism marketing concept was not deliberately needed as travel was in its infancy and very few rich people used to undertake journey. These only were seeking transportation, accommodation, guides and other services. As the travel business expanded it became necessary for businessmen dealing tourism to apply principles of marketing to the sale of travel product.

Since marketing helps to create new customers, customer satisfaction became an important part of travel sales. The purpose of marketing in tourism could be simply stated as attracting new customer and the same time preventing other competitors from taking away customers. Marketing of any product in general and tourism product in particular is a process of creating a product or providing a service for which there is an actual and
or potential demand. The process of tourism marketing begins by detailed assessment of present and future demand, on the basis of this assessment, developing facilities and services and makes them available for the tourist. Dr. Jha describes tourism marketing activities are, “systematic and coordinated efforts exerted by tourist organization and or tourist enterprises on international, national and local level to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth”. Tourism marketing like marketing of commodity goods has to be always decided, planned systematically and there is always co-ordination needed in various activities. But unlike the commodity product tourist organizations work on domestic, international and national level as the consumer are from different areas. In case of marketing tourism products in the form of an attraction, the state tourism board and the organization at local and state level create awareness and promote the attraction through various methods. The national level organization promotes tourism at national as well as international level. All these activities are aimed for sustained tourism growth through customer satisfaction.

In this connection Rathwell says, "Marketing is not concerned with tangible goods. It also plays a similar role in connection with the distribution of services." 5

As tourism product is a service product it also require similar concept of marketing and the process is almost same as that of commodity product.

The above mentioned point is also supported by Krippendorf. He also views the same concept in studies in tourism marketing and came to a conclusion," Marketing in tourism is to be understood as the systemic and coordinated execution of business policy by tourist undertaking whether private or state owned at local, regional, national or international levels to achieve the optimal satisfaction of the needs of identifiable consumer groups and in doing so achieves an appropriate return."6 The point of
focus in Krippenhorf’s definition is tourism marketing relates an execution of business policy designed by keeping tourists needs in front. These all are performed on local, regional, national, and international levels in fine tune with each other as the tourism product is consumed at various level and is made up of all the above.

Burchart and Medlik opines, “Tourism marketing activities are systematic and coordinated efforts extended by National Tourist Organisation and/or tourist enterprises on international, national and local levels to optimise the satisfaction of tourist groups and individuals in view of sustained tourism growth.” Tourism being a composite product deals with many service providers. These unique qualities require more systematic planning and co-ordination while designing marketing strategy of tourism product. But for marketing of tourism product the main role players are National tourist organizations like Indiatourism and other organization such as State Tourism Development Corporations and various tourism enterprises involved in tourism. All the above organizations should plan, develop and promote tourism product right from local level to international level in view of providing consumer satisfaction on one hand and on other development of sustainable tourism.

The Tourism product

The tourism being a service product has specific characteristics. These characteristics set the product apart from the more general goods sold in market place. An understanding of the complexity of the service product concept is an essential prerequisite for successful marketing. The emphasis is more and more placed upon the service provider to develop a deeper understanding of consumer benefits which are sought and the nature of the service delivery system itself.

According to Roger Duswell, a leading, expert on tourism product designing; the tourism products at destination comprises all those attractions, facilities and services used or visited during stay. It also
comprises of every thing that happens to visitors, everything they experience. This clearly reveals that tourism product consists of both tangible and intangible components as is shown in the following figure.

**Figure no. 2.1 Nature of tourism product**

![Diagram showing the nature of tourism product]

(Tourism Product)

- **Tangible Element**
  - Tourism Patrimony
  - Infrastructure
  - Super Structure
  - Everything of an objective Character

- **Intangible Elements**
  - Hospitality Courtesy
  - Friendliness / Human Warmth
  - Atmosphere / Ambience
  - Everything of subjective character


Thus the tourism product is an amalgam of different tangible and intangible elements. Tourism is an intangible product and for that reason it is unique. It sells an experience rather than a physical item of merchandise that the potential tourist can inspect before purchasing. Tourism product is a combination of different elements like attraction, access, accommodation, entertainment facilities and other ancillary services can be easily considered as a case of joint supply. The delivery
of tour package by a tour operator automatically ensures the supply of requisite facilities.

Tourism is a composite supply as it is supplied by different sources. All these are components are combined and cooperate to satisfy the same need. For example a tourist destination may be accessible by different modes of transportation, air, road, and water and it is an example of composite supply.

Tourism product like normal consumer product transacted through retail outlets (travel agents), wholesalers (tour operators) and even departmental stores (franchise) of many countries. The tourism product needs special elaborate consideration in marketing as it has inherent features since tourism product emerges as composite of several elements.

The supply of tourism has complex pattern. It is affected by the environmental, social and economical backgrounds within which the tourism products or destinations are located.

**Tourist Destination**

A destination can be referred as a place or a set of places to which tourists go and in which they may stay, a prime objective of their visit. It is a known fact that all destinations are places but a place can become a destination for modern tourism only through two sets related activities; these are local development of requisite facility for the tourists and marketing efforts undertaken in the areas and location of tourist’s origin. A destination area can be any place characterised by natural and manmade features, infrastructural and superstructural facilities and amenities and the attributes of the host populations, independent of other locations and known to an adequate number of potential visitors to justify its consideration as an identity.

The tourism product in the form of destination comprises a core of the facilities, amenities and services required to satisfy the needs of tourist. These are represented in the form of four A’s i.e Attraction, Access,
Amenities (accommodations, Food and Beverage outlets, entertainments, retailing and other services), Ancillary services and local organisations.

Most important a destination must have an appeal of attraction whether, physiological or tangible to induce visitors to come. From the marketing perspective according to Kotler 1984, “product can be defined as any thing; physical objects, services, persons, places, organisations and ideas that can be offered to market for attention, acquisition, use or consumptions that might satisfy a want or need.”

The tourism product from the industry point of view can be analysed on two levels.

a) The total tourism product consisting of a combination of all the service elements consumed by the tourist from the time he/she leaves home to the time of return.

b) Tourism products are explained in terms of their component part and the benefits which they offer to customers. Tourist visit a destination comprises a mix of several different components. Any tourist destination comprises a mix of several different components. It includes special features of destinations, travel, accommodations and other facilities such as catering and entertainment. Sometimes all components are purchased together from travel agents in the form of package tour or inclusive tour. In other case customer ask travel agent one or two components for example tourist drives his car to reach the destination, he only takes accommodation service from the travel agent.

Developing the components from the standpoint of tourist, Medlik and Middleton noted (1973) that, the product covers the complete experience of the tourist from the time he leaves home to the time he returns to it.’ Thus the tourist product is considered as an amalgam of three main components as attractions and facilities at the destination and accessibility of the destination’. In other words tourist product is not an an airline seat or a hotel bed or relaxing on a sunny beach—but rather an amalgam of
many components or a package ‘.airline seat and hotel bed are merely elements or components of total tourist product which is a composite product’. This concept of the product was used subsequently by Waheb et al (1976) and Schmoll (1977) and it appears to be widely internationally accepted.  

The hotel product covers the complete accommodation experience from the point of first contact, which may be made by a travel agent or direct to the hotels reception desk, through checking-in procedures all the services used during the stay and in checking out. The purchaser of tourism product anticipates various facilities for his/her visit, stay and appreciation of the attraction. The central focus in the tourism product is an identifiable attraction with distinctive intrinsic values. These attractions are of immense value to the visitors from all over the world. Along with the attraction tourist expects intangible benefits like luxury, services, hospitality, atmosphere etc. The product purchased should aim to transform dreams into reality and imagination into experience.

From customers view they do not buy products but they buy the expectation or benefits. It is the benefits that are product. Kotler noted the customer is looking for particular utilities. The company must be aware of all the ways in which customers can gain the sought satisfaction. In tourism industry the basic raw material used in the formulation of tourism product is the country’s natural beauty, its climate, history, culture and the people. The other essential elements are the existing facilities or the infrastructures, which are necessary for the stay to be more comfortable and it includes water supply, electricity, road transport, communication and other ancillary services. Thus, the tourism is sum total of a country’s tourist attraction, transport systems, hospitality and entertainment and infrastructure which is offered to the tourist, and if well designed and developed, will result in consumer satisfaction.
Thus the ideal tourism product is a package consisting of various physical and psychological elements, which provides the best possible experience and satisfaction to the tourists. It should consist of

- An environment of peace and stability.
- A assurance of safety and security
- A friendly host society.
- An industry establishment which provide the requisite services.
- Absence of extortions and hostility.

**Characteristics of tourism product**

The product normally is a material or physical object or anything that is tangible. A product generally anything that can be offered to a market for attention, acquisition, use of consumption capable of satisfying a want or need. A service product refers to an activity or set of activities that a marketer offers to perform resulting in the satisfaction of need/want of predetermined target market segment.

All the general principles of marketing which have proved effective and successful in marketing of commodity product would be applicable to the marketing of the tourism product.

Following are the peculiarities of tourism product-

1. **In contrast to physical product and goods, services have intangibility.**

The tourism products are mostly services. They cannot be tasted, seen, felt before or prior purchase or consumption. In the tourism industry the concept of compensation for an unsatisfactory purchase is also distinctive. As with goods, money can be refunded, or compensating products made available free. The services which are intangible in tourism product can be idea or expectation or a frame of mind at the point of sale. In tourism the product cannot be returned once it has been consumed.
2. **Tourism services are characterized by inseparability.**

Inseparability attribute implies that tourism is consumed where it is produced. In this process the producer and consumer needs to be physically present at the site of production i.e. at destination. These services are often rendered and experienced simultaneously. The production can only take place or can be completed if the customer is actually present. There is always close link between production and consumption of tourist services. Once consumption is begun, can not be stopped, interrupted or modified at all.

3. **Tourism product is highly perishable.**

Tourism product is perishable product we can not store the product in warehouse or in store for the next day sale, if it is not sold on the predetermined date. Being a service product, as the services cannot be stocked. It has to be sold well in advance in fixed time and pace. This means that if service capacity or products are not sold on a particular day the potential revenue is lost and can not be recovered. 13

4. **Tourism product can not be owned.**

For example a tourist who has purchased entry ticket to Ajanta and Ellora are not the owner of the monument. Like wise a guide can be hired for the services he provides to the tourist.

5. **Tourism products are purchased of diversified needs.**

The tourism product purchased by the tourist depends on subjective and objective reasons, expectations and desires. These factors influence tourists choice for certain holiday destination, type of accommodation, activities at the destination. In tourism generally two people make exactly the same choices for entirely different reasons and some time mutually exclusive reasons. Unlike motivation for buying tangible goods travel motivations are heterogeneous- composed of diverse element. For example Travel to Ellora is undertaken for different reasons, a tourist may visit Ellora for religious purpose of visiting the Jyotirlinga, and other will
visit to study architecture of Kailash temple while third one will visit friends and relatives.

6. Tourism products do not have uniform quality.

Tourism being a service industry, services are rendered by human to human. The services rendered vary from person to person and time to time. The human element makes the standardization of the product a difficult task.

The services provided by guide, escort, waiter in restaurant may not be consistent every single day. Family problems, ill health, or stress may affect his performance.

7. In marketing of tourism product the dominant role is played by intermediaries.

In case of all the industries producing tangible products, manufactures play a major role in product components, design, distribution, promotion, and pricing. In tourism industry, sales intermediaries such as travel agent, tour operator, hotel brokers and reservation agents play a dominant role. They are the one who decide to a large extent which services will be sold, at what time and to whom. In addition they decide about the pricing policies and promotion strategies. Thus they enjoy a superior position in the market.

8. Tourism product is manufactured by many producers.

In case of tangible products, one manufacturer produces a total product. In tourism industry the tourist product cannot be provided by a single enterprise. Each of the components of the tourist product is highly specialized and when combined together makes the final product.

The product for the hotel industry is a guest night or hotel rooms, for airlines passengers flied are their products. The travel agent’s product are the bookings done on that day and in case of museum or an archeological site the product is measured on the basis of the number of visitors who visited the site on that day.
But from the tourists’ point of view, the product he purchased was a single product- a package tour which covers the complete experience of his visit to a destination. This is peculiar for tourism product only and hence requires co-ordination in marketing the product.

9. The demand for tourism product is seasonal.

The tourism product has highly Unstable Demand. The demand for tourist product depends on many factors such as season, economy of the destination, political factors, social factors etc. Season is most important factor which affects the tourism industry greatly.

This seasonal usage of the product creates unemployment. Seasonality also has an impact on transportation and hospitality services as well as most other services. Along with unemployment; investment is greatly affected by seasonality.

Political unrest and economic instability caused by currency fluctuation and inflation has impact on tourism demand.

The above feature of Tourism Product is showed in the following figure at a glance.

**Figure 2.2 Characteristics of Tourism Product**

![Characteristics of Tourism Product](Source- Own figure)
Marketing in tourism is different due to the various factors mentioned above as compared to marketing in other industries therefore needs a somewhat different approach. Tourism marketing to a considerable extent depends on various factors which are mentioned as special features of tourism product as above

**Components of Tourism product**

Components of tourism product according to Meinung (1989) identified and categorized as

1) Primary element of an unchangeable kind (static factors)
2) Secondary element of partially variable kind (Dynamic factors)
3) Tertiary element of unstable kind (Current decision factors)

All the above mentioned factors are nothing but Attractions, Accessibility, and facility at the destination, image and price respectively. Some factors in the above category like attraction for example the caves of Ellora and Ajanta will not change, will continue to attract the tourists are of static nature. The other factors are of secondary nature which will change according to demand like due to increase in demand there is increase in number of hotel. The tertiary elements of unstable kind which are called as current decision factors, changes according to the season and will be related to the success of the tourism product for example price. However interrelationship exists amongst all these elements of primary, secondary and tertiary category.

Mr. Jha S.M classified components of tourism product under three categories,

1- Central services
2- Peripheral private services
3- Peripheral public services

The above mentioned components are shown in the following diagram
Figure 2.3  A View of the Tourism Product

Tourism Product

Central services

Transport
Air, Sea, Rail
Coach, Car hire

Attractions
Parks, Zoos, Heritage
Centres, Monuments,
Stately Homes, Physical
Landscape

Accommodation
Hotel, Motels, Guest
Houses, Farms, Holiday
Centres, Apartments,
Villas, Cabins, Chalets,
Camp and Caravan Sites

Catering
Restaurants, Motorway
Service Cafes, Fast
food outlets, public
houses.

Peripheral private
services

Travel Insurance
Marketing Printing,
Advertising

Travel Agents,
Distributors of literature,
Tele text, Prestel Whole-
salers Tour, Coach Operators

Private Education and
Training Establishments
Private Ports, Airports,
Marines

Banking-

Travel Cheques,
Currency Shops,

Peripheral public
services

Government
Organisations
Regional Tourist
Organisations

Information Centres
Borough/Council
Tourism Deptts.
Public Education and
Training Establishments

Public Ports, Airports,
Visa & Passport Offices
Customs and Excise
Services

Police, Medical,
Sanitation, Cleansing

(Tourism Product; Modified From; D.C. Gilbert; Conceptual Issues in the
Marketing of Tourism, p.7.S.M. Jha; Services Marketing, P. 185 Himalaya
Publishing House, 1994.)
The components are set of interrelating services offered either individually or in package. They provide complete experience and they are mix of central and peripheral services.

From the stand point of the potential customer the product in the any visit is a package of tangible and intangible components based on activity at a destination. The package is perceived by the tourist as an experience available at a price.

Thus all above components when mixed forms five main components of the total tourism product, which are

- Destination attractions
- Destination facilities and services
- Accessibility of the destination
- Image of the destination
- Price to the consumer

Tourism product is nothing but combination of various components, tangible and intangible components offered by different suppliers.

These components are mainly attractions, accessibility amenities, price of the product. Though all these components are provided by different suppliers, they have interrelations. They are beneficial and supplementary to each others growth. The deeper insight in the components will provide us immense variation amongst themselves.

**Figure 2.4 Components of Tourism Product**

![Components of Tourism Product Diagram](Source – Own Figure)
Attractions

People travel to vast distances and spend time and money to go some where that offers them something that is different from home. There is complex interrelationship between people's desire to travel and what attracts them to specific destination. It is the attraction or demand generator of tourist destination that encourages people to go there. Attractions are the main marketing tool of destination. They are the destinations assets. Attractions form the core of tourism experience. They are the reason people travel to a particular destination.\textsuperscript{16} Attractions are the principal appeal of a destination. There are also aggregate of attractions which a destination offers to the tourists.

Attractions need to have number of characteristics if they are to be successful in growing brand and popularity of the destination, creating employment and becoming part of tourism hub at the destination. The attractions are there spread across India, all of them are not receiving the number of tourists as per their potential.

The following factors help the tourist attraction to be successful and popular.

- should be specifically planned, developed with aim to attract tourist
- provide the necessary facilities to ensure that the needs and interests of visitors are catered for.
- may charge entrance fees to develop facility for tourist
- provide an environment in which people can spend their leisure time, and aim to provide a pleasurable experience for the visitors.
- should be specifically planned, developed and aimed to achieve the above goal.
The attractions are classified as site attraction or event attractions depending upon the nature of attraction. A site attraction is one in which the destination itself exercises appeal, while event attractions in which tourist are drawn to the destination largely and solely because of what is taking place there. A site attraction may be a country, geographical region such as Himalayas, a city resorts or even a specific building. The event attractions include exhibition and festivals such as Ellora Festival or sport event like Olympic Games or an international conference.

Site attraction can be natural and manmade. Natural attractions are all those feature that make up the physical environment- for example the landscape, beaches, mountains, sunshine, unique flora and fauna. Manmade attractions include building of historical and architectural interest, holiday camps etc.

Site attractions are characterized by nodal and linear nature.

A nodal attraction is one in which the attractions of the area are closely grouped geographically although tourist may make day excursion out of the regions their holiday is centered on a particular resorts or area which provides most of the attractions and amenities they require for example seaside resort.

Linear attraction is that in which the attractions are spread over a wide geographical area, with no obvious centre of attractions or interest.

All the above mentioned attractions are detailed as following

1. Natural attractions are kept as it is. 2. Manmade attractions are further divided into
   a. built attractions,
   b. cultural attractions
   c. social attractions.
**Built attractions** are buildings and tourist infrastructure not necessarily constructed only for tourist and visitors. For example Rastrapati Bhavan in New Delhi are not open to the tourist or public, but are included in tours so that tourist can see it and take photographs. There are also building that are built mainly for tourists- holiday resorts and theme parks, A built attractions therefore can be defined as any building that attracts tourist or visitors.

**Cultural Attractions**-Cultural attractions have become one of the most popular types of attractions in recent years. Cultural attractions are places or things which are reflective of a particular community. Monuments, memorials, statues, traditional restaurants, art, architecture, religions, rituals and ceremonies are all examples of cultural attractions. Some of them may be developed into special events, festival and pageants.

**Social Attractions** are those where the tourist has an opportunity to see or be part of the way of life of local population of the specific communities. Tourist wish to socialize with local people, eat with them, drink in local bars and pubs and experience the life as they do. In some cases, visitors can live with a family and join them in daily tasks for example farm stay.

The above mentioned types of attractions are shown in the following table giving suitable examples for each of them.

Various types of attractions are classified in the following table of types of attractions.
Figure 2.5 Types of attractions

<table>
<thead>
<tr>
<th>Attraction Category</th>
<th>Attraction Type</th>
<th>Constituent attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural</td>
<td>Scenic beauty</td>
<td>Beaches, Mountains, climate, rivers, waterfalls, fountains, lakes, forests, coastal areas, caves, flora, fauna</td>
</tr>
<tr>
<td></td>
<td>Animal attractions</td>
<td>Game reserves, zoos, rare-breed farms, aquaria, wildlife</td>
</tr>
<tr>
<td></td>
<td>Parks, Gardens and reserves, country parks, Health</td>
<td>Botanical gardens, public parks, national parks, natures reserves, marine reserves, country parks, reservoirs, marinas, spas, hot water springs</td>
</tr>
<tr>
<td>Built</td>
<td>Leisure and theme parks</td>
<td>Outdoor parks, beach resorts, ski resorts, casinos, shopping centers, dams</td>
</tr>
<tr>
<td></td>
<td>Workplaces</td>
<td>Mines, factories, dockyards etc.</td>
</tr>
<tr>
<td></td>
<td>Convention centre, transport</td>
<td>Steam railways, cruise liners, luxury trains, safaris</td>
</tr>
<tr>
<td>Cultural</td>
<td>Historical sites,</td>
<td>Castles, historical houses, monuments, battlefields, memorials, statues</td>
</tr>
<tr>
<td></td>
<td>Archaeological sites</td>
<td>Cave rock art, ruins</td>
</tr>
<tr>
<td></td>
<td>Religious sites</td>
<td>Churches, temples, mosques and monasteries, ceremonies, rituals</td>
</tr>
<tr>
<td></td>
<td>Museums and galleries</td>
<td>Art galleries and museums</td>
</tr>
<tr>
<td></td>
<td>Tourists routes</td>
<td>Township tours, wine routes, whale routes, heritage route, battlefield routes, slave routes, flower routes</td>
</tr>
<tr>
<td>Social</td>
<td>Rural life</td>
<td>Cultural village and food</td>
</tr>
<tr>
<td></td>
<td>City/town life</td>
<td>Architecture, café’s, restaurants, theatres, shows</td>
</tr>
<tr>
<td></td>
<td>Art and craft</td>
<td>Curios handicrafts such as painting, sculptures, and wood carving</td>
</tr>
<tr>
<td></td>
<td>Events Interaction with host community</td>
<td>Markets, sport events, cultural festivals, hallmark events Participant in cultural programmes, Stay with local families, socialization with local.</td>
</tr>
</tbody>
</table>

(Source-Dr. Richard George, Managing tourism in south Africa, Oxford University press southern Africa pvt Ltd, Cape Town, 2007 P. No. 61)
Through process of marketing information and using promotional techniques demand for attractions can be stimulated.

Attractions need to have number of characteristics if they are to be successful in growing brand popularity of the destinations, creating employment and becoming part of tourism hub at destination.  

Facilities –Amenities and Accommodation

Attractions are not sufficient for tourism product to grow. Along with attractions facilities and accessibilities should be there. This can be stated as a destination must have more than just attractions, the facilities. The facilities can be categorized as an infrastructure and a superstructure.

Infrastructure comprises roads airports, stations, utilities, communication and similar items that make it easy for tourist to reach and explore the destinations. Infrastructure is generally provided by government by out of tax revenue. These are parts of secondary elements/dynamic factors and according to Jha they are core elements.

Facilities can be further grouped into amenities and accommodations.

Amenities – However attractive a destination its potential for tourism will be limited unless the basic amenities which a tourist requires are provided. These elements are available within destination or they are linked to it. The basic purpose of these elements is to make it possible stay, stay at the destination more comfortable and enjoyable. These elements include accommodation restaurant and transport at the destination, sport facilities and other services.

Amenities will differ according to the attractions of the site. It should go hand in hand with the type of attractions. They are sometimes the attributes of the attractions. for example at a world heritage site construction of multistoried building will detract the beauty of the attraction, as is in the case of resort hotel. An area famed for its regional
food may also attract gourmet to its restaurants, which then become not just amenities but the attraction themselves. Amenities also include

1- These are according to Dr. S.M. Jha, travel agents comes under peripheral public services. They play an active role in determining the price of the product as well as creation of positive image of the product.

2- Other services like shops and souvenirs outlets also facilitate tourists at the destination. Souvenirs are the memory of visit to the destination because of its unique quality.

3- Nowadays tourist police and information outlets are needed to manage the increasing number of tourists. Information services all to educate tourist about the attributes of the tourism product which they are going to experience. For safety purpose and to protect treasure in the form of heritage site tourist police are needed.

To facilitate tourist and promote local handicraft and handloom and resulting to promote tourism such duty-free shops are at popular tourist destinations. For international tourist the requirement of foreign exchange are met by foreign exchange money changing services. For domestic tourists ATM (Automated Teller Machines) are placed in easily accessible locations, enabling traveler to withdraw cash.

State tourism department in India have offices and counters at important entry points. Information brochures, road, rail maps etc are distributed free of cost at many destination.

**Accommodation**-

Accommodation is an essential part of tourist industry. The expansions of tourism will inevitably bring about the development of accommodation. Accommodation sector is the vital part of tourism industry. Its activities serve trade solely and represent one of the fundamental pillars of tourism, travel, stay and amusement. The demand for accommodation away from the home has became an important function of tourism. Accommodation is
comprehensive term and it includes all facilities used for “sojourn” of traveller. Accommodation plays a central role in tourism. Every tourist needs a place to stay and relax. A tourist basically looks for clean, hygienic and well maintained accommodation with a comfortable, bed, clean room and sanitary facilities. Without suitable accommodation there would be no tourism as accommodation is the temporary home of the tourist at the destination and the base from which they pursue their activity.

Another important facilities required at the destination is food and beverage. Catering services are required at the destination for all tourist and travellers. Catering outlets/restaurants to suit all budgets and levels of tourists ranging from food stalls and dhabas to fine dining restaurants are seen at all destinations or in the vicinity of attractions. High standard of cleanliness and hygiene are expected and restaurants are graded on the basis of hygiene and sanitation they follow.

After arriving at the destination, they will require transfer from airport or railways station to the accommodation unit/hotel as well as local transportation at the destination is also necessary if he is interested to hire a car, coach to visit places of interest in and around the destination. These constitute cars, coaches, taxis, cycles etc. These are generally provided by the travel agent or there are car rental agencies and transport operators.

To make stay comfortable various other services are provided in the form of amenities. They are adventure sports like paragliding, golf clubs, rock climbing etc.

Thus adequate amenities are necessary at destination. Destination with amenities will receive more tourists than destinations with poor facilities.

**Accessibility**- Accessibility refers to transport and transport infrastructure to reach the destination. It must be present to attract tourist in ease of access to the destination. A destination will not attract mass tourist until it
is readily accessible regardless of the amenities it may have to offer. Readily accessible is nothing but having regular and convenient forms of transport in terms of time and distance from the generating regions. Transport must be reasonable one. Tourists look for comfort and hassle free travel. Passenger transport whether on land over water or in air is the lifeblood of tourism industry.\textsuperscript{18} The important factor which needs to be considered before undertaking the journey are comfort, cost, convenience, time for traveling and safety. Tourists look forward to smooth travel in terms of regular schedules, well developed network of roads, railway lines, airports and adequate means of safe transport. Transport is the element which affects the cost, speed and convenience. Transport and transport infrastructure though seems two different identity are the sides of the same coin and works together. These are infrastructure of roads, airports, railways, seaports, equipments used as a transport, size, and speed of public transport vehicles. Operation factors should be considered as it has direct bearing with frequency of services and prices charged.

Above all government regulations are needed to study. They exercise range of regulatory controls over operations. The selection of modes of transport depends on the availability of transport modes in the country, region, the frequency, the price. Transport are not only required for the development of tourism but it is a foundation of the growth of any country. It show that transport are the veins in the body of nation. It not only links two places but transport goods and produce to other parts of region.

The tourist makes combination of various modes of transport to reach the tourist attraction. If the transport is comfortable and adequately charged, fast, frequent the tourist will be motivated to come again. He will be fresh to enjoy the attributes of the attraction.

\textbf{Image and perception of the destination-}

These are two components which plays very important role. They are not traditional components of tourism product. These components are
important for any attractions’ success as they are related to the buying decision or play key role at the time of purchase of tourism product. We cannot exclude these factors. These are image and perceptions.

People hold perceptions of different destination’s areas which when assessed and evaluated becomes a key component of site selection.\textsuperscript{19} The notion of image in the field of travel and tourism also incorporates perceived images of recreation activities and even the people engaged in providing tourism services are adopt to protecting images.\textsuperscript{20} It is ‘image’ which places destination on the consumers “shopping list” and creates an emotional appeal which intern enhances the destinations chances of being chosen over others. \textsuperscript{21} Image is typically reflected through the intrinsic qualities of the tourism product. These qualities are design, quality of components provided, the style and type of attractions, the social and built environment around it. The images are characteristics of all forms of tourism product. It is nothing but the perception that is idea and belief system actual and potential about the product they invest in.

Thus, product image is a critical element of a destination’s tourism product as tourists actual and potential, possess images of alternative tourism products. It is primarily the tourist’s perception of a holiday destination that influences his / her choice for it. All of this make destination image indispensable to significant marketing strategy as well as a destination’s general faculty of upholding a competitive advantage in the market

Image is the significant in the sense as it affect the buyer’s behaviour. An image of the tourism products are not based on personal experience but on the information they get from the tourists who have experienced it earlier. These images of attraction are not necessarily grounded in powerful motivators in travel and tourism. Image and expectation of the travel experience are closely linked in prospective customer’s mind. \textsuperscript{22} Images act as tool to select holiday choice. All destinations and attractions have images. These images are often based on historic events. Images
are an essential objective of the destination marketing. It is required to sustain, alter or develop appropriate images in order to influence prospective buyer’s expectation.

Creating proper image becomes an integral part of marketing. The image of producer organization with in destination for example MTDC resort in Aurangabad is closely related to the destination image.

**Price.** Price is sum total cost for travel, accommodation and amenities. Price generally related to the attraction and facilities. Price ranges according to the needs of target visitors segments. In case of tourism product the price is not static but it changes according to the physical distance traveled, nature of accommodation (Star or economy hotel) season of the year (peak, shoulder, off season) and the types of activity opted for.

**Concept of Marketing mix and 7’ P s**

Every organisation or enterprise tries to focus on best result. All this depends on a properly designed marketing plan through which a strategy is to be developed to achieve the objective in terms of best results. Through the process of segmentation appropriate targets are identified and analyzed. The marketing strategy which is developed would persuade the target markets through various tools of communication and promotion. The strategy also deals with the pricing of the product and its distribution. The mixture of various tools will help the organisation to obtain optimal use of financial and manpower resources available in an organisation. The process of mixing various marketing tools is called the marketing mix.

Philip Kotler has defined the marketing mix as “a set of marketing tools that the firm uses to pursue its marketing objective in the target market”. Tourism being service industry has a largely complex group of several factors which mix; intervene with each other to achieve best result through marketing of the product. This is nothing but a proper mix, and it will result
in increase in demand in relation to supply and marketing investment by tourist enterprises

With the help of marketing mix tourism organization or enterprises can achieve best possible result by making combination of activities. They can decide the optimal use of which specific activity, how to use and when and where with what resources to be required to get maximum benefits.

Generally marketing mix comprises 4 P’s- Product, Price, Promotion and Place.

Any tourism product has to be developed and designed, the price of the product has to be decided, the product is to be made available and accessible to the target market along with the promotion in target market. These different components of mix usually cooperates each other but at certain time they replace each other as a complements or substitutes.

1. **Product**- In marketing product refers to both goods and services. A product is something more than a physical commodity. For the people product gives satisfaction. Product gets identity or personality through marketer. The identity or attributes of product comprises various features like brand name, package, labeling, guarantees, price, manufacturers name etc.

Theodore Levitt puts it very clearly in his famous HBR article “Marketing Success’ Through Differentiation of Any thing “ that product are always combination of tangible and intangible to buyer, a product is a complex cluster of values satisfactions. The generic thing by itself is not a product; it is merely the minimum that is necessary at the outset to give the producer a chance to play the game. It is the playing that gets the results. A customer attaches the value to a product in proportion to its perceived ability to help to solve his problems to meet his needs. The product is the total package of the benefits the customer receives when he buys it---. The customer never just buys the generic product---.He buys something that transcends and what that something it helps, determine from whom
he’ll buy what he’ll pay. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy want or need. It includes physical objects, services, places, organizations and ideas. Product or services are important element in marketing mix and in marketing without product, you have nothing because it is directly related to satisfy the customers’ needs and wants in the target market.

2. Price- It is a tool which acts as promotion. It plays very critical role in marketing mix. Price goes hand in hand with the product. Price can be kept as high or low at any level in between these extremes. It should not be too high or too low. By managing price in combination with product quality and the promotional messages’ sales can be activated.

Price is only variable that can be altered quickly. Price is of various types like dealer price, retail price, discount, allowances, and credit terms. It directly influences the marketing strategy. It is a major factor that influences the assessment of value obtained by customers.

Price is only marketing mix element that produces revenue. The other elements in marketing mix represent the cost. The prices should be revised according to the market condition, product development and demand. A pricing mistake can lead to business failure. Price is amount of money charged for a goods or services. Price is sum of values consumer exchange for the benefit of having or using the product or service. The appropriate pricing is to establish a price level which is sufficiently low so that an exchange represents good value to customer. Over pricing can lead to certain expectations not being met and result a disappointed customer.

Price is directly related to the future demand and its performance in the market. After taking into account the impact of seasonality and complex nature of the tourism product if the price is set appropriately then the tourism product will sustain in the market. In this context it is rightly stated
by Mr. Malhotra R.K.as, “setting right price is also crucial to the profitability of the tourism enterprise.”

3. Place: Place is nothing but the distribution point. Because of special characteristics feature of perishable, intangible and inseparable nature of tourism product, it requires channels to reach the customer. Distribution of product or services is a mix of processes and organisation which makes the service or product available to the end user. It is flow of goods form producer to consumer.

Distribution system provides the channels or means by which tourism suppliers gain access to the potential customers of the product.

In recent years technological advancement have changed the distribution options available to tourism business. It can choose to sell directly to customer or indirectly using intermediaries. In tourism the intermediaries used in indirect way to sell product dominate the distribution system by making their own decision regarding what to display and recommend to the customers. The producers play the key role in persuasive communication as far as distribution channels are concerned. The consumer also plays key role in distribution system; it is he whose movement is facilitated towards services through intermediaries. There is no physical movement and no transfer of ownership of tourism product.

4. Promotion: Promotion is to stimulate or motivate the target customer into purchasing the product. Promotion creates awareness and to persuade tourist to step out of their homes and visit to a destination that attract or interest them. In tourism the promotion mix are communication efforts made by destination or service organization. The promotion of destination or attraction is done to inform customer about various activities offered at a given place.

Through promotional strategy, the tourism organisation, marketer identifies channels in which to communicate to the identified target market segment.
Promotion is the descriptive term for the communication activities which tourism companies, or tourist boards, carry out in order to influence those publics on whom their sales depend.

There are a number of different tools that can be used to promote tourism product. It includes advertising, public relations, publicity, and marketing collateral like brochures, sales promotions, personal selling, direct marketing, networking, exhibition and trade shows.

Promotion is building brand and product awareness. A promotion campaign should provide necessary information of the product. It should try to develop a favourable image of the product in the market. The promotional activity must be designed in such a way that the customer finds something special and creditable in the product promoted.

In tourism marketing, the main objective is to motivate more and more people to visit different places by enhancing the image of the location and also to increase the revenue.

Thus a product in tourism is a place of destination and what one may experience while proceeding to visit or while visiting the particular place. It includes the total package of transportation facilities, food, accommodation facilities, special attractions etc along with the core product which may be caves of Ellora and Ajanta, temples of Madurai or beaches of Goa. Pricing brings revenue to business. Pricing decisions in tourism marketing are crucial. They play a very significant role in building an image for the service. Price also gives a hint or assumed picture of the quality. A high priced service tends to be perceived as a high quality service. For example a five start hotel accommodation may charge many times more than its cost, as it tends to increase the image in public.

Places refer to the location and the methods of delivery of the services. As the place of production and place of consumption of the services are same, the environment in which the service delivered and how it is delivered from a part of the perceived value and benefits of the service.
Either the provider of the service or the consumer can go to the other’s place or they many transact at a third location.

Promotion is an essential to tourism marketing as it is to other product and service. It is perhaps more relevant in this context as people rely more on the different promotional activities to make their decision.

The above four elements are very important in tourism marketing but they are not adequate, hence additional P’s viz people process, physical evidence need to be added.

The following diagram explains the need of 7 P’s in the concept of tourism mix.

**Figure 2.6  Tourism Marketing Mix**

5. **People** – People refers to all those who are directly or indirectly employed in service of the organization and who play an important role in achieving the objectives set by the firm. People constitute an important dimension in providing and managing the tourism services. They play a
very important role in tourism marketing as in any other service organization.

Consumers associate people providing the service as a part of product itself. The role of people in tourism marketing can viewed best from the airhostess in an airline; the tourist guides at historic place, a waiter in restaurant etc are the people who actually provide service. A tourist firstly comes in contact with tourism organization through employees before purchase or to discuss the travel plan.

The role of people in tourism marketing is as follows

- They build and maintain a favorable image of the destination.
- Assist the tourist and provide solutions to the problems
- Provide special help.
- Maintain harmonious relationship.

In tourism industry employees who are directly involved in tourism marketing. These are receptionist in tourism office, tourist guides etc. They come in contact with a wide variety of potential customers who desires information and advice on many tourism related issues.

The customers can be made to feel that their value generation is enhanced and therefore, they can derive greater satisfaction through their own participation in their service delivery process.

The other type or people who are not directly involved in encouraging and motivating potential tourists but who play an important role in designing, developing and implementing programmes depending on the needs of customers like travel agent or tour operators working for documentation or planning tour are also part of tourism industry.

6. Physical Evidence-Physical Evidence is related to the product. It comprises all tangible elements that support the delivery of the tourism service.
Every customer would like to see, evaluate and compare a product physically before making purchasing decision. Due to intangible nature of tourism product it is almost impossible to have first hand experience of the desired product or service before making final purchase.

The physical evidence of a service comes in different forms and guises. In tourism industry it is truer of tourism product because a potential tourist has to estimate the amount of satisfaction he/she would derive by visiting a particular place even before deciding to go, especially, when one can choose from a number of options.

Physical evidence is that which can be easily associated with the product by the customer. The place, the decor the people and everything else in the tourism office may be related to the experience, in tourism office.

Physical evidence gives clue about the positioning of the service product or gives the tourist some solid association in their minds to take away with them to symbolize the intangible benefits that have been received by them which is different from competition. The physical evidence in the form of photographs, brochures and other information published by the tourism industry, will act a major source depending on which a decision has to be made. In tourism, physical evidences are of two types – Essential and Peripheral.

Essential Evidences are those which can not be possessed by the tourists, these are building of a hotel, tourism office, car, Coach, the size and design interior of car, logo, exterior décor of an office etc. These are very important because they act as essential input in determining the atmosphere and environment of tourism organisation.

Peripheral Evidences is actually possessed in part of purchase of tourism product service, but by itself along is of no value. For instance a ticket for sight seeing tour; an airline ticket, entry ticket to monument is example of physical evidence peripheral evidence adds on the value of essential evidence.
7. **Process** - Process is the system by which a tourist receives delivery of the tourism service. It denotes the way in which a particular action is carried out. Tourism marketing should take care of all the procedures, schedules, mechanism, activities and routines which are practiced when the tourism. On some process there is control of government like passport and visa.

Process should facilitate to a service operation but at the same time it should not have a negative effect on customer satisfaction like waiting or delay to collect luggage at airport.

Friendly approach and pleasant attitude of the marketing personnel will help to satisfy the unsatisfactory process performance to some extent. But it is necessary that process are simplified and made customer friendly to ensure a satisfied customer.

Thus process must meet the tourist’s expectation. Time of the process can be minimized by introduction of automation where ever possible.

People, physical evidence and process play an important role in contributing to customer satisfaction.

People, physical Evidence and process along with the traditional four P’s are elements of tourism marketing mix. For a successful tourism marketing efforts should be made to use them successfully in designing a marketing strategy.

In case of marketing tourism product Ellora and Ajanta in domestic and international market all the above mentioned P’s should be properly mixed. The marketing strategy should be designed highlighting the importance of individual components and its relation and impact on development of tourism in the region.

**Marketing Planning and Strategy**

Planning is the process by which organization decides and communicates the goals and objective they seek to pursue in due course. The objectives
which an organisation sets and pursues are most important decision it makes because these determine all other operational decisions.

The objectives have to deal at two levels Strategic level and Operational or tactical level covering specific markets and products in the short term.

The key idea underlying strategic planning is that of strategy. An organisation must develop a game plan for achieving its long run objectives. Furthermore, no one strategy is optimal for all competitors in that business. Each organisation must determine what makes the most sense in light of its industry position and its objectives, opportunities skills and resources. Marketing Strategy is the selection of a course of action from among several alternatives that involves specific customer groups, communication methods, distribution channels and pricing structures. It is combination of target markets and marketing mixes.

Marketing & Strategic planning should be viewed as a partners contributing to the long run success of a hospitality firm.

Marketing strategy remains that dominant element because of its focus on sales revenue generation and the responsibility of marketing management for achieving it. Strategy is essentially proactive in the sense that it defines and welds the future shape of the organisation as well as responding to market conditions and perceived consumer needs. For marketing purpose, strategic planning may be defined as the process where by an organisation analyses the strength and weakness of its current market, decides the position it seek to attain and defines strategies and cost programmes of activity to achieve its aims. Marketing strategy alone identifies, and largely determines future sales revenue generation by specifying the segments, products and associated action programme, required to achieve sales.

Marketing strategy of an organization is its competitive posture in the market place. It is composite built up put together by blending various inputs in different combinations to achieve desired out puts must change
with changes in company, its competitive situations, its market and economic climate.\textsuperscript{38}

The marketing strategy has direct relationship with company, market and the economy. These are important factors to be considered while planning marketing strategy.

**Role of Technology in tourism Marketing**

The development of technology in the form of computer and information processing technology resulted in speed and accuracy in operations.

Now-a-days communication between different parts of the world is almost instantaneous. Not only written documents and messages but also live pictures, recording of the events can be quickly transmitted across the world. Networks are established between information system within organization, between organisations and across countries one can access to network on 24 hour basis.

The development of technology also has impact on all the segments of tourism industry such as hotel restaurants, transport organisation, travel services, etc.

Tourism has felt the impact of electronics in the form of centralized reservation systems for hotels, tour operators, car hires etc. which has led in turn to more effective and cost-efficient distribution systems.\textsuperscript{39} In the tourism industry one of the major applications of technology is in the area of reservations. Manual systems find it difficult to cope because of large numbers and long lead times. Tourist groups planning to visit several places in one or more countries some time in the future have to make reservations of cars, buses, hotels including arranging pickup and dropping. Reservations are made days or months in advance and will have to be executed without fail and therefore it come to notice on due time to ensure performance.

Technology also helps tourists in catering their requirement of information. As tourist needs information related to different things such as distance,
climate, travel formalities accommodation facilities at the destination, places of tourist interest, things to buy and so on. Earlier all this was available in the brochure which was meant for promotion. It was difficult to update the information.

Now the information is stored in the form of pictures with even perception of Depth e.g. CD–ROM. Travel agencies, tour operation and tourism departments are making use of C.D-ROM, Video tapes and internal marketing for promotional purpose.

In tourist generating markets the prospective buyers are shown the type of attractions and facilities available at the destination along with the feedback of tourist who visited the destination early and demonstration of the experiences.

Technology can enhance the value of the product for tourist.\textsuperscript{40} Dr Varma highlighted this anomaly through the Czech example. Internet marketing is gaining strategic significance by offering a variety of services and facilities through electronic, information and booking. Also in optimizing the digital medium, global research has indicated that the travel services provider will not be by passed. Experts have observed that travel fraternity in association with the government and hospitality industry has evolved to offer more efficient solutions and services to customers and principals through the use of technology through internet facility.\textsuperscript{41} As Bloch 1996, states tourism is one of the world’s largest industries and has historically been an early adopter of new technology and other study have also shown the direct fit of the internet and travel and tourism product.

In addition Smith and Jenner (1998) have also noted that travel products and services are perfectly suited to online selling because they possesses the necessary characteristics and structure that can function in the electronic environment.\textsuperscript{42}
Thus technology in the form of internet, reservation, information etc can enhance the experience of tourist attractions at sites. Use of new technology will deliver maximum result.

Technologies give complete experience through 3D models, animation, and walk through etc. For example for promotion Ellora and Ajanta can be shown with different light effects of walk through.

**Destination planning**

Tourists travel to the destinations. Destinations are the places which have different qualities than the places of tourist origin. Destination has pulling factors which are its major attributes and motivate tourists to undertake journey. Other components of tourism product that are part of infrastructure are also important. Their presence determines the success of destination.

A destination’s attractiveness can be diminished by the political instability, natural catastrophe, and adverse environmental factors and overcrowding. Destinations that fail to maintain the necessary infrastructure or built inappropriate infrastructure run significant risk. Destination planning should be done by keeping both the beneficiary tourism organizations and tourists in mind. On the first site for the tourism related organization, it should give requisite economic demand in terms of number of tourist visit and on other side it is the tourist who visited the destination should return back with satisfactory experience.

It has been suggested that a people’s perceptions of a destination are a result of their own realities that motivate them to travel with real attractions of less importance than the travelers’ image of those attractions. The decision to undertake journey to a particular destination depends upon the comparative advantage in terms of attractiveness that is the scenic beauty, deserts, mountains, beaches, historic monuments, heritage and cultural sites, kind and type of area’s scope and opening for relaxation and
sporting activities and other activities associated with adventure over the competing destination.

Infact their role can be broadly categorized by two fold ways – to coin a promising image of the destination in order to attract and work out the desired quality of facilities and amenities. The destination planning involves provision of base infrastructure which is must to approach the destination and visit the places of tourist interest. The superstructure provision acts as something more which will make tourist journey memorable and will help to increase the number of the tourists at the destination. All this will help to achieve the set target of economic benefit.

The planning can be done as short term and long term basis. In long term planning which generally requires duration of three or more years, the provision of heavy investment and the activities which requires comparative long period for completion can be done such as water parks, amusement park, musical fountains and light and sound shows.

In short term planning provision of facilities which are must for the destination as drinking water facilities, clean wash rooms, road signs, well equipped tourist information centre can be made available to the tourists. All this could be done by keeping marketing of the destination in centre to achieve the desired results.

Kotler in this context rightly quotes ‘Destination marketing is an integral part of developing and retaining a particular location’s popularity. Too often, however tourism planners focus only on destination development with out paying attention to retaining and preserving the attributes that attracted traveler to the destination in the first place.’ Planning should be done for all types of customers. There are different destinations offering different types of attractions. A majority of destinations offering different types of tourism and a variety of services normally are able to pull activity visitors belonging to different strata and background. The more tourist friendly infrastructure at World Heritage Site, Ellora and Ajanta will pull
more tourists to the destination and result will be economic development of the region.

The organization which plays major role in the planning tourism destination are the tourist organization that is state tourism and IndiaTourism. In addition to it large hotel chains, tour operators, national airlines who provide services to visitors during their stay are capable of promoting themselves at a distinct places from their actual area of activity. They go usually with galvanizing the tourist market.

In case of Ellora and Ajanta as a tourist destination, the major role in planning is played by Maharashtra Tourism Development Corporation (MTDC) as an organization meant for tourism. There are some restrictions on the working of this organization as certain facilities may fall under the jurisdiction of other department. Here the organization should play the role of catalyst and motivate the other organization to work in co-ordination

In light of the above discussion the destination planning will have to be viewed seriously by the organizations engaged marketing tourism product-Ellora and Ajanta.

**Sustainable tourism**

Tourism is the world's largest industry. Major tourist destinations are crowded by multi-storey hotels, bars and casinos and shopping areas.

Tourism planner need to take into account the capacity of location's environment to support all factors, not only travel. Without such planning, a destination can be damaged to the point the travelers will stay away.\(^{48}\) Tourism will never be completely sustainable as every industry has impacts, but it can work towards becoming more sustainable. Sustainable tourism is about re-focusing and adapting. A balance must be found between limits and usage so that continuous changing, monitoring and planning ensure that tourism can be managed. This requires thinking long-term (10, 20+ years) and realising that change is often cumulative, gradual and irreversible. Economic, social and environmental aspects of
sustainable development must include the interests of all stakeholders including indigenous people, local communities, visitors, industry and government.

Sustainable tourism is a concept of tourism management that anticipates and prevents problems when carrying capacity is exceeded. Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry.

Responsible tourism and sustainable tourism have an identical goal, that of sustainable development. The pillars of responsible tourism are therefore the same as those of sustainable tourism – environmental integrity, social justice and economic development. The major difference between the two is that, in responsible tourism, individuals, organisations and businesses are asked to take responsibility for their actions and the impacts of their actions.

Responsible tourism can be successfully implemented and practiced only when there is awareness and willingness to adopt it.

**Characteristics of Sustainable Tourism**

Sustainable tourism is a kind of approach to tourism meant to make the development of tourism ecologically supportable in the long term. The very importance of sustainable tourism lies in its motives to conserve the resources and increase the value of local culture and tradition. Sustainable tourism is a responsible tourism intending to generate employment and income along with alleviating any deeper impact on environment and local culture.

Thus the characteristics of sustainable tourism can be considered as follows:

- tries utmost to maintain the importance of local culture and tradition.
• is informative, as it doesn’t only let tourist know about the destinations but also it helps locals knowing about the culture and civilisation of tourists.

• is aimed to conserve the resources of destinations where one is visiting to.

• seeks deeper involvement of locals, which provide local people an opportunity and make their living. Above all, It stresses pointedly upon integrity of the tourist places.

Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate future employment for local people. The positive aspect of sustainable tourism is to ensure that development is a positive experience for local people, tourism companies and tourists themselves.
References-


2. Ibid

3. IGNOU, Tourism Marketing, TS6, Block No.1, New Delhi, 1999, P. 6


5. Ibid p. 34

6. Ibid

7. Ibid


21. 'India Brand Equity in Tourism' Safari Plus, S. Kesari, Mumbai, Jan-Feb 2008, vol9, issue 3, P. 23


23. India Brand Equity in Tourism’ Safari Plus, S. Kesari, Mumbai, Jan-Feb 2008, vol9, issue 3,


124


32. Ibid, P. 192

33. Dr. Bansal S.P., Chander mohan *Tourism in New Millennium – Challenges and Opportunities*, Abhishek publications, Chandigrah 2002, P. 413


37. Ibid, p. 120


49. ibid