CHAPTER -2
TOURISM MARKETING – A CONCEPTUAL APPROACH

In this chapter, definition of marketing, tourism marketing, special features of Tourism products, market segmentation in Tourism Marketing, economic dimensions of Tourism, Tourist Transport infrastructure, Financing Tourism and tourism marketing strategy in general and destination promotion strategy in particular will be discussed as follows.

2.1 DEFINITION OF MARKETING
According to Kottler et al (2005), “Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”

According to Philips and Duncan (2005), “Marketing includes all activities necessary to place goods and services in the hands of consumers and industrial users, excluding only such activities as involves a significant change in the form of goods.”

The American Management Association (AMA) has defined Marketing (2004) as the activity, conducted by organizations and individuals, that operates through a set of institutions and processes for creating, communicating, delivering, and exchanging market offerings that have value for customers, clients, marketers, and society at large.”

The British Chartered Institute of Marketing -CIM (2008) has formulated the following definition: “Marketing is the management process which identifies, anticipates and supplies customer requirements efficiently and profitably.”

2.2 DEFINITION OF TOURISM
According to Bhatia (2006), Tourism can be defined as the “Systematic and coordinated efforts exerted by the national Tourist organizations and or the tourist enterprises at the international, national and local levels to optimize the satisfaction of tourists, groups, individuals in view of sustained tourism growth”.

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According to Kripppendorf (2002), Marketing in tourism means “systematic and coordinated execution of Business policy by tourist undertaking whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups and in doing so as to achieve an appropriate return.”

According to Batra and Chawla (2001), Tourism as a service is not different from any other service belonging to territory sector. Thus, tourism Marketing should follow the same principles of General marketing with perhaps some application that is peculiar to tourism.

WTO (1985) has taken the concept of “tourism ‘beyond a stereotype image of “Holiday making”. The officially accepted definition in this report is: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.’

Department of Arts, Sports, Environment, Tourism and Territories (1988) defined tourism as “All short term movement of people away from their normal place of residence including that undertaken for business, holiday/pleasure and visiting friends and relatives”.

WTO (1994) defined tourism as “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

According to Khan (2005), “Tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations.

McIntosh and Goeldner (1986) defined tourism as “The sum of phenomena and relationships arising from interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors.”

Kripppendorf (1987) says “marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertakings whether private or state-owned at local, regional, national, or international levels to achieve the optimal satisfaction of tourist groups and individuals in view of sustained tourism growth.”
Burkhart and Medlik (1981) defined tourism marketing activities as systematic and coordinated efforts extended by national tourist organizations and/or tourist enterprises at international, national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth.

2.3 SPECIAL FEATURES OF TOURISM PRODUCTS

Tourism product salient features include the following:

**Product highly perishable:** If products remain unused its chances are lost. If the tourists don’t use a particular place, the opportunity is lost. If the opportunity is lost the moment is lost. The unsold hotel room or aircraft seat can’t be stored for later sale.

**Service product:** The product sold to the tourists is services and it requires high level of commitment, imagination and adaptation its intangibility poses problems for those interested in marketing tourism. The level of judgment and Knowledge possessed by an individual connected with tourism reflects on the satisfaction of users.

**Users Presence essential:** For availing services, the users must come to the spots personally or physically. This necessitates the setting of the product in a right way. The marketers need an in-depth study of the user’s behavior, taste preferences, likes & dislikes so that expectations & realities coincide and satisfaction is made possible.

**Product is not homogeneous or of standard quality:** It tends to vary in standard and over time. A Package tour or even a flight on an aircraft can’t be consistently of equal standard. It is right that a bumpy flight can deshape the traveling pleasure into a nightmare like a holiday at the sea side ruined by a prolonged rainy spell. All these difficulties are due to the fact that it is a compendium of different products.

**Largely Psychological in attractions:** When a tourist buys a package tour abroad, he buys more than a simple collection of services i.e. aircraft seat, hotel room, three meals in a day, opportunity to seat in sunny beach. In addition, he also buys the temporary use of a strange environment, novel geographical features, tropical landscapes, culture and heritage of the region and other intangible benefits such as service, atmosphere and hospitality. Recalling of experiences and reviewing of slides and photographs is an added bonus.

**Highly risky product:** The risk for the use is highly heightened when the purchase precedes consumption of the product. The experience of an excellent hotel may be marred
by disappointing flights to the destination and holiday at the sea side can be ruined by a prolonged rain spell.

Supply components rigid: A number of factors are responsible for rigidity and elasticity of the supply components in tourism like the railway, roads, airports etc; This is due to the fact that these all are capital intensive items and take some sometimes to complete and open. In addition, once the facilities are created, there can’t be any change for other users. An underutilized international standard airport remains an under-utilized airport. A hotel which does not meet viable levels of occupancy can’t be used as apartment house very successfully.

Demand is instable: Tourism products are subjected to seasonality of demand. This aggravates the magnitude of multi-dimensional problems in planning. A number factors like seasonal variations and high elasticity of demand and sudden impacts of external and environmental factors, economic recession or boom or sudden political changes in the host countries can close or open frontiers.

Product standard depends on staff: Trained and experienced staff is needed to make available the refined services. They may not be equally good in dealing with the users. This Applies to all office staff as well as to the couriers and guides. Deficiency in equipment and facilities can be compensated by the use of efficient staff. No Compensation for lack of competent and courteous staff.

2.4 MARKET SEGMENTATION IN TOURISM MARKETING

According to Bhatia (2006), market segmentation can be defined as “the process, where by producers organize their Knowledge of current and potential customer groups and select for particular attention that who’s needs and wants they are best able to supply with their products.”

According to Dib et al (2001), market segmentation is defined as:” the process of dividing a total market into groups of people with relatively similar needs for the purpose of designing a marketing mix or mixes that precisely match the needs of individuals in a selected segment or segments.” The identification of segment of a total market is, therefore, of crucial importance. Due to manpower and financial constraints, it is not possible for an organization to reach the entire market. Segmentation of the market is, therefore, made in order to achieve the most efficient use of marketing resources.

The main objective of market segmentation, therefore are:

• Developing new markets for product variations or new products
Developing defense against competitors own product from theirs, matching it more closely to the requirements of a particular segment of the market.

Achieving maximum effects for given expenditure on marketing activities particularly communication activities.

Developing marketing programmes and budgets on the basis of a clearer idea of the response characteristics of specific segments.

According to Bhatia (2006), information that assists to segment tourist markets consists of the following:

- Income distribution of overseas travelers and particularly correlations between income and distance traveled and travel expenditure.
- Travelers expenditure Data i.e. distribution of per head expenditure on travel.
- Discretionary income of households correlated with other characteristics enabling targets to be identified closely.
- Historical trends in travel in different socio-economic categories.
- Survey data on attitudes to and motivations for overseas travel.
- Geographical dispersion of potential customers within the market.
- Membership of clubs and associations associated with other characteristics which identify particular groups as potential customers.
- Influence of intermediaries (travel agents, tour operators wholesalers carriers etc ;) on destination choice in particular markets.
- Relative importance of different intermediaries in particular markets, for example, is all relevant type of travel business concentrated among relatively few intermediaries or is it dispersed through out the market?

The most important and commonly used market segmentation techniques include the following:

1. **Geographic segmentation**: operational areas-sales regions, sales districts such as provinces, cities, political administrative zones.

2. **Demographic segmentations**: age groups, sex differences, ethnic origin, marital status, religious affiliations.

3. **Socio-economic**: Income levels, type of occupations, social class, educational level and level of economic activity.
4. **Psychological**: individual lifestyles, personality types, perceptual differences, motivational differences

5. **Behavioral**: patterns of purchase, loyalty to fashions, levels of brand loyalty, benefits/recognition sought

6. **Product-based**: travel purposes, type of holiday, average length of stay, type of accommodation, mode of travel arrangements for individual travel or Group travel.

Go (1993) have divided the market into four segments with regard to time and money in the figure below.

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<tr>
<th>A Matter of Time and Money</th>
<th>Budget Conscious</th>
<th>Luxury Prone</th>
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<td><strong>Abundant Time</strong></td>
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<td>Lack of Money</td>
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<td>Lack of Money</td>
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Segment A consists of consumers with an abundance of time relative to discretionary income; segment B of consumers with both an ample supply of time and money; segment C of those who are constrained by both a lack of time and money; and segment D of those with little discretionary time relative to income. In segment A numerous students at universities and polytechnics are to be found, as well as the unemployed with good social benefits, and those employed in seasonal jobs. In this market segment time is traded against money.

In segment B wealthy retired people are to be found, in segment C the low paid traditional households with dependent children in school age are categorized. Segment D consists of “Fast track professionals” (Go, 1993) such as “Yuppies” (Young professionals) and “dinks” (double income, no kids). As opposed to segment A, in segment D Money is traded against time. Low cost holidays appeal to market segment A: There is consequently a preference for relatively inexpensive but slow transport modes, such as local trains and buses and low cost accommodations such as hotels and camping. Many holiday-makers in this segment practice backpacking, and are of non-institutional type (Cohen, 1974), which does not make use of the services of tour operators. Per Capita daily expenditures are low compared to those of most other types of tourists, but at least part of this is compensated for by a relatively long stay and relatively low import content (high retention ratio) of their purchases. Consumers in segment B are rather demanding. Their holidays tend to be the luxury types. There is a preference for expensive and comfortable types of accommodation such as hotels in the higher grades and luxury type holiday villages. Transportation has to
be comfortable and may be relatively expensive, for instance air travel, although it should not necessarily be very fast, for instance travel by private car or by first class express train. Consumers in segment C are looking for relatively inexpensive family type holidays, often a relatively close distance to the home environment. The private Car is preferred as a means of transport. As to accommodation there is a preference for self-catering apartments and holiday houses, but also camping.

The consumers in segment D, are similar to those in segment B, rather demanding. Their holidays tend to be of luxury type too. There is a preference for expensive and comfortable types of accommodations such as hotels in the higher grades and luxury type holiday village, particularly those appealing to a youthful market. Transportation has to be both comfortable and relatively fast, and it may be relatively expensive.

2.5 ECONOMIC DIMENSIONS OF TOURISM

Travel and tourism will be one of the world’s highest growth sectors in the 21st century. Global experts, in fact, have predicted that in the 21st century, the Global economy will be driven by three major service industries-technology, telecommunication and tourism. Tourism has major economic significance for both developing and developed countries. The major benefits include the following:

i. Infrastructural Development: Development and improvement of infrastructure is a major benefit of tourism. The benefits from infrastructure investments justified primarily for tourism-air ports, roads, water supply and other public utilities may be widely shared by other sectors of the economy. A variety of secondary industries may be promoted which may not serve the needs of tourism. Thus, indirectly, tourist expenditure may be responsible for stimulating other economic activities. Creation of basic infrastructure for tourist usage will also be of service to other sectors of the economy like industry and agriculture. The outcome of this is better equilibrium of general economic growth.

ii. Regional Development: the underdeveloped regions of the country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and of cultural attractions. These areas, if developed for use by tourists can bring in a lot of prosperity to the local people. Tourism development in these regions may become a significant factor in redressing regional imbalances in employment and income. Many countries both developed as well as developing have realized this aspect of tourism development and are creating and developing tourist facilities in underdeveloped regions with a view to
bringing prosperity there. The French and the Italian Governments has created a
series of new resorts particularly to bring prosperity to the areas which traditionally
have been underdeveloped.

iii. Employment Generation: The problems of unemployment and underemployment
are more active in the developing countries. The tourist industry is a highly labor-
intensive service industry and hence is a valuable source of employment. It employs
a large number of people and provides a wide range of jobs which extend from the
unskilled to the highly specialized. In addition, it should be emphasized that tourism
is also responsible for creating employment outside the industry. Beneficiaries of
tourism such as indirect employment includes those involved in the furnishing and
equipment industries, souvenir industries and farming and food supply; construction
industry where general diversification alternatives are scarce, a combination of
heavy dependence on tourism and highly marked seasonality call for measures to
develop off season traffic.

2.6 TOURISM TRANSPORT INFRASTRUCTURE

Travel and tourism involves the movement of people from their place of residence to a
tourist place and in consequence the relationship between transport and tourism
development. The destinations which can be reached by efficient transport system are the
ones which receive the maximum number of tourists. According to Burkhart and Medlik
(1981), transportation can be defined as “the means to reach the destination and also the
means of movement at the destination.” Transport systems link the tourist generating
regions with the attractions, tourists wish to visit or destination. The Four major models of
transport are discussed below:

2.6.1 Road Transport

Up to the beginning of the 20th century, tourists traveled almost exclusively by the rail and
steam ship. The invention of the new transport medium, travel by a private car and coach
received its first impetus preceding World War I. The motor car gradually came to be the
alternative means of transport for both short and medium range journeys. Subsequently,
with the growth of a fine network of fast and super fast national and international highway
systems, long journeys were also performed by motor car and motor coach. The motor car
revolutionized the holiday habits. There are large-scale highway programmes in the pipeline at present in different regions of the world. When completed, these will cater to the ever increasing demands of the tourists.

### 2.6.2 Rail Transport

The birth of the organized rail transport came in the year 1841. A Baptist preacher of Derbyshire on his way to a temperance society meeting in Leicester was inspired by idea of engaging a special train to carry the friends of temperance society from Leicester to Southborough and back to attend a quarterly delegate meeting. The man behind this idea was one Thomas Cook. He sold his idea to his friends. A few weeks later 570 passengers made the journey by the midland countries railway at a reduced fare. Now, we have a number modern and comfortable rail transport services used by many tourists in many countries.

### 2.6.3 Sea Transport

Shipping like railways, had made a significant contribution to travel during the 19th century. While railways were responsible for inland travel, especially in Europe, the steamship crossed the boundaries and made strides in inter-continental travel. The shipping technology made a number of innovations in the 19th century. Passenger sea transport, however, has not made much strides compared to rail –road and air-transport. Because of the advances in air transport technologies reduced in airfares on most of the routes and especially across the Atlantic. Since the beginning of the 1960’s passenger shipping industry has gradually shifted its emphasis from the voyage services to cruises. More and more rich and elderly people initially promoted the cruise as they wanted a holiday in completely relaxed atmosphere.

### 2.6.4 Air Transport

Although commercial air travel took before the 2nd world war, air transport for the masses has essentially been a post-war phenomenon. Air transport has certainly been a key factor in the growth of international tourism especially in respect of long distance and intercontinental travel. Air transport can be considered to be responsible for the introduction of cheaper travel, especially long-distance, enabling a large majority of potential travelers to think of visiting far off countries for the purpose of holiday. The
Jumbo jets—the Boeing 747’s, DC-10’s and L-1011s made air travel convenient, comfortable and luxurious. Luxury air travel was made possible for business as well as non-business travelers as the big—size of jets gave the airlines space enough to partition off a section of the plane for executives who were willing to pay extra for the luxury.

Transportation is vital to the success of both domestic and international tourism. Almost all destinations in the world depend a great deal on efficient means of transportation being made available to tourists. The choice of selection of mode of transport is affected by the following factors: Distance and time, Comfort, Safety and utility, Availability and frequency, Comparative cost price, Ground services, Status and prestige, Geographical position and isolation, Departure or arrival times, Level of competition between services. The relative importance of the above factors, upon selection of different mode will, however, vary from one visitor to another.

2. 7 FINANCING TOURISM – ROLE PLAYED BY GOVERNMENTS

According to Seith (2006), financing systems vary from country to country depending on the level of economic development. The principal sources of finance generally include the following:

2.7.1 Government Role in Financing

In developing countries where tourism has not significantly developed, the government plays not only the key role but also a pioneering role in financing tourism. The private sector has always been shy in investing in tourist projects where—the risk factor is relatively high. Apart from direct expenditure on tourism in the funding of highways, railways, airlines, power projects and tourism administrations. Governments indirectly help to finance tourism projects via loans, grants and taxation relief for tourism enterprises. Grants: Taxation relief: Governments often resort to taxation relief measures to make investment in tourism attractive. Countries like Thailand, Sri Lanka, Malaysia and Indonesia offered major tax relief to investors to tempt them to put their money in tourism and it worked.

2.7.2 Financial Institutions/ Banks

Financial institutions are indirectly controlled by the Government. The Government can also determine priority sectors for funding and the banks have to obey their instructions.
2.7.3 Financing through Tourist Undertakings

The Singapore Tourist Promotion Board (STPB) and Hong Kong Tourist Association (HKTA) are totally funded by tourists. The taxes levied in the Hotels and restaurants are reimbursed by their Governments to these two organizations. They spend this money not only on tourism promotion but also in financing new tourism projects including Hotels.

2.7.4 Financing through National/ Regional/ Local Tourist Organizations

Tourist projects generate funds through subscriptions fees, membership fees levies and grants. Tourism financing is an integral part of tourism development in any country. Tourist projects often carry more risks than ordinary industrial projects. Finance is therefore, difficult to come in the case of tourism projects.

2.8 TOURISM MARKETING STRATEGY

2.8.1 A Brief Overview of Tourism Marketing Strategy

The main aim of tourism marketing strategy is to pull together tourism management decision’s regarding their objectives, market targets and marketing mix programs in conjunction with the organization of resources and allocation of responsibilities in carrying out specific marketing activities and tasks. Strategic objectives may be national tourist organization’s marketing ambition and commitment to attain a steady growth over a long period so that the supply of tourist services can be planned well ahead to meet the demand for a country’s tourism. Growth can be attained by either increasing the market share in a tourist-generating market and/or encouraging tourists to spend more once in the destination country-hence a higher contribution to an economy in terms of foreign exchange receipts. However, attainment of growth in tourism is subject to market competitiveness and a tourist organization’s capability in that market. Thus, an assessment of internal strengths and weaknesses and detection of external threats and opportunities, under the auspices of a tourism marketing audit, would provide the marketer with a sense of direction and the platform from which he/she can set realistic and achievable objectives.

The heart of the tourism marketing strategy is where the emphasis is placed on the manner and extent to which each controllable marketing mix variable is used and the way they are combined into a single strategy for each segment. The main emphasis in strategic marketing in tourism is a dynamic and continuous process with interrelated and interacting variables. The overriding aim is to gather process and utilize data when planning, executing and controlling marketing strategies and tactics in both long and short-term
The tourism differential may lie in the quality of a country’s composite tourist product and the broad offering for example, warm climate, blue and clear seas, classical antiquities, large number of islands. Thus the main thrust of a tourism marketing strategy should be concentrated on the areas where the tourism organization has a competitive advantage over existing or potential competitors. Tourism marketing strategy is a multifaceted and requires an interdisciplinary and integrated approach. For instance, national tourist organizations or other government tourist agencies may participate with private hotel and other tourism entrepreneurs in international travel fairs and exhibitions. Further, collaboration may be in the form of advertising campaigns and public relations exercises in major tourist-generating marketing.

2.8.2 Destination Promotion Strategies

Basically, the term promotion is interpreted to refer to informing, persuading, encouraging or more specifically influencing the potential customers and trade intermediaries like travel agents, tour operators, reservation services, and hotel and charter brokers, about the benefits of the product.

Tourist enterprises use different methods of communication to achieve their objectives. These methods are discussed below:

1) Advertising: is a paid form of non-personal communication about an organization’s product or service communicated through a message. The term may be defined as “any activity designed to spread information with a view to promoting the sales of marketable goods and services. As such, it operates in two ways: Firstly, by spreading information among consumers, about the possibilities of the consumptions, secondly, by seeking to influence their judgment in favor of the particular goods which are the subject of the advertisement Effective Ad messages should have the following characteristics:

a) Information: it should be adequate for a decision

b) Interest: it should be able to catch the attention of the largest audience

c) Authenticity: It should avoid exaggerated claims.

d) Persuasion: it should be capable of creating a favorable conviction in the target audience, and,

e) Memory value: it should have something in it which can help the target audience to remember it.
2) Public Relation: In simpler terms, public relation involves measures designed to improve the image of a service to create a more favorable climate for its advertising and sales support activities. Public relation is “art and science of planning and implementing honest, two way communications and understanding between a company or an organization and the many different groups with which it is conceived in the course of its operation.”

According to Bhatia (2006), PR tools used by national tourist organizations in tourist promotions include:

- Organizing familiarization tour for travel writers, editors, travel agents, photographers and other key personnel from different parts of the world as guests to visit the country and to get first-hand knowledge about it.
- Organizing radio and television contests featuring the destination country
- Organizing press conferences with key personnel connected with the tourism field with a view to disseminate information about the destination.
- Arranging seminars and workshops in the place where the tourist promotion office is located.
- Organizing cultural programmes, musical and folk shows, TV interviews, exhibitions and national friendship weeks in the country where the national tourist office is located.
- Organizing various types of contests about the country.
- Encouraging large departmental stores, organizers of fashion shows and manufacturing companies to project the country or a part of the country as a promotion show case in their premises.

3) Sales promotion: are all those activities and measures which establish personal or indirect contact with customers or trade intermediaries. Sales support technique included can be grouped into two categories i.e.; printed material and Special offers

a) Printed material: includes brochures, folders, direct mail materials, display materials etc;

i) Brochure: is documents bound in the form of a booklet. It contains comprehensive and detailed information about a destination including cruises, bus tours, safaris, charter vacation etc; with color photographs regarding all the
destinations which a company is promoting. Detailed information’s about hotels weather conditions, frontier formalities etc; the price of various tours is invariably mentioned with the dates. Important areas that need to be taken while the tour brochure getting printed includes: quality of papers, layout, quality of printing, photography, detailed itineraries, special conditions, maps of areas, tour conditions and tips

ii) **Folder**: is a single piece of illustrated paper which can be folded. These are usually printed on a single sheet and then folded ranging from a simple centerfold to more complicated folds. It is perhaps, the most widely used sales tool by official tourist organizations and by tourist service enterprises.

iii) **Shell folders**: are blank folders interspersed with pre-printed photographs and are provided free or at a low cost by airlines or national tourist offices to encourage tour operators/ travel agents can overprint a suitable text describing their programs using their services or destinations. The use of a shell folder is a convenient way to reduce printing costs and suitable for limited capacity tour programmes or ad hoc special tours.

iv) **Sales letter**: is a direct mail material and is a tool through which an attempt is made to gain agreement or favorable action towards a product. These could be used alone or in combination with travel brochures or folders. These are sent out to those people whose addresses have been selected according to the likelihood of their being potential users of the services offered.

v) **Display material**: includes posters, dispensers for sales literature cardboard stands, and articles of handicrafts, exhibits etc; this material is used in the agency’s office or in the travel agent’s sales-room. Cinema slides are also used, either fixed or on an automatic projector for display purposes.

b) **Specialized offers**: It includes temporary price reductions free gifts, premiums and various types of contests are being used extensively in competitive industries like cosmetics, packaged food stuffs, etc; Reduced airfare for students “affinity group’ special off season rates at hotels and tourist resorts.

4) **Tourist Publicity**: refers to the dissemination of information without charge or its news value in order to inform the prospect about a particular product. A publicity programmes should include regular publicity stories and photographs to newspapers, travel editors,
contact with magazines on stories, ideas and the preparation of storey outlines and pictures in order to reduce magazines to do feature stories on a particular destination. News release to travel trade magazines on items of interest to the travel industry, such as opening up of a new area, total expansion, increased transportation facilities, development of a new resort, are measures which are adopted together with other publicity through the media of radio, TV, lectures, seminars, travel films etc;

Tourist publicity media include illustration, copy and the spoken word which can be arranged in the following groups:

a) **Printed publicity**: is mainly composed of the publicity leaflet, folder, brochure and poster. The Publicity leaflet is used among others as insert and enclosure in the case of conveying an information/knowledge to the largest possible number of persons. The folder can be special or general. Special folders may include like the cultural folders and those for motor tourists, mountain climbers, fishing and hunting enthusiasts etc; General Folders has to be advertised for a whole country with its variety of attractions, specialties and circumstances requires much expertise. The poster: the tourist poster can be an interior or outdoor poster. An interior poster is for the premises and show windows of travel agencies and information centers while an outdoor poster is used in the streets of large cities. Moreover, maps, guidebooks, directories, insert etc; are part of the printed publicity materials.

b) **Projected publicity**: comprises film and slide publicity. The color film is assuming increasing significance within the framework of tourist publicity. The central idea of the film should be expressible in terms of motion and this account for the cardinal rule of all publicity films, short text but plenty of action which should captivate the attraction of the spectators and also aim at influencing memory through emotional factors. Publicity effectiveness is a characteristic not only of purely publicity film, but also the feature as well as the instructional impact of the didactic film.

c) **Structural forms of publicity**: comprises publicity measures which manifest themselves in constructions and structures, as for example, in the establishment and equipment of a tourist publicity office abroad, in participation in fairs and exhibitions in the preparations of show cases and window displays etc; Tourist
publicity can be undertaken in conjunction with business publicity. For example, shops selling sports, goods, fashion articles, accessories etc; are willing to have such combinations in their show windows. Similarly, at fairs the joint stands of a country procure publicity advantage for tourism because the exhibitions as a whole shows tourism in relation to the country and succeeds in creating lasting impressions.

d) Personal publicity: Have various forms of applications ranging from informational and sales talk to publicity travel which serves the need of the maintaining contact with the travel industry to support it in its sales efforts and includes the publicity lecture. In all these spheres the personal effort holds sway.