CHAPTER IV

TOURISM MARKETING

Like consumer products, tourism has also assumed huge proportions, resulting in a multiplicity of products and sales intermediaries trying to get maximum share in the market. Today, tourism is the fastest growing industry in the world and also one of the most competitive sector. This competition is constantly growing as more and more destinations seek to attract tourists and more companies and organizations become involved in highly skilled business of destination planning, transportation, accommodation and catering for the tourists. Travel and tourism needs to be marketed more vigorously than other products as it is an industry in which the customer has immense variety of choice and also varied motivations for travel.

4.1 Marketing for tourism

As long as the inherent sense of curiosity and adventure dwells in the hearts of human beings, the desire to travel, in order to see new sights and experience new things and to live under different environments, will always grow. Hence marketing in the tourism industry is greatly simplified, as part of the process has already been completed by the desire for travel in people.

Tourism is a very complex industry because of its multi-faceted activities which together produce the ‘tourist product’. It is also complex because of various sub-sectors that are in themselves complex industries, if considered independently. Its
complexity lies in the tourism promotion in its various forms directed at large number of people in various lands of different socio-economic structures, having different needs, expectations and behaviour patterns. Tourism marketing can be defined as the systematic and coordinated efforts exerted by the National Tourist Organisations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth.

Marketing in tourism is concerned with the needs of identifiable consumer groups. Marketing involves much more, including product/service development, place (location and distribution), and pricing. It requires information about people, especially those interested in what you have to offer (your "market"), such as what they like, where they buy and how much they spend. Its role is to match the right product or service with the right market or audience. Modern marketing is heavily based on the "marketing concept" which holds that businesses and organizations should:

1. design their products/services to meet customer needs and wants;
2. focus on those people most likely to buy their product rather than the entire mass market; and
3. develop marketing efforts that fit into their overall business objectives.
4.2 Marketing For Services

The important characteristics of marketing for services are:

✓ Intangibility
✓ Inseparability
✓ Heterogeneity
✓ Perishability
✓ Ownership

We need to examine the quality of tourism services in terms of these factors.

4.2.1 Marketing Mix In Services Marketing

For marketing products, the four elements of marketing mix are product, price, distribution and production. In the case of services, there are three additional elements which are people, physical evidence and process.

Product

Marketing in general emphasises on customer orientation and customer satisfaction. The concept of customer orientation makes it necessary to understand the components of the tourist product from the point of view of the consumer. The product of the tourist covers the complete experience from the time he leaves home to the time he returns. A product may be defined as the sum of the physical and psychological satisfaction it provides to the buyer. In the case of tourism product, the basic raw materials would be the country’s natural beauty, climate, history, culture and the people. Other aspects would be the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport, communication and other essentials.
Tourist product, in other words can be seen as a composite product, as the sum-total of a country’s tourist attractions, transport, accommodation and entertainment which hopefully result in consumer satisfaction. A number of tourist destinations have placed at the disposal of the tourist a large variety of tourist products in abundant quantity from a large number of competing destinations. This has led to the new concept ie, the marketing concept in tourism.

Kerala, God’s own country, is blessed with natural resources and have to its kitty almost all the tourism products like ayurveda, backwaters, beaches, hillstations, pilgrim centres, eco-tourist centres etc. Further, Kerala has introduced new products in the form of responsible tourism, spice tourism etc.

Tamil Nadu known as land of temples is rich in its heritage monuments and pilgrimage centres. Further it has to its credit famous hillstations like Ooty and Kodaikkanal. Tamil Nadu is rich in beaches, pilgrimage centres, festivals etc.

4.3 Features Of Tourism Marketing

Since the nature of the service marketed being highly intangible and perishable a limited scope can be seen for creating and maintaining the distinctive competitive edge. Effective marketing of tourism needs constant gearing up of infrastructure to international standards and presupposes its co-ordination with the tourism suppliers.
• Tourism is an intangible product. In tourism, certain facilities are made available for a specific time and for a specific use.

• There is close link between production and consumption of tourist services. Since consumption once begun cannot be stopped, the risk for the customer is high and his need for reliable pre-purchase information is strong.

• The tourist product cannot be provided by a single enterprise. Each of the components of a tourist product is highly specialised and together make the final product.

The main marketing functions in tourism sector include:

1. market research
2. product formulation and development
3. analysis and selection of target markets
4. distribution networks
5. product promotion

Tourist product can be analyzed in terms of attractions, facilities and accessibility. Attractions are those elements in the tourist product which determine the choice of a particular tourist to visit one particular destination rather than another. Attractions could be in the form of areas of archaeological interest, historical buildings, scenic beauty, events etc. Facilities are those elements in the tourist product which are a necessary aid to the tourist centre. It complements the attractions which include accommodation, various types of entertainments, picnic
sites, recreation and so on. Accessibility is a means by which a tourist can reach
the area where attractions are located.

4.4 Market Segmentation in tourism

Market segmentation is the first step in the development of a total marketing
strategy of a firm or an enterprise. It helps in converting as many potential
tourists into actual ones. Marketing strategy thus developed would now attempt
to penetrate and persuade the target markets through a variety of tools mainly
promotion and advertising.

The strategy of market segmentation in tourism recognizes that a few vacation
areas are universally accepted and desired. The best marketing strategy is to
isolate those segments of the entire market which are likely prospects and aim at
the promotional efforts specifically to the needs of selected groups. One of the
early steps in marketing tourism is to divide the present and potential market on
the basis of meaningful characteristics and then concentrate on promotion, supply
and pricing efforts on serving the target markets. The segmentation of tourist is
usually on the following basis:

- **Vacation tourist:** They are the most common tourist. They are easily
  affected by the changes in price and influenced by aggressive marketing
effort.

- **Business tourist:** Market for these types of tourists have increased
  considerably. These types of tourists gives least preference for price and
  marketing. They give more importance for exhibitions, fairs, conferences
  etc.
Common interest tourist: It comprises people who make visits to their relatives, friends, for education and pilgrimage purposes. They are also not influenced by price and promotion. The visits made are not frequent and the stay is comparatively for a short period.

Marketing mix in tourism is largely a complex group of several factors intervening to achieve the marketing ‘end product’ which is increased effectiveness in demand output in relation to supply and marketing investment by tourist enterprises. A tourist enterprise with a combination of specific activities can decide which specific activity to use, how it is to be used, when and where to use and what resources are to be allocated to them. The different elements in the mix may be seen as coordinating or replacing each other as compliments or substitutes.

**Pricing**

One characteristic of services that creates a problem in price determination is the high content of the intangible component. The higher the intangibility, the more difficult it is to calculate cost and the greater tendency towards non-uniform services.

Another feature is that prices are subject to regulation either by the Government or by trade associations. For example, international air fares are regulated by international agreement of airlines.

The two methods a service organization may use to determine prices are cost-based pricing and market-oriented pricing. In the former, price may be regulated by the government or industry association on the basis of cost incurred by the
most efficient unit. The market oriented pricing may be a result of competition or customer oriented pricing. In the case of competition oriented pricing prices are fixed at the level which the competitor is charging or fixed lower to increase the market share. Customer oriented pricing varies according to the customer’s ability to pay.

Promotion

While designing the promotion strategy for services, it should be kept in mind that the customer relies more on subjective impressions rather than concrete evidence. The customer is likely to judge the quality of service on the basis of the performer rather than the actual service. The customer finds it difficult to evaluate its quality and value as it is difficult to sample the service before paying for it. But the methods used for promotion of services like advertising, personal selling, publicity and sales promotion are the same used in the promotion of products.

Tourism as a product

As a service industry, tourism comprises of several allied activities which together produce the tourist product. In the tourism product development, there are three major sub-industries. They are:

(a) Tour operators and travel agents
(b) accommodation sector
(c) passenger transportation

According to international estimates, a tourist spends 35% of his total expenditure on transportation, about 40% on food and lodging and the balance 25% on entertainment and shopping.²
Since tourism is primarily a service based industry, the principal products provided by recreation/tourism (R/T) businesses are recreational experiences and hospitality. These are intangible products and more difficult to market than tangible products. The intangible nature of services makes quality control difficult but crucial. It also makes it more difficult for potential customers to evaluate and compare service offerings. In addition, instead of moving the product to the customer, the customer must travel to the product (area/community). Travel is a significant portion of the time and money spent in association with recreational and tourism experiences and is a major factor in people's decisions on whether or not to visit your business or community. Tourism has many components comprising the overall "travel experience." Along with transportation, it includes such things as accommodations, food and beverage services, shops, entertainment, aesthetics and special events. It is rare for one business to provide the variety of activities or facilities tourists need or desire. This adds to the difficulty of maintaining and controlling the quality of the experience. To overcome this hurdle, tourism related businesses, agencies, and organizations need to work together to package and promote tourism opportunities in their areas and align their efforts to assure consistency in product quality.

4.5 The Marketing Plan

One of the most important steps a business or community can take to improve the effectiveness and efficiency of their marketing efforts is to develop a written marketing plan. This plan will guide their marketing decisions and assist them in
allocating marketing resources such as money and personnel time. The plan should include:

1. the overall business objectives—what you want to accomplish;
2. an assessment of the market environment—what factors may affect your marketing efforts;
3. a business/community profile—what resources are available,
4. market identification (segmentation)—the specific groups or clientele most interested in your product;
5. the marketing objectives for each segment;
6. the marketing strategies (or mixes) for different markets you target—the best combination of the 4 Ps (product, price, place, promotion) for each segment; and
7. a method for evaluation and change.

4.5.1 Overall Business Objectives

Businesses, agencies, and communities should develop overall objectives and regularly monitor their progress. The objectives should provide guidance for all decisions including finance, personnel and marketing. They should be quantitative and measurable statements of what the business or community wants to accomplish over a specified period of time. Business objectives are often stated in terms of sales, profits, market shares and/or occupancy rates. Communities frequently establish objectives relating to such things as increasing the number of tourists, developing or changing their image, facility and activity development,
cooperation among tourism related businesses and increasing length of stay and local expenditures.

It is important that the objectives be reasonable given the market conditions and the firm's or organization's resources. Establish a few reasonable objectives instead of a long, unrealistic "wish list." This is especially true for new businesses or communities which do not have much experience in tourism development and/or marketing.

4.5.2 Market Environment Analysis

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

Demographic and Lifestyle Trends

Changing demographics and lifestyles are having a major impact on R/T participation. An assessment of these trends is important to understand how they are likely to affect the business or community.

Some of the important trends that bear watching:

(1) population growth and movement;
(2) rural community growth compared to metropolitan areas;
(3) number of adult women employed outside the home;
(4) the number of households is growing, especially non family and single parent households, but family size is decreasing;

(5) the impact of two wage earner households on real family income;

(6) the number of retired persons with the financial ability to travel;

(7) better health to the older age; and

(8) continued aging of the population (we are becoming a middle aged society)

The Human Development index of Tamil Nadu and Kerala indicates that there has been a stable trend in the human development index of Kerala increasing to 0.6 in the year 2001. In the case of Tamil Nadu, the HDI value ranges from 0.2-0.4 in 1981, 0.4 in 1991 and 0.5 in 2001 showing an increasing trend. Table No.4.1 shows the status of Tamil Nadu among major States of India with reference to HDI values:-
Table No. 4.1

Status Of Tamil Nadu Among Major States: Decadal Trend

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0.2 – 0.4</td>
<td>Andhra Pradesh, Assam, Bihar, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Orissa, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal.</td>
<td>Andhra Pradesh, Assam, Bihar, Madhya Pradesh, Orissa, Rajasthan, Uttar Pradesh</td>
<td>Assam, Bihar, Madhya Pradesh, Uttar Pradesh</td>
</tr>
<tr>
<td>0.4</td>
<td>Punjab</td>
<td>Gujarat, Haryana, Karnataka, Punjab, Maharashtra, Tamil Nadu, West Bengal</td>
<td>Andhra Pradesh, Gujarat, Karnataka, Orissa, West Bengal, Rajasthan.</td>
</tr>
<tr>
<td>0.5</td>
<td>Kerala</td>
<td>Kerala</td>
<td>Haryana, Maharashtra, Tamil Nadu, Punjab.</td>
</tr>
<tr>
<td>0.6</td>
<td></td>
<td></td>
<td>Kerala</td>
</tr>
</tbody>
</table>


The select socio-economic indicators for Kerala, Tamil Nadu and India includes the net domestic product which shows an estimate of Rs.130917 crore for Tamil Nadu whereas in the case of Kerala it is Rs.69602 crore. Figures are shown in table no.4.2:-
Table No.4.2
Select Socio-Economic Indicators For Kerala , Tamil Nadu And India

<table>
<thead>
<tr>
<th>States</th>
<th>Area (Sq.km)</th>
<th>Population</th>
<th>Density (Population per Sq.km)</th>
<th>Sex Ratio (Females per 1000 Males) 2001</th>
<th>Literacy Rate 2001</th>
<th>State Domestic Product &amp; Percapita Income at Current Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Net Domestic Product 2000-01 (Rs. in Crores) $</td>
</tr>
<tr>
<td>Kerala</td>
<td>38863</td>
<td>31841374</td>
<td>819</td>
<td>1058</td>
<td>90.9</td>
<td>94.2</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>130058</td>
<td>62405679</td>
<td>480</td>
<td>987</td>
<td>73.5</td>
<td>82.4</td>
</tr>
<tr>
<td>ALL INDIA</td>
<td>3287240</td>
<td>1028737436</td>
<td>313</td>
<td>933</td>
<td>64.8</td>
<td>75.3</td>
</tr>
</tbody>
</table>

Source:-Statistical Handbook 2007, Government of Tamil Nadu

@ Advance Estimates
Economic Conditions

Overall economic conditions can have significant impacts on recreation and tourism markets. A marketing strategy that is effective during periods of low unemployment rates may have to be significantly adjusted if unemployment increases. Businesses and communities should monitor and assess the likely impact of factors such as unemployment rates, real family income, rate of inflation, credit availability, terms and interest rates. Consideration should also be given to the prices of complementary products, such as lodging, gasoline and recreation equipment.

Laws and Government Actions

As a complex industry, tourism is significantly affected both positively and negatively by laws and by actions of governmental agencies. For instance, rulings on such things as liability issues or decisions regarding building and health codes may change or possibly prevent the construction of a proposed facility. If a public facility changes the prices of its services, this could affect the service offerings of associated private businesses. These actions may have both positive and negative effects on the marketing efforts of the business and community. To avoid wasting valuable resources it is important that R/T businesses, agencies, and communities continually monitor and evaluate governmental actions.
**Technology**

Technological developments are increasing rapidly. New recreation products, such as all-terrain vehicles and wind surfers, provide new ways for people to satisfy their recreational preferences. New production technologies and materials offer recreation and tourism businesses ways to reduce costs and improve the quality of their products/services. Advances in telecommunications have and will continue to create new promotional opportunities. Technological innovations, in relation to jobs and the home, have resulted in increased leisure time for many people.

**Competition**

Businesses and communities must identify and analyze existing and potential competitors. The objective of the analysis is to determine the strengths and weaknesses of the competition's marketing strategies. The analysis should include the competition's:

1. product/service features and quality;
2. location relative to different geographic markets;
3. promotional themes and messages;
4. prices; and
5. type of customer they are attracting.

4.5.3 **Business and Community Profiles**

Too many communities attempt to market themselves as tourist destinations without accurate information about their resources (facilities, services, staff), image (projected vs. actual), and how well their customers are satisfied. Without
this information, it is difficult to make other decisions in the planning process. Included should be such things as recreational and entertainment facilities, cultural and historic sites, overnight accommodations, restaurants, shopping opportunities, special events and activities, staff size, and transportation. Each item of the "inventory" should also be assessed in terms of quality and availability.

4.5.4 Market Segmentation (Identification)

Recreation and tourism businesses and communities often make the mistake of attempting to be all things to all people. It is difficult, and risky, to develop marketing strategies for the mass market. Strategies designed for the "average" customer often result in unappealing products, prices, and promotional messages. Marketing is strongly based on market segmentation and target marketing. Market segmentation is the process of:

1. taking existing and/or potential customers/visitors (market) and categorizing them into groups with similar preferences referred to as "market segments;"

2. selecting the most promising segments as "target markets;" and

3. designing "marketing mixes," or strategies (combination of the 4 Ps), which satisfy the special needs, desires and behavior of the target markets.

There is no unique or best way to segment markets, but ways in which customers can be grouped are:
(1) location of residence---instate, out-of-state, local;

(2) demographics---age, income, family status, education;

(3) equipment ownership/use---sailboats, canoes, tents, snowmobiles;

(4) important product attributes---price, quality, quantity; and

(5) lifestyle attributes---activities, interests, opinions.

To be useful, the segment identification process should result in segments that suggest marketing efforts that will be effective in attracting them and at least one segment large enough to justify specialized marketing efforts.

After segments have been identified, the business or community must select the "target markets," those segments which offer them the greatest opportunity. When determining target markets, consideration should be given to:

(1) existing and future sales potential of each segment;

(2) the amount and strength of competition for each segment;

(3) the ability to offer a marketing mix which will be successful in attracting each segment;

(4) the cost of servicing each segment; and

(5) each segment's contribution to accomplishing overall business/community objectives.
It is often wiser to target smaller segments that are presently not being served, or served inadequately, than to go after larger segments for which there is a great deal of competition.

4.5.5 Marketing Objectives for Each Segment

Marketing objectives which contribute to the accomplishment of the overall business objectives should be established for each target market. Objectives serve a number of functions including:

(1) guidance for developing marketing mixes for different target markets;
(2) information for allocating the marketing budget between target markets;
(3) a basis for objectively evaluating the effectiveness of the marketing mixes (setting standards); and
(4) a framework for integrating the different marketing mixes into the overall marketing plan.

The target market objectives should:

- be expressed in quantitative terms;
- be measurable;
- specify the target market; and
- indicate the time period in which the objective is to be accomplished.

4.5.6 Marketing Strategy (Mix)

The marketing strategy, or mix, should be viewed as a package of offerings designed to attract and serve the customer or visitor. Recreation and tourism
businesses and communities should develop both external and internal marketing mixes for different target markets.

**External Mix**

The external marketing mix includes product/service, price, place/location, and promotion.

**Product**

Earlier we said the principal products that recreation and tourism businesses provide are recreational experiences and hospitality. The factors that create a quality recreational experience often differ among people. To another it might be a good restaurant and a chance to socialize. Decisions on what facilities, programs and services to provide should be based on the needs and desires of the target market(s). They should not be based on the preferences of the owner/manager or necessarily on what the competition is providing.

Recognize that a recreational/tourism experience includes five elements: trip planning and anticipation; travel to the site/area; the experience at the site; travel back home; and recollection. Businesses should look for ways to enhance the quality of the overall experience during all phases of the trip. This could be accomplished by providing trip planning packages which include maps, attractions en route and on site, and information regarding lodging, food and quality souvenirs and mementos.
Recreation and tourism businesses should also view their service/product in generic terms. Thinking of products/services in this manner helps focus more attention on the experiences desired by customers and also the facilities, programs and services that will produce those experiences.

**Location and Accessibility—Place**

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

(1) providing directions and maps;
(2) providing estimates of travel time and distances from different market areas;
(3) recommending direct and scenic travel routes;
(4) identifying attractions and support facilities along different travel routes; and
(5) informing potential customers of alternative travel methods to the area such as airlines and railroads.

Potential businesses should also carefully assess alternative locations for:

(1) distance and accessibility to target markets;
(2) location of competitors with respect to target markets;
(3) modes of travel serving the area; and
(4) other attractions and activities that might induce travel to the area.
**Pricing**

Price is one of the most important and visible elements of the marketing mix.

When setting prices it is important to take into consideration all of the following:

1. business and target market objectives;
2. the full cost of producing, delivering and promoting the product;
3. the willingness of the target market to pay for the product or service you provide;
4. prices charged by competitors offering a similar product/service to the same target market(s);
5. the availability and prices of substitute products/services (for example, campgrounds, motels, and bed and breakfast are all substitutes for lodging);
6. the economic climate (local and national); and
7. the possibility of stimulating high profit products/services (such as boats) by offering related services (such as maintenance) at or below cost.

When establishing prices, R/T businesses should give attention to pricing strategies which may encourage off season and non-peak period sales, longer stays, group business, and the sale of package plans (combination of room, meals, and recreational facilities).

**Promotion**

Promotion provides target audiences with accurate and timely information to help them decide whether to visit your community or business. The information should be of importance and practical use to the potential or existing visitor and also accurate. Misrepresentation often leads to dissatisfied customers and poor
recommendations.

Developing a promotional campaign is not a science with hard and fast rules. Making decisions regarding which type or combination of promotion types to use (personal selling, advertising, sales promotions, or publicity) is not always easy. If, however, you follow a logical process and do the necessary research, chances for success will be improved. It will be necessary to make decisions regarding:

1. Target audience---the group you are aiming at;
2. Image---that which your community or business wants to create or reinforce;
3. Objectives---those of the promotional campaign;
4. Budget---the amount of money available for your promotion;
5. Timing---when and how often should your promotions appear;
6. Media---which methods (television, radio, newspaper, magazine) will most effectively and efficiently communicate your message to the target audience; and
7. Evaluation---how can the effectiveness of the promotional campaign be determined.

**Internal Mix**

As stated, marketing services such as recreation and tourism differ from marketing tangible products. Recreation and tourism businesses must direct as much attention at marketing to customers on site as they do to attracting them. In this respect, internal marketing is important because dissatisfied customers can effectively cancel out an otherwise effective marketing strategy.
The success of internal marketing is dependent on creating an atmosphere in which employees desire to give good service and sell the business/community to visitors.

To create such an atmosphere requires the following four important elements:

(1) Hospitality and Guest Relations---An organization wide emphasis on hospitality and guest relations, including a customer oriented attitude on the part of the owners and managers as well as the employees. If the owner/manager is not customer sensitive, it is unlikely the lower paid employees will be.

(2) Quality Control---A program which focuses on improving both the technical quality (the standards associated with what the customer receives) and the functional quality (the standards associated with how the customer receives the service). All employees who come into contact with customers should receive hospitality training.

(3) Personal Selling---Training the staff in the selling aspects of the property (business) or community. This also includes rewarding them for their efforts. By being informed about the marketing objectives, and their role in accomplishing those objectives, they can help increase sales.

(4) Employee Morale---Programs and incentives aimed at maintaining employee morale. The incentives can be both monetary and non-monetary.

A customer oriented atmosphere usually results in customers that are more satisfied, do less complaining and are more pleasant to serve. This helps build employee morale, their desire to provide good service and their efficiency.
**Integrated tourism**

Tourism ought to be promoted as a composite package that provides for all the above elements that builds up a healthy body for which a healthy mind and spirit is essential. The need of the hour is to have an integrated tourism. Integrated tourism package offers a set of products comprising a lusty backwater, an ayurvedic resort, eco-tourist centre, festival etc in one district itself. This is possible through establishing linkages, cross marketing of various products and exploitation of human resources.

**4.5.7 Evaluation**

It is important that marketing efforts be continually evaluated. This will improve the effectiveness of marketing strategies by quickly identifying differences between actual results and expected performance and determining likely reasons for the success or failure to realize objectives.

A framework for evaluation would include:

1. determining which elements of the different marketing mixes are most important to evaluate.----It is rarely possible or cost effective to evaluate all elements;
2. establishing performance standards to compare against actual results.---Marketing objectives, if properly formulated, should serve as performance standards;
(3) development of formal and informal methods for collecting data on actual results.---There are many ways different elements of the marketing mix can be evaluated. For example, promotions can be evaluated with money off coupons. Special information request forms, telephone numbers to call or post office box numbers to write to can identify the area the request is coming from. Also, formal (written) and informal (face-to-face) surveys can be used to determine the promotional material the customer used in planning the trip;

(4) comparison of results with objectives;

(5) determination of needed change(s).

Customer satisfaction in tourism is greatly influenced by the way in which the service (hospitality) is delivered and the physical appearance and personality of the business. It is critical that these elements be communicated in the best possible manner to convince people to come and experience what your business or community has to offer. Equally important is the ability to generate repeat business because of your efforts. Thus, marketing becomes the method to reach potential visitors. It is a vital part of tourism management and can be done effectively and well, with sophistication and tact, or it can be done poorly in a loud, crass and intrusive manner. Hopefully, this bulletin has given you the basics for the former rather than the latter. Remember that to do an effective job at marketing:

(1) adopt a strong customer orientation which includes regular research and assessment of their needs, wants and attitudes;
(2) allocate sufficient resources and time to marketing;
(3) assign formal responsibility for marketing to one person or department; and
(4) develop and regularly update a marketing plan.

4.6 Tourism Motivation

Motivation to travel may spring from a variety of needs. There are seven reasons for travel:

Explorer: These tourists look for discovery and involve with people.

Elite: People who favour special, individually tailored trips to exotic places.

Offbeat: These are filled with a desire to get away from the usual humdrum life.

Unusual: Visitors who are looking forward to trips with peculiar objectives such as physical danger or isolation.

Incipient mass: A steady flow traveling alone or in small organized groups using some shared services.

Mass: The general packaged tour market leading to tourist enclaves abroad.

Charter: Mass travel to relaxation destination ns which incorporate as many standardized developed world facilities as possible.

A different way of looking at tourists is by analysing them psychographically. Psychographically all tourists can be viewed as being spread along a continuum. At one end of the centre are allocentric tourists who want an independent vacation experience and at the other end are psychocentrics who become part of the mass tourism market.
The supply factors mix of destinations, facilities and services can be divided into five broad types:

1. Attractions: These may be natural or manmade
2. Transport: The growth of tourism is closely related to the supply and extent of transport development systems.
3. Accommodation: It can be further divided into commercial sector (hotels, guest houses etc) and private residence.
4. Support and auxiliary services: It covers supporting services like shops, restaurants, banks and medical centres.
5. Physical and Communication Infrastructure: It includes roads, airports, electricity, sewage disposal etc.

4.7 Marketing strategies for the Tourism Market

The basic steps in tourism marketing strategy are:

1. definition of needs of all the potential tourists and their possible destinations
2. Segmenting the market according to the type of need the firm wants to satisfy.
3. Defining the environmental constraints and competitive scene.
4. Formulating marketing objectives and allocating marketing resources in terms of designing the tourism product.³

The main strategies followed by tourism firms can be classified as growth strategies or competitive strategies.

The main strategies for tourism marketers are:
Market Penetration strategy: This entails building a foothold in the market through creating a differential advantage in pricing or promotion or both.

Market Extension strategy: This entails reaching new types of tourists through modification of existing tourist products, by planning in advance launch of a new product managing the lifecycle stages of a tourist product.

There are five factors in working out a tourism marketing policy:

- Tourism Product
- Tourism Promotion
- The Price of the Product
- The Tourist market
- The Tourist transport

**Tourism Product**

As far as a tourist is concerned a tourist product includes a complete experience from the time he leaves home to the time he returns home. It is not a single product but a package of attraction, transport, accommodation and entertainment. Tourists products may include architectural resources, natural resources, museums and monuments and culture. These products are to be designed according to the sector of the market, the size of the sector will depend on the characteristic of the tourist product. The tourist product can be analysed in terms of accessibility, facilities and attraction.
Attractions are those elements in the tourist product which determine the choice of the tourist to visit one destination rather than another. They may include site attractions and event attractions. Facilities are those elements which do not themselves provide the motivation for tourist flows. But the absence of these may deter a tourist from traveling to enjoy the attractions. Accessibility relates to the mode of transportation to the destination chosen by the tourist. In other words it is the proximity of a destination to a tourist place of residence. The concept of the product is central to marketing strategy.

**Tourist market**

The tourist market is divided into three major segments:

1. The Holiday tourist
2. The Business tourist
3. The Common Interest Tourist

The holiday tourist has proved to be very sensitive to price changes. It has been regarded as highly seasonal. Business tourists are attracted by event attractions in the form of exhibitions, trade fairs and conferences. Common Interest tourist include visitors to friends and relatives, visitors for educational purposes and visitors for pilgrimages.

**Reference**

2. Ibid pp-51-52.