CHAPTER 2

REVIEW

OF

LITERATURE
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2.1 Tourism

As described by Kapoor, Bimal Kumar (Dr.) (2007), the history tells us the harsh realities of travel in ancient times and civilizations. In the prehistoric times Paleolithic age, (30,000 B.C. to 10,000 B.C.) travel was an activity which revolved around day-to-day survival. Subsequently, during the Neolithic age, primitive people settled in more permanent regions and established themselves into some kind of agricultural communities. In Egypt, sailing vessels were built around 4000 B.C. further invention of wheel and money by the Sumerians (Babylonia) around 3500 B.C. marks the beginning of the modern era in the history of travel. From the earliest times, travel has fascinated man but it was not a thing of pleasure as is the case now. Usually the travellers of the past were a merchant, a pilgrim, a scholar in search of ancient texts and mainly for the trade and commerce. The Romans probably can be accepted as the first pleasure travelers. The Renaissance (Italian) marked the next important stage in the history of travel which develops full-scale urban system and network of roads. Further the Grand Tourist paved the way for the famous tourism of the nineteenth and twentieth century’s.

The introduction of annual holiday in Europe in eighteenth century was an important landmark in travel and become the great age of travel. Later industrial age in second half of nineteenth century brought tremendous change and development in economic and social system which gave a boost to the travel sector.

According to the Bhatia, A. K. (1991), the technological development of nineteenth century gave profound effect on transport which resulted in the growth of travel in general. By the turn of the twentieth century all the main characteristics of modern tourism were evident in embryo. Changes in mental attitudes towards pleasure seeking, the recognized value of travel for education, increase in material wealth coupled with social prestige, a growing need to find relief from working routine, improvements in passenger transport systems—all these factors produced a fertile ground for the development of excursion traffic on a large scale.
According to Robinson (1976), the attraction of tourism is, to a very large extent geographical in their character. Location and accessibility (whether a place has a coastal or inland position and the ease with a given place can be reached) are important. Physical space may be as thought of as a component for those who seek the wilderness and solitude. Scenery or landscape is a compound of form, water and the vegetation and has an aesthetic and creative value. Climate conditions, especially in relation to the amount the sunshine temperature and precipitation (snow as well as rain), are of special significance. Animal life may be an important attraction, firstly, in relation of bird watching or viewing game in their natural habitat and secondly, for supporting purposes, e.g. fishing and hunting. Man's impact of the natural landscape in the form is settlement, historical monuments and archaeological remains are also major attractions. Finally variety of cultural features-ways of life, folklore, artistic expressions, etc. provides valuable attraction to many.

According to Seth, Pran (1997), for tourism if planning is forecasting a country's ambition in a particular field and achieving objectives in a given period with the resources available, India's efforts at planning are not impressive. Planning is also concerned with future implications of current decisions. In all eight five-year plans, the targets set were too high and the resources available were too little. Now, the Ninth Plan is on and not that India had any dearth in talent in successful tourism planning to achieve their set goals. India's first Director General Tourism in the late Mr. S.N. Chib was invited by the United Nations to plan Sri Lanka tourism which he did extremely well. Later, he was hired by the Bahamas to do that country's tourist planning and promotion. A few of India's tourist officers have been deputed to other countries to advise them on how to plan their tourism.

According to Misra, Suddhendu & Sadual, Sapan Kumar (2008), Factors motivating travels are Religion, Business and Migration, in their book Basics of Tourism Management. But travel for pleasure is the most common form of travel in the modern world. Travel motivations can be defined as those factors that create a person's desire to travel. People travel to many destinations for different purposes and for varied reasons. There are various sectors and sub-sectors involved to satisfy the tourists, for example hotel, restaurant, travel agent etc. but these are not enough to explain the term tourism. All the expenditure made by the tourist contributes to different sectors and different individuals.

Babu, Sutheesna S.; Mishra, Silikantha & Parida, Bivraj Bhusan (2008), express that like many writers who have attempted to address the question of Tourism
Discipline, authors are also mystified to some extent. However they neither are too prejudiced nor too confirmative. At the same time, due cognizance has been given to the informed view of Hall et al. (2004) that 'the understanding of a field as complex and multi-scalar as tourism is unlikely to be the sole domain of either a single paradigm or a single domain. It is argued here that the subject of tourism should have a 'base identity and structure' at the higher education level and for creation of critical knowledge base for itself. But the answer does not lie in a 'hybrid model of tourism and hospitality education’ as proposed by Ritchie (1995) who emphasized a strong management orientation in the curriculum. The course outline proposed by Ritchie is truly multi-scalar in which every disciplinary area, cutting across environmental science, management, social science and humanities, shades a platform with tourism and hospitality, with considerable weightage given to each.

Systematic approaches to the study of travel and tourism have been developed by a number of researchers. In Tourism process the research scholar describes the tourist as the demand, the travel industry as the supply, and the attractions as the tourist product and summarized the interrelated process of all these as the subject. Tourism education is of growing significance and attracting a growing body of research. Indeed there are no less than three journals dedicated solely to research in tourism education. These are The Journal of Hospitality and Tourism Education, The Journal of Teaching in Travel and Tourism and The Journal of Hospitality, Leisure, Sport and Tourism Education. A further sign of the maturity is the 29 North American doctoral dissertations related to tourism education listed in Dissertation Abstracts International between 1987 and 2000.

Mekoth, Nandakumar (2011), describes the Roles of Stakeholders: Tourism involves the interests of multiple stakeholders. Government, business, local community and tourists are the major participants who share the benefits as well as the detriments of tourism in destinations. (Blackstock, Kirsty L., 2008) The concept of responsible tourism assigns responsibility to each of these participants to minimize the negative impacts and maximize the positive impacts of tourism in destinations.

Cooper, Chris et al (1994), In Tourism Principles & Practices, state consumer behavior and tourism demand as an individual decision process. At the personal level it is clear that the factors influencing demand for tourism are closely linked to models of consumer behavior in tourism. Every individual differs and has differences in attitudes; perceptions and motivation which have an important influence on travel decisions. Attitudes
depend on an individual's perception of the world. Perceptions are mental impressions of, say, a place or travel company and are determined by many factors which include childhood, family and work experiences. However, attitudes and perceptions in themselves do not explain why people want to travel. The inner urges which initiate travel demand are called travel motivators.

As it is always said that no two individual think alike, the same way demand for tourism is quite versatile according to the research scholar, there are many reasons so as to why an individual would want to travel or rather what will motivate him to travel. At times even though motivation may exist, demand is constrained due to economic factors, sociological factors or psychological factors. The decision to travel, where to go, how much to spend, etc. is to a great extent very varied and not always clearly evident or easily identifiable as consumer behavior varies from individual to individual and from group to group.

According to Bezbaruah, M.P. (1999), UNESCO has carried out specific studies in different heritage sites on the problems of their conservation. There is some urgency in this regard. Along with the steps for preservation of the structure of some of these heritage monuments, the exquisite wall paintings and the decorations as well as the carvings in many of the monasteries also need to be carefully renovated and preserved. This important work of conservation of the heritage products may involve the following stages:

- Need to assure cultural authenticity in all preservation, conservation and restoration work.
- Need for overall development of a master plan for the area, incorporating both preservation and development concerns.
- To ascertain the carrying capacity of each product and regulate the number of visitors where required.
- To take up meaningful human resource development programmes, including training of guides and tour operators and also involving measures for educating the tourists on the cultural sensitivities.
- Steps to involve the local community so that they take pride in what they have and can take pleasure in maintaining them, and also share the benefits of tourism development.
- Need for innovative private-public partnership so that resources could be mobilised to the maximum extent possible, for sustainable development.
• Documentation of the present condition of the heritage products.
• Assessment of the work required to be taken up, indicating the type of structural work, artistic work and technical preservation work.
• Prioritisation of the work to be taken up.
• Selection of technically competent persons and institutions to take up the work.
• Involving the local people in the entire exercise of identification of the problems and finding solutions to them.

Ajith kumar, M. K. (1998),x Dept. of Applied Economics, CUSAT in his study, concluded According to him, two motivating factors for the foreign tourists to visit India are:--

(i) To see heritage and culture; and
(ii) To go for a mountain holiday.

According to the Chawla, Romila (2006),xi the relationship between transport and tourism is of fundamental importance. Over the last 30 years tourism industry has grown at double the pace of gross domestic products. A planned sustainable transport network has played significant role in this development. The pattern of travel and the role of transport technology have also been instrumental in rapid growth of tourism industry.

Makan, Dileep (2006),xii describes that tourism areas or attractions broadly fall into two general categories: Destinations & stopovers. A destination is an area with sufficient attraction to provide primary motivation for tourism visits. Further, a destination will have a broad enough base of activities and interests to occupy the tourist for several days, possibly weeks. Beach-type reports, urban areas with a wide assortment of things to do, or areas which feature gaming casinos are prime examples of destinations.

Stopovers are necessary or interesting places to visit on the way to destinations, Stopover tend to build tourism volume on the basis of historical, cultural, architecture, or commercial attractions which hold tourists’ interest for a day or two.

As mentioned by Punia, Bijender K. (1994),xiii in his study of "Problems and prospects of tourism in Haryana" he has stated that "the potential of tourism development in any area, region, state or country mainly depends on the availability of unique and varied tourist resources. But at the same time, the facilities and services too have very important bearing on the overall tourism development prospects of a place or region. Such elements like
climate, seasonality, accessibility, attitude of host population, availability of manpower resources and the planning expertise that, have vital role to play in this context". He suggested that "close co-ordination between private and public sector tourism organisations at different levels is the key to success in tourism development where state department of tourism must play a central role"

**Bhatia, A. K. (1997),** states that tourism is fastest growing industry in the world and therefore the need for marketing becomes imperative. Tourism needs to be marketed just as any other product, indeed more so, because it is an industry where the customer still has an immense variety of choice. It is a well-known fact that 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. As tourism is a complex industry and the people in various lands of different socio-economic structures, having different needs, tastes, attitudes, expectation and behavior patterns therefore it’s only through the efficient marketing strategy that will help understand people’s tastes and preferences for travel, hence the need for marketing in tourism.

### 2.2 Tourism Marketing Strategies

According to the **Brent Ritchie, J. R. and Goeldner, Charles R. (1994),** Designing marketing strategies is nothing but the matching of the firm's product/service offering with some target segments. In this context, vacation destinations can be matched to selected consumer travel segments. A strategy is then designed to cement this match. For example, a tourist service or facility may be developed or modified such that it offers those characteristics desired by a particular group of customers. Research has shown that tour travellers prefer tours designed with vacation lifestyle, as opposed to demographic information, and this data can be used to design strategies which are compatible with the motivations, attitudes, and opinions of tour travelers (**Abbey, 1979**).

**Implementing the marketing mix is** The final step in the marketing process is to design a specific marketing program (e.g., advertising, etc.) to encourage the selected segments to visit/vacation at a particular destination. In the tourism domain the major component of the mix is usually advertising and attitude research can be useful in identifying the salient attributes (to the consumer) of the program. Promotional efforts can then be directed at reinforcing favourable attitudes or altering consumer’s perceptions such that more favourable attitudes will be formed. Examples of the various advertising strategies that can
stem from knowledge of consumers' attitudes are offered in a framework provided by **Boyd, Ray, and Strong (1972)**. A practical illustration of the implementation of a promotional strategy is the decision of the Michigan Travel Bureau to increase advertising in high potential geographic markets based on vacation preference **types (Bryant and Morrison, 1980)**.

According to **Seth, Pran (1997)**, Advertising is the most visible and significant of marketing strategy. Tourism advertising can defined as paid public messages designed to describe, praise or inform on an area or destination. It is the way of communicating with the consumers when their identity is not known and when the advertiser is not directly in touch with them. If it is not done properly then it proves the saying of David Ogilvy ‘Unless your advertising has a big idea, it will pass off as a ship at night’.

**Chawla, Romila (2003)**, discusses segmentation applications for travel and tourism marketers. The relative slowness of many travel marketers to adopt some of the segmentation techniques long used by packaged goods marketers is not difficult to understand.

- First up until fairly recently, the travel market was supported by two cohesive and fairly elitist groups - the business traveler and the upscale traveler neither of which were difficult to characterize, isolate, and reach with appropriate products, services, and strategies.
- Second, given traditional socio-cultural ties, combined with the unchallenged appeal of warm climate locales, the priority predictability of vacation destination choices remained intact for many years.
- Third, considering the tight concentration of the business travel market - middle-aged, white collar male managers; it was not an enormous challenge to determine his needs, and to design appropriate products and services for him.
- Fourth, the widespread adherence to Puritan work ethic values tended to circumscribe most people's frequency of travel and alternatives. Travel marketers could be somewhat complacent and secure in the knowledge that their turnover share of market would remain undisturbed and unchallenged from year to year.
- And finally, the constraints of airline regulation precluded the unhampered and effective use of strategic marketing techniques - forcing carriers, instead, to maintain profits based on operating efficiencies and technological advances, rather
than on any research-based response to consumer needs.

Edeson, Billy (2014), conveyed that the marketing mix—the 4 Ps—target audience—segmentation—objectives—evaluation. These and other terms are all used in the process of “marketing.” In tourism and tourism related industries, success means understanding this process. Marketing involves much more, including product/service development, place (location and distribution), and pricing. Marketing strategies help to develop, the proper match of the right product or services with the right market or audiences. Therefore in modern days, Marketing and marketing strategies become the way of doing business and is based on;

- Design product/services to meet customer needs and wants;
- Focus on those people most likely to buy their product rather than the entire mass market; and
- Develop marketing efforts that fit into the overall business objectives.

By adopting this one will not only provide the customers with better products but will avoid wasting valuable time and money in developing and promoting a product or services nobody wants.

Kotler, Philip; Bowen, John & Makens, James (1996), in Marketing for Hospitality & Tourism, states that establishing strategic business units is a challenge, most companies operate several businesses. However, they often fail to define them carefully. Companies too often define their businesses in terms of products. They are in the “hotel business” or the “cruise line business.” But market definitions of a business are superior to product definitions. A business must be viewed as a customer – satisfying process not a good – producing process. Companies should define their business in terms of customer needs, not products.

Cooper, Chris etal. (1994), state that researching tourism markets is of utmost importance. Many managers and organization in the tourism industry attach value to research, using it to place them in a strong position. Sound market intelligence is gained from a variety of formal and informal methods, and bridges the gap between the provider of the product or service and the consumer. Decisions such as those concerning product development and marketing activity can be based on research findings. Moreover, research can be used to highlight specific problems, and even to demonstrate a caring attitude to customers.
We can see that marketing intelligence and marketing research in tourism can therefore:

- Provide information for decision making.
- Keep an organization in touch with its market.
- Identify new markets.
- Monitor the performance of certain aspects of a business.
- Draw attention to specific problems.
- Monitor consumer reaction to a service or facility.
- Reduce waste.
- Demonstrate a caring attitude to the consumer.

Market research can be defined as "the systematic collection of information relating to supply and demand for a product or a proposed product in such a way that the information maybe used by the organization to formulate informed decisions about its policies and its objectives." The marketing process, in fact, starts by finding out answers to questions like who are the potential tourists, where do they come from, what are their likes and dislikes, what are their travel preferences and interests, what mode of transport do they use, what are their entertainment preferences, what type of marketing programmes would be needed? etc. In order to formulate any marketing strategy, it is very essential for a national tourist organization and others engaged or marketing a tourist product to know the answers to the following questions.

**Lumsdon, Les (1997),** describes in his book that the Tourism marketing, discloses a circular tourism marketing environment as given below:

\[
\text{Market} \longrightarrow \text{Travel} \longrightarrow \text{Destination} \longrightarrow \text{Marketing}
\]

According to him, "Tourism marketing is the managerial process of anticipating and satisfying existing and potential visitor-wants more effectively than competitive suppliers or destinations. The management of exchange is driven by profit, community gain or both; either ways, long-term success depends on a satisfactory interaction between customer and supplier. It also means securing environmental and societal needs as well as core consumer satisfaction. They can no longer be regarded as mutually exclusive".

To throw some light on Segmentation, **Seth, Pran (1997),** states that, the strategy of market segmentation accepts the fact that few travel destinations are universally acceptable
and popular. The marketer, therefore, need not dissipate his promotional resources trying to please all the population of a country. He is, therefore, advised to concentrate on selected target groups to whom the product may appeal.

Segmentation is the process through which a marketer is able to identify the group / groups from within the population of a country to whom his tourist product will appeal; Identification of these segments too is done through market research. There are a number of ways to segment the market. For the purpose of leisure travel, we can broadly segment it in four categories.

1. Youth Market
2. Senior Citizens
3. Family Market.
4. Special Interests Market.

The category four will obviously include Visiting Friends and Relatives (VFR), pilgrimages, adventure travel, wildlife, convention / conference, incentive travel market, etc. the other three segments do not need an explanation.

Krishna, R.R. and GovindaSwamy, M. (1998), in their article stressed tourism marketing and stated that 'marketing intourism means systematic and co-ordinated execution of business policy bytourist undertakings whether private or state owned at local, regional,national or international level to achieve the optional satisfaction of the needs of identifiable consumer groups and in doing so to achieve an appropriate return'.

Malhotra, R. K. (1998), discusses the marketing management of tourism cannot ignore the primary characteristics which set tourism apart from other products. Tourism as specialized service product creates a number of important consideration which need to be fully understood if a tourism enterprise or organization is to be successful. In additions, the need to undertake the tasks of research, analysis, product formulation, recommending price policies, promotion and distribution are of paramount significance for those involved in tourism marketing management. The Tourism Product – With tourism hospitality and leisure products we are dealing with a service product which has specific characteristics. Psychographic or lifestyle research has been particularly useful in identifying segments such as the "budget vacationers" and the "adventures." It is likely that a particular tourist facility will not be able to effectively service the desires of all customers. However, a clear
understanding of the attitudes of the various customer groups will assist in identifying viable market segments in terms of potential revenue or heavy use and permit an effective channeling of resources in appealing to those segments.

Bhatia, A. K. (2002), defines tourism marketing as the systematic and coordinated efforts exerted by tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of a sustained tourism growth. Krippendorf expresses, "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 level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return.”

The best definition of tourism marketing would thus be, “a tool which has evolved from a tremendous economic and business pressure”. Marketing in tourism is related to trends which encompass the demand, supply and distribution of tourism and travel products and services. Hence tourism marketing is an implementation of an amalgam of strategies and transactions to be held between various suppliers who would want to make a satisfying memorable impact on a tourist, at the same time accomplishing a profitable outcome.

Sethi, Praveen (1999), states that for establishing segments and target selection, advertising is a non-personal communication of a sales message to actual or potential purchasers of a product by a person or an organisation selling a product or a service. The sales message is delivered through a paid medium for the purpose of influencing the buying behaviour of those purchasers. Advertisement can, therefore, also be defined as "a paid public message designed to describe or praise a product." Unless a communication has its purpose a sale of a product or service, it is not properly considered to be advertising. Advertising is an investment and like all investments it should produce measurable results. Measuring results are inputs put in terms of investment and is therefore very important and a crucial aspect which each organisation needs to take care of. The first and foremost reason for setting advertising objectives is, therefore, to measure the return on one's advertising investment.

Kapoor, Bimal (2007), states regarding promotional techniques state that in order to market a product, it is necessary that information about the product reaches a prospective consumer. As applied to tourism industry, the most important function of marketing is to bring about an awareness of the product in the minds of existing as well as prospective consumer in the overall market area. All this forms a part of overall tourism promotion.
The basic function of all tourism promotional activities is to have an effective and meaningful communication with the consumer and the trade intermediaries. This is possible through certain identifiable methods which are being practiced by all the marketing organisations. The awareness is brought about through certain methods/marketing tools these are: (a) Advertising; (b) Public Relations and many more.

Sharma, Sunil (2008), xlviii discusses in Planning and Development of Tourism and Hospitality, that for decades, environmental management has adapted organisational theories to their own planning situations. Environmental management situations have been characterised as turbulent, as rapidly changing ecological and social conditions contribute to their uncertainty, conflict and overall complexity. Change may take several forms. For example, changes in the quality and/or quantity of resources may affect and be affected by changes in human population and preferences, changes in access to resources and environment and/or ecological changes. These changes may occur over short or long time periods, they may act alone or in combination.

Sethi, Praveen (1999), xxix opines that "earnings from international tourism represent an invisible export; they are the result of selling the country's tourism product to tourists from abroad. Expenditure on tourism is the opposite. They represent an invisible import; one’s residents are buying a tourism product elsewhere".

He says that there are three levels in tourism namely,

(i) Government organisations and institutions
(ii) Intermediaries and
(iii) Ancillary support services.

Citing the case of Singapore, he says "Singapore lacks outstanding natural resources and has little in the way of heritage attractions and cultural sites. Yet it has made much and much attractions like shopping, entertainment, tours, excursions which are mostly man-made".

Sharma, K.K. (2000), xxx broadly describes the Department of Tourism is charged with planning, promoting and administering all facets of tourism for its country. To meet these responsibilities, the organization chart recognizes certain functional requirements. Note, for example, that the minister of tourism is at cabinet level. This will make it possible for the minister to secure agreement for and assure cooperation at the highest levels of government.

The minister of tourism is the same level as the minister of finance. In this case, the minister of tourism is administratively and functionally responsible for the operation of his or
her department. The dotted line between the two ministers designates their conferring relationship. However, there is a solid line from the minister of finance to the division within the tourism agency which allocates and distributes funds.

According to the Sharma, J. K. (2000), the types of tourism are closely aligned with the varied motives of travelers. He says, “Tourism is an economic product, meeting the demand of human beings and as such its market is created according to the fluctuation of supply and demand. The majority of demands of tourism enumerate the motives which can prompt a person to make a journey to a tourist region. These motives are varied and do exercise a decisive influence on the destination of the journey. Thus the diversity of tourists’ motivations generates the various types of tourism.” The types of tourism can be categorised under the following heading:

1. Origin and destination
2. Movement patterns
3. Seasonal character of tourism
4. Incentives
5. The socio-economic aspects of demand
6. Range
7. Purpose of the visit
8. Sociological aspect

Broadly speaking, tourism could also be classified into the following categories:

- Social tourism
- Cultural tourism
- Conference tourism
- Religious tourism.

Sinha, R. K. (1999), describes that data sources for travel and tourism needs to be identified. The need for identifying the various data sources in the field of tourism has assumed a greater importance in the recent past. The data sources are very crucial as these help the practitioners of the tourism field to properly know at a glance the trends in tourism fashions, the markets and their requirement as also for planning and promotion. Over the past few decades there has been a multiplicity of these sources. The sources of information
available today on travel and tourism have mushroomed and continue to grow with the growth in tourism activity all over the world. Not only have the sources of information multiplied in data incorporate information on accommodation units; travel agencies ad tour operations, transportation, recreation, research studies, books, periodicals, journals, tourism statistics, regional tourism development, employment, marketing trends and projections, etc. In fact, there is hardly a single tourism activity on which information is not available.

Bhatia, A. K. (2003), describes market segmentation, as a tourist market which may be identified corresponding to each tourist product. The term market may be used to describe the collective actual or potential customers of tourism service or destination. It may apply to the geographical area, country, region or city from which a service or destination draws customers. The identification of tourist market, a segment of the total market, is of crucial importance. With a view to avoid waste, it is essential to reach only that fraction of the total market which is most likely to be attracted. Due to many constraints, especially financial, 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.

Segmentation, however, is possible within the market for practical marketing purposes. This includes:

The vacation tourist: The vacation or the holiday tourist is the most common and popular tourist. He is immensely affected by changes in price, and is easily influenced by skilled and aggressive marketing effort. The vacation tourist market has been regarded as highly seasonal,

The business tourist: In recent years the market for business tourist has increased greatly. The choice of destination of a business tourist is generally determined by the nature of his business. The marketing efforts will not influence the choice of the business tourist much. The demand will tend to be big-city oriented. The visits are of shorter duration and relatively frequent. Trade fairs, conventions, exhibitions, conferences and similar events attract this kind of tourism.

The common-interest tourist: This segment comprises visits to relatives and friends, and visits for the purposes of education, pilgrimages, etc. Demand for this type of tourism will be relatively price elastic. The common-interest tourist will not be very readily influenced by the promotional efforts. The average length of his stay will be relatively longer.
Because of his friends and relatives, he will not be a significant user of hotel and other such types of accommodation. The visits will not be frequent and expenditure relatively little on his stay as compared with the other two groups.

The market segmentation can be described after a lot of research as a process of identifying various groups of buyers of the total market with different buying desires or requirements. When the markets are too large for an organisation to provide all the products and services required by all the buyers in that market, the organisation selects certain target markets necessitating market segmentation to ensure the efficiency of the organisation. Market segmentation also further conserves financial resources of the organisation. According to me a tourist market can be divided on the basis of cities, provinces, regions, countries or on the basis of age, sex, income, occupation, religion, education or on the basis of lifestyles, personality, product knowledge, buying motive etc.

According to **Hall, Michael C. et al (2003)**, One concept that might be used to explain some of the differences observed between various food consumption experiences (i.e. eating at home compared with eating out, compared with eating out while on vacation) is that of product or leisure involvement. Havitz and Dimanche, define leisure & food involvement: as an unobservable state of motivation, arousal or interest towards a recreational activity or how we think about leisure and recreation, and it affects on our behavior as well. Leisure involvement has usually been treated as a multifaceted construct including attraction, sign [symbol-ism], centrality, and risk.

### 2.3 Marketing Strategies and Success Stories

According to **Afuah, Allan (1998)**, that in tourism, innovations and ideas are vital for success. In his book "Innovation Management - strategies, implementation and profits" the author mentions that "innovation is the use of new knowledge to offer a new product or service that customers want. It is invention plus commercialisation". It again means "the obligation of ideas that are new to the adopting organisation".

**Hudson, Simon (2006)** expresses that most destinations have a short term focus that facilitates film production, concentrating on the associated economic impacts (Croy and Walker 2003), but some are becoming active in encouraging producers to make films in their region to benefit from the long-term tourism impacts. DMOs (Destination Market Organisations) in Britain, Kansas, and Singapore are examples. Visit Britain has been
targeting Indian film producers for some time in the belief that they can be persuaded to use British locations for Bollywood films and thereby generate significant economic benefits for Britain’s tourism industry (Woodward 2000). In the United States, Kansas’s Travel and Tourism Development Division spends US $1.2 million annually on tourism and film promotion. And the Singapore Tourism Board announced a 3-year US $7 million scheme in 2004 to lure leading international filmmakers and broadcasters to produce their work there. Approved screen projects that showcase Singapore’s appeal receive special help with resource and work permits (Jeffery 2004). Some destinations appoint public relations specialists to place their regions in films. Canada and the Bahamas, for example, have identified film tourism as a marketing opportunity and employ Weber Shandwick, one of the biggest public relations firms in the world, to get maximum exposure for their destinations in television and film (Weber Shandwick 2005). Chicago’s Office of Film and Entertainment Industries also has successfully increased the number of films made in that city by employing a product placement specialist (The Economist 1998). At the preproduction stage, it is also important to be involved in location scouting.

Bhatia, Sandhya (2009), xxxvii reveals that the success story of Kerala Tourism is a huge task this is unknown to the world outside that they were working silently, consistently for over a decade. The building of the ‘brand’ started in the late-1980s. They prepared a master plan, conferred industry status on tourism and carefully identified the strengths and weaknesses of the State as a tourism destination. They set a Vision 2025 outline on how Kerala Tourism should be a quarter century from now. The role of government-private sector partnership are very important for growth this industry. ‘God's Own Country’ is certainly no accident’.The travel and tourism demand for Kerala till 2012 is expected to grow at 11.6% per annum, the highest expected growth rate in the world for any tourism destination.

Singh, Nripendra (2012), xxxviii states that the campaign "Incredible India" missing information, promotion strategy and key events and places in top ten states of India can certainly help to attract more foreign visitors in India and would also close the communication gap between centralized and state wise tourism campaign. There are immense opportunities; both directly as well as indirectly related to Indian tourism industry. It is recommended that coordinated efforts are required amongst Central, State and Private authorities to establish India as a world class destination for travel and tourism. Also, a strong brand personality of India can be found for future promotion and branding campaigns.
Stiakakis & Georgiadis (2011),\textsuperscript{xxxix} conclude that ICTs allow direct and interactive relationships between tourism organizations and customers. But the most interesting perspective of ICTs applications on marketing is that, companies can build a customer’s profile and make personalized offerings.

Al-Kassem & Nassuora (2012),\textsuperscript{xl} in their article state that since the internet has been shown in recent literature to be a pervasive system in tourism it is important to understand its roles in more detail. The basis for this study regarding to the internet is an important information source for participants in tourism and, as such, figures prominently in various tourism decision-making processes. Based on information systems acceptance literature, this study developed an integrated model to predict the relationship between internet usage and the marketing of tourism in Jordan. The results indicated that the attitudes toward behavior, subjective norm, perceived behavior control, internet usage are possible determinants of actual usage of e-tourism.

According to Gupta, Anju (2012),\textsuperscript{xli} ICTs has contributed to the massive growth of tourism and the increased volume of supply and demand. ICTs have been changing the way in which tourism companies conduct their business. E-tourism therefore emerged as a term describing the entire range of applications of ICTs on tourism industry. Tourist product and destinations are better advertised via the internet rather than traditional means, like brochures, advertising catalogs etc. Information Technology (IT) and ICT have played an important role in the development of tourism. Computerized Reservation System (CRS) were among the first applications of IT worldwide.

Bethapudi, Anand (2013),\textsuperscript{xlii} states that the Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time. Tourism enterprises can also reach the targeted customers across the globe in a single click on the keypad after emergence of mobile computers, web technologies etc.

According to Malra, Renu (2013),\textsuperscript{xliii} social networks play an increasingly important role in the tourism sector. The dissemination of data, messages, opinions and images via Twitter, Facebook, blogs, Flickr and other platforms, as well as new models of information management are now possible, are now an important part of the intelligence system and communication a tourist destination. The global user, is also tourist consumes and generates
four or five times more information about our destiny as a decade ago, so that destinations have to be able to learn to "listen" and "dialogue" with the new traveler in the channels and the language in which they communicate now, when they talk about our city or territory. Furthermore, mobile devices in communication promote tourism, which are easy to transport and accessible. While travelers are on vacation or business trip, they can use their Smart phones or tablets to find and/or share information about the destination you are.

The results of the Worldwide Travel Monitor show that 40% of international travelers travel with Smart phones with Internet access, email and other functions. Just over a third of international travelers use their smart phones to access the mobile social networks.

Dwivedi and Mishra (2015), \textsuperscript{xliv} in their article state that sustainable development is a tool for tourism marketing’ which is defined by the WTO, “as tourism marketing which leads to management of all resources in such ways, social, economic needs to be filled with cultural integrity”. Sustainable tourism development focuses on taking a long term growth of tourism industry. Sustainable tourism industry has identified how the tourism industry can contribute to overall sustainable development. Sustainable tourism industry has four pillars to enhance the productivity of tourism market: cultural sustainable market, ecological sustainable market, economic sustainable market & local sustainable market. Sustainable market can be considered as a strategy. Strategies are designed to move an organisation from a current less favoured future position. Strategies decisions are based on vision, goals and leaderships.

According to Goil, Niraj (2015), \textsuperscript{xliv} social media can be one of the most effective tools for destination marketing and advertising. The social media proved to be a major communication vehicle that spread across the region like wildfire. Tourism industry is one of the sectors that have benefited the most from the internet and as a result social media has become an integral part of any central or state tourism promotion and planning. Social Media is an extremely effective for brand awareness, brand loyalty, customer service, and lead to increased sales. It can be used to present a business brand to millions of people worldwide.

This online approach has helped to create a “professional” brand image for Madhya Pradesh Tourism. Current cut throat tourism market situation indicates that social media advertising can, indeed justify the high costs associated with this form of advertising. Madhya Pradesh registered a significant increase of 18.5% in domestic and foreign tourist arrivals in 2013-14. A study by the Associated Chambers of Commerce and Industry of India (Assocham) has found that domestic tourist arrival in the state has grown at a staggering
compounded annual growth rate (CAG) of 381% between 2006 and 2012. The recent surge has meant that Madhya Pradesh is now a more popular destination for domestic tourists than even Rajasthan, Gujarat, Uttarakhand and West Bengal.

Alžbeta Kiráľová and Antonín Pavlíčeka (2015), xlvi says that the social media play a significant role both on the demand and on the supply side of tourism allowing destinations to interact directly with visitors via various internet platforms and monitor and react on visitors´ opinions and evaluations of services. It summarizes the main characteristics of social media with implication to destination communication strategy and it deals with changes in visitors´ behaviour affecting the destination marketing. The strategies aligned with social media can help destinations to remain competitive.

Senthil, V. (2015), xlvii confirms that the use of Social Media helps to influence the business growth of Tamilnadu Tourism. Social Media Sentiment Analysis deals with the analysis of emotions, opinions, facts and sentiments in the sentences which are expressed by the people. The social media interactions such as Likes, Talking about this, Tweets, Followers, Following, Video views and Photo views are analyzed to explore the influence on the growth of Indian and Tamilnadu Tourism business.

### 2.4 Maharashtra Tourism

Maharashtra Unlimited Magazine (2012), xlviii asserts that Maharashtrian cuisine is one of the cuisine to look up to or rather marketed vigorously with the uninitiated conjure up images of hot vadapav that burst with steam when you take a bite and the hot garlic red chutney to accompany it. The image - for those not in the close coterie actually blessed with Maharashtrian home-cooking - is of a culinary heritage that is robust, spicy and hot-blooded, much like our perception of the Marathas themselves.

Bankar, A. P. (2012), xlix states in his article, Organisation & Management of Medical Tourism in Maharashtra that Maharashtra is now looking for to create a new identity by offering best health services to tourist. Undoubtedly a lot in the recent days and experts are comparing it as one of the best emerging medical tourism destination. After Bangalore, Delhi, Kolkata, Kerala in India, Maharashtra has better scope in medical tourism in the coming decade, be it an Ayurvedic, Homeopathy, Allopathic medicines local doctors are second to none.
According to Diwate, Ranjana D. (2013), Maharashtra has immense potential that’s yet to be tapped, necessitating an integrated approach from various Government Departments and agencies. Marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertaking. Whether private or state owned at local, regional, national or international levels to complete the optimal satisfaction of the needs of identifiable customer groups and in doing so to achieve an appropriate return. E-marketing activities in tourism can be considered in this context as a means of approaching products or services from producers to tourists and using Internet as a means for promotion and sales channels.

Kumar, Amitand Verma, Ritesh (2013), analyzed the impact of e-marketing on bollywood business. Today bollywood is the world’s largest film producer. It produces close to 1000 movies a year. For that approximately 14 million viewers swarm the theaters each day and more than four billion cinema tickets are sold every year. According to FICCI-KPMG Indian Media and Entertainment Industry Report 2013 the Indian film industry is projected to grow at a Compounded Annual Growth Rate (CAGR) of 11.5 % to touch INR 193.3 Billion in 2017. The growth of Indian film industry in 2012 over 2011 is 21% and the estimated size of film industry in 2013 would be INR 122.4 billion. With the growing competition on domestic as well international market bollywood has started to spend a fortune towards movie marketing in order to drive the business. Market is not a place which remains stagnant; it keeps changing and hence brings new trends in entire marketing mix. Film marketing activities have progressed beyond posters and promos with the aggressive use of new marketing tools like social media, portals, search engines and mobile devices. Use of social media has become an important component of pre-release marketing strategy for any movie. The recent trend is to develop mobile application for promotion of movies. In 2012, the average film marketing costs ranged anywhere between INR 80-120 million. For high budget films, this went up to INR 150 million and for low budget films, in some cases, it exceeded their production cost. As per industry estimates, for a low budget film, a minimum budget of INR 35 to 50 million is required to ensure a decent commercial release for the film.

Suryawanshi, Rajendra S. (2014), opines that Thane district has high tourism potential in view of natural and cultural aspects. Northern part of Thane district is covered by rural area and also considered to be a tribal tract of the region. Such highly remote areas also have high potential of tourism in terms of various landscapes and landforms like waterfalls gorge etc. Besides this, there is a potential of cultural tourism.
Chavan, Rajashri and Bhola, Sarang (2014),\textsuperscript{iii} states that tourists are not satisfied with all available tourist services and amenities in addition the transportations and food is moreover not up to the mark for the hill stations of Satara districts of Maharashtra. This curtails down the motivation of tourists for visiting Maharashtra again.

Joshi, Vandana M. (2014),\textsuperscript{iv} validate Maharashtra is rich with varied biodiversity ranging from forests, wetland, grassland to coast and evergreen forest. Natural site, Kaas in Western Ghats has been included in the World Heritage Site list by UNESCO. Ecotourism referred to as sustainable nature based tourism. It incorporates tourism in harmony with nature. Further it provides opportunities for tourists to experience and explore the powerful manifestation of nature. It also emphasizes the utmost necessity of protection of biodiversity and local culture. Ecotourism helps in economic development of area through employment generation.

2.5 Conclusion

An important aspect of understanding and predicting human behavior is the study of attitudes: the knowledge, feelings, and behavioral components individuals have with respect to some object or activity. With this understanding, the probability of designing effective marketing programs is greatly enhanced. This is particularly true in the travel and tourism domain, where knowledge of consumers' attitudes towards leisure, travel, and vacation destinations can assist in any preparing successful strategies.

The measurement of attitudes requires an understanding of what constitutes an attitude and what possible relationships may exist between attitudes and behavior in various situations. Within the travel and tourism domain these issues can be addressed by ensuring that the attitudes constructs under consideration are well defined and the possible linkages between attitudes and behavior have been carefully documented. While some unique problems exist in measuring attitudes in the tourism/travel domain, they can be overcomed. The major requirements are expertise and knowledge of the field of investigation and the attitudes to be studied. In completing this review it became apparent that attitude measurement in the tourism/travel area has offered and continues to offer considerable potential. As a maturing field it is now appropriate to spend more effort on the construction of reliable and valid attitudes scales, an objective which this chapter has attempted to accomplish.
2.6 References


xxix. Sethi, Praveen; Nature and Scope of Tourism, Rajat Publications, Delhi, (1999), Pp.3.


