Chapter-I
Introduction
The word 'tourism' has been in the evolutionary process. It has undergone drastic changes from time to time. In this context, 'O Dris' and Ernest Person have rightly remarked: "The whole concept of pleasure and travel has been revolutionized over the last twenty years. The former concept of 'travel' which was concerned with 'leisure' and comforts of travelers who were content to enjoy scenery, work of art and the general atmosphere of being aboard, has been replaced by something quite different." Tourism on its own rises from the movements of people from one place to another and their stay in different destinations outside the normal place of residence and work., "Tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity". In simple words, it can be said that tourism is a pleasure activity in which the money earned in normal place of work or at home by the tourist is spent in the places visited by him.

1.1 CONCEPT OF TOURISM

According to Alister Mathieason and Geoffrey wall, "Tourism is a multifaceted phenomenon which involves movement to and stay in a destination outside the normal place of residence." This conceptual framework provides some of the major components of tourism and these components also show their impact. Tourism is thus comprised of three basic elements such as:

- An dynamic element which involves travel to a selected destination or destinations.
A static element which involves a stay at the destination.

A consequential element, resulting from the two, which is related to its effects on economic, physical and socio-cultural aspects.

All these fundamental factors, when combined together, create favorable environment for tourism. Thus, they help to make the policy of tourism successful. Tourism can also be viewed as a production activity. The needs and motives of travelers are no longer of decisive importance. Attention then focuses on the units in the economy that share a common function or output with regard to the production of goods and services to be consumed by visitors or travelers. Consequently from the supply side, tourism can be defined as, "The aggregate of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment."

Bhatia A.K., "Tourism does not exist alone. It consists of certain components, three of which may be considered as basic. These three basic components of tourism are transport, location and accommodation."

1.2 TYPES OF TOURISM

There are various types of tourism which are closely connected with the different motives of travelers. It involves:

Social tourism
Cultural tourism
Conference tourism
Religious tourism
Social tourism: It is practiced by low income groups which is facilitated by entirely separate reasons and therefore easily recognizable services.

Cultural and religious tourism: It is comprised of those aspects of travel whereby people learn about each other's way of life, and living end ideas and ideals. The Indian art and craft, music and dance, agriculture and forestry, astronomy and astrology, trade and transport, recreation and communication, monumental heritage, flora and fauna in wildlife, pilgrimage and religion play a vital role in this type of tourism.

1.3 THE ELEMENTS OF TOURISM

Besides three basic components of tourism as enumerated above, there are certain elements of tourism. Which are very helpful in the development of tourism. The fundamental attractions of tourism are as follows:

- Pleasing weather
- Scenic attractions
- Historical and cultural factors
- Accessibility
- Amenities
- Accommodation

Tourism is an industry of competing firms and has become increasingly cost conscious. The tourist has the right to expect specialized service and the quality of our leisure time has become even more important. The tourism industry, therefore, affects us not only with its tremendous size, but also with its crucial role which has to it plays in improving the quality of life of million of people. In tourism industry, the
potential for jobs is enormous. It demands the services of well-trained, enthusiastic, responsible individuals. The future growth and competitive strength make the tourism industry more dependent upon cares the safety and comfort of the traveler, and on how well their expectations are met.

The tourism industry is composed of those sectors of the economy which provides services such as accommodation, food and beverages, transportation and recreation, as well as the associated distribution and sales services. It is supplemented by public and private organizations which are engaged in providing a broad range of events and attractions. The industry do operates on profit motive and its promotional efforts are aimed primarily at increasing "tourist" travel. The economic health of the tourism industry depends upon the volume and pattern of its customer's use of great variety of facilities and services. Tourism is the business of attracting people and catering to their needs and expectations.

1.4 HISTORY OF INDIAN TOURISM

It is believed that the word tourism came into existence by the beginning of nineteenth century. In fact, Indian Tourism is as old as its civilization. The archaeological evidences indicate that the Harappan people (3000 to 1500 BC) had regular trade contacts with the people of Sumer and the towns of Persian Gulf. There are also evidences that Harappan people practiced navigation. They traveled extensively to various countries. The Harappan seals give evidence of existence of trade between the two places. The Travel for trade in India was well developed since ancient times.
The Vedic Aryans loved travel. The Vedic texts indicate the existence of sea travel. The Pandavas in exile in the great epic Mahabharata is a classical travel story. The epic Ramayana also provide a description of travel undertaken by Lord Rama from Ayodhya to Lanka. Gautama Buddha left his home at the age of 29 and kept wandering for about 12 years till he attained enlightenment at Bodhgaya under a pipal tree. Thereafter, he traveled for about 40 years to spread his message and ideals of Buddhism through the World. Mahavira born in 540 BC became an ascetic at the age of 30. He traveled for about 12 years from place to place up till he attained perfect-knowledge. Later, he traveled to several kingdoms to propagate Jainism. The invasion of India by the Greek ruler, Alexander the Great, during 326 BC resulted in land and sea routes between India and Europe. It encouraged the visit of Greek merchants and craftsmen to India. Travel facilities were—improved during the period of Chandra Gupta Maurya (321-299 BC). In India, a good network of roads, connecting various parts of the kingdom, were constructed. It facilitated easy travel through out the country. Since the merchants were given protection and high status in Indian Society. Since the era of Chandra Gupta Maurya, foreigners visited the capital city of Pataliputra during his time. Megasthenes, the Greek envoy sent by Seleceus lived in the court of Chandra Gupta Maurya.

Missionary activities also became a reason for travel during the time of Emperor Ashoka (273-232 BC). A number of missionaries were sent by him to several countries in Central Asia for the propagation of Buddhism. He himself spent 256 nights on a pilgrimage tour. The Emperor made significant contributions to tourism by constructing roads,
Dharmasalas and wells for travelers and pilgrims. Since 200 BC, a number of invaders like Sakas, Parthians and Kushans established their rule in India. The Kushan Kings issued gold coins to facilitate trade. They controlled the silk route of trade between China and Rome through India, Afghanistan, Iran and West Asia. A Greek ambassador, Heliodorus came to India during the period and constructed a pillar near Vidisha in Madhya Pradesh. In the south, the Chola, Pandya and Chera Kingdoms out lucrative trade in spices, ivory, muslin and silk with the Romanas for about two and half centuries. The Gupta period (319-455 AD) is known as the Golden Age of ancient India. These rulers made lasting contributions to tourism in India. The life-like and natural Ajanta paintings depicting various events in the life of Gautama Buddha the earliest structures of the Buddhist University at Nalanda were constructed during this period.

Idol worship became a common feature of Hinduism during Gupta period. Several festivals started to be celebrated. These festivals are great sources of tourist attraction at present. A Chinese pilgrim, Fa-Hien visited India during the time of Chandragupta II. Hiuen Tsang, another Chinese pilgrim, visited India during the period of Harshavardhana (606-647 AD. He stayed in the country for 17 years from 629 to 645 AD study at the Buddhist University of Nalanda. Though these visitors cannot be regarded as tourists as per current definitions, the fact remains that India became a hot spot of pilgrimage during the period.

In general, the Imperial Era, since the period of Chandragupta Maurya had well developed trade and travel as indicated by the existence of insurance for safe passage of goods, regulation of prices, weights and measures, and the
use of gold, silver and copper for exchange of goods. It was also facilitated by the good network of roads etc. Trees for shade, wells, rest houses and security were also well managed during this period.

1.5 TRAVELS DURING MEDIEVAL AGE

Religion had an influence on the Indian Society during the medieval age. Several monasteries came up in various parts of the country with the help of grants received from the princes as well as donations from rich merchants. These monasteries gave shelters, food and medical facilities to travelers and also served as centers of education and learning.

"The Chola rulers in the South became powerful during tenth century. The Cholas also established trade contacts with several countries. Chola embassy of 70 merchants visited China in 1077 AD. The greatest contribution of Cholas to Indian tourism was the temples and monuments constructed by them. These include Rajarajeswara temple at Tanjore built in 1010 AD and the statue of Gomateswar at Sravana Belgola near Mysore. The master piece of Chola art is the dancing figures of Siva called the Nataraja, particularly those in bronze."

The Rajput states in north India made lasting contribution to the cultural heritage of the nation by constructing a large number of forts, shrines, palaces and temples. These temples had a specific style —Nagara or Besar. 'Nagara' style temples had tall curved spiral roof over the room of the main deity. The most famous temples of this type are Parsvanatha, Visvahatha and Kandarya Mahadeo temples at Khajuraho. The famous Besar style temples are
the sun temple at Konark, the Lingaraja temple at Bhubaneshwar, the Jaganatha temple at Puri, the temples at Mathura, Varanasi and Dilwara. These temples are presently unique tourist attractions apart from being important places of worship and pilgrimage.

The establishment of Turkish Empire in India led to the infusion of Islamic culture in the country. The contributions of Turkish rulers to Indian tourism include the famous 'Qutub Minar' in Delhi and the road from Delhi to Daulatabad as well as the rest houses around it built by Muhammad-bin-Tughlaq. Trade continued to flourish in India during Turkish rule from 13th to 14th century and several commodities like gold, silver and textiles were exported. Babar established the Mughal rule in India by defeating Ibrahim Lodi in the battle of Panipat on 20 April 1526. He laid out several beautiful gardens around the country including a few at Agra and Lahore. Sher Shah, made a significant contribution to the tourism infrastructure of the country. The old imperial road called the 'Grand Trunk Road' from river Indus in the west to Sonargaon in Bengal was restored apart from building new roads from Agra to Chittor through Jodhpur and from Lahore to Multan. Sher Shah also gave a new impetus to Indian architecture. His famous mausoleum at Sasaram (Bihar) Akbar, the great Mughal ruler, abolished pilgrim tax and facilitated free movement of people. He built a series of forts including the ones at Agra and Fatehpur Sikri. The mosque and the gateway it called the Buland Darwaza are the most magnificent buildings at Fatehpur Sikri. Jahangir, also made significant contributions to Indian tourism. He constructed Shalimar gardens at Srinagar (Kashmir) in 1616 for his wife Nur Jahan. The export of textiles from India flourished under
the rule of Jahangir. He allowed the English and Dutches to set up trading houses at Surat as to promote trade with those countries. Shahjahan, built Taj Mahal, the jewel of Mughal architecture and one of the wonders of the world. The Indian tourism, particularly cultural tourism is evolved around Taj Mahal. The Mughal rulers paid attention to roads and sarais and built luxurious palaces and enchanting gardens in places of natural scenic attractions. They introduced pleasure tourism in India. They also promoted business tourism. The search for establishing a direct sea route to India began in Europe towards the beginning of 15 century. In 1494, Christopher Columbus of Spain set out to reach India but reached America. In 1498, Vasco De Gama of Portugal reached the southern coast of India through sea route sailing round the Cape of Good Hope. Portugal soon established trading settlements at Cochin, Goa and Daman & Diu. In the latter half of 16 century, the English and Dutches also joined the Portuguese. The Dutches established trading depots at Surat, Broach, Cambay, Ahmedabad, Cochin, Nagapatam, Masulipatam, Chinsura, Jatna and Agra.

The British traders of East Indian Company set up their first factory at Surat in the year 1608. They established such centers at Broach, Ahmedabad, Agra and Musalipatam. The Zamindari of three villages-Sutanauli, Kalikata, and Govindpur was acquired by the company. The city of Calcutta emerged from these villages. The French East India Company was founded in 1664. They established trade posts at Chandarnagore near Calcutta and Pondicherry in the South. There were frequent conflict between the English and the French companies for supremacy in India. This ended in 1763 with the signing of the "Treaty of Paris" under which the
French surrendered to the British Company. The British established their political power in India by defeating the Nawab of Bengal, Siraj-ud-Daulah in the battle of Plassey in 1757. Since then, the British expanded their political power in the whole of India. The administration of India was taken over by the British Government from the East India Company after first freedom struggle 1857.

The British rulers made significant contributions to Indian tourism. The rail service was established in India by the Britishers. The first service between Bombay and Thana was started in the year 1853. By 1908 nearly 45,000 kms of railway line was built up and almost every part of India was linked. The Britisher also introduced modern postal and telegraph systems. The first telegraph line was started in 1853 from Calcutta to Agra.

The most significant contribution to Indian tourism was the introduction of air service in India in the year 1924. During the period from 1924 to 1953 a number of airlines came into existence. J.R.D. Tata introduced the first scheduled airmail service in India. He flew from Karachi to Bombay on 15th October 1932 in his "Puss Moth" aircraft made up of wood and fabric.

The high-class hotels like The Oberois and The Great Eastern came into existence by the third decade of twentieth century. Taj hotel was set up at Bombay in 1905 by Tata Group primarily to cater to" business travel. The establishment of these facilities and export/ import houses at the port towns introduced qualitative and quantitative changes in the Indian tourism. The Britishers also constructed a large number of circuit houses, dak bungalows and forest lodges. Hill resorts were also developed at a
numoer of hill-stations like Mussoorie, Shimla, Dalhousie, Nainital, Ranikhet, Darjeeling, Kalimpong, Ooty, Mount Abu, Panchmarhi etc.

1.6 TOURISM IN INDIA

The concept of tourism is undergoing changes day by day. India, with tremendous start taking interest in modern mode of tourism rather late. Other countries, mainly the western ones, took advantage of tourism in the socio-economic aspects. The development of tourism in India is interesting and appealing the historical past and cultural heritage of the country. The tourism industry flows to the full glorious history. The American novelist, Mark Twain, has rightly observed, "India is the one country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bonded and free and on land that all men desire to have seen once by even a glimpse would not give that glimpse for the shoes of all the globe combined." The major areas like the provision of infrastructure, publicity, both overseas and domestic and co-ordination of agencies dealing with tourism at all levels were covered. An adhoc committee on tourism was set up in 1963 under the chairmanship of late Shri L.K. Jha, which suggested formation of three corporations to deal with hotel, transport and tourism. Once formed separately, they were amalgamated to assume the name of Indian Tourism Development Corporation (ITDC) which started its business from 1st October 1966. At the same time tourism was merged with the Department of Aviation and Tourism. In 1967, it was separated and elevated to the Ministry of Tourism and Civil Aviation under the charge of a cabinet Minister. This was a significant move. At present, the
Department of Tourism is an attached office in the Ministry of Tourism and Civil aviation. The Director General is assisted by an Additional Director General, a Joint Director General and five Deputy Director Generals. There are four regional sub-offices in India, besides seven sub-offices and 18 overseas offices. Handling enquiries, disseminating accurate information, advertising and publicity, public relation with the press and the trade and supply of information to the Department are their main functions.

1.6.1 Tourism in Independent India

The development of tourism in independent India started with the establishment of a "Tourist Traffic Branch" in 1949. The status of tourism in the Constitution of India, the evolution of an organisational structure for tourism, the factors which contributed to the development process, formulation of various policies and programmes for tourism development etc. has brought paradigm shift in the Indian Tourism Industry.

1.6.2 Tourism in India-Past and Present Scenario

India is bestowed by nature with magnificent landforms, vegetation, wildlife and wide beaches. Diversity in culture, custom, fauna, flora and climatic conditions presents the unity in diversity that is India. During the middle ages, India was the target of many foreign invaders. During that time, religious monuments of world fame were built. The Taj Mahal, one of the Seven Wonders of the World, was built by Shah Jehan during this period. After independence, for a considerable period, development of tourism was neglected by the country's planners. During the decade of the Eighties,
the Government gave due weight age to the tourism industry. Tourism today is one of the world's fastest growing industries

1.7 TOURISM PROMOTION AND MARKETING

Tourism is a product, since it is not merchandise in the conventional sense of the term, its promotion. Publicity has got to be different from promotion of commodities or articles of every day consumption. Thus, tourism product is more subtle and abstract than consumable products. As such, its promotion and publicity would require a different approach and orientation.

Tourism jointly provided by a multiplicity of entities at a fixed location. Its marketing is far more complex than conventional product marketing. A distinctive feature of tourism product is the rigidity of its location. The consumer has to move to the location of the product for its consumption. Tourism product starts with the creation of awareness about the product, generating consumer interest and selling a package of services and facilities either individually or collectivity to facilitate travel to the destination. The first two aspects of tourism marketing are referred to as tourism promotion and the actual selling of services. The facilities are distinguished as marketing. In general, tourism promotion is carried out by the Governments and industry associations while actual selling is done by individual service providers. The promotional efforts generally include:

- Advertising
- Mailing of literature
- Organising audio-visual shows, exhibitions and seminars Organising promotional events jointly with
airlines, stores Participation in trade fairs and exhibitions, etc.

The formulation of an effective marketing strategy in respect of any market involves the following steps:

• Marketing Audit
• Market Segmentation
• Strengths, weaknesses, opportunities and threats (SWOT) analysis, Evolving marketing strategies/plans, Feedback and review.

1.8 TOURISM MARKETING IN INDIA

Tourism marketing in India is primarily confined to international tourism. The State Governments started domestic tourism marketing in recent times. The industry associations have not expressed any serious concern for domestic tourism marketing. The Government of India initiated international tourism promotion and marketing in the year 1952; Another overseas tourist office for promotion of tourists traffic to India was opened in London in the year 1955. The Government of India tourist offices are presently located at New York, Los Angeles, Toronto, London, Geneva, Paris, Frankfurt, Milan, Amsterdam, Dubai, Bahrain, Bangkok, Kuala Lumpur, Tokyo and Sydney.

1.9 GOVERNMENT PROGRAMME FOR TOURISM PROMOTION

The tourism promotion programme consists of drawing up region-wise tourism marketing strategies/plans, taking into account, the existing market segments and consumer needs and implementing the same in each market. The operational aspects of these marketing plans are broadly
similar and can be classified as direct advertising; public relations; and promotion. The formulation of an effective marketing strategy in respect of any particular market is often a difficult process.

The profile of the outbound travelers from the specified market includes volume of traffic, existing popular destinations, places visited in India, perceptions about the country, competing destinations etc. Strengths and weaknesses of competitions including product image, travel facilities, pricing, etc. Trends in market share of India and competing destinations. The market segmentation-analysis of Tourism industry includes the identification of the groups of travelers in the market who are interested in the tourism products, and profiling them in terms of demographic, demand characteristics, motivational factors, travel habits and influence factors. The analysis of the strengths and weaknesses of the tourism product of the country destinations is the next major step in the formulation of marketing strategy. The objective of such an exercise is to identify the strengths of the destination among identified segments. The marketing strategies of each market are formulated on the basis of marketing audit, segmentation analysis and SWOT analysis. The marketing strategies evolved a set of marketing objectives, product positioning, promotional activities, etc. In general, the marketing objectives can be one or more of the following:

- Achieving growth in tourist arrivals,
- Improving market share
- Increasing the length of stay,
- Improving tourist yield, etc.
Product positioning is the next major component of marketing strategy. The product image of India is positioned as an exclusive destination with a variety of attractions. It is considered important to create such an image to compete with South-East Asian countries.

The market promotion strategy in respect to Germany has been to highlight the following attractions to match the psychographic profiles of identified market segments:

- Nature, sun, water and beaches,
- Exotic surroundings,
- Exclusive water sports activities,
- Food specialties,
- Shopping opportunities,
- Cultural attractions and activities and,
- Eco-friendly tourism products,

The other elements of the marketing strategies evolved in respect of Germany during 1995 were:

- To remind ethnic and linguistic ties and other similarities between Indian and German Societies.
- To target largest industrial houses and establishments for direct promotional efforts,
- To identify, significant consumer groups, clubs, associations and institutions representing the target segments and launch direct promotions. Television and radio spot advertising is not required.
- To Synchronies media campaign and direct promotional efforts,
In addition to the above short-term strategies, the following long term strategies and plans were also evolved to improve the market share of India in the German market.

- To promote destinations like Rajasthan, Kerala, Orissa Andamans etc.
- To improve product by providing better access, better site facilities, better environment maintenance, enhanced tourist security and reduced uncertainties.
- To open up new beach resorts Establish diverse images to attract younger and older age groups.
- To rationalize and stabilize price and avoid price changes.

Stabilise airline schedules.

In line with the strategy, an action plan consisting of several activities had also been evolved. It included specific plan for advertising, motivation of travel industry, media relations, special promotion with focus groups, joint promotions with airlines, participation in fairs and festivals, promotions with departmental stores, hospitality programmes, etc.

Motivation of Travel Industry

Identifying the travel agents and tour operators who promote long-haul destinations

- To establish contacts with them at the highest level.
- To draw up itineraries for visiting travel agents and tour operators.
- To circulate names and addresses of persons responding to advertisements.
- To compile and issue informations about special tourism products like tourist trains, new investments in hotels and restaurants, new holiday offers.
- To educate the counter staff of travel agents and tour operators.
- To provide brochure support to travel agents and tour operators.
- To organize trade shows, India evenings, fairs, exhibitions.

**Media Relations**

- To maintain liaison with the media through public relations agencies
- To provide positive news item periodically to cover economic policies, foreign investments in the tourism industry, new tourism products, etc.
- To encourage accredited journalists, photographers and television teams of reputed channels.
- To motivate reputed writers and journalists to write about various aspects of India

**Choice of Tourism Markets**

The resources available for tourism marketing are always limited. It is necessary to concentrate on markets with high potential to derive maximum advantage with minimum investment. An important criteria normally being for tourism promotion and marketing is the existing market share in tourist arrivals. The markets share in tourist arrivals. The markets which may have a high market share may not necessarily be the "one with the high growth potential. The growth rates achieved from different markets is thus another
criterion for the choice of markets for promotion and marketing. This criteria, however, ignores the importance of market share.

A combined criterion of Relative Market Share and Growth Rate in tourism arrivals is generally used for the selection of markets. The markets with high market share and high growth rate are the star markets. The markets with high market share and low growth markets can be matured markets. The heavy investments on promotion and marketing have to be limited to the extent of maintaining the market share. The market with high growth rate and low markets and heavy investments on promotion and marketing have to be limited.

1.10 TOURISM PROMOTIONS AND MARKETING AGENCIES

Apart from the Government of India, Tourism Offices, State Governments, Airlines, Tourism Industry Associations and individual hotels and travel houses also undertake overseas tourism promotion and marketing, either jointly or independently. State Governments participate in important tourism fairs and exhibitions. Air India, the national flag carrier, has also been quite active on promoting India and launched various joint promotions in collaboration with the Department of Tourism and private sector. The other airlines operating to India also often participate in India promotion abroad. The industry associations, and individual hotels and travel agencies, undertake promotional tours abroad and participate in hospitality programmes. The Department of Tourism, Government of India organises, once a year, a conference of heads of overseas offices, their advertisement agents/consultants at which feedback on publicity/promotion
campaigns launched in the previous years is collected and interaction is organised with India-based travel agents, tour operators and local officials. A virtual brain-storming session takes place at such a conference.

The emergence or invention of internet hailed to a revolutionary change in promotion and publicity methods and procedures. It has brought about a paradigm shift or change in methodology of promotion. The concept of the world being a global village has been hastened by the internet.

1.11 TOURISM INDUSTRY AND MARKETING STRATEGIES

In the present scenario, if the tourism want to compete and capture their show in the market then it has to reject the traditional thinking that the modern marketing tools such as marketing research, packaging and promotional techniques etc. increase the cost of the products. There is a need to make them understand that haphazard production and unwarranted industrialization cost the economy very dearly and decimates the bubbling entrepreneurship. No doubt, for the balanced development, production is essential but it should be according to the needs and wants of the people. And this is the point where the concept of marketing comes into the picture.

The present study is an attempt to examine the modern aspect of marketing and mainly the concept of product, price, promotion and distribution in the light of tourism industry. The American Marketing Association defines that marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user. But this definition does not classify the business activities to
be included in marketing. It only emphasizes distribution aspect of marketing and fails to site the managerial aspect of marketing. Marketing must include ascertaining, creating and satisfying the customer needs and doing it at a profit.

Philip Kotler has also emphasized marketing as the set of human activities directed at facilitating and consummating exchanges. The essence of marketing is exchange of production and transaction to satisfy human needs and wants. Philip Kotler has defined marketing taking into consideration the two aspects i.e. social and managerial. The social definition exhibits marketing's role as to "deliver a higher standard of living". The marketing is a societal process by which individuals and group obtain what they need and want through creating, offering and freely exchanging products and services of value with other. For a managerial definition marketing has often been described as "the art of selling products". But people are surprised when they hear that the most important part of marketing is not selling! Selling is only the tip of the marketing iceberg.

Peter Drucker, a leading management thinker, puts marketing in this way: "There will always, one can assure, be need for some selling, but the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally marketing should result in a customer who is ready to buy. All that should be needed is to make the product or service available."

When Sony designed its Walkman, when Nintendo designed a superior video game and when Toyota introduced its Lexus automobile, these manufacturers were swamped with orders because they had designed "the right product"
based on careful marketing homework. Marketing is that part of the process of production and exchange that is defined as distribution and sale of goods, distribution being understood in a broader sense than the technical economic one. Marketing includes the activities of all those engaged in the transfer of goods from producer to consumer - not only those who buy and sell directly, wholesale and retail, but also those who develop, warehouse, transport, insure, finance or promote the product. In a modern capitalist economy, where nearly all production is intended for a market, such activities are just as important as the manufacturing of goods. It is estimated in the United States that approximately 50 percent of the retail price paid for a commodity is made up of the cost of marketing. Marketing is the creation and delivery a standard of living to society.

This concept catches the real spirit of the marketing process. It has consumer orientation. It duly honors the marketing concept that indicates a shift from product to customer orientation. It emphasizes the major function of marketing viz: satisfaction of customer and social demand for material goods and services. It includes product planning and development. Marketing is the managerial process by which products are matched with markets and through which the consumers are enabled to use or enjoy the product.

Marketing encompasses exchange activities conducted by individual and organization for the purpose of satisfying human wants. Ben has defined marketing both in a broader as well as a narrower sense. From the broader or 'macro-marketing' point of view, marketing has been considered as a cutting across the entire economic process i.e. it is related to the national economy. It can be linked to the panoramic view
an aviator has of a large geographical area- where the pilot sees the big picture. And in the narrow sense, Marketing is the process of managing an individual business firm in such a way so as to satisfy its particular customers. It involves many specialized tasks such as product development, advertising and pricing. It can be linked to a close-up perspective of a scientist who inspects a small object through a microscope.

Marketing is an integrated system of action that creates value in goods through the creation of form, place, time and ownership utilities. Marketing is the process of focusing the resources and objectives of an organization on environmental opportunities and needs. Francis, Geoffrey. K. stressed that marketing is neither selling nor is a sophisticated word for selling but 'more comprehensive and could be termed as the cocktail science since it draws its material, doctrines, principles from various other sciences namely, Economics, Law, Sociology, Psychology and Anthropology. It is the base, the bedrock and the backbone of company's survival. From the foregoing discussion, it has been inferred that a plethora of definitions have been offered by experts in the field, neither of which can be said to be wholly satisfactory. Some are very broad while other is rather too narrow.

Some emphasized on the traditional view of producing goods/services and finding out customers. Other equally emphasized on the modern view that marketing must find out what customers want then plan a product in order to satisfy the wants and finally work out the best way to price, promote and distribute that product. Thus, marketing in practice does not refer to any single activity such as selling, advertising or distribution. It involves the interaction of several business
activities whose ultimate objective is the gratification of customer needs and desires. Marketing sets the pattern of consumption and improves the living standards of the people. Therefore, marketing starts and ends in its customers.

Broadly speaking, marketing may be defined as a discipline, which deals with creation of time, place and possession utilities. The "factual or descriptive" such as the performance of business activities that direct the flow of goods and services from producer to consumer or user. But without entering into these jargons, we would define marketing as: those business functions which are most directly and primarily concerned with three activities - the recognition of the demand, the stimulation of the demand (through promotion and selling) and the satisfaction of the demand (largely by the product itself and the means of distribution which make it available) In other words, marketing activities are those activities, which are devoted to finding out what the customer wants, and then satisfying those wants.

In nutshell, marketing tries to find out right type of production that the firm should manufacture; the right place where it is to be made available for use; and the right price at which it is to be made available. Thus, it is clear that marketing is the father of innovation and product development, prompter of entrepreneurial talent, developer of economy, stimulator of consumption, higher standard of living and guardian of price system. Marketing mix offers an optimum combination of all marketing ingredients to achieve objectives. The marketing mix will naturally be changing according to changing marketing conditions and also with changing environmental factors affecting each market. It is a
term generally used to denote a particular combination of marketing variables which are controllable by an enterprise and which are used to appeal to a particular market segment. The idea can be traced to James Culliton who in 1948 described the marketing administrator as a decider, an artist. After reading Culliton's description Neil Borden coined the phrase marketing mixes. He said "I liked his idea of calling marketing executive a mixer of ingredients one who is constantly engaged in fashioning creatively a mix of marketing procedure, policies in his efforts to produce a profitable enterprise. Thus, the idea of a mix of marketing functions was conceived by Professor Neil Borden of the Howard Business School as a schematic plan to guide analysis of marketing problems through utilization of a list of the important forces from the market which bears upon the marketing operation of an enterprise. The marketing mix refers to the apportionment of efforts, the combination, the design, and the integration of the elements of marketing into a programme or mix, which, on the basis of appraisal of the market forces, will best achieve the objectives of an enterprise at a given time. A search of the available literature concerned with marketing mix components reveals that there is a wide diversity of opinion among marketers on what elements compose the marketing mix. Borden proposes the longest list which contains twelve subdivisions as follows:

- Merchandising-product planning
- Pricing
- Branding
- Channels of distribution
- Personal selling
Marketing Strategies comprises four elements.

1.12 MARKETING STRATEGIES

Marketing mix "Is a set of marketing tools that the firm uses to pursue its marketing objectives in the target market." Marketing mix decisions must be made for influencing the trade channels as well as the final consumers. The marketers can use the marketing mix model as a tool to assist in implementing the marketing strategy. Marketing managers use this method to attempt to generate the optimal responses in the target market by blending 4 (or 5 or 7) variables in an optimal way. It is important to understand that the marketing mix principles are controllable variables. The marketing mix can be adjusted on a frequent basis to meet the changing needs of the target group and the other dynamics of the marketing environment. The function of the marketing mix is to help and to develop a package (mix) that will not only satisfy the needs of the customer within the target market but simultaneously to maximize the performance of the organization. The particular marketing variables can be shown as under:

- Advertising
- Promotions
- Packaging
- Display
- Sourcing
- Physical handling
- Face finding and analysis
1.12.1 Marketing Strategies

<table>
<thead>
<tr>
<th>Product Strategies</th>
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<td>Channels</td>
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<td>Price Strategies</td>
<td>Discounts, Rebates etc.</td>
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<td>Place Strategies</td>
<td>Distribution Strategies</td>
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<td>Promotion</td>
<td>Communication Strategies, Sales Promotion,</td>
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Lipson and Darling have been most explicit in stating the various variables available from which to blend marketing mix. They use a four-way classification. Each of the major components is further sub divided into four dimensions. Each of these is directed at a particular market segment.

1.12.2 Dimensions of Marketing Strategies

Marketing strategies is the combination of two managerial functions i.e. marketing and planning. Therefore, it is always advisable for the industry to plan their marketing activities and design them in such a way so as to influence the behaviour and ideas to facilitate the delivery of service to a would be customer. The most of the decisions in marketing planning are not of much concern, if the decision regarding developing a marketing mix does not bring the desired results to the industries. It has been established that most of the marketing decision are classified into four P's i.e. product, price, place and promotion and that is nothing but the concept of marketing mix. Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objective in the target market. McCarthy classified these tools into four broad groups that he called the four P's of marketing. The marketing mix decision must be made for influencing the trade channels as well as the final consumers. Robert Lauterbom was of the opinion that these
four P's represent the seller's views of the marketing tool, available for influencing the buyers.

On the basis of aforesaid concept, it was conceptualized that winning industries will be that who can meet the customer's needs economically, conveniently and with effective communications. These four P's briefly described the marketing decisions that need to be taken in order to produce a coherent marketing strategy. The elements of the marketing mix need to compliment each other. But before considering these four P's, every industry needs to place the consumer at heart of all its marketing decisions. The marketing mix can never be static. The reasons being the market in which the product or service is sold, like the whole of the business environment is dynamic. Successful marketing should be based upon changing circumstances. The marketing mix decisions help the firm to establish strong positioning tactically in the minds of the target consumers. One can visualize marketing problems of tourism industry in different firms in two ways:

- Problems associated with the planning
- Problems associated with marketing

Thus, if a tourism industry is to enhance the market spectrum and make its place in the target audience it has to laid stress on the marketing strategies. Finally, the elements of marketing mix, along with its different dimensions should be strategically managed and marketing strategies should be planned accordingly.

Today, tourism is a global industry. In fact, few locations are too remote to be tourist destinations. Those areas which were unexplored a few decades ago are now
successful tourist destinations. Economically speaking, the amounts of money spent by international travelers have also been steadily rising and today, tourism is one of the world's largest industries in international trade. Although, there is some concern, experts believed that tourism will continue to grow at a steady rate. The social perspective is equally important in tourism industries, because tourism often involves interaction between people from vastly different cultures. Today, the tourism industry is viewed as an economic and social force of major proportions in the world.

In any attempt to define tourism, one must consider the various groups participating in and being affected by the tourism industry. The four different perspectives of tourism can be identified: The tourist seeks various types of psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and activities enjoyed. The business people see tourism as an opportunity to make a profit by providing various types of goods and services that the tourist market demands. This perspective of tourism relates to the incomes of citizens to be earned from the industry, foreign exchange receipts from international tourism and the increased tax receipts resulting from tourist expenditures in the area.

The host community-Local people usually see tourism as a cultural factor. The tourists, the businesses, the host government and the host community must have a positive attitude toward the industry. A lack of harmony will lead to the retardation of tourism and prevent it from developing its full potential. There is no indication that investments by gradually reintroduced during the 12th century. The average rate of journey during the middle Ages was 20 miles a day.
Travelers of any social distinctions were generally entertained in castles or private houses, welcome guests for the news they brought from other regions.

Eugene Kelley and William lazer used a three-fold classification: the product services mix. The communication mix and the distribution mix. Inspite of different views stated on marketing mix Borden's concept has been widely adopted in marketing field and has suggested certain elements of marketing mix for manufacturers. Keeping in mind the concept of marketing, marketing mix and the tourism industry it is always advisable for the industry to plan their marketing activities and design them in such a way so as to influence the behavior and ideas to facilitate the delivery of a product or service to a would be buyers. The most of the decisions in marketing planning are not of much concern, if the decisions regarding developing a marketing mix do not bring the desired results to the industries. It has been established that the most market decisions are classified into four P's i.e. product, price, place and promotion and that is nothing but the concept of marketing mix. If any industry is to attain its objectives and success in the long run, the marketing mix should be designed to deliver a customer benefit.

He further advised that the seller four P's should correspond to customer four C's

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<tr>
<th><strong>Four P's</strong></th>
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<tr>
<td>Product</td>
<td>Customer Needs</td>
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<tr>
<td>Price</td>
<td>Customer Cost</td>
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<td>Place</td>
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In nutshell, it was conceptualized that winning industries will be those who can meet the customer needs economically, conveniently and with effective communication. The elements of marketing mix need to complement each other. But before considering these four P's, every industry needs to place the customer at the heart of all its marketing decisions. The marketing mix can never be static. The marketing decisions help the firm to establish strong positioning tactically in the minds of the target customers. Thus, marketing is not only a device to nourish the ultimate consumers efficiently and effectively but also to serve the social goals of the society in the wider perspective. Shariq (1984) quotes Charles Coolidge who says that:

"Development of marketing is a social discipline, having those tools and concepts which integrate the business with the Society's purpose and human values".

But unfortunately, marketing is in the state of infancy in the developing countries like India. The reason behind is inability to organize economic efforts and energies, to bring together resources, wants, capacities and to convert a self limiting static system into a creative, self generating organic growth. No doubt, India is in a position to take big strides in production and technology, but it is still far away from the modern concept of marketing. Whereas, marketing has a great scope in India and is capable of opening new vistas for our entrepreneurs. It is very rightly pointed out by management thinkers that a developing country can import technology, machinery, and expertise or can raise loans from other developed countries but it is not possible to import marketing because of certain social barriers.
1.13 TOURISM INDUSTRY IN HIMACHAL PRADESH.

Himachal Pradesh lies in the lap of Himalayas. The whole of the State is thus a region of having great Himalayan ranges having narrow valleys, fringed by low Shiwalik hills and drained and broken by large rivers and their numerous tributaries. The total area of the state is 55,673 Sq. Km and comprising of 12 districts having population 60, 77,248 as per 2001 census. Himachal Pradesh is a play ground of adventure where one can pursue any adventurous activities, like, the trekking, mountaineering, rock climbing, skiing, hand-gliding, Para gliding, water sports including river rafting, golfing, ice skating. Thus, Himachal is most suitable destination for adventures.

Himachal Pradesh has been gifted by God with everything which the tourists can dream of as it is a land of fairs and festivals, snow-covered mountains, hot springs, pilgrimage, old culture, beautiful valleys, flora and fauna and so on. Primarily, a mountainous state, Himachal is endowed with cool and clear lakes, lofty mountains, and ancient temples. It is proverbial for its snowy mountains, picturesque valleys and water falls and richness in recreational and environmental variety. In short, one can not explain the beauty and landscapes of this lovely state through explanation and showing few pictures. These things have to be experienced by doing them personally. Its attraction is such that in recent years a phenomenal rise in tourist arrival has been noted.

Himachal Pradesh is a home of millions celebration of Tabo monastery the ones in a life time event is being celebrated in style, both temporal and religions for centuries a mystic aura surrounded the trans Himalayan tracts, mist
five mountain ranges cut across the state the low lying Shivalik, rising from plains of Punjab, the Dhauladhar, the Pir Panjal, the great Himalayan and the Zanskar ranges. Life moves in slow pace in the state, far from the travails of the modern age. The simple rhythm revolving around the fields, flocks and orchards is punctuated by the celebration of festivals, traditions of music and dance. For visitors, these are exquisite locations for a relaxing holiday and marvelous opportunities for trekking mountaineering, while water rafting, para sailing and angling tourism is playing very significant role in the economic development of Himachal Pradesh.

Himachal Pradesh is a hospitable and potential land for the promotion of tourism. The Himalayan snow capped mountains, luxuriant valleys with meandering rivers and streams, beautiful lakes dotted all over the state, thick jungles, places of heritage etc. provide a very viable market for promotion of the tourism industry. The global awakening of the tourists, majesty of the land and the present government provide an answer to the development of the economy and employment generation in the state through a perspective plan for tourism as an industry which is eco-friendly and in harmony with the natural environment of the state.

1.13.1 Organizational Set-up of Tourism at the State Level

The state tried to follow the example of the central government in setting up tourist machinery. Generally, Directorate of Tourism was established directly under a Cabinet Minister or Minister of State. Some states later set up Tourism Development Corporations more or less on the pattern of the India Tourism Development Corporation
(ITDC). The pace was brisk indeed and very soon a large structure of offices was raised in almost all the states.

1.13.2 The Himachal Pradesh Tourism Development Corporation

For the development of any industry, an organisation is necessary as it plays an important role in its prosperity and growth. The history of tourism in Himachal Pradesh began with the transfer of the Tourist Information Centre (TIC) by the Government of India in 1955. After the TIC, Naldehra Golf Club was established during the year 1958-59. More Tourist Information centers were opened in Bilaspur, Chamba, Mandi and Nahan districts. In July 1966, an independent directorate of tourism was established by separating it from Public Relation Department. It was in the great interest of tourism, when famous tourist spots like Shimla, Chail, Dalhousie, Kangra, Kullu, Palampur, Mandi and Keylong were included in Himachal Pradesh after restructuring the Punjab in 1966. The Himachal Pradesh Tourism Development Corporation Ltd. (HPTDC) was established on 1st September 1972 under the Companies Act, 1956 with an authorized capital of two crores. It has been a catalyst, trend setter and a prime mover for the promotion of domestic and foreign tourism in the State. It has developed and executed various, projects and accelerated the development of tourism in Himachal Pradesh. Himachal Pradesh Tourism Development Corporation plays a significant role in the State to develop and open virgin destinations for tourists and provide healthy competition to the private sector. It also prepares, organises and promotes adventure activities in the state.
The Himachal Pradesh Tourism Development Corporation is wholly owned by the Government of Himachal Pradesh and has the largest hotels and allied services network in the state including extensive transport fleet. The corporation provides various services by making remote areas accessible to visitors with 56 hotels (excluding guest houses) 943 rooms and 2196 beds. The Himachal Pradesh Tourism Development Corporation has its units in almost all major destinations, like Shirnla, Solan, Mandi, Palampur, Bilaspur, Hamirpur, Parwanoo and so on. The HPTDC has its own transport wing which has been created with a view to co-ordinate the conveyance requirements of the tourists. The HPTDC also conducts the package tours and LTC tours. It provides a complete package of tourism facilities i.e. accommodation, catering, transport and adventure activities. Through a network of information centres the corporation helps tourists by answering to their queries and assists them in drawing up a suitable itinerary.

The main objectives of the establishment of Himachal Pradesh Tourism Development Corporation were as under:

- To establish, promote, execute and carry on projects, schemes and activities which are likely to facilitate the development of tourism.
- To construct, run and maintain tourist information centres with in the sate and outside within the country.
- To acquire land, construct and maintain wayside amenities and picnic spots.
- Editing, designing, printing, publishing, selling books, magazines, periodical and other material for the
purpose of giving publicity for tourism development in Himachal Pradesh.

- To construct, run and maintain tourist bungalows, youth hotels, tourist lodges, hotels, restaurants, clubs, rest houses belonging to the Department of Government of H.P. for the purposes of stay of tourists, within the state or outside in any state of India.

In order to achieve these objectives, the Corporation has set up a number of hotels, tourist bungalows, tourist lodges throughout the State. HPTDC's new strategy to develop infrastructure includes the consolidation and strengthening the existing tourist complexes, development of wayside facilities, picnic spots and promotion and development of adventure activities in the state. There is also a pronounced emphasis on reviving Himachal art and craft and local traditions and festivals.

The concept of modern tourism was born due to the development of infrastructure and communication network. It was the First World War which has given major setback to this sector. Since the end of Second World War tourism has developed at a very fast pace. As the world started to settle down after the years of readjustments, there was a remarkable increase in domestic and international tourism. The main reasons behind this growth were economical, social and technological factors.

Tourism is a mode of transfer of resources from advanced countries to low income developing countries. Tourism is a main source for earning foreign exchange, for not only to the developing countries but also to many developed countries in the world. The employment impact of
this industry is spread widely over the national economy. It is a highly labour intensive industry which offers employment to both semi skilled and unskilled persons. This generates employment opportunity for local peoples. Tourism is only an industry which creates 13 indirect employments with every direct employment. This aspect of employment is very important for developing countries where the level of employment is very low. Their standard of living is also very low as compared to developed nations. Tourism industries help to increase the standard of living of the people. Tourism enables the country to transfer the wealth earned from one part to other of the country.

1.14 ROLE OF HIMACHAL PRADESH TOURISM DEVELOPMENT CORPORATION

The State Government established the Himachal Pradesh Tourism Development Corporation Ltd. (HPTDC) in 1972 to promote tourism in Himachal Pradesh. All the assets and liabilities of the directorate were transferred to the corporation at the time of its formation. Himachal Pradesh Tourism Development Corporation is a prime mover for the promotion of domestic and foreign tourism in the state. It has promoted and executed various projects and schemes to facilitate and accelerate the development of tourism in the state. Himachal Pradesh Tourism Development Corporation is also playing a major role in development of various destinations and providing healthy competition to the private sector. However, Government of Himachal Pradesh is also exploring the possibilities of privatization and disinvestments of existing property of the corporation to explore new resources for the development of new projects in remotest and virgin areas. The corporation has expanded and
diversified its activities and has contributed significantly to multifaceted socioeconomic development of tourism in the Himachal Pradesh.

The Himachal Pradesh Development Corporation was formed with taking following main objectives in its memorandum of association and articles of association.

- To establish, develop, promote, execute, operate and carryout projects, schemes, business and activities which are likely to facilitate or accelerate the development of tourism in the state.

- To construct, run and maintain Tourist Information Bureau and centers in the state of Himachal Pradesh and with in the country.

- "To edit, design, print, publish, sell or to deal with books, magazines, periodicals pamphlets, bills, posters, picture post cards, diaries, calendars, cinematography films and other material for the purpose" of giving publicity for the development of tourism.

- To provide boarding, lodging and transport facilities at the expense of the company to travel agents, airline representatives and other similar agencies promoting tourist traffic to Himachal Pradesh.

- To acquire land, construct, develop and maintain wayside amenities and picnic spots.

- In view of the large chain of hotels and extensive transport services, Himachal Pradesh Tourism Development Corporation’s policy regarding publicity and advertising specifically, concentrates, and is focused to promote these activities.
In the era of liberalization and globalization, no businesses or industry can survive without publicity and advertising of their products and services. Greater competition calls for greater publicity / advertising.

To achieve the above objectives corporation has been launching a comprehensive and sustained publicity campaign by issuing advertisements and writing articles relating to HPTDC properties in the leading and prestigious magazines and newspapers.

The corporation is printing folders on its transport facilities, skiing, and travel package and accommodation tariff. These folders are multi colours and give details of the important places in and around its tourist complexes.

For the promotion of tourism in Himachal Pradesh and to facilitate the tourists, new marketing offices were opened at Calcutta and Ahmedabad.

With a view to accommodate spill-over, booking of rooms of some private hotels at Shimla, Manali and Tribal areas was done though its marketing offices tourist information offices within and outside the state.

To co-inside with the occasion of celebration of 50 anniversary of India's Independence, special discount ranging 30 percent to 50 percent was announced on the room tariff of various HPTDC hotels in the Pradesh during off-season.

Due to effective steps taken by the corporation there have been a tremendous increase in the number of hotel units and expansion in the existing establishments. At present HPTDC has 45 hotels units
and 10 cafe / restaurants all over the Himachal Pradesh
as against the 20 units transferred at the time of
formation of the corporation. The bed capacity has also
increased accordingly from 857 beds in 1972 to 1648
beds which are further expected to be increased by 300
beds in near future.

- The Himachal Pradesh Tourism Development
  Corporation Ltd. has its own transport wing, which was
  created with a view to provide tourists with comfortable
  means of conveyance and also to enable them to travel
  more conveniently to the various places of tourist
  interest in Himachal Pradesh. The transport services of
  the corporation are conducted in modern luxury
  coaches including 11 AC coaches with comfortable
  push-back seats, video and other facilities.

- The H.P. Tourism Development Corporation Limited R &
  P Rules, 1985 have been revised in respect of catering
  discipline so as to provide better promotional avenue to
  the employees and to bring more professionalism.
  Special attention is being paid to the redressal of the
  staff grievances. Their appeals and representations are
  attended on priority basis and decided promptly.

Cordial relations are maintained between the
employees and management. With the result that the
management got whole hearted co-operation from the
employees to boost the sale of its accommodation and other
products.

It has been observed that the greatest problems, which
tourism industry is facing since many years in the area of
marketing. It is also viewed that the difficulty faced by
tourism industry in developing countries like India is one of marketing. Both in the pattern of service and in the dissemination of services, HPTDC lacked with marketing amenities. Tourism planner or policy markers often believe that they enjoy sales an profit growth without any marketing; planning or activity and consequently marketing planning is deemed to be unnecessary. A bitter truth often says that often the marketing know-how depends only on personal contacts. They lack specialist-marketing experts in the industry. Their advertisement and publicity is also very limited. They get limited impact on market place. Many experts advocate that the tourism industries and particularly HPTDC should incorporate marketing planning for their future growth but the policy makers are reluctant to act upon. There seems to be lack of confidence and faith in marketing planning which might be due to their lack of awareness. They often argue that why they should learn to plan their marketing when their business can grow without it. But the fact is that the HPTDC would actually perform better than it might otherwise do. They need to understand that marketing planning is basically about integrating needs of the customers. Tourism industry continues to be service oriented rather than market oriented. They have never measured their market potential for their products and services. The marketing problems of tourism industries particularly HPTDC have assumed greater importance in the present context because of number of factors.

- Firstly, the completion from private sector units is increasing and be coming more and more intensified.
• Secondly, because of growing number of private sector units spread over different parts of the State, there is inter-units competition within the tourism industry itself.

• Thirdly, with having vast and potential both in the private sector and government sector market has also changed accordingly to buyers market.

• Fourthly, consumers are becoming more and more sophisticated. There is a greater resistance on quality service. Therefore effective marketing planning becomes the vital necessity for the tourism sector to meet the new challenges in the market.