Chapter-II
Review of the Literature
number of studies have been undertaken to analyze the marketing strategies pertaining to tourism industry both in India and abroad. An attempt has been made to present few studies in this chapter. It is to understand the conceptual framework, various issues and to find the research gap. This further justifies the need of the study. These studies have been divided into two segments, namely, studies relating to tourism and studies relating to tourism marketing. A brief description of various studies is discussed here as under:

Kapoor, N.K. (1976) has studied the tourism as an instrument to economic development with special reference to Himachal Pradesh. The major objective of his study was to analyse the role of tourism industry in the overall economic development of the state and formulation of strategy for the promotion of tourism in the state. He concluded that state has a vast potential of tourism. He emphasized the need to improve and to make organization structure of HPTDC Ltd. He stressed upon the need to develop the organizational structure of Himachal Tourism Development Corporation on Scientific basis. He concluded that it should be made more responsible and accountable.

Gopal, Ajit S. (1979) in his study on "Indian Airlines and Tourism" observed that in India, a tourist love to stay for the longer period than in any other country. Comparatively, in Iran the average stay is 4 days, in Bangladesh, it is 9 days, in Pakistan, it is 10 days, in Sri-Lanka, it is 13 days while in India it is 27 days. He gave an account of foreign exchange earned from this source in different years and showed the rank of this source for India among various other
sources of foreign exchange earnings. The author finally observed that it ranked 13\textsuperscript{th} in the list of foreign exchange earning source in 1975 and became 10\textsuperscript{th} in 1978.

Dutta, Sarojit (1980)\textsuperscript{3} in his article on "Eastern region, yet to make up to its potentials" pointed out some problems which were faced by the tourists in north east region. The major problems faced were accessibility to the forests, non availability of transport and accommodation, political condition of the north east region etc. He emphasized that this region required to be exploited. It offers many attractions for the tourists. He left this for the academicians to decide whether the trade and service approach would be appropriate for the development of this industry or not? It was also noted that he was in dilemma while pointing out the problems faced by the visitors when he says that local people believe that heavy traffic will pollute the environment and spotting animals.

Chand, Amar (1982)\textsuperscript{4} conducted a study of the economic potential of tourism in Himachal Pradesh: with special reference to Kullu & Manali. The study revealed the problems faced by the tourists and types of services available to them during their stay and visit to these places. Both primary and secondary data were used in his study. It was concluded from the study that the tourism industry must adopt proper planning, coordination, entrepreneurship and legislation to develop tourism and attract more and more tourist toward this valley. Tourism can be developed at best if it is formed as an integral part of the over all development.

Kotler, Philip (1982)\textsuperscript{5} has conducted a study on marketing management analysis and control. In his study he
tried to provide the knowledge of analyzing, planning, implementation and control of marketing programmes designed to bring about the desired exchange with target audience for the purpose of personal as well as and mutual gain. It relies heavily upon the adoption and coordination of product, price, promotion and place for achieving effective response. In his study, he also explained the main elements of modern marketing management, comprising administrative activities and revealed Marketing as a management process, which involves analysis, planning, implementation and control, Marketing is not just taking random actions to achieve desired response. On the contrary, it manifests itself in carefully formulated programmes, marketing attempts voluntary exchange of values, Marketing means the selection of target markets rather than on attempt to serve every market. Marketing depends on designing the organizational product or service in terms of the needs and desires of that target markets (consumer): The purpose of the market is to assist organization in their survival and growth by serving their market more effectively.

Srivastava, K.K. (1983) in his article on "Tourism in India" made an attempt to study the development of tourism in India. He concluded that tourism in India is much more than mere spinner. He observed that it is not only economic compulsion or to earn foreign exchange but a sense of social obligation too. He stressed the need of a sound tourism policy. He finally suggested the need to improve the tourism facilities so as to attract more and more tourists.

Sharma, Rakesh Kumar (1984) in his study on "Tourism Marketing in Himachal Pradesh" made an attempt to
understand tourism marketing. He focused that how this tourist traffic to Himachal Pradesh can be managed and also focused to bridge the gap which we experience today between the prospective visitors and ourselves. He observed that in spite of the excellent facilities available to the tourists, the total number of foreign tourists to this state is still negligible. He felt that one of the reason for this low number of foreign tourists in flow to Himachal Pradesh is inadequate marketing structure. He further suggested that to meet this challenge, the State Tourism Development Corporation and the Tourism Department should make efforts and there is a need to earmark sizeable funds for the marketing and to promote other facilities and adopt an imaginative and systematic approach.

Seth N. (1985)\(^8\) highlighted in his book entitled “Study on Successful Tourism Management” that how good planning had helped Srilanka in tapping the important sources of foreign exchange earning through tourism development. Main findings of his study were that only 2,000 tourist reached Srilanka in 1965. After that when government hired the services of S.N. chib, the arrival of tourist were 4,000 in 1967 and in 1980 it reached up to 3, 71000. In 1967 Srilanka had only 770 rooms for tourists and these have grown at such a faster rate that in 1984 it rose to 10856.

Achayra, B.K., Goverker P.B. (1985)\(^9\) in their study titled, “Marketing and Sales Management” have made extensive efforts to explain different aspects of Marketing and Sales Management with requisite examples and illustrations. In their study, they dealt with complicated topics like Marketing and product strategy, Sales planning and
control, Brand Management, pricing strategy, Budgetary control, Sales forecasting, Advertising strategy and Social and Ethical issues, in addition to other related topic usually concerned with marketing as promotion. They aimed to present a coordinated simple treatment of marketing and sales problems and the methods of solving them successfully.

**Singh and Raj (1987)** conducted on study a tourism in kullu valley in Himachal Pradesh and made an attempt to examine the problems and prospects of tourism in the valley. They opined that Kullu valley alone has an intake of about 60 percent tourists of the state. About 33 percent are academicians and about 40 percent other tourist visits the valley for sight seeing, trekking, photography, fishing, skiing, mountaineering and other entertainment activities. The higher fares and inadequate public transport facilities were noted to create inconvenience to the tourists in their local movements. They also believed that valley lacks cheaper hotels and has inadequate accommodation. Importantly, it has been shown about 60 percent tourists suffer from language problem at the remote centers because of illiteracy in the hinterland of the valley.

**Goverkev, P.B. (1988)** made extensive effort to explain different aspects of marketing and sales management with requisite examples and illustrations. In their study, they dealt with complicated topics like marketing and product strategy, sales planning and control, brand management, pricing strategy, budgetary central, sales fire costing, advertising strategy and social and ethical issues in addition to other related topic usually concerned with marketing as
promotion. They aimed to present a coordinated simple treatment of marketing and sales problems and the methods of solving them successfully.

Singh, Raghbir (1989) made an attempt to present the conceptual background of various dimensions of consumer behaviour such as consumption patterns, consumer preferences, consumer motivation, consumer buying process and shopping behaviour, and also stress the application of these dimensions to the marketers in formulating their marketing strategies. Primary data collected through questionnaire. It is revealed that consumer behaviour provided a base for identifying and understanding consumer needs and works. Therefore, the study of consumer behaviour for any products is a vital importance to marketers in the future of their organisations. He suggested that a study of consumer behaviour is significant for regulating consumption of goods and there by maintaining economic stability.

Chisnau, Peter M. (1991) in his study on “The essence of Marketing Research” aimed to give concise yet comprehensive information about the nature, scope, tools and techniques of marketing research. He focused to concentrate on the essence of this versatile and indispensable approach to the developing of successful marketing strategies. He observed that marketing research has a specific function: to aid effective planning and decision making in markets. Finally, he suggested that objective posture and systematic method of enquiry are vital constituents of market research.
Mahajan, Anurag (1992)\textsuperscript{14} conducted a study on the "Tourism in Kangra Valley: Development, Potential and Problems". He examined that Kangra Valley had vast potential for a successful implementation of an ambitious programme for promoting tourism. He further concluded that the valley had been the religious and cultural metropolis of the country since earlier time and in recent years the Kangra valley had come to be known for a more vibrant holiday destination.

Kumar, Bijender (1992)\textsuperscript{15} made an effort to study the important issues in marketing of tourism as service by systematically defining the concept of service, tourism as a service and major elements of marketing mix of tourism. He stated that there are some important features which differentiate the service from goods are intangibility, inseparability, perish ability and ownership. He made an effort to discuss marketing mix concept. He suggested 6P's of marking mix viz. people, product, price, promotion, placement, and public reaction. He further concluded that there is a consideration difference between the marketing of goods and marking of services. Tourism, which is the single largest foreign exchange earner industry of country, needs more attention towards its marketing aspects not only to maintain its ranking in foreign exchange earner but also to increase its share in the world to tourist market. He further stressed that though tourism planners are now paying special attention and marketing campaigns are being encouraged to project, India as an ideal holiday destination. But this strategy could be more effective if Indian tourism planner and marketers do not only rely on 4P's of marking mix, and consider well the all market related factors.
Misra, S.K. (1993) in his study "Marketing Cultural Tourism: The Indian Experience," has laid emphasis to take care of the health of our culture. If rich cultural traditions are preserved, polished and helped to remain vital, the marketing of it will to a large extent be followed naturally. We only need to reach the people both at home and abroad, who are likely to visit these places. It should be ensured that their visit is rewarding and comfortable. He suggested weaving strong and permanent webs of understanding around the globe by tourism.

Panwar, J.S. (1993) in their study on "Applying Strategic Marketing to Develop Tourism in India", reviewed that tourism is the first and last hospitality industry. The status of tourism has to be raised to the industry level and it has to be managed professionally. The mechanism for delivering the services also plays a very important role in image building. He further suggested that each department, official and individual who interacts with tourists should learn to treat them as welcome guest and not as unwanted intruders.

Davidoff and Davidoff (1994) in their study titled "Sales and marketing for Travel and Tourism" reviewed that the marketing mix consists of four separate sub mixes. They stated that creating the mix is juggling act, in which one has to balance elements of four sub mixes. Which are product and services, distribution, communication and terms of sales they suggested a careful and proper blend of these all Ps is essential to deliver a complete tourism product to the customer. They further suggested that the marketing mix can
be used as a decision making guide when developing a marketing plan.

Gupta (1994) conducted his study entitled, “Tourism in Himachal Pradesh.” He had observed that the young educated people be prepared to travel Shimla and its surrounding places mainly for the leisure purpose. He pointed out main problems which were faced by visitors i.e. accommodation, high tariff charges of hotels, high coolie charges, proves failure and poor sanitary services.

Barker, Mary L. (1994) studied Strategic Tourism Planning and Limits to Growth in the ALPS. The author observed that tourism’s unprecedented expansion in the Alps has created tremendous social and environmental changes. The pace of development, externally induced environmental change, and structural problems, within the tourism industry itself have reached a point where new approaches incorporating sustainable development strategies and alternative tourism concepts are now receiving serious attention. This paper documented the evolution of these changes and then used three examples from the Austrian and German Alps to illustrate a range of strategies being used to contain tourism’s growth.

Milman and Pizam (1995) conducted a study on theoretical notions regarding the consumers buying process incorporating product awareness, familiarity interest and purchase. A series of hypothesis were tested to analyse whether consumer awareness and familiarity with Central Florida as a vacation destination has an impact on the interest and likelihood to visit it. Result of the study indicated that those who were familiar with Central Florida (i.e. had
previously visited it) have a more positive image of
destination and were more interested and likely to revisit it
than those who aware of the destination. They concluded that
awareness results, at best, in curiosity that can lead to
interest and eventually to trial.

Narayanan, S.V. and George, B. (1995)\textsuperscript{22} in his study
on "Information as an infrastructure: The case of tourism
industry," studied the present status of information as
infrastructure for tourism. They collected the data by making
survey in Madras and Pondicherry. They concluded that
tourism is a highest foreign exchange earning industry. He
observed that it can do better, if it is equipped with superior
information and information technology and infrastructure,
like, accommodation sector, transportation sector, and
recreational sector. He concluded that obtaining information
is the major problem in usage of tourism information.

Singh, Tej Vir (1996)\textsuperscript{23} in his study on "The Problem of
Developing Sustainable Tourism in the Himalayas: A case of
Kullu valley in Himachal Pradesh" examined that within two
decades with its unmatched ecological capital land native
heritage, Manali appeared on the world map, as the
Chamonix of the Himalayas. Fertile agricultural fields
miserably regressed for tourism growth, and land price
roared beyond the reach of locals. Nevertheless, Manali still
retrained shades of green and the resilient socio-cultural
eco-system withstood, despite tourism overkills in noise
pollution, congestion, monument scarring graffiti and
shrinking of green space by increased urban sprawl. He
further suggested if a problem exists in Italy. The interim
period from the heydays of Indian tourism of 1989-90 has
however not been unproductive. On the contrary, India has used the opportunity to improve upon its infrastructure particularly in the recognized tourism belt's of the golden triangle-Delhi, Agra, Jaipur and Rajasthan. In the south of India, Kerla has indeed taken an enviable lead in steering that part of the country on to the global tourism map. With a fiercely committed government and a focused tourism policy, Kerala with its unique and distinctive culture and charm appears set to offer its promise of being "God's own country". Within the south western region, Goa has and will continue to be the destination for beach tourism.

Anju, Bhatia B.S., and Chawla A.S. (1996) studied "Recent Trends in Tourism Marketing: A Study of Punjab Tourism." They observed that tourism is the fastest growing industry in the world. Tourism needs to be marketed, just as any products. The main objective of their study was to examine the present state of tourism marketing in Punjab. Both primary and secondary data was used in this study. They suggested that in order to get the best results, the corporation has to prepare a comprehensive promotion policy. He stressed that an attempt be made to create awareness of the tourist spots so that this could generate primary demand in the market. They further suggested a long term comprehensive image building campaign coupled with short term concentrated differentiated strategy to stimulate the demand.

Dutta, D.M. (1996) in his study "Steps to Reduce the Conflict between Tourism Industry and Environment in India," discussed the hazardous impact of tourism in polluting the rivers and seas of India. He studied various worst effects of
the tourism, which could be prevented altogether through intelligent planning. He emphasized on sensible management of tourists facilities. He also stressed on the need of participation of the scientists, technocrats, bureaucrats, tourism planners, environmentalists and people of the region for formulating remedial strategies for reducing the conflict between tourism and environment.

Johnson, William C. and Chawala Richard, J. (1997) in their book, “Total quality in marketing”, viewed that marketing has a unique opportunity to lead future total quality efforts. They emphasized that in a competing global economy, the firm has to understand world class quality. They further opined that main reasons behind the failure of total quality marketing are; failure of upper management, they are mounted as stand alone programme, and they are not customer focused. So the business must be designed around the goal of customer satisfaction. For best quality efforts, work companies should start with highly focused practices as they advocate.

Zhou, Deying and Leung, Ping Sun (1997) conducted study on “Estimating Economic Impacts from Tourism” used input-output analysis to examine the impact of tourism on the economy of a region. They introduced a relatively new and alternative technique of computable general equilibrium. The primary objectives of this study were to construct input-output and computable equilibrium models using consistent input-output data sources and to utilize these models to analysis the impact from recent declines in tourism (visitors expenditure) for the state of Hawai U.S.A
Jha, S.M. (1997)²⁸ Conducted study on, “Tourism Marketing”, In his study he made an attempt to study different dimension of tourism marketing, such as, a study of users behaviour, the planning of product, the development of sound information and research system, the segmentation of market, the tourism product strategy distributions, pricing, tourism promotion strategies and overall marketing strategies for tourism.

Dimitrious, Buhalis (1998)²⁹ in his study provided a framework for the utilization of technology in tourism by adopting a strategic perspective. This study aimed at to analyse some of the most critical IT developments and to demonstrate how they influence the tourism industry. It blended the theoretical background of IT with the strategic functions of the industry and proposes a multi dimensional frame work for the incorporation of IT in tourism. Further, this study concluded that information technologies influence the strategic management and marketing of contemporary organizations, as a paradigm-shift is experienced, transforming the 'best' business practices globally. IT provide an unprecedented opportunity for horizontal, vertical and diagonal integration, as well as for the development of virtual enterprises. However, IT are not a panacea and therefore a thorough revision of all operational and strategic managerial practices is required in order to achieve the emerging benefits. Should tourism principals neglect the significance of IT, they will effectively jeopardize their competitiveness and become marginalized from the mainstream of the tourism industry. As a result, tourism enterprises need to understand, incorporate and utilize IT strategically, in order to be able to serve their target markets, improve their efficiency, maximize
profitability, enhance services and maintain long term prosperity for both themselves and destinations. The future success of tourism organisations and destinations will be determined by a combination of innovative management and marketing, intellect and vision, as well as strategic use of advanced ITs.

**Peter, Burns (1998)** in his study on "Tourism in Russia: Background and Structure" concluded that on one hand there is clearly a dynamic tourism business market characterized by about 20 main players in the travel trade sector. A handful of hotels in the two main cities and a number of airlines working for this purpose. While on the other hand, there is a lack of faith in current legislation and business which is holding back Foreign Direct Investment and foreign partnerships. Individual officials are coming to terms with the 'truth' of their situation. The heavy pollution, the gangsterism, while at the same time trying to promote their particular region and workout their position within the Commonwealth of Independent States. This has led to a burgeoning resurgence in ethnicity: a state of being that was, for the most part, denied by Soviet authorities in their search for a unified Soviet Republic. The alone demands detailed ethnographic study on the way in which official tourism promotion and nationalism are, in certain conditions, seemingly converging in a way not seen before.

**Cho, B. Haeng (1998)** in his study on Assessing Tourist Satisfaction, An Exploratory study of Korean Youth Tourists in Australia examined the tourist satisfaction and dissatisfaction in Australia through a series of test. He revealed from his study that there were some variables
significantly different between pre-trip expectations and post-trip perceptions. Finally, he applied stepwise multiple regressions. The results indicated that there were some important variables which relate tourist's satisfaction with destination attractions.

Pathania, K.S. and Thakur Y.S. (1998)\(^{32}\) in their detailed study on "Segmentation Analysis of Tourism Market: A study of Himachal Pradesh" studied the various segments of tourist market in Himachal Pradesh. He has studied on the basis of geographical, demographical psychological differences. They analysed the need, expectations and preferences of various tourist segments. Primary and secondary data was used in this study. They revealed that "sustainable tourism" is the need of hour in which participation of local public in the development of tourism should be taken into account, with the view to maintain social, economical and ecological harmony between the tourists.

Chand Mohinder (1998)\(^{33}\) conducted a study on, "Domestic Tourism in Himachal Pradesh, Potential, Policies and Trends". The main objectives of the study were to discuss various potential tourist places and to suggest various policies to promote domestic tourism in Himachal Pradesh. He discussed in detail the trend of domestic tourism in Himachal Pradesh.

Sarkar Kumar Arun (1998)\(^{34}\) Conducted study entitled "Action Plan and Priorities in Tourism Development." The main objective of his study was to carry an analytical study of nature, motivation, and change in development of Indian tourism and its impact on the national economy. He observed
that man, since the beginning of civilization had been an inveterate traveler. Only the motivation of travel had changed. In his study, he pointed out that all the main states and union territories should establish tourist department as well as public sector tourist corporations. The private sector should come forward to take active part in tourism which consists of number of hotels and travel agencies.

Harris and Katz (1999)\(^{35}\) recommended that the marketers have to make a step by step plan to increase tourism. These steps are: Official must identify and agree on the main feature of their area, which have potential to attract tourists. The area having special tourist appeal should be focused on official must take inventory of the resources. They must know where and how the tourists are to be housed, fed, transported, entertained, enlightened, informed and cared for, the authorities/decision making bodies must determine the type of tourists who are most likely to get attracted by the destination attractions: Marketers have to be aware of the fact about how does target market make arrangement to visit a new place. What/who promotes or initiate them to travel to new destinations. Officials must also know how to reach these prospective travelers with useful and pertinent information: Some viable administrative mechanism has to be put into force to coordinate all of their direct and indirect efforts to attract visitors. Further more, domestic resources have to be improved. To determine the impact of marketing efforts, some basis are required so that process can be adjusted to changing travel pattern and market conditions. Promotion and material is to be developed properly and effectively. There is a need to create relationship with experienced firms located in the country in
which marketing efforts should have to be concentrated to ensure that the promotional activities are reaching their intended target to get into the market. Finally, he suggested different steps in succession to promote and to increase tourist inflow.

Cleaver, Magan and Sherrie (1999) they conducted study titled, “Tourism Product Development for the Senior Market: based on Travel-motive Research”. In their study, they interviewed 365 retirees and yielded data on their motives for holiday travel preferences for holiday destination types, favorite mode of transport, and personal values. The aim was to discover how underlying travel motives and values could usefully identify unique senior tourism markets for the purpose of new product development. The results of factor analysis led to the identification on seven travel motives segments Labeled, Nostalgias, Friendliest, Learners Escapist, Thinkers, status seekers, and physicals. The four largest segments represent 83 percent of the senior tourism market and the strategic usefulness of identifying travel motive segments was highlighted for tourism development.

Kapoor P.C. (2000) in his article on HPTDC in The Indian Express revealed that Himachal Pradesh Tourism Development Corporation has introduced online reservation for all its hotels. Circuit transport services and other units managed by the corporation with in and outside the state. The website is available at http://hptdc.nic.in and also accessible through the Website of Himachal Pradesh Government at http://himachal.nic.in and tourism department of Himachal Pradesh in http://himachaltourism.nic.in. He stated that state unit has also developed software which
provide the online reservation feature on the website and is first of its kind in the country, probably a first on the internet. The HPTDC is the only tourism corporation in India, which is having its network in all its marketing offices. This will definitely improve the marketing and services of tourism industry in Himachal Pradesh.

**Dharmaratne (2000)**[^38^] studied the potential of tourism in the financing of protected areas. He was of the view that tourism can act as an economic tool for raising funds for the protected areas, hence we should promote tourism in these areas. He suggested that the fund generated by tourism should be used for the betterment of the particular protected areas.

**Singh, Karan (2001)**[^39^] in his study on "Tourism in the Twenty First Century" concluded that tourism has the capacity to generate tremendous resources in foreign exchange, which is particularly significant for developing nations. In fact, many countries owe their economic breakthrough to international tourism, which has the great advantage of not involving exploitation of scarce natural resources or getting the country bogged down in the quagmire of international debt. It is surely the most pleasant and effective way of transferring resources from the more to less affluent countries, and in offsetting the present strange situation in which the annual net transfer due to debt traps and loaded trade and commercial practices- is from the poorer to the richer countries, as has documented by no less an authority than the World Bank. Within individual countries themselves, tourism has a significant impact upon economic growth, development and employment. Tourism is thus
positive force for economic growth and development, for cementing ties of friendship between the peoples of the world and for furthering the emergence of a harmonious global society. He also pointed out that there are some negative factors involved. Many areas and destinations are very vulnerable to ecological pollution, and tourists often leave behind them a horrible trial of debris, which ruins and threatens forests. Imaginative planning and adequate care are needed to offset these negative factors.

T.T. Bureau (2001) in an article on "Tourism Policy Emphasized Employment, Environmental Regeneration," reviewed that new tourism policy has been drafted to recognized the immense possibilities of growth in the tourism sector. It envisaged new initiatives towards making tourism the major source in employment generation, environmental regeneration and development. Tourism is regarded as a multi-dimensional activity which is aimed at to establish co-ordination with in department and agencies at central, state and district level. The policy recognized the importance of public and private sector participation for the sustainable growth of tourism and also encourage the private sector to invest in tourism industry.

Charles, K., (2001) discussed in detail the role of development and tourism on drug trade with special reference to Himachal Pradesh, mainly Manali. He stated that tourism naturally turned an important industry for income generation to the local people. He further discussed that due to lack of management skills the local people, either lease out their land to outsiders or build their own hotels. The exposure of people to the luxuries that money could buy has
led them to adopt ways that are not legal. One of the
Lucrative method, which a few local people have adopted is
catering to tourist demand for drugs of their choice. He also
studied that in remote areas local people have begun to
cultivate cannabis, which is bought by middlemen and sold to
dealers in certain pockets.

James Higham and Tom Hinch (2002)\textsuperscript{42} carried out a
study on Tourism, sport and seasons: the challenges and
potential of overcoming seasonality in the sport and tourism
sectors they revealed that the modern history of the tourism
industry is one of rapid change and mass market
development. This point, which has been stated ad infinitum
in the tourism literature, demonstrates many interesting
parallels with the modern development of sport. Both have
been opened relatively recently to mass participation. In the
process both have sought to mitigate the shackles of
seasonality. One aspect of the professional development of
sport has been the demise of the sport season. This article
explored the changing seasonal aspect of sport and
considers the implications for the tourism industry. The
professional development of Rugby Union in New Zealand is
used as a case study. Primary interview transcriptions are
used to explore the changing relationship between sport and
tourism seasonality. The authors finally concluded that links
between sport and tourism are becoming more clearly
defined. The hitherto vexing issue of tourism seasonality can
be mitigated by tourism managers with careful consideration
of changing sport seasons. The potential for mutually
beneficial links between sport and tourism administrations is
upheld.
Frochot Isabelle (2003) in his study on “An Analysis of Regional Positioning and its Associated Food Images in French Tourism Regional Brochures” revealed that the image of France has often been associated with that of good and wines. While the images of food products, vineyards and restaurants have traditionally dominated national and regional promotional strategies and tour operator's brochures alike. Indeed, food represents a powerful eye catcher and a strong symbol of quality of life and authenticity. He observed that it has represented an important theme used in advertisements. However, the food theme is in fact multiple and can also be used to portray symbols of cultural identify, communication and status. The study aimed at identifying the different food images that can be used by tourism advertisers in their promotional material. Secondly, the study aimed at investigating how different food images can be used for specific destinations positioning strategies. The research used a content analysis to identify the types of food images used in 19 French regional tourism brochures. Finally, the results showed that country products/dishes and raw/natural products dominate food images followed by wine and vineyards images.

Taketo Naoi (2003) in his study on Tourists' Evaluation of Destinations: The Cognitive Perspective investigated the efficacy of Law's (1987) “cognitive perspective” in assessing how tourists evaluate destinations. He used 11 bipolar word pairs derived from Sasaki (2000). 139 high schools students were surveyed about six destinations in and around Tokyo Prefecture Japan, which they visited on a group tour. Analysis of the survey results suggested that the cognitive perspective as represented by
the 11 word-pairs, supports the grouping of destinations into two types: tourist-oriented or non-tourist oriented; that different evaluative components represented by different word pairs are associated with different types of destinations; and that the influence and relative importance of certain evaluative components vary according to destination type.

Yon Lee, Johnny Sue Reynolds, Lisa R. Kennon (2003) carried out a study on Bed and Breakfast Industries: Successful Marketing Strategies. The objectives of this study were to determine the types of marketing strategies and the perceived success of these strategies by bed and breakfast owners/operators. In order to identify marketing strategies involved in operating bed and breakfasts, a descriptive study was conducted. The sampling frame included the 1,140 bed and breakfast owners/operators listed in the Texas Hotel Occupancy Ta Accounts Report. A simple random sample of 775 of this population was chosen and a response rate of 36 percent was obtained. Three primary marketing strategies were found to be used most frequently by bed and breakfast operations: word-of-mouth (98.9 percent), Chambers of Commerce (94.7 percent) and brochures (89.7 percent). In addition, word-of-mouth marketing was considered as the most successful marketing strategy.

Pan Grace Wen (2003) in his article on A Theoretical Framework of Business Network Relationships Associated with the Chinese Outbound Tourism Market to Australia studied the Chinese outbound tourism market has become one of the acknowledged emerging markets in Australia. This paper reviewed the development of the Chinese outbound tourism market to Australia, with particular reference to
issues emerging from the interaction between Chinese and Australian based businesses. The paper begins with an overview of Chinese inbound tourism to Australia to provide some context to the discussion. This is followed by an examination of cultural factors, particularly guanxi, in business transactions in the Australian-Chinese tourism sector. A theoretical model introduced to conceptualize the strategies managing the Chinese business relationships. This is an ongoing research project; this paper reports Stage One of the research which has been conducted to explore the crucial factors which influence establishing, developing and maintaining the relationships between Chinese authorized travel agencies and Australian inbound tour operators.

Peter W. Williams and Karim B. Dossa (2003)* in their paper on Non-Resident Wine Tourist Markets: Implications for British Columbia's Emerging Wine Tourism Industry described key travel traits of non-resident visitors to British Columbia's wine tourism destinations. It identified Generativist and Immersionist as being important segments of this market that merit particular attention in future destination management planning and marketing initiatives. They observed that it used an importance-performance analysis framework to determine the key areas for management activity that need to be addressed in order to meet the travel product needs of each of these segments. The study concluded by recommending a range of strategic initiatives that should be used by the wine industry and its tourism partners to elevate the appeal of BC wine destinations in the international marketplace.
Chen S. Joseph (2003) in his paper entitled Market Segmentation by Tourists Sentiments outlined valuable market segments entangling tourists sentiments toward marketing. A criterion-based scheme integrating a Chi-square Automatic Interaction Detection algorithm is utilized to separate the respondents into four mutually exclusive segments. Among the resultant four, two are identified as actionable segments according to the gain index scores stemming from the algorithm procedure. Results from the study indicated that there are significant variations in demographic and trip characteristics among the respondents grouped into actionable segments and those belonging to non-actionable ones. With analyses of two actionable segments, variations in demographic and trip characteristics are also manifested. The study concluded with marketing implications and new research directions.

Fyall Alan, Callod Christine, Edwards Brenda (2003) in their paper on Relationship Marketing. The Challenges for Destinations observed that despite its increasing maturity in the literature, relationship marketing remains an untested concept for destination marketers. This explored the opportunities and challenges faced by managers of destinations in their attempt to engender loyalty and repeat visitation in a product domain traditionally considered highly complex, fragmented, and difficult to manage. Further, they analyzed the degree of implantation of relationship marketing in two contrasting destinations: Stockholm and Barbados. The study concluded that the peculiarities of the destination product complicate the building of relationships with the tourist and diminish the suitability and value of such
efforts, while promoting the value of greater interorganizational collaboration.

**Echtner Charlottee M. and Prasad Pushkala (2003)** in their article on The Context of Third World Tourism Marketing revealed that the content of Third World tourism marketing still lacks discussion concerning context. They revealed that in Third World countries distinct patterns of marketing images occurring across these destinations. Postcolonial theory is used as a critical, contextual perspective to interpret these patterns. Three Third World tourism 'Un' myths are discussed: the myth of the unchanged they myth of the unrestrained, and the myth of the uncivilized. It has shown that the representations surrounding these myths replicate colonial forms of discourse, emphasizing certain binaries between the First and Third Worlds and maintained broader geopolitical power structures.

**Batta (2003)** studied the potential of tourism for financing the conservation area in Kufri-Chail-Naldehra areas of Himachal Pradesh. He opined that the tourism industry, which uses the environmental resources almost free of cost should be a party to the cost sharing process for the conservation of these resources. He observed that the real difficulty lies in the fact that while the prices of common utilities like water, power, irrigation and services are determined by the market forces. The recreation benefits like scenery, forests, heritage and bio diversity being public goods, making it difficult to put a price on them. Using the contingent valuation method, he administered surveys on three groups of people, namely, the tourists, industry
representatives, and resident communities. The study identified the values that the stake holders attach to the environmental resources in the area. The study found that as of now the entry fee of $0.20 per head for adults and $0.10 per head for children is being charged which results in the revenue accruing approximately $5000-$6000, whereas the zoo authorities spend $15000 per annum as maintenance charges. The study revealed that the willingness of the foreign tourist is to pay $2.75 while it is $0.65 for the domestic tourist. The overall mean willingness to pay was noted $0.86 with 0.3 million tourists visiting the area every year. The total collection would be about $2,55,000. He argued that the recovery of these use and non-use values could pay an important role in contributing funds towards the preservation and/or conservation of common-pool resources.

Srivastava and Thakur (2004) in his paper made a attempt to study “Strategic Tourism Development Planning in the Sera, Valley of Himachal Pradesh.” He reviewed the adverse forces acting an mountain people, addresses look of financing and suggested a number of possible ways by which local communities might be able to earn money from tourist directly. The study also covered the need for state intervention and supported to a livelihood strategy that should be treated as a distinct category within tourism.

Ashad Mohsin (2005) in his study on tourist attitudes and destination marketing—the case of Australia’s Northern Territory and Malaysia revealed that the marketing of tourism and hospitality product to any country or market segment is associated with the interest generated and attitude of buyers. So, why is it that despite proximity and availability of direct
flights between Kuala Lumpur and Darwin (capital city of the Northern Territory of Australia) very few outbound West Malaysians visit Darwin? The author has made an attempt to draw upon the responses of 675 West Malaysians and examined highlight their attitude towards choosing the Northern Territory of Australia for a holiday. The findings showed that West Malaysians enjoy mental relaxation and exploration while on holiday. They are mostly very family and relationship building oriented people as evidenced by the responses. The findings of the study also revealed their interest to visit Australia and the Northern Territory. He finally concluded that structural factors may inhibit behaviours in spite of the existence of favourable intentions to visit.

Zeell, J. Alan (2005) studied “Developing Marketing Mix” advised two kind of strategies i.e. in person and impersonal, to promote production services. He highlighted the promotional aspect of marketing mix as an important element of marketing. He covered intent, tele-conferencing telephone, letter, fax etc. setting environment attire grooming public relation net working trade show to promote tourism industry. As far as impersonal strategies were concerned he included print, radio, TV, yellow page advertisements, printed material, window counter, shelf display whole developing a marketing mix.

Bansal, S.P. and Gautam Prashant (2005) in his book titled, “Sustainable Tourism Development,” discussed the various aspects of tourism and impacts of tourism worldwide. The objective of the work was to study the sustainable tourism development and related issues with
special reference to Himachal Pradesh. The study revealed the actual tourism trends in the state, and tried to find out the profile of national and international tourists visiting Himachal Pradesh. They suggested planning for various tourist destinations, development of Tourist resorts, Budget enhancement, development of sustainable cultural and heritage tourism, improvement in the accessibility, development of various forms of tourism, human resource development for tourism sector, a separate tourist police contingent, dealing with the adverse impact of tourism. They gave suggestions for marketing of tourism products.

Kaynak Erdener and Marandu Edward E. (2006) studied Tourism Market Potential Analysis in Botswana: A Delphi method way applied in this article. It explored the most probable scenario for the tourism industry in Botswana by the year 2020. A modified Delphi technique was used to generate data from 68 industry experts. The findings showed that experts forecast progressively more changes and higher impact as one move from values, structures, and event. The implication for policy makers and industry operators is that efforts aimed at increasing tourism may prove more fruitful if focused on changing structures and hosting events, rather than changing the values of the people. The study also improved on the understanding of Delphi forecasting behavior. It demonstrated that an expert who is optimistic on one facto say, values—is likely to perceive the same with regard to other factors such as structure and events.

Rodriguez, Jorge V. Perez, Gonzalez Eduardo Acosta (2006) in their paper on Cost efficiency of the lodging industry in the tourist destination of Gran Canaria
(Spain) analysed the expansion of the lodging industry in Gran Canaria (Canary Islands, Spain), which has occurred during the last 10 years as a result of increases in tourist numbers and the accommodation made available to them, has been accompanied by a parallel increase in efficiency over the same period. The cost efficiency and economic scale of the lodging industry (hotels and apartments) on the island of Gran Canaria during the period 1991-2002 are studied, assuming that such efficiency is non-constant over the time. The estimation of a stochastic cost frontier model was considered by using a panel data approach. A tagalong cost function was estimated using unbalanced panel data for a sample of 44 companies over the study period. The overall results indicated the existence of diseconomies of scale, except in the case of small companies, with operating revenue of less than 3.7 million euros; these comprised 40 percent of the companies in the sample. The findings on cost inefficiency showed that this is time-variant, that not all lodging companies produce at minimum cost levels and that it decreased over time. Especially average cost inefficiency is around 17 percent and decreases over time.

Srivastava, Manish (2006) studied "National and state tourism marketing; study of Uttar Pradesh and Uttarakhand." Various plans for development of tourism potentiality of tourism has been elaborated. He attempted to provide full knowledge of tourism marketing and strategies. He further stated that tourism industry tends to be highly sensitive and vulnerable to external factor and for this tourism marketing in very important. He further stated that tourism marketing is as old as our culture and tradition, but formal tourism marketing is a new concept for India. He made
personal contact to domestic tourists, foreign tourists, officers related with tourism like of tourism department, road ways, tourist place etc hotels owners, tours operators, tourism students to get suggestions. Finally, he suggested that there must be Tourism agreement with other countries to promote tourism by making good relationship. There must be some promotional activities in other countries and other state to promote tourism in Utter Pradesh and Uttranchal. Further more, proper Guide, Accommodation and Transportation facilities at every tourist centers to facilitate tourists. The emphasis an rural tourism and adventure tourism to attract more foreign tourist.

Dolnicar Sara an Laesser Christian (2007) in their article on Travel Agency Marketing Strategy: Insights from Switzerland provided insight into alternative strategies for travel agencies in a matured travel market with a high internet penetration. Discounting arguments that claim that there will not be a need for travel agents in the future and two possible roles for travel agents has been derived from theory and prior studies in the field. Results indicated that the use of travel agencies is indeed associated with specific services related to package holidays, transport services, beach or city holidays, as well as destinations travelers are not familiar with. In contrast, no clear association between travel agent use and socio demographic characteristics of travelers exists. The findings of the support the notion that the most promising future for travel agents will lie in specializing in travel contexts and travel components where other booking channels and media are unlikely to be able to offer a full substitute for travel agent services.
Javier Capo Parrila, Antoni Riera Font, Jaume Rossello Nadal (2007)°° tourism and Long-Term Growth A Spanish Perspective studied. This paper explored whether specializing in tourism guarantees long-term growth using an accounting model in an attempt to measure the contribution of different production factors and of productivity to economic development. The Balearics and the Canary Islands of Spain are used as cases providing evidence that the continuous orientation of the structures towards tourism activities has been the driving force in the transformation of the economics and societies in both regions as this meant very significant growth in the level of income. However, the decreasing contribution over time of the output can result in lower long-term growth in production.

Henderson, Joan C. (2008)^ in his article on Tourism Destination Development: The Case of Malaysia studied factors that facilitate destination development and the role of official policies has been examined. The developing country in South-East Asia has recorded a significant increase in tourism since the beginning of the new century and is striving for continued expansion. The pro-tourism policy of the federal government explained and underlying imperatives are identified. Economic and physical planning strategies has been shown to allocate a high priority to tourism which is regarded as having a key place in national and regional economic development, including redressing regional imbalance. Disparities amongst regions are also described, focusing on two disadvantaged states which are analysed within the context of a proposed model of destination development determinants. Prospects for the future are
assessed and general conclusions derived from the particular circumstances of the case are presented.

Lee, Chien-Chieng and Chang, Chun-Ping (2008) has conducted study on, “Tourism Development and Economic Growth: A closer look at panels.” The main purpose of the study was to empirically re-examine the long run co movement and the casual relationships between economic growth and tourism development in a multivariate model with tourism real receipts per capita, the number of international tourist arrivals per capita, real effective exchange rate. He suggested that tourism development has a greater impact on GDP in non OECD countries than in OECD countries. It is also revealed that when the variable is tourism receipts, the greatest impact is in sub-Sahara African countries. He further suggested that the real effective exchange rate has significant effects on economic growth and in the long run, the panel causality test shows unidirectional causality relationships from tourism development to economic growth in OECD countries.

Khan, A. Nafees (2008) made an attempt to study "Human Resource Development in Tourism Industry: Issues and case studies." The study emphasized as to how the training, development, monitoring and sharpening of the capabilities of the personnel engaged in the Indian Tourism Sectors (in both qualitative and quantitative terms) would enhance the productivity and improve the job conditions and quality of their work life. He study examined critically the human resource planning, recruitment and selection, training and development, reward system, performance appraisal, career development, counseling and organizational culture
and effectiveness in the tourism sector. The study highlighted all segments of human resource development in tourism industry in India. He suggested that there should be a need of an explicit corporate policy on human resource development.

Kulendren, Nada and Droyer, Larry (2009)\textsuperscript{64} concluded study on, "Measuring the Return from Australian Tourism marketing Expenditure" Their study estimated the return per dollar investment in Asia using a dynamic Model Approach and cost effectiveness analysis. The study revealed that the return per dollar investment is 17:1 for Asia and 8:1, 36:1, 3:1 and 7:1 for Japan, New Zealand, the U.K, and the US respectively. The results have implications for torturing the highest yield markets to increase to economic returns to Australia from its destination marketing activity. It is argued that the cost effectiveness approach is a useful tool for destination managers to ensure the effectiveness of their marketing Expenditure.

After reviewing the literature available on relevant subjects the following conclusions can be drawn. Travel and tourism is basically a social phenomenon and Tourist has been viewed in a philosophical perspective by some authors. They considered tourist as a person who undertakes journey to pay homage to the varied attractions of the destination presently a heterogeneous society. The phenomenon of tourism is contemporary in origin. All tourism includes some travel but all travel is not tourism. The word travel and tourism are used to describe mainly three types of concepts; the moment of people, a sector of economy or an industry, and abroad system of interacting relationship of people, their
needs to travel outside their communities and services which attempt the respond of their needs. Most of the definitions of tourist highlight that for a person to be a tourist, Tourism product is most interdependent in nature. There are many studies on Indians tourism and on Indian as a tourist destination. Vivid account of hand, people and geography and tourism products of India has been given. Tourism is highly complex phenomenon including various disciplines where in Marketing a vital role plays in tourism industry, as in the case of usually purchased unseen. Market segmentation has been described in length by many researchers. This is of utmost importance in tourism industry. For developing successful marketing strategy, it is vital to meet visitor's needs successfully. Meeting visitors needs relies on a complex set of tools and techniques referred to as the marketing mix. These are also described as the controllable marketing variables. The Image of a destination in the minds of the tourism is assigned utmost impendence in tourism industry importance of marketing in highlighting promotional difference in order to create a favorable image of destination is dealt at length by many authors. The role of Web as to promote tourism marketing has been sited by many modern day tourism researchers as a strategic marketing tool, having distinct advantages over other media. Tourism in Himachal can be developed at best if it is formed as an integral part of the overall development. Going through with the available literature, it has been observed that quite good work has been done on the marketing of tourism in general and in the Indian context but not such work was to be done in the context of Himachal, where tourism is fast emerging as a major industry. The following research gap was observed in the literature.
• No study has been conducted to identify the marketing factors that encourage and motivate tourist to visit Himachal Pradesh.

• No efforts have been made to study the tourism policy of Himachal Pradesh. This play a very important part, as knowing thoroughly about the efficiency of marketing. It can be helpful to design and market products according to their needs and wants.

• No study has been conducted so far to analysis the prevailing trends of tourism in the state. Further more the problem and prospects of tourism industry from marketing point of view have alone not been addressed properly.

Therefore, the above observation motivates the researcher to undertake the current topic i.e. “Marketing Strategies of Tourism Industry in Himachal Pradesh with special reference to HPTDC.”
REFERENCES


27. Zhou Deying, John F. and Ping Sun Leuny, "Estimating Economic Impacts from Tourism" The Journal of


