Historical tourism marketing was product oriented and the product was 'combination of assets and resources of the specific destination'. Or combination of the attractions of the destination desired by the potential visitors e.g. mineral springs, or a seashore area guaranteeing a delightful day to the visitors even to those visitors who have fright for ocean; or beautiful mountains, great works of art. In the product oriented approach the want, desires, or whims of the visitors (common as well as those aristocratic - belonging to high society) are not given any importance while advertising the resources of the destination (the product) in the brochures which may feature even an unattractive government building or a street. This may not however adversely affect the number of visitors arriving but the growth in the number of visitors may be owing to the expansion of the travel markets more people with more money wanting to devote more time to travel.

Therefore, modern tourism marketing has to be visitor-oriented - the target being visitor-motivation and visitor-satisfaction. Though many resorts and destinations still cling to historic product oriented approach. Several factors have led to this change e.g. changing food habits
and tastes have changed the products cooked and designed for specific visitors with specific wants or fancies e.g. cans of food containing more sugar, salt or spice. Clothes with changed fashions - thus product or destination has to be adopted to changing fancies and desires of the potential visitors. To successfully compete today the tourism marketer must offer what the tourists want and desire because competition in tourism has increased because of the existence of thousands of tourism marketing agencies each attempting to lure visitors. There has been an increase in the number of choices available to the potential traveller but improvements in both land and air transportation have made remote destinations accessible. According to Prof. Burkart and Medlik - "to successfully compete today the tourism marketer (whether an individual or a company or a country) must offer that which the tourist wants and desires - more sugar, salt or spices (three 'S's) if desired. This, the modern tourism marketer is endeavouring to do. He has turned his attention to the potential visitor".

*Ref: TOURISM - Past, Present and Future.
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Modern tourism thus has to be visitor-oriented.

A tour may be planned –

a) by an amateur, or

b) by a professional on a mass production basis, or

c) by a professional on a custom basis.

An amateur planned domestic and foreign Tours are characterised by the motorist taking a holiday in his private car selecting for himself the routes, destinations and accommodations. The second and third type of tours involves use of services of and consultation with a professional travel agent. The most rapidly growing type of travel planning is the professionally produced mass or group tour. The tour should be so organised as to satisfy the desires and wants of the potential clients. The destinations developed must be in line with the tourists wants and desired. It is also necessary to identify specific visitor categories (e.g. domestic, foreign) who desire what the destination has to offer e.g. those who have different aptitudes - climate, scenery, shopping, seabeaches, lakes, hill resorts, cool hill places, sun break on a beach. Basically the modern approach to tourism marketing is to orient the programmes to the wants, desires and whims of the visitors.
As more and more resorts and destinations turn to these modern marketing techniques—oriented to the tourists rather than the destination's product or attraction—further increase in travel will probably result. Improvement in information about such potential travellers as is now becoming available will increase this upward trend.

These plus other factors, some beyond control of the tourism marketer, must lead to still another new marketing approach.

As a part of market research and planning the basic methods which are used are -

I Study of the basic characteristics of travel behaviour by undertaking -

a) household sample surveys at the visitor's place of residence after the journey.

b) international frontier or port surveys of visitors at the time of arrivals and departures.

c) traffic counts - sampling travellers en-route at termini or at traffic cordons (guarded distincts).

d) Surveys in the destination (resort) areas during the stay.
On the basis of buyer's (visitors) characteristics - mentioned in table the demand potential for tourism can be worked out with reference to the following categories of measurement -

1) Volume of traffic movement.
2) Visitor expenditure (economic value).
3) Information on capacity and development of services and facilities for travellers.
4) Market research intelligence analysing demand trends.

Basic units of measurement are 'visits' and 'visitor-mights' (one mights' stay by one person is the standard unit of measurement and number of journeys made by a traveller. Official records of foreign visitors are also useful in finding demand trend and planning for sales promotion.
THE BUYER CHARACTERISTICS IN TOURISM

1) Destination to be visited - Country, region, city, village, resort - Hill station - Sea beach - Island.

2) The place of permanent residence of the visitor.

3) The purpose of visit - Nationality.
   - Business
   - Pleasure (luxury trip)
   - Health
   - Education
   - Research
   - Casual visit - flying visit.

4) Length of stay in
   - Country
   - Region
   - Town
   - Resort.

5) Socio Economic information about the visitor
   ) - Age
   ) - Sex
   ) - Colour
   ) - Nationality, Occupational statuses
   ) - Income
   ) - Life style
   ) - Value system
   ) - Likes and dislikes (priorities or preferences)

6) Attitudes to
   - Facilitate travel.
   - Official checks and procedures.
### THE STRUCTURE OF THE TOURIST SERVICE TRADES

(Independent of each other but fiercely competitive and creating special needs and problems in marketing)

<table>
<thead>
<tr>
<th>Primary Trades</th>
<th>Secondary Trades</th>
<th>Competitive</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Transport</td>
<td>i. Shops</td>
<td>Transport</td>
</tr>
<tr>
<td>ii. Accommodation &amp; Catering</td>
<td>ii. Banking</td>
<td>(Sea, air, rail, road)</td>
</tr>
<tr>
<td>iii. Visitor servicing by travel agents and tour operators.</td>
<td>iii. Laundering</td>
<td>- buses</td>
</tr>
<tr>
<td>iv. Information agencies (Private and Public)</td>
<td>iv. Gardening. Light and heat.</td>
<td>- coaches</td>
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<tr>
<td>v. Guiding Staff.</td>
<td>v. Building maintenance.</td>
<td>- cars &amp; cycles</td>
</tr>
<tr>
<td>vi. Entertainment and other specialist activities.</td>
<td>vi. Tourism Marketing services - booking cooking.</td>
<td>- accommodation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- catering</td>
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<td>- hotel</td>
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<td>- restaurants</td>
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<td></td>
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<td>- guest houses</td>
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<td></td>
<td>- holiday resorts</td>
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<td></td>
<td></td>
<td>- camping &amp; caravan</td>
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<td>- bed breakfast.</td>
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</tbody>
</table>
On so far as tourism is concerned, this gives rise to special needs and problems.

Primary trades are transport, accommodation and catering; visitor servicing, principally by travel agents and tour operators, information agencies (public and private) and guiding staffs; entertainment and specialist activities for visitors in visitor destinations.

Secondary trades range from shops, personal services, such as banking, hairdressing, laundering and a considerable range of businesses supplying tourist enterprises, such as building, maintenance, light and heat and professional services including the tourism marketers.

This broad division can only be indicative, since inclusion of businesses or institutions in the tourism category depends so much on the incidence and impact of tourism in their area of business, and the proportion of their trade that is with visitors.

The primary trades themselves can be effectively sub-divided into a number of separate industries often in competition with each other. Transport covers movement by air, sea, rail and road, and the latter, by
far the largest element, must be further subdivided into public and private (buses, coaches and private cars and cycles). Accommodation and catering likewise take a number of quite different forms. The classic hotels and restaurants, although serving the major part of the top end of the market, in fact cater for a minority of the total tourist movement. Pleasure travellers are much more likely to use guest houses, holiday apartments, villas, cottages and a variety of other types of self-catering accommodation, including a substantial camping and caravan sector. Private accommodation, friends and relatives and bed and breakfast (B & B) is a further major element straddling the commercial and non-commercial field.

While the service trades are easier to define and recognise, they also have their sub-divisions. The travel trade proper (travel agents and tour operators) is relatively small. But as with the cheaper forms of accommodation there is a vast tail with many retail businesses and voluntary organisers on the fringe. For years newsagents have sold coach tickets students vacations. This can be practical and profitable for certain kinds of traffic such as conferences. There are many opportunities to turn 'spare' accommodation to tourist use, bearing in mind the specialist and seasonal flows of traffic which might not sustain development of purpose built accommodation.
Some forms of specialist travel require, or call into service, the necessary ancillary facilities at, for example, religious and pilgrimage centres, or for special events such as festivals, where private accommodation is sought, and indeed should be professionally organised, on a temporary special need basis.

The Development of Tourism Act 1969 defined tourist accommodation as 'hotels or other establishments at which sleeping accommodation is provided by way of trade or business'. There is a broad range of services and facilities which can be described as follows:

1) Hotels: Hotels, inns, motels providing overnight accommodation with food and service.

2) Guest or boarding houses and hostels which may not offer a full meal service (for example bed and breakfast).

3) Holiday camps, holiday or leisure centres, holiday villages, offering catering and other services for their residents. These establishments will often operate only in the season and for longer stays (e.g. one week on a pre-booked inclusive service basis).

4) Bed and breakfast accommodation. This 'tail' of the industry is very large, on the border of private and commercial premises, and capable of quickly responding to fluctuating (seasonal) demand. It is largely a
British invention, and generally not well organised or marketed, but some enterprising developments have taken place in recent years.

5) Cruise ships.

6) Self-catering accommodation. This is again large, usually seasonal, responds quickly to demand changes, and increasingly takes a number of separate forms. It is an area of considerable experimentation and enterprise, and responsive to promotion. The main forms are as follows:

a) camping and caravan sites;

b) chalets, holiday cottages or other purpose built tourist accommodation (villas, hostels, apartments etc.)

c) a growing specialist sector embraces boats on inland waterways and the sea;

d) new forms of self-catering continue to come into the market, the latest large scale innovation is time share, where tourists buy, by providing a capital sum, the right to use the holiday accommodation for a given period (one, two or more weeks in the year) for a long future period — a lifetime or more.
7) An important category of accommodation for seasonal use only can be described as institutional, particularly educational premises, including universities, where tourism provides a 'double' use during vacations.
POTENTIAL FOR TOURISM MARKETING

by Organized Tourism Marketing

Government (Department of Tourism) has to be destination oriented once the visitor-oriented approach leads to an increase in travel. When availability of information on the tourist characteristics and their motivation increases, effectiveness of tourism marketing increases. There are, however, many factors which suggest that the historical product oriented approach may lead to expansion of tourism market - though at a slower rate. These factors are -

a) continued increase in the population of both developed and developing countries.
b) a continuous increase in the real per capita incomes and affluency of large number of people in both developed and developing countries - as a result very large number of people will have more money to spend on travel.
c) a continued increase in the leisure available to millions of people in the world. In the very low and very high income classes - who would like to spend on an average holidays of three weeks in a year.
d) a continued increase in the average educational attainment of people in both developed and developing countries. Spread of literacy and rising levels of education broadens interest which in turn create a desire to travel.
e) a continued increase in life expectancy - active life in old age - coupled with lower retirement age.

f) a continued increase in the number of people having prior travel experience.

g) a continued improvement in transportation technology leading to productive efficiency and easier, faster, safer and more comfortable travel - despite higher air fare and automobile fuel price mobility of people travelling is maintained at a high level.

In future the potential benefits like increased profit and employment opportunities added tax revenues and improved balance of payments would be high and therefore it is necessary the design the optimal tourism marketing programme which must be destination oriented and would ensure satisfaction of the wants, whims and desires of visitors e.g. enjoyment of delightful climate, beaches beautiful natural scenery, great works of men, historical architectural monument, foreign art and culture etc.

Development in mining, manufacturing, agriculture would play a significant role in developing tourism. Tourist industry entrepreneurship in hotelling, camping, catering, restaurants, sight seeing are undoubtedly considered as positive development. The selling points are to be created by developing the tourist service trades.

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