

WORKING AND MANAGEMENT OF TOURISM PROMOTION OF U.P. TOURISM DEVELOPMENT CORPORATION

Tourism promotion of U.P. Tourism Development Corporation is one of the important elements of the marketing mix as well as an important tool for marketing. As applied to the tourism industry, the most important function of marketing is to bring about an awareness of the product in the minds of existing as well as prospective consumers in the overall market areas. This awareness about a particular product or a service is to be brought about through a medium and the medium in this case is the 'message'. Through an appropriate message the detailed information about the product is passed on to the consumers.

The message about a product, however, is to reach a consumer. It is to be communicated. There are several channels through which the message is to be communicated. These include both print as well as electronic media, direct mail and persuasion sales support and public relations.

All the above activity form a part of overall tourism promotion. the term promotion is interpreted and defined in several ways. Basically, the purpose of promotion is to inform to persuade, to encourage or more specifically to influence the potential customers or trade intermediaries like travel agents, tour operators, reservation services, hotel and charter brokers, through communication channels to think and act in a certain manner.

Systematic communication both with the actual and potential customers as well as with trade intermediaries is very essential with a view to bridging the gap between the producer of goods and services on the one hand and the customer on the other. This is necessary as like in any other industry, successful marketing in tourism cannot rely only on a product of the right kind, or a market related pricing policy or reliable and effective distribution network alone.

The basic function of all tourism promotional activities is to have an effective and meaningful communication with the consumer and the trade intermediaries. How is this awareness to be brought about in the minds of consumers and intermediaries in the market areas? This is possible through certain identifiable methods which are being practiced by all the marketing organisations. The awareness is brought about through certain methods/marketing tools. These are as follows:

- A. Advertising
- B. Sales Support Activities
- C. Public Relations

All the above tools are however, complementary to each other. It is the proper and judicious blend of these which is essential for the successful promotion of a programme or a product.

Advertising

Advertising is a non-personal communication of a sales message to

actual or potential purchasers of a product by a person or an organisation selling a product or a service. The sales message is delivered through a paid medium for the purpose of influencing the buying behaviour of those purchasers. The term may be defined as "any activity designed to spread information with a view to promoting the sales of marketable goods and services." As such, it operates in two ways: firstly by spreading information among consumers, about the possibilities of consumption, and secondly, by seeking to influence their judgment in favour of the particular goods which are the subject of the advertisement. Use of certain paid media space is, however, a prerequisite.

Advertisement can, therefore, also be defined as "a paid public message designed to describe or praise a product." Unless a communication has as its purpose a sale of product or service, it is not properly considered to be advertising. For example, the publication of a message in a newspaper by a philanthropic organisation soliciting funds is not an advertising activity. It is only a public announcement as there is no sale of a product involved.

The history of advertising is quite ancient and interesting. The original advertisements, perhaps, were announcements written on public walls several thousands of years before the birth of Christ, offering various commodities for sale. As economic forces expanded with the rapid growth of population and the discovery of new worlds, so did the advertising activity prosper. Since the effect of advertising is directly

proportionate to the strength of the channel of communication or medium carrying the message to prospective purchases, it was not until the late seventeenth century that the subject took on any great importance. Printing process from movable type had been in existence, for about 200 years, and primitive newspapers were beginning to flourish.

As the various media were being developed particularly newspapers and magazines, merchants were able to offer their products to larger group of consumers, and expenditures for advertising increased correspondingly. Thereafter, the advances made in the sphere of photography, photo-engraving and printing served to bring advertising into focus as a major economic force. finally, the spurt in mass media magazines and newspapers with circulation in several millions, radio broadcasting facilities capable of influencing millions of people simultaneously have raised the business of advertising to a major importance in the world's economy. Added to all this the introduction of television gave a real boost to advertising in recent times.

Advertising is an investment and like all investments in should produce measurable results. Measuring results vis-a-vis inputs put in terms of investment is, therefore very important and a crucial aspect which each organisation needs take care of. The first and the foremost reason for setting advertising objectives is, therefore, to measure the return on one's advertising investment.

The second reason is that with the availability of so many

alternative methods for marketing products available and with both consumers and customers becoming more and more value conscious every day, organisations must seek the most efficient way of marketing the foods and services if they are to remain competitive. There is another important reason for setting objectives. An advertising campaign is the product of the combined work of an entire team of specialists. The team consists not only of top management marketing, advertising and product managers, but also of agency copywriters, media personnel, art directors, TV producers, etc. It is, therefore, important that all these people are concentrating on a single product and putting their concerted efforts in the same direction. Without written and concise objectives all this would be difficult to achieve. Objectives, therefore, serve the purpose of coordinating and integrating marketing and advertising efforts.

There are several inherent advantages in this method. The biggest advantage is its wide coverage. Advertising is especially appropriate for communication with a large number of prospective purchasers of a commodity or a service. A uniform sales message is directed towards all prospective purchasers. An advertisement can be placed before large number of prospective customers as compared with the efforts of a salesman. Frequency is another advantage. It can make its appeal frequently, whereas the calls of salesmen are usually not so frequent. Another advantage is its accessibility. It may reach prospects whom salesmen would find difficult to interview, owing to lack of interest, or inaccessibility to salesmen. Advertisement may reach such prospects

through many types of media and under a variety of circumstances, and may thus attract their attention and arouse their interest. Lower cost is another major advantage. Large numbers can be reached economically, i.e. at a lower cost per contact than in any other technique available.

Advertising may be used to do a variety of selling tasks. A great deal of advertising attempts to win acceptance for the product. Such advertising may produce few specific demands for the advertised brands, yet when retailers display or show advertised goods they sell more readily than non-advertised ones. Therefore, retailers often hesitate to handle non advertised goods unless they are obtainable at low prices. Advertising thus directly stimulates sales to retailers. Advertising may at times be used to make the complete sale. Some direct mail and periodical advertising attempts to make sales by requesting readers to forward orders accompanied by the necessary payment. When the number of potential buyers is small and when they are widely scattered it could be extremely costly to reach them through salesmen. Advertising then becomes the most economic means of doing the entire sales job.

Planning of the Advertising: While planning of the advertising, the U.P. Tourism Development Corporation must give careful consideration to the actual make up of the advertisement. The headline copy, illustrations, colour scheme, size layout and method of printing or reproducing the advertisement must be planned very carefully. This is necessary in order to gain attention of the customer, maintain his interest

in the message, and secure the action desired by the seller. Closely related is the question of periodicity of advertisement. How frequently to advertise? For instance, is it better to use a full page advertisement once a month or a quarter page weekly? A frequently presented thought is likely to force itself into our consciousness. People are inclined to believe statements they hear or see repeatedly and hence the logic of frequent repetition of advertisements. In starting a special campaign the advertisements should not be spaced regularly. Early in the campaign they should be used close together while later on they can be issued at much longer intervals. This is desirable because consumers forget rapidly at first and much more slowly later on. After the facts are retained by the prospects, the advertisements can be presented at much longer intervals.

Media Selection: The advertiser should give careful attention in planning to the selection of the medium or media especially adopted to his needs. The selection will depend upon the factors like the area to be covered the type of audience to be reached, the appeal to be made and upon the services and facilities of the particular medium in relation to costs. The important factors which influence the media selection are: (i) media habits of the target audience; (ii) product characteristics: for example, TV may be the appropriate media for those products which may require a demonstration of their operation for effective impact on the target audience, and (iii) cost of the media.

Message Selection: The message selected for use in the advertisement

should be such that it retains the interest in the minds of the customers about the product. The customer must maintain his interest in the message, and secure the action desired by the seller of the product. The objective is to present the advertiser's message in such a way that the illustration may lead the reader to favourable considerations of the advertisement. The important characteristics of an effective message are:

- (i) Information: it should be adequate for a decision.
- (ii) Interest: it should be able to catch the attention of the largest audience.
- (iii) Authenticity: it should avoid exaggerated claims.
- (iv) Persuasion: it should be capable of creating a favourable conviction in the target audience, and
- (v) Memory value: It should have something in it which can help the target audience to remember it.

Cost: The agency must relate the estimated cost of the objectives planned and the contribution expected from advertising. Can the advertiser carry on a campaign large enough to make it effective? Are the funds available or will they become available through the sale of the product. How much does the agency spend for the advertising? The various methods commonly used are:

- (i) Affordable method: here, the advertising budget is set on the basis of what the agency can afford;

- (ii) Percentage of sales method: in this case, the agency sets the advertising budget on the basis of specific percentage of sales.
- (iii) Competitive parity method: here the company sets its budget to match those of its major competitors;
- (iv) Objective and task method: in this the advertising budget represents the outlay required to perform the various tasks which are necessary to achieve the properly defined advertising objectives of the company. This method is considered the most rational.

Determining Advertising Effectiveness: In today's world advertisement through any media has become extremely expensive. In view of this it becomes very important for the U.P. Tourism Development Corporation to ensure that the money spent on it does bring returns by way of increased sales. This could be done by way of evaluating or testing the effectiveness of advertising. Testing methods may be used to evaluate the results of an advertising campaign. By evaluating and analysing the effectiveness of advertisements that have been used, future and advertisements may be improved. In addition, tests may be applied before advertisement has been run. Pre-testing of an advertisement prevents expenditure that would not be profitable and leads to expenditures that give the best results. In determining advertising effectiveness the commonly used methods are given below:

- (i) Inquiries: Answer back coupons, with some inducement, are incorporated in many advertisements. The amount of response is an

indication of the effectiveness of the concerned advertisement.

- (ii) Recall tests: Here the respondents are shown the magazine cover or any other media vehicle in which the concerned advertisement had appeared. They are then asked to tell which advertisements in that publication they remember.
- (iii) Recognition tests: Here the respondents are shown the advertisement and asked if they have read them.
- (iv) Sales tests: Here, the actual sales results before and after the concerned advertising are examined. The sales results in the selected 'test markets' are also compared to those in some chosen control markets i.e. the markets where the concerned advertising is not done. This is done to eliminate certain factors, other than advertising, which may also have influenced the sales.

Advertising the powerful instrument of modern marketing has only recently come to be used extensively for promotion of tourism. This is a far cry from the era when colourful folders and posters were the only apparent form of travel promotion. In the field of tourism advertising is mainly used to create initial awareness and interest in the tourist service or destination to be promoted and motivates potential tourists to decide to make further enquiries about costs, bookings, facilities, etc. It implies indirect communication with selected target groups the potential tourists through paid messages designed to praise a particular destination or an area. For a country which is trying to attract tourists, there can be two

principal forms of advertising. (i) consumer advertising and (ii) trade advertising. To reach a wide a number of consumers such media as newspaper advertisements, radio spots, TV prime time advertising are used.

Advertising plays a crucial role in marketing a tourist product. If the right combination of conditions is present the effect of advertising would be to increase the demand for the particular country's tourist product. Among the factors favourable to the successful use of advertising are the rising trend of demand in the particular product and an opportunity to stimulate selective demand, i.e., preference for the particular product. This is most likely where there is a possibility of product differentials, and where consumer satisfaction depends largely on hidden qualities that cannot easily be judged at the time of purchase, or where strong emotional buying motive exists as in the case of tourism.

Steps in Planning an Advertising Campaign: there are several stages through which any advertising campaign must evolve. It may be explained here that term product in the larger sense includes not only products such as soaps and cigarettes but also service products such as tourism, insurance, etc. The following are the various stages:

Defining the product: Before one can develop any communication of advertising for a product it is essential to know what is that the product offers to consumers. This is very important. When you advertise a soap you are not advertising a cake of compound of alkali and oil in an

attractive printed pack but you may be advertising beauty or deodorant protection or youthfulness and so on.

To assess, therefore, what the product means to the prospective users we have to first ascertain the benefits that the users will derive from the product.

Car tyre can offer confidence

security or safety

Household cleaning can offer convenience,

pride or hygienic conditions

Cosmetics can offer romance,

self confidence or glamour

Cigarettes can offer

social status, confidence

Travel can offer rest, relaxation glamour,

confidence or status.

From these examples one can see that in most cases the user benefits is not always apparent as a product feature. But it must be remembered that people buy things for the benefits they derive when using them. We must look at the product through the mind and eyes of the user. To do this it is sometimes necessary to conduct research amongst users or prospective users to find out what it is that they get from

particular products. One can at the competitive or substitute products so that the strengths and weaknesses of one's product are known.

Defining the Market Segments: We have a product, we know what users expect or want from it. Now we must assess how many users we have and where they are located. Most of this information will have been collected through various sources and supplied by the organisation marketing the product. The kind of information that should be available will relate to the following-

(a) Consumer Information

- Type of consumer number, sex, age, socio-economic profile.
- Location of the consumer whether they will be found in cities, small towns or rural areas or in all areas and in what proportion in each.
- Geographic distribution whether there are any regional variations in the market spread and if so, why
- Shopping habits the amount or size of individual purchases, the frequency or number of times a product is bought during a month or a year, whether bought on regular planned basis or through an impulse decision at point of sale
- Decision making - often the person who actually buys the product does not always make the decision and buy or select the particular brand. It, therefore, becomes important to find out who it is who

makes the decision and also the extent of the actual buyers role in changing or influencing this decision. The reason for finding this out is to get an idea as to whom the advertising message should be directed. The person who decides is very important and in the case of joint decisions it may well be necessary to direct the advertising to two or more decision makers.

(b) **Distribution Information:** Types of outlets, number of such outlets and the importance of each type; the location of these outlets in different cities, towns and rural markets, the dealer's part in the selling activity.

(c) **Sales Information:** The trends over the years and any significant shifts that may have occurred in different geographic areas and the reasons for these changes is a very important information. Seasonal variations that may be related to weather, festivals and other local and national reasons are also very important. In giving us all this information the manufacturer will not merely be giving us information about his product but also of competitive and substitute product against which his product will compete.

This information will provide us with a knowledge of the dimensions of the market so that we will be in a position to assess which particular markets are of greater importance. This will also assist in creating the media plan to reach each market and also in creating relevant messages for each. In terms of media selection, the statistical information that will be supplied will enable to plan a campaign using media which

will provide cover, reach and frequency related to the market definition.

(d) Attitude segmentation: this relates to segmenting the market by user motivation. For example, it has been shown that certain type of people use certain products in larger quantities and more regularly than others. In the same way some people travel more often than others. These groups are termed the heavy user group and, in most cases it is not usual socio-economic categorisation that distinguishes them. This may be termed as attitude segmentation or separation. The problem in such segmenting or separating into two groups is that unlike socio economic segmentation it is difficult to physically isolate the group. This can, however, be achieved through segmenting as it were the advertising message. It is important to note, however, that this sort of segmentation should not be overdone. Social appeals or segmented campaigns should only be developed if it is found that there are large enough groups of consumers who have attitude which would respond to such appeals. Often, however, it is not only the advertising that is segmented but the product itself is separately produced for each of the segments.

Interpreting the Marketing Objectives: The marketing objectives that are given by the manufacturers will detail the plans that the manufacturer has for his product in the coming year and in some cases for a few years ahead. These plans would cover items such as:

- The sales targets for the coming years broken down into regional targets, pack size targets, etc. as the case may be.

- The distribution, merchandising and sales promotion activities planned to support the sales increase.
- The role that advertising is expected to play in creating consumers.
- The inhibiting factors which will work to prevent him from achieving his target, competitive products and their advertising, consumer attitudes, etc.

It is important to note that in any marketing operation the product formulation, packaging and pricing, distribution and availability at point of sale are all of vital importance. All that advertising can do is to bring consumer to the point of sale. But if the product is not properly made, packaged or priced or is not well merchandised or promoted at the point of sale and, therefore, is not visible, then it is quite possible that the sales effect of the advertising will not fructify. This brings out the importance of integrating these various activities.

Planning the Advertising Campaign

We now know what we have to sell, to whom we have to sell, where the prospective consumers are located and also how the product will be made available to them. Our object now is to create an advertising campaign which will reach target audience and motivate them to come to ask for and buy the product.

Let us now go to the concept of the preposition in the narrow funnel. We have not processed all the facts that the manufacturer has

given us and we have perhaps had a dialogue with the consumer, through research to ascertain his knowledge, attitude and usage of the product and its competitors. As a result we have found out the proposition that we feel would be most motivating. We have also found out where the consumer is located, how and when he buys the product. We are now in a position to get down to work on the two aspects which make up an advertising plan: the creativity strategy and the Media plan.

The Creative Strategy: Creativity in advertising has to work within the discipline of our funnel. Let us see how this happens. We have at the one end the proposition. We now have to transform the proposition into the idea which is to be communicated. In converting the proposition into the idea we have to use creativity. But this is an important point, you will notice that this is where the funnel narrows. This narrowing of the funnel is significant in as much as it is no use being creative without direction and relevance. For bright ideas to be useful there must also be the right ideas. It is this idea that we now have to communicate to our target group. In order to communicate it we have to bring to bear what may be called the skilled craftsmanship of advertising. Media people, production people and creative people will be involved in this area. But the most vital creative work is what is done in the narrow section of the funnel in creating an idea from the proposition.

The Media Plan: While creativity is perhaps most closely related in an agency with the development of an idea and its interpretation into

advertising material, it also plays a role in the development of a media plan. Let us know briefly the way in which an agency constructs a media plan. Media may be defined as vehicles of mass communications which are used to carry advertising messages. Very rarely except in the case of direct mail advertising, area media developed solely as advertising communication vehicles.

One may broadly classify media into two groups:

(a) Media which are read, seen or heard by the consumer for their editorial work. These are the newspapers, magazines, the radio programmes, cinema shows, TV programmes which are read or turned into or watched by the consumer for the editorial material which they offer. The advertising benefits from the editorial climate of this media.

(b) Media, usually more reminder type of media such as outdoor media, hoarding, transportation signs, posters, kiosks, neon signs, etc. which are noticed in passing only. they obtain consumer exposure due to the fact that the consumer's living habits cause him to pass by them. For instance, commuters in trains and buses, motorists and pedestrians on roads are all exposed to such media.

Media planners have to create what is known as the media mix consisting of various types of mix comprising of various types of media. The selection of these media will depend on:

(a) The target audience that is to be reached: it reading or media

exposure habit and its location and movement and shopping habits. This information will permit us in selecting such media as will reach target consumers most effectively.

(b) The product to be promoted and its use by the target audience. It would be perhaps inappropriate to release the former advertising in technical magazines though they might provide adequate coverage of this particular businessman. It would be equally in appropriate to release the latter advertising in a leisure magazine reaching the target audience.

(c) The nature of the message whether it is a persuasive long copy story, or whether it requires demonstration of the product in action or presentation of the product in colour. All these factors would influence the media planner. Magazine would allow long copy stories, film or TV commercials, project demonstration and poster and colour press advertising would present the product in colour for easy identification.

(d) Competitive activity: it is considered good media tactics to design a media plan that will let the advertising dominate competitive activity. Often, when the budget is smaller than that of the competitor the media planner recommends heavier use of fewer media so as to achieve this dominance.

(e) Budget restraint. The media planner has to assess carefully the different buys he can make within the budget and then recommend what he feels will give the best impact value for the particular campaign.

At the end of the exercise the media planner will have worked out a list of media detailing the audience that each media offers, the number of insertions or spots to be released in each, the number of times the target audience will be reached and a cost analysis for each media.

(e) **Implementing the Campaign:** Once the advertising campaign has been approved in terms of the creative strategy and the media plan, the agency next has to apply different crafts in order to implement the campaign in the manner in which it was planned. These range from the preparation of press advertisement material to the production of TV and film commercials, recording of radio spots and production of point of sale material, etc. On the other hand the media buyer and scheduler has to implement the media in terms of preparing estimates, schedules and release orders for press, cinema, radio and other media. The agency takes on for the advertiser the responsibility of seeing the right time so that the total plan, as envisaged, becomes operative. Once the campaign has been released it becomes necessary to assess its impact. This brings us not only to the final stage of activity on a campaign but also brings us to the first stage of the next campaign.

(F) **Assessing the Impact and Value of a Campaign:** This is particularly so in service advertising. Therefore, the result of a campaign cannot only be shown by way of sales. But there must be some way of measuring the value of the campaign. In answer to this question it is felt that the impact of an advertising campaign should be assessed by the

extent to which it results in changing the attitude of the selected target consumers. Therefore, having planned, prepared and released our campaign we start after a suitable interval to compile information on its impact value.

This study will provide information on the following:

1. *Awareness*: the extent of shift in the degree of awareness of an agency or product is highly relevant as unless people are aware of something they can neither have an attitude towards it nor act in regard to it.
2. *Attitude dimensions* are also important. It is necessary to measure to what extent the right attitudes have been communicated and accepted. We will have to find out at the time of formulating the proposition what these right attitudes should be.
3. *Purchase of the product* is very important as merely having a favourable attitude towards the product is not enough. It must be one that is motivating enough to cause usage. The measure of users that are created due to the shift in attitude therefore becomes very important.
4. *Repurchase* of the product. It is said that advertising can result in a first sale but it is for the product itself to perform and earn the second sale. By 'perform' of course one does not only mean preference in visible terms but in satisfaction terms as well in this

case, the amount of satisfaction a traveller has derived from a visit, etc. In other words the product must live up to the expectation which the advertising has created.

Pre-testing Advertising: Pre-testing advertisements is yet another technique of advertising testing. This attempts to assess the communication value of an advertisement whether press advertisement, or TV or radio spot in advance of the actual release or screening. In this way it is possible to develop advertising material which most effectively conveys the proposition idea. This pre-testing technique can also assist in forecasting the change in attitude, etc. which the campaign can achieve. A set of advertisement commercials, etc. are prepared and these are shown to small groups of representative consumers. The effectiveness of the various approaches in conveying the proposition is then measured. This type of testing assists the agency to judge whether the idea created is in fact correctly communicating the motivating proposition to the target consumer. In this way we are back again at the first stage of the next campaign and the cycle begins once again.

Advertising agency: An advertising agency of U.P. Tourism Development Corporation may be explained as an organisation consisting of one or more persons, the function of which is to provide advertising merchandising, and other services and counsel relating to the sale of a client's good and services. The compensation for the services is generally derived from commissions rendered by the various media, the facilities of

which are purchased by the agency on behalf of the client. The major difference which distinguishes the agency from other service organisations such as publicity and public relations firms arises from the fact that the greater portion of the income of the agency is represented by commissions received not from the customer of the agency, called the client but from newspapers, magazines, television and radio stations and other media from which the agency purchased time and space for the client.

The advertising agency is a service organisation which undertakes the planning and preparation of advertising. The agency service consists of interpreting to the public, or to that part of it which it is desired to reach the advantages of a product or service.

Selecting an Agency: Selection of a suitable advertising agency is a major factor which determines the success or failure of a promotional work of an organisation. The choice of an advertising agency will depend on the size of a promotional budget, the range of services required and above all the objective assessment of the professional qualities of the agency.

Most of the national tourist organisations and major tourist enterprises have appointed their own advertising agencies. The advertising campaigns of these organisations are run through the agencies. The national tourist offices usually hire the services of the specialised advertising agencies in various tourist generating markets to

help them in the market research, audience information gathering, designing messages and getting advertising schedules in well-selected media.

Agency Procedure : When an organisation appoints an agency, the first task of the agency personnel is to find out about their client's activities and problems. The agency would spend considerable time making a thorough investigation until the advertiser's problems have been properly identified and defined. The size of appropriation and the period to be covered are also important to the agency. Normally the client will give the agency all the information it needs when he gives his advertising brief. The quality of work produced by the agency all the relevant information it needs in order to prepare advertising proposals on his behalf.

Campaign: Once the agency is confident that it has a correct understanding of the situation, it can start the vital work of preparing an advertising campaign, to help the client achieve his marketing objectives.

Planning: Once the problem is clearly defined, the agency staff will start to solve it. Here the accounts executive plays a very important role. He may start by calling a meeting of Plans Board on which there will be representatives of all the important agency departments present to consider them to be featured in the advertising. The media department will advise on media to be used. The Plans Board discuss the clients overall marketing problem from every angle and finally agrees on a basic solution.

Each major advertising agency has various departments whose area of work are well defined. The following are the major departments of an agency and their scope of work.

(i) *The Research Department:* When the agency staff attempts to define their clients marketing problems they may decide that they lack sufficient information to reach a sound judgement and will take the assistance of the Research Department. A good amount of information is readily available in published form.

(ii) *The Media Department:* Once the general strategy is agreed, it is now up to the media department to get down to detailed planning with the aim of spending the client funds in such a way that his advertising message reaches prospective buyers as effectively and economically as possible. The media department then evaluates the media and selects the most suitable one in the light of client's requirements.

(iii) *The Creative Department:* The creative department takes its work to a more advance level. Copy is written for press advertisements or printed material and layouts prepared. For posters or display material roughs and dummies are made and storyboards drawn up for TV or cinema commercials.

(iv) *Review of Proposals:* As soon as detailed media and creative proposals are ready, the Plans Board meets again to review the progress of the work. The purpose is to check the proposals point by point to be submitted to the client to ensure that there are no discrepancies in the work of the individual departments.

(v) *Presentation of Proposals:* Once the detailed proposals have been approved by the review board, they are made ready for presentation to the client. The media schedule is typed out in its final form as is the advertisement copy. Some agencies even put the entire presentation on film or video tape and screen this to the client rather than risk the possibility of error that is always present in the live presentation.

(vi) *Execution of the Proposal:* Before giving an agency a 'go ahead' or a formal approval to proceed, the client checks the proposals to ensure that they are sound and that they dovetail with his company's marketing objectives. Once the agency has the client's agreement, the advertising proposals are put into effect.

Sources of Income: An agency's income is derived from media in the form of commissions and from clients in the form of service fees. The proportion of income derived from these two sources varies from agency to agency depending upon the pre-arranged agreement made with the client in any of the following ways:

- (a) Receiving commission from media and billing the client for non commissionable expenses plus a service fee, which may be either 15 per cent or 17.65 per cent of the expenses.
- (b) Charging the client a minimum fee and rebating all commissions to the client until the point is reached when commissions equal the fee, after which all commissions are retained and the fee is discontinued.

- (c) Charging the client a set fee and rebating to him all commissions received, production expenses being billed to the client at cost;
- (d) A cost plus arrangement where by the agency bills the client for a specified sum to represent the agency's profit, and invoices the client for all media and production expenses at cost.

Sales Support

Sales support is another important marketing tool. Sales support activities are all those activities and measures which establish personal or indirect contact with customers or trade intermediaries. In the field of tourism, it is considered to be all those promotional activities designed to transmit to the public and to the travel trade specific and detailed information on aspects like transport accommodation prices, attractions etc. concerning the tourist services to be promoted in the tourist markets. In addition, the sales support is also a process of training employees of U.P. Tourism Development Corporation to be sales minded. In other words through the process of information dissemination regarding a product the sales team becomes motivated to participate in the product sale.

The aim of the sales support activities of U.P. Tourism Development Corporation is:

- (a) to inform the customers (tourists both actual and potential) or trade intermediaries, travel agents, tour operators, airlines etc.) about the

various services available, their price and quality, etc.

- (b) to assist them in selling these services to the ultimate users
- (c) to motivate them to devote a sufficient level of sales activity to the service promoted.

U.P. Tourism Development Corporation as well as tourist service enterprises and tour operators recognise fully well that their sales and profit depends to a very large extent on the support and assistance they provide to travel agents and also the way in which they motivate travel agents. This is done by way of sales support activities. In order to be able to sell a service (a room in a hotel, seat in an airline) or destination to the prospective tourists, travel agents or other sales intermediaries need to be aware of certain factual information which includes:

- The country's tourist facilities such as existing as well as new establishments, accommodation capacities, price schedules for various services.
- Various travel regulations and formalities such as visa regulations including different certificates needed, custom rules, rates of exchange for currency.
- The various transport and communication services available. the schedules of airlines, railways, road transport services, shipping services (where available) their rates.

- Weather conditions at different times of the year, and types of clothing required during different seasons.
- The utilisation (occupancy rates) of existing tourist facilities at different times of the years.
- Plans for opening of new destinations, hotels, transport routes (railways, airlines, etc.) and also plans for expansion of existing tourist facilities.

As a result of advertising, demand in the form of enquiries made by potential tourists travel agents and other intermediaries will be created. The potential tourists, travel agents and other intermediaries would now require in addition to the type of information mentioned above, materials such as brochures, folders, booklets, guidebooks, directories, maps and illustrations in order to be able to transform demand into definite bookings. Most of the above material is meant for distribution to potential tourists by the travel agents and other sales intermediaries like tour operators, airlines, etc. either directly or through mail. Almost all the tourist organisations and tourist service enterprises produce the material extensively and make use of it by way of distributing it to travel agents, tour operators, etc. Tourist sales intermediaries on their own also produce sales support material for distribution to potential tourists.

Sales Support Techniques: Sales support techniques can be grouped into the following two main areas: (i) Printed material (ii) Special offers.

Printed material includes brochure, folder, direct mail material, display material etc.

Brochure: the tour operators brochure is the most vital marketing tool. Since tourism is an intangible product, which cannot be seen or inspected by the customer prior to purchase, the brochure becomes the principal means of both informing them about the product and also persuading them to buy the product. Brochure is a document bound in the form of booklet.

In view of the quality the brochure represents a major proportion of a tour operators marketing budget. U.P. Tourism Development Corporation get their brochure designed and prepared either in their own advertisement departments or in conjunction with the design studio of their advertising agent who negotiates with printers to obtain the best quotations and ensures that print deadlines are met.

The brochure contains a comprehensive and detailed information about a destination including cruises, bus tours, safaries, charter vacations etc. with colour photographs regarding all the destinations which a company is promoting. Detailed information about hotels, weather conditions, frontier formalities etc. is also given the price of various tours is invariably mentioned along with the dates when tours take place. Many tour operators take great care with production of their brochures. There are, however, no travel industry standards or guidelines for the production of brochures. Established tour operating companies however, take great

care while designing their tour brochures. the following are some important areas which need to be taken care of while getting the tour brochure printed.

- Quality of paper
- Layout
- Quality of printing
- Photography
- Detailed itineraries
- Special features
- Weather conditions
- Maps of areas
- tour conditions
- Tips

Folder : A folder is a single piece of illustrated paper which can be folded. As compared to the brochure, the folder is less voluminous and its production is less time consuming. These are usually printed on a single sheet and then folded ranging from a simple centre fold to more complicated folds. It is perhaps, the most widely used sales tool by official tours organisations and by tourism service enterprises. It can be used alone or in conjunction with a sales letter. It is less expensive and can be used in a variety of ways. While producing special care needs to

be taken about the quality of the paper and printing. The folder as compared to the brochure is short, tastefully illustrated and attractively designed and produced.

Shell Folder : The use of a shell folder is a convenient way to reduce printing costs and is suitable for limited capacity tour programmes or ad hoc special tours.

Sales Letter: It is a direct mail material. It is a tool through which an attempt is made to gain agreement or favourable action towards a product. The sales letter offers many opportunities for selling travel services. These could be used alone or in combination with travel brochure or folders. These are sent out to those people whose addresses have been selected according to the likelihood of their being potential users of the services offered. A proper mailing list is a prerequisite for effective use of this tool. Sales letters require very little time to prepare and to distribute. The effectiveness of a sales letter can be measured very rapidly from the response it draws. This is done by way of a reply card which is included with which the recipient can request further information and also travel literature.

Display Material: Display material includes posters, dispensers for sales literature, cardboard stands, articles of handicrafts, exhibits, etc. This material is used in the agency's office or in the travel agent's sales-rooms. The material is displayed in such a way that it attracts the attention of a visitor as soon he enters the office. In many cases, cinema slides are also

used, either fixed or on an automatic projector for display purposes.

Special Offers: Temporary price reductions, free gifts, premiums and various types of contests are being used extensively in competitive industries like cosmetics, packaged foodstuffs etc. The tourist industry has also started to adopt these techniques as an additional sales support tool. Reduced airfares for students, 'affinity group' special off-season rates at hotels and tourist resorts are the examples of some of the special offers in the tourist industry.

Newsletters: Newsletter is yet another important promotional medium utilised extensively by tourism organisations. Its main purpose is to get the organisation's message across. A newsletter can be considered to be a major advertising medium. It is a personal reminder to regular clients that a company is still in business. Newsletters are also the best possible instruments for image building. The strength of the newsletters is in the continuity they create.

Essential Ingredients to Production of Newsletter: In order to make full use of newsletters an organisation has to take into consideration certain essential ingredients for production. These are as follows:

Mailing Frequency: Mailing should go out often enough to maintain the agency's identity with readers. In fact, it should be so frequent and regular that customers look forward to it and, in fact, even miss when they don't get. At least four mailings a year are required to maintain identity and continuity.

Attractiveness: Newsletters should have short and crisp paragraphs with clear photographs to illustrate or document a story. Layout must have a good look so that the message is readable and pleasing to look at.

Relevance: In general, newsletters should address to readers in their own frame of reference. Each idea or expression should be spelled out.

Simple Text: A professional journalist is not required to write a newsletter. However, a copy should be clear, crisp and colourful. the message should be clear and simple. Any grammatical errors or misspellings should be avoided as this can damage the image one is trying hard to develop.

Mailing Lists: Even the best newsletters will lose much of their impact if mailing lists are not kept uptodate. There should be a proper system through which these could be regularly updated. A responsibility should be fixed on someone in the organisation for this.

Feedback: It is necessary to get a regular feedback from clients regarding the newsletter. This would ensure whether the newsletter is being received or not as also the interest clients are having in it.

Public Relations

The most difficult part of public relations work is attempting to explain what it is. In simpler terms, public relations involves measures designed to improve the image of a service, to create a more favourable climate for its advertising and sales support activities. It covers such a

wide range of activities and is used for so many different aims that it becomes difficult to define it.

Public Relations is the "art and science of planning and implementing honest, two-way communication and understanding between a company or an organisation and the many different groups with which it is concerned in the course of its operation." It is also defined as "continuous and consistent representation of an organisation's policies to the public at large and to sections of the public who have a special interest in the organisation's activities, e.g. to various strata of employees, shareholders, actual and potential customer as well as its local and national governments.

The internationally accepted definition of Public Relation however is that it is "the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public."

From the above definitions of Public Relations it is evident that its main function is to inform public about the activities of an organisation. In other words, it is part of an organisation's total communication effort. Its purpose is to create best possible reputation for the organisation by way of presenting facts. Implicit in all the above definitions is the function of the professional public relations expert, which is threefold:

- to ascertain and evaluate public opinion

- to counsel management on ways of dealing with public opinion as it exists
- to use communications to influence public opinion.

Public Relations in Tourism: In the field of tourism, the Public Relations assumes special significance because of the peculiar nature of the product. Here the need for making complete information and facts available to both potential and actual tourists assumes special significance. It involves measures designed to create and improve the image for the tourist product, create a more favourable climate for its advertising and sales support activities especially in regard to travel trade intermediaries and news media. Favourable acceptance of any tourist destination by the public is of utmost importance. In fact, no business is more concerned with human relations than the business of tourism. Public relations in tourism is used to create and maintain a positive image for a country, a tourist destination in the minds of people who are in a position to influence public opinion (journalists, editors, travel writers etc.) or in the minds of sales intermediaries (travel agents, tour operators, etc.). It is oriented towards creating and maintaining an atmosphere whereby travelling public at large is convinced of the advantages of visiting the country concerned.

Public relations is one of the important functions of the official tourist organisation. In fact, tourist organisations primarily are public relations organisations. The objectives of public relations in the field of

tourism may be divided into two parts, firstly the dissemination of information, and secondly the creation of a favourable image for the tourist product.

Public Relation Techniques: Public relations make use of several communication techniques. These include:

- news and feature stories
- press releases
- films and slides
- booklets and brochures
- photographs, displays and exhibits
- advertising
- house journals
- radio and TV scripts
- newsletters
- stockholder reports

Public relations consist of a number of interrelated activities oriented towards creating and maintaining a favourable positive image for the tourist product. The main tools of public relations in tourist promotion are as follows:

- (i) Organising familiarisation tours for travel writers, editors, travel agents, photographers and other key personnel from different parts of the world as guests to visit the country and to get first hand knowledge about it. These persons then write about the country visited in the well known travel and other general interest magazines.

- (ii) Organising radio and television contests featuring the destination country.
- (iii) Organising press releases and arranging press conferences with key personnel connected with the tourism field with a view to disseminate information about the destination.
- (iv) Arranging seminars and workshops in the place where the tourist promotion office located.
- (v) Organising cultural programmes, musical and folk shows, TV interviews, exhibitions and national friendship weeks in the country where the national tourist office is located.
- (vi) Organising various types of contests about the country.
- (vii) Encouraging large departmental stores, organisers of fashion shows and manufacturing companies to project the country or a part of the country as a promotion show case in their premises.

Public relations activities in the field of tourism thus range from distributing a newsletter to organising familiarisation visits for key personnel in the travel trade and media. To sum up a professional public relations approach of a tourism organisation can:

- Develop and maintain a positive image for a country
- Help generate increased visitor numbers
- Encourage investment in tourist plant
- Attract the interest of intermediaries like tour operators and travel agents.

It can best be achieved through:

- Professionally prepared publicity material distributed judiciously to main population markets;
- Arranging for key influential media representatives to visit the country on familiarisation tours
- Promoting package holidays and transport services
- Creating major events which will draw attention to the country.

Public relations planning and organisation should be an integral part of an organisation's management strategy and must be conducted on a continuing basis. Public relations function of an organisation cannot be considered as an end in itself or something which can be introduced at a short notice to cope with crisis situation. An organisation should have a positive and planned public relations policy. It is no coincidence that most of the national tourist organisations devote considerable effort to their public relations programmes.

Handling the Public Relations Functions: The public relations functions may be handled either by internal staff members or by outside agencies. A Public Relations department within a company or organisation may consist of a single person or several persons depending upon the scope and the size. The larger the staff, the more specialised would be the work of each of the staff members.

Public Relations Agency: Public Relations agencies generally are retained as either an additional arm of an existing Public Relations

department or if there is no public relations department as the sole public relations wing. The agencies are hired either on a yearly retainer basis or on special projects/assignments.

In the field of tourism a number of U.P. Tourism Development Corporation have been taking the services of public relation agencies to take advantage of the market. The tourist destinations have recently become increasingly competitive for tourists and visitors from various tourist generating markets. It is a well known fact that all those countries which appear to be attracting the largest number of tourists are succeeding because they market their country's attractions to the right potential audiences professionally and systematically as well as positively. Much of their success can be attributed to a direct result of positive and competent Public relations efforts.

Public relations agencies take up specific areas on behalf of their clients to which public relation efforts are applied by them. These areas are the basics, areas of concentration on which a beginning is made in building an improved image of a country and its tourism environment. Given below in an outline format are specific areas to which public relations efforts are applied by Public relation agencies in the field of tourism.

- a) Audience (Non-media)
 - Individual consumer travellers.
 - Special interest travellers

- the travel trade industry ... travel agents, in particular.
 - Business travellers.
 - Corporate travel managers.
 - Meeting planners.. as appropriate.
- b) Media Audience
- Consumer travel magazines and newsletters.
 - General interest publications (consumer)
 - consumer newspapers (particularly those which contain travel sections) both metropolitan dailies and suburban weeklies and dailies.
 - Travel trade publications
 - Broadcast. both radio and television.... when appropriate and on 'selected' basis.
 - Special interest publications which deal with recreational or sport activities, entertainment, architecture, and the like.
- c) Implementation and General Activities.
- In-depth discussion of the country's current and future plans, its marketing goals, its research findings, and its specific problems.
 - A review of country's consumer and trade media placements over the past two years.
 - Establishing specific MTO contacts.
 - Coordinating public relations efforts with advertising sales and marketing personnel.

- Establishing methods of contact and information getting from all those entities which participate in the country's programmes of tourism.
- Exchanging ideas and information with MTO.
- Obtaining MTO opinion and approval on placement ideas and on all materials sfor editorial submission.
- Reporting actions and results to MTO on a periodic basis.
- Writing with experience, style, clarify and command of the country's many dimensions.
- Providing media writers, reporters and editors current data and back ground information on country.
- Providing media with story ideas as well as with finished product news releases and feature stories.
- Knowing consumer and trade media requirements so that information about the country is timely and presented in and understandable manner.
- Arranging media interviews with MTO personnel and with personalities from the country.
- Coordinating and advising on visits to country by media personnel.
- Assisting with travel agent familiarisation trips.
- Coordinating with tourism officials, tour operators and airline and hotel personnel as pertinent to related MTO goals and activities.
- Updating and keeping current a country press information kit.

d) Media Activities

1. Trade Media: Ensure continued and complete exposure in travel and tourism industry trade publications in the market. Among the many opportunities for editorial coverage.

- Destination stories and reports (features)
- Personnel announcements
- Visiting tourism personnel
- Inclusions in business activity stories and general industry round ups.
- Reception photographs
- Policy changes
- Hotel renovations, redecorations and additions
- Sales and marketing information
- General news.

2. Consumer Media Print: Work toward the placement of feature stories about the country in a variety of consumer publications with particular emphasis on travel and travel oriented magazines and newspapers. The story ideas are limitless (destinations, resort areas, historical attractions and sites, architecture, beaches, skiing, wildlife preserves, hotels). sometimes, such stories are agency-written, often contributions and help can be given to writers and editors.

3. **Broadcast Opportunities:** More and more radio and television time is now devoted to travel subject. With the approaching penetration of cable programming (television), there will be even more opportunity for broadcast media placements concerning travel and tourism topics. Therefore and as appropriate, monitor the broadcast situation and work on placements for the country's positioning and for NTO inclusions.

Tourist Publicity

In order to round off the total marketing effort, there is need for a well planned publicity programme. Publicity refers to the dissemination of information without charge or its news value in order to inform the prospect about a particular product. A publicity programme should include regular publicity, stories and photographs to newspapers, travel editors, contact with magazines on stories, ideas, and the preparations of story outlines and pictures in order to induce magazines to do feature stories on a particular destination. News releases to travel trade magazines on items of interest to the travel industry, such as opening up of a news area, total expansion, increased transportation facilities, development of a news resort are measures which are adapted together with other publicity through the media of radio, television lectures, seminars, travel films, etc.

With a view to organising successful tourist publicity of U.P. Tourism Development Corporation is one important factor is to be placed

at the top of all consideration. In the field of tourism, motive forces and effects lie on different planes. The motive forces of tourism lie mainly on a plane which is outside the scope of economic factors, while the results of tourism are represented in a series of economic processes. Generally speaking when reference is made to tourism, thoughts go to these economic effects of travel and sojourn and an estimate is made of the value of tourism for the national economy in terms of the figures represented by earnings and the influence on the balance of payment of a country. The earnings of foreign exchange become very important. Reference is also made in tourism to supply and demand as market terms and the tourist plant of a country is evaluated according to the place it occupies among the national resources and its potentialities to increase the national income. This purely economic consideration accounts for the striving of every tourist country to obtain the most optimum possible share of the market and tourist publicity is a means of pursuing this effort.

Methods of Tourist Publicity: The methods of tourist publicity in their evolution have lagged behind in comparison with the developments of the publicity methods of U.P. Tourism Development Corporation of economy which utilise applied psychology and sociology. They are still mainly based on experience, instinct, routine and technique. Publicity still proceeds from the object with a more or less arbitrary combination of rational and emotional appeals and perhaps, in consideration of the results obtained by research in publicity media, but in utter disregard of the person to whom the publicity is addressed. So it is not yet clear at all how

tourism, whose fluctuating character was proverbial, how now grown into a phenomenon or why the tourist need has undergone a reclassification to other needs in order of importance, as also why, despite the fundamental universality of the tourist need, different human groups have different conceptions about its compositions and the urge for experience.

A tourist publicity programme for a country may be conceived in the following way:

- a) The creation of concepts of satisfaction which taken together, could form the tourist brand of the country.
- b) A coordination of all publicity measures of the economic, cultural and tourist institutions of a country in conjunction with a coupling of the brands.
- c) Constant analysis of satisfactions, market observations and research, as well as publicity effectiveness.

It has been already stated in detail that the motivating factors of tourism originate in their preponderant majority from the emotional sphere. Consequently tourism stands out prominently in the world of experience seeking ideas and conceptions and it can be said that the holidaymaker lives between imagination and reality and the relationship between the two determines his judgement on the land visited. This will be positive in proportion to the extent that reality corresponds to the world of imagination.

Publicity for cultural tourism poses lesser problems. It conforms to

realities and appeals to a public with an educational background. On the other hand, however, cultural and tourist publicity are so intimately interconnected that there necessarily results the closest coordination.

Tourist Publicity Media: The publicity itself is carried out through media whose scope is that there are constantly new possibilities which suggest themselves to the resourceful publicity expert. This is of particular relevance in respect of tourist publicity whose new forms and scientifically based planning in publicity are not so frequently discernible. At any rate, tourist publicity media seem to be constructed as a result of the fact that in general their publicity effect is limited to the visual and auditive senses. Illustration, copy and the spoken word are, therefore, the primary publicity media for tourism. They are multiplied through the media compounded out of them.

With a copy as a publicity factor, there also arises the imperious necessity for originality with the object of giving expression to the publicity idea. The purpose of every publicity media is to arouse and sustain attention. Illustration and copy must therefore create desires. In tourist publicity the tendency towards schematisation is extremely strong and counteracts the necessity for publicity originality. the similarity of the printed publicity material of hotels, travel agencies, tourist resorts, and areas and even countries furnishes proof of this.

Printed Publicity Material: Printed publicity material in the field of tourist publicity is mainly composed of the publicity leaflet, folder,

brochure and poster.

The publicity leaflet is used among others as inset and enclosure in the case of conveying an information or communicating to the knowledge of the largest possible number of persons.

The folder is the most commonly used and the most important publicity medium for tourist publicity. We encounter it in numerous forms and multiple variations which leaves unsolved the question of the optimum effective folder. The question culminates in the investigation as to what the recipient expects from a folder, what he looks for in it, what he hopes to find in it and whether the folder corresponds to the imaginative conception of the country or region which it should advertise. The logical conclusion would be to the effect that account should be taken of the mental outlook of the recipient at the time of producing the folder. In the main what actually takes place is that different versions of the folder are printed for different countries. this practice is further confirmed by the production of special folders like the cultural folder and those for motor tourists, mountain climbers, fishing and hunting enthusiast, etc. These folders should deal with the special interests of the recipient and above all must be composed in "the idiom of the client."

The poster is the most important publicity medium of tourism. The difficulties touched upon in respect of the production of the general folder occur, especially in the case of the poster. The tourist poster should combine its effectiveness based on psychological factors with the task of expressing the impersonation of a country as tourist destination working

on the limited means at its disposal. The tourist poster further suffers from the fact that there is no well considered distinction in the production of the poster for application as an interior or outdoor poster. In the majority of cases, there is an interior poster for the premises and show windows of travel agencies and information centres, whose use as an outdoor poster in the streets of large cities is consequently hardly discernible. Nevertheless, it should simultaneously satisfy the imperatives of a good outdoor poster and be designed as an eyecatcher. The problem of publicity is further complicated by the discussion on the pros and cons of graphic and photographic posters.

The Publicity journal which is utilised at present by almost every national tourist publicity organisation is more representative than all other forms of printed material. As such it is expensive and therefore limited in its circulation.

For the sake of comprehensive coverage, mention may also be made of the printed publicity material which really belongs already to the sphere of customer service, like maps, guidebooks, directories, inserts, etc.

Advertisements: Advertisements can be considered as the best organised publicity medium, even if they require particularly careful preparation and planning. It is observed that two principal mistakes are made in the sphere of advertisements. One, consideration is seldom paid to the fact that as a result of the quality of paper and printing errors, the

newspaper advertisement can hardly reproduce illustrations in a manner that they have an emotionally suggestive effect. The original pattern must, therefore, be contrasted with as few half tones as possible. Two, the one and same original pattern is used in all the selected news papers, irrespective of the fact that these newspapers often appeal to different social classes.

The specific possibilities of tourist advertisement publicity will be referred to very sketchily. The periodical travel supplements of daily newspapers receive the major portion of such advertisements which frequently contain joint publicity for a region or a country. Individual publicity can be very effective in the form of a series of insertions provided a leading idea clearly establishes the link or connection. The selection of the journal should be determined not only by the circulation figures, but also by the influence of the journal within its social class, which again should be examined in relation to its inclination and potentialities for tourism.

Projected Publicity: Projected publicity media comprise film and slide publicity. Of particular importance is the film which is an outstanding medium, not only on account of its representational potentialities, but also because of its suggestive power. The colour film is assuming increasing significance within the framework of tourist publicity. The central idea of the film should be expressible in terms of motion and this accounts for the cardinal rule of all publicity films, short text but plenty of action

which should captivate the attention of the spectators and also aim at influencing memory through emotional factors. Publicity effectiveness is a characteristic not only of the purely publicity film, but also the feature film as well as the instructional impact of the didactic film.

Structural Forms of Publicity: Structural forms of publicity comprise publicity measures which manifest themselves in constructions and structures, as for example, in the establishment and equipment of a tourist publicity office abroad, in participation in fairs and exhibitions, in the preparations of show cases and window displays, etc. Here no restrictions are set on the inventive resources of the architects. There is also the possibility of publicity combinations whereby tourist publicity can be undertaken in conjunction with business publicity. For example, shops, selling sports goods, fashion articles, travel accessories, etc. are willing to have such combinations in their show windows. Similarly at fairs the joint stands of a country procure publicity advantages for tourism because the exhibition as a whole shows tourism in relation to the country and succeeds in creating lasting impressions.

Personal Publicity: Personal publicity in tourism has various forms of application ranging from the informational and sales talk to publicity travel which serves the need of maintaining contact with the travel industry and to support it in its sales efforts, and includes the publicity lecture. In all these spheres the personal effort holds sway. Also to this category belong interviews, radio broadcasts, receptions, etc.

The quantity and choice of the publicity media of U.P. Tourism Development Corporation is determined in accordance with the market, its publicity characteristics, like the mental frame of the population, the estimation made of the offers and finally the financial resources available. The results are consequently based on economic, sociological, psychological and technical factors. Statistics, market analysis, qualitative market research on the one and, analysis of the product offered as well as publicity research on the other constitute the fundamentals on which an effective publicity planning must be founded.

The motivations of human action and behaviour have since long been observed and empirically taken account of in publicity. However, motivation research with the help of scientific methods, originally with the application of depth psychology and later under consideration of sociological fundamentals, has ushered in serious investigations in Europe and in the USA. The extra ordinarily complicated nature of the entire range of this problem is discernible here. Hence there still remains a second huge task, which consists in sifting through the constantly increasing mass of scientific material and of drawing conclusions for practical useful application which enable the publicity circles to obtain the necessary deep insight. Tourist publicity too, is not able to afford to neglect findings.