CHAPTER 2

TOURISM REVIEW OF LITERATURE & CONCEPTUAL BACKGROUND
CHAPTER 2
TOURISM REVIEW OF LITERATURE & CONCEPTUAL BACKGROUND

2.1 Introduction
2.1.1 Tourism in India
2.1.1.1 Introduction
2.1.1.2 Indian Government Efforts
2.1.1.3 Kerala Tourism
2.1.1.4 Himalaya Tourism
2.1.1.5 Sustainable Tourism
2.1.1.6 Satara District- Hill station Panchgani
2.1.1.7 New Generation Tourism and India
2.1.1.8 Societal Marketing Approach
2.1.1.9 Marketing of Tourism in India
2.1.2 Tourism in Worldwide
2.1.2.1 Introduction
2.1.2.2 Tourism Policy
2.1.2.3 Tourism Management
2.1.2.4 Social Responsibility
2.1.2.5 Impact of Tourism
2.1.2.6 Influencing factor in tourist development
2.1.2.7 Role of Domestic Tourism
2.1.2.8 Designing Tourism Product
2.1.2.9 Promotion of Tourism
2.1.2.10 Research Techniques in Tourism to Check the Feasibility
2.1.3 Comments on Overall Review
2.2 Conceptual Background
2.2.1 Introduction
2.2.2 Tourism Strategy
2.2.3 Segmentation
2.2.4 SWOT Analysis
2.2.5 Service Industry in India
2.2.6 Service Strategy
2.2.7 Tourism Services
2.2.8 Marketing
2.2.9 Marketing Management
2.2.10 Services Management
2.2.11 Service Marketing
2.2.12 Marketing Mix
CHAPTER 2
TOURISM REVIEW OF LITERATURE & CONCEPTUAL BACKGROUND

2.1 Introduction:
This chapter presents a literature review and conceptual background on ‘Tourism’. Tourism industry is an upcoming industry in India. Different ideologies and types of tourism followed over the world, which also afloat in India likes Health tourism, Sports tourism, Medical tourism, Eco tourism, Sustainable tourism and Accessible tourism. This chapter is a discussion deduced from research papers in journals. The second part of the chapter discusses the concept of tourism.

To explore the literature in this field, researcher has examined publications from research journals, books, websites, newspapers, Government reports, few unpublished source of information viz. thesis, dissertation, and documents from respective government departments.


Various researches have carried across the world viz. East Africa, South Asia, Australia, Antarctic, South Africa, Scotland, Spain, Thailand, and Combodia etc. In India the study has been carried out in Lakshadweep, Kerala, Goa, Uttaranchal, Bangalore and various parts of North and North East India. Study has also been carried on Panchgani hill station in Satara district.
While referring the previous researches it has found that tourism studies worked in various dimensions as economic perspective, physical and socio-cultural perspective, financial perspective, business, and marketing perspective. Most of the studies conducted on Eco tourism and its impact, Sustainable Tourism, Medical Tourism, Market Surveys, Feasibility of using Statistical tools in tourism research, research on Tourism Role in Corporate Social Responsibility, Case Studies and Evaluation of Tourism Development Schemes, Adventure Tourism. Few studies focused on destinations like Kerala, Himalaya etc.

According to the development of country, there were differences in the level of marketing of the tourism product. Researcher wants to highlight the difference in the level of tourism marketing and the new approach in the promotion and development of tourism product.

Contextual review has been attempted and articulated with the help of three sections. Every section has review discussion with researcher’s comments and conclusion.

Review is present in following sections.

2.1.1 Tourism in India
2.1.2 Tourism in Worldwide
2.1.3 Concluding Comments

2.1.1 Tourism in India:

2.1.1.1 Introduction:

Indian tourism sector is growing by leaps and bounds. India’s contribution to world tourism sector is increasing with greater pace. Tourist arrivals and foreign exchange earnings are increasing rapidly. Events as terrorist attack, tsunami and swine flu didn’t affect India's tourism industry. Tourist arrivals in India rose to 23.5 percent in December 2004 and crossed 3 million marks for the first time in the subsequent year. The reason might be ‘multi-pronged approach for promotion of tourism’ adopted by Indian government’ (Singh, 2008). The tourist arrival rate in India rose to 9.7% in January 2011.

There are opportunities, threats, and challenges to continue this growth speed. However, the need is to review quality of service experienced by tourism in the respective region and its contribution towards state. There is significant difference in
the attitude rating in respect of various concessions, travel vehicle, and punctuality. (Mulla, 2003) In the case of opportunities, India has advantage of natural beauty, cheap labor, rich culture, different religions, festivals, heritage, ancient medical science ayurveda, Yoga therapy, forts, palaces, museums, rich history, wild life sanctuaries etc. Nevertheless, there find a need to have a good marketing strategy for the growth of tourism industry (P.B.Patil, 1999). The states Kerala and Goa have already attracted domestic tourist and foreign tourist. Tourists accept the entire state as tourist destination. The Goa Tourism Development Corporation plays important role in the growth and development of tourism. It requires effective financial management (Shaikh, 2004). The monuments in some state like Taj Mahal, Red Fort is also accepted by tourists. The ranges of Himalaya have remained the point of attraction for tourists. Accommodation, transportation, communication, and entertainment constitute the tourism industry. Tourism is not only good industry in the economic development but equally important medium for international socio-cultural links. (J., 2009). Pilgrimage tourism is going well in India but it has socio cultural impact on host population (S.C.Adavitot, 2005). On the contrary physical, socio cultural factors are equally responsible for the growth of tourism (M.B.Potdar, 2003). In this globalized world, tourism may help the world to come closer, and would lead to maintain healthy relations between two countries, two states, two districts, and two villages ultimately within two people.

2.1.1.2 Indian Government Efforts:
There are number of tourism research reports available on the website of Ministry of tourism, Government of India. These reports provide the information about tourism in India and approaches of Government towards tourism. India has huge potential for conventional businesses to take off in the coming future. Recent initiatives from the Finance Ministry to propose the Viability Gap funding is an acknowledgement of the fact that, investment is required in this sector and this has been lauded as a positive step, which can contribute to the growth of the nation. Similar measures have taken by Ministry of External Affairs to issue Multiple Entry Business Visas as well as the Ministry of Tourism proposing the setting up Bed and
Tourism Review of Literature & Conceptual Background

Breakfast (B&B)\textsuperscript{4} centers in the national capital. Such initiatives, along with a proactive market focus by India Convention Promotion Bureau (ICPB) and effective Public Private Partnerships can work together to make India a global conventions destination. \textsuperscript{5} (Report of Tourism Ministry Government of India). There is lot of scope to earn foreign exchange as well as generate employment and economic development. Now Government has taken steps for rigorous tourism marketing to increase tourist flow. Mere planning may not give the success but the controlled implementation is required.

The overall objective of the action plan would be to improve the flow of the foreign tourists in a sustainable manner through improved management of the resource base, infrastructural amenities, policies, as well as regulations. It also has certain specific set of objectives for different stakeholders in the value chain. For Tourism Service Providers (Accommodation Units, Travel Agents/ Tour Operators, Transport Service providers) to ensure better realization by rendering world class services and qualities, help conceive new products/Concepts, help markets new destinations. For Central and State Government the objectives to augment foreign exchange in the state/ central exchequer, to collaborate with each other, formulate comprehensive front – end (marketing and promotion to the foreign tourists) as well as back – end (infrastructure, connectivity etc.) strategies, collaborate with the Tourism service providers, addressing critical issues and incorporating their suggestions , make India the happening global tourism hub, review the steps taken time to time to check progress.

For tourists and potential tourists the objectives are to receive comprehensive information about the destinations, resources it offers, connectivity modes, accommodation options and availability, facilitation options and also to enjoy their stay in India and recommend the destination to others. This study has suggested the ways of fund management for the development of infrastructure and enhances the

\footnote{MTDC has started Bread and Breakfast (B&B) scheme for budget tourist. The local people who have inclination to supplement their income and have spare rooms/flats/houses can come forward to register their premises and accommodate tourists as B&B guests as per the guidelines laid down by MTDC. Tourists will get good and hygienic food as well as an opportunity to get a feel of local people’s life in very less prices. Intention was to involve local community.}

destination. The investment requirements for product development and infrastructure enhancement at the destinations are enormous and cannot be possibly met by government agencies alone. The government can involve the private sector to invest in tourism development in various ways. An overview of the possible investment sources for the products have been identified such as, a separate detailed project report needs to be carried out to identify the possible investment sources for individual product development at each destination. The destinations which have urban tourism product development (such as Indo – Islamic Concept Village at Fatehpur – Sikri, Developing Heritage corridor in the Walled City of Delhi) projects can opt for investment support (in the form of loans) from international funding agencies such as Asian Development Bank(ADB), World Bank and other Infrastructure Leasing and Financial Services Limited (ILFS).

Investment for product development of Buddhist destinations/circuits can be sourced from various international Buddhist trusts/organizations (e.g. Japan, Korea) Corporate sponsorship for monuments protection and market development campaigns in the form of advertisements.  

For the safety and security of tourist, initially Maharashtra police had introduced tourist officers to assist and protect visitors staying in Mumbai, fifty police officers were trained. Lectures were conducted on various subjects such as introduction to Mumbai and India, tourism and its importance, etiquettes and communication skill in their training program. A sightseeing tour was also arranged to familiarize the tourist officers with the places of interest in the city, which tourist usually prefer. Regarding Training and enforcement, Maharashtra Tourism Development Corporation provides training and pays stipend to grass root level workers to encourage service providers in tourism. No fees are charged for this course. Restoration of Ajanta and Ellora heritage project, the Maharashtra Tourism Development Corporation’s site management plan which included conservation, protection of rock mass, prevention of water seepage, slope stability, surface water management, landscaping of adjoin region, development of circulation plan. Standards have also been set in cave protection and visitor

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6 Action Plan to increase Flow of Foreign Tourists visiting India from 3 million to 15 million in 5 years time, 20 million in 8 years time and 25 million in 10 years time Final Report submitted to Ministry of Tourism Government of India by AC Nielsen ORG-MARG Pvt. Ltd. New Delhi, 2007
management system for ancient monuments in the country. Entry of pollution free vehicle protects the area. Under budget scheme for accommodation Maharashtra Tourism Development Corporation has started various schemes for budget tourist\(^7\) (2005). This is a good effort to be followed and adopted by other states to enhance their tourism.

Indian tourism government has also made the evaluation of the scheme of financial assistance to states for development of circuits and destinations. Maharashtra’s report states that the results of their project are not quantitative, but qualitative. Pilgrims have heavily used the facilities created in past three years, and pilgrims are very satisfied with these new facilities. The project was successful in achieving its objective namely tourist inflow. The project basically focuses on convenience to devotees and has created positive impact in tourism flow of the region. Project provides limited opportunities of direct and indirect employment. About System of Maintenance and Sustainability Local authorities and temple trusts are responsible for the maintenance of these works. About Social upliftment the project has helped in providing convenience to devotees and indirectly facilitates the upliftment of society of the region (2008).

‘Uncontrolled land prices and inconsistent taxation norms, India could lose out to competing neighbours. The shortage in rooms has resulted in prices in India skyrocketing’ (Adalarasu, 2008).

There is need to increase the accommodation facilities. Maharashtra Government has set some tourism policies to increase and expand accommodation facility. In its 20 years Tourism Development Plan comprises the long term vision for 2025. The plan highlighted Development of infrastructure at all tourist destinations like accommodation facilities and strengthening of Bed and Breakfast Scheme for travelers at remote destinations and provide income to the local people.

Traditional hospitality in Maharashtra, the bread and breakfast scheme was started by Maharashtra Tourism Department Corporation (MTDC), providing tourists an opportunity to get feel of local people’s lifestyle, culture and tradition. They experience the warmth and traditional hospitality of the local Maharashtrian

community. Tourist also gets good and hygienic food at much cheaper rates. One project namely Budget Accommodation at Ganpatipule beach was started in 2003. Ganpatipule now provides ample accommodation options. For the budget tourist dormitories and lodging in the local village houses are possible. The holy land Ganpatipule offers excellent vegetarian food; Maharashtraian meals are simple and liked by all. The local flavors are available at nominal prices. Under Bread and Breakfast scheme for budget tourist, the local people who have inclination to supplement their income and have spare rooms/flats/houses can come forward to register their premises and accommodate tourists as Bed and Breakfast guests as per the guidelines laid down by Maharashtra Tourism Development Corporation. Tourists will get good and hygienic food as well as an opportunity to get a feel of local people’s life in very less prices. This scheme is especially for budget tourists who can spend less and can get much comfort during their visit to Maharashtra. MTDC has constructed holiday resorts and hotels at various places of tourist interest in the state (2005). Infrastructure hinders the growth and development of tourism industry. India’s ability to develop as a tourist hotspot faces threat from wide range of geopolitical, security and infrastructural problems and also the risk of communal violence. The greatest disincentive for visitors to India is the lack of sufficient tourism infrastructure. Insufficient airline capacity, old airports, inadequate hotels, poor roads, an overstretched railway system, high levels of taxation and a bureaucratic visa process will continue to discourage the tourists (Beckons, 2006).

Government strives hard to promote tourism. Infrastructure is the important area of tourism. More flaws were in international connectivity and condition of airports serving the destination/circuit, poor cleanliness in and around the tourist sites. Infrastructure on the approach road, garbage disposal, condition of city roads, sewage and drainage system, quality of wayside amenities available on this road, hygienic conditions of the restaurants/dhabas, and power failure are the problems of the destination circuit with major Indian cities. The foreign tourists were concerned about the behaviour of the guides at the monuments and availability of trained tourist guides.

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so that they make best use of their visit. Not many complaints were made about visa, immigration and custom services, but need to streamline this system of visa and customs procedures. Domestic tourist reported dissatisfaction on garbage disposal, sewage and drainage system, and hygiene at wayside restaurants and dhabas. The gaps in the traffic signals, availability of budget hotels for stay, traffic management, and conveniences along streets. They were also concerned about general cleanliness of monuments and area around it, general upkeep of the hotels rooms, and public utilities at the monument/tourist attraction. (Government of Indian , Minisry of Tourism ,Division, Marketing Research, 2010).

Similar conclusions were experienced in following study (MinistryTourism) (MinistryTourism). The government understands the gap of infrastructure in Indian tourism development and had taken strive efforts in the promotion of the other areas of tourism development. The government of Orissa has started developing Sea Tourism infrastructure at three selected beaches of Orissa such as Chandipur, Puri and Gopalpur by keeping the geographical diversity intact. SWOT analysis has been accomplished in terms of its potential for promotion of tourists, expecting projections regarding future tourist inflow, employment generation and development indicators. There is need to analyze the effect of projection on significant stakeholders and vice versa, including government, non-government, commercial, local population, lobbyists etc. The matrix provides the insight on development of the eco-tourism destinations, identification and prioritization of development of the projects, identifications of infrastructural gaps, financial viability and sustainability, marketing scope and scale and integrated eco-tourism development (Vajir, 2008).

Kerala is well-accepted tourist place and government pays special attention on Kerala tourism development. The Kerala tourism development initiatives and its impact checked through ‘Six S’ which are framework of India’s National Tourism Policy i.e. Swagat, Soochana, Suvidha, Suraksha, Sahyyog, Sanrachna. Kerala built tourism in core and naturally available resources, created distinctive image in the country,

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focused on international participation and affiliation right from the start of tourism effort. Professional administration and strong political support, social development, gave private sector the space. State has taken serious measures to work for sustainable tourism development and protected its product from degradation, abuse and pollution. Working towards the corrective imbalances, highlighting the disadvantages on all forums and reaching the solutions, take tourism seriously as bread and butter industry. (Ministry of Tourism Government of India)\textsuperscript{11}

\subsection*{2.1.1.3 Kerala Tourism:}
Kerala is one of the well accepted tourist destinations in India, appreciated for its scenic beauty. Absence of strategic management made the growth of tourism in Kerala slower. Lack of systematic planning and its implementation, lack of co-ordination in related department engaged in promotion of tourism, absence of basic facilities such as good roads, transportation, communication, hygiene, public toilets, adequate number of information centers, sufficient number of trained manpower was not available, source of information also made it to suffer (Management of Tourism Industry in Kerala, 1990).

Kerala’s houseboat ride is prime attraction of tourist. It has great potential for growth and best example of environmentally friendly tourism product. Nevertheless, lack of uniform standards and small operator resource constraints may result in below eco-standard products that place increasing pressure on the already delicate eco-system (Morrison, 2002).

State government should set some standards for houseboat and should give preference to local people by offering monetary assistance to improve their houseboat standards. Local community participation plays crucial role in the tourism development. Kerala has taken number of initiatives for selling tourist products Ayurveda, backwaters, festivals, etc., and has made ‘Kerala Tourism’ a super brand. This sets an unique example for other states to include such new products for promoting tourism (Smitha, 2009).

\footnote{http://tourism.gov.in/CMSPagePicture/file/marketresearch/studyreports/07\%20KeralaCaseStudy.pdf}, accessed on 14 September, 2010, 11:00pm.
Researches claim that tourism development makes local community prosper but this objective is not sufficed when in practice. Thus, there is need to study reasons which prevent this objective from being achieved. No systematic study has been conducted on the income or employment potential of the tourism industry in the state. The rhetoric of growth and development is effectively deployed as a further defense of tourism promotion against mounting opposition to large-scale tourism projects that displace labour, harm the environment and induce social malaise. Branding NGO’s as anti-develop mentalists, the police frequently harass those who oppose the state’s tourism policy. The lobbyists of the accommodation industry demand more subsidies, tax cuts, concessions, promotional packages and soaps. These are provided to them based on the claim that there is ‘ample data’ to show that the tourism industry contributes to the growth and development of the economy through foreign exchange and employment. While the economic contribution of the tourism industry to the local economy is inconsequential, tourism projects in the state have major environmental implications. The state in Kerala has been largely insensitive to this problem and often pursues policies that aggravate tourism’s harmful impacts. Thus, the political ecology of tourism development in the state also highlights the powerful nexus between bureaucracy, politicians and the accommodation industry. Moreover, the articulation of the economic narrative of tourism benefits is also successfully used to silence political opposition to economically unviable and environmentally harmful tourism projects (Parayil, 2002). Therefore, one can say there is a lacuna in government tourism development planning and implementation. Thus, there is need to constantly keep watch on the tourism development policies, programmes and implementation. It is possible only through identifying the gap between government planning and implementation. Archaeology also plays important role in the tourism development. Archaeological heritage of an area can improve their economic prosperity through tourism. Archaeological discoveries were influenced by the public in the state of Kerala when the people responded very promptly to the issues and communicated to archeological department. Thus, Public Archaeology that covers the education of the public about archaeology and their engagement in archaeological investigations must be opted (Selvakumar, 2006).
The local stakeholders like Panchayat\textsuperscript{12} (local administrative bodies) and educational institutions are one of the sources in promoting archaeology. Positive attitude of hosts towards the tourism development creates positive results of tourist arrival. Education for host community as well as visitors about the impact of their behavior on the environment at some extent will help to control the problems of unhygienic condition and preserve natural environment in vicinity of tourist destination. It is also observed that waste disposal arrangement is improper. Mutual care is the best solution to control the hygiene problem.

2.1.1.4 Himalaya Tourism:
Many people escape from the summer heat in the plains to cool resorts in the Himalayan Mountains. Himalaya ranges attract large number of tourists. The flow is increasing day by day. But increasing tourist flow has various problems to flow with it. They include: crowd creating problems like water scarcity, problem of garbage disposal, unhygienic condition, land prices have rose, local community has to pay higher price for their day to day needs, deforestation, soil erosion, overall spoil the atmosphere and one and another day that destination will become a barren land. Thus there is need to identify the cause of these adverse effects and to have a proper planning to deal with them. Natural resources and biodiversity are essential components of the ecotourism experience, which includes many forms as adventure tourism, cultural tourism, and rural tourism.

Negative impacts often attributed to tourism in the area are littering, deforestation, soil erosion, water scarcity, and deterioration in water quality, and unscientific disposal of solid waste. To develop ecotourism, community participation at all stages: conceptualization, planning, development, marketing, and management of the area helps. In the process of participative management, the stakeholders will come to recognize the strengths of the area and the value of maintaining it for both present and future generations (Batta, 2006).

Eco tourism has two broad dimensions Preservation and Promotion as sub-category of sustainable tourism (S., 2010).

\textsuperscript{12} Panchayat is a Marathi word used for local village based government in Maharashtra
2.1.1.5 Sustainable Tourism:
Developing the tourism in a controlled manner is important because on one side it provides income, generate employment, various new opportunities and on other side its adverse effects to suffer. So ‘sustainable tourism’ is to be followed. The structural, logistical, and human resources development approaches are of particular significance for the long-term sustainability of tourism. Structural measures are aimed at ‘preventing the damage of an area’s landscape attractiveness as a whole’ Logistical measures aim to maintain an area’s ability to cope with the pressures imposed by visitors. By upgrading the disposal and waste management systems these measures reduce the environmental impacts of waste. Educational measures are designed to raise awareness of both the host community and the visitors about the impacts of their behavior on the environment. Lakshadweep follows the philosophy of preservation as a guiding principle and won National Tourism Award for most eco-friendly tourism destination for the year 1996-97. Tourism development and management practices allows their classification into three categories: ‘controlled tourism’, ‘segregated tourism’ and ‘enclave tourism’ These approaches have proved to be effective in minimizing, if not avoiding, most of the deleterious consequences of tourism (Jithendran Kokkranikal, 2003).

2.1.1.6 Satara District- Hill station Panchgani:
Mahabaleshwar is well-known hill station in Maharashtra, which secure place on the tourist map of India. It is observed to have ample flow of tourist in weekends, summer and winter holidays. Panchgani is the hill station proximity to Mahabaleshwar. Bollywood stars and people of premium class for their children’s education accept Panchgani more. All theses aspects make these hill stations prominent among the tourists. It provides opportunity of destinations in tourism and hotel industry in respects of investment, purchasing power of local community, income and expenditure, development and growth of hotels, economical growth in hotels, and impact on employment. It shows the positive impact in economic growth and development of destinations. (J.S.Chaudhari, 1988)
Tourism Review of Literature & Conceptual Background

Panchgani, there was sizable increase of number of tourist during a decade, tourism development helped in development of economy and also local people were benefited by tourism (Patil, 1991)

Along with Mahabaleshwar and Panchagni hill stations, other surroundings of Satara district has spread of tourist destinations viz. forts, hills, dams, windmills, flora, lake, bird sanctuary, Koyna wild life Sanctuary etc. Thus there is need to think seriously on these destination to promote as a tourist destination. Like Panchagani, Koyna too has potential to develop for International premium schools. Kas Plateau currently addressed for its rare Flora by UNESCO¹³ and plans to add the destination in World Heritage¹⁴ site list.

2.1.1.7 New Generation Tourism and India:

Present day communication networking, in terms of roads, airways, waterways, computerized scheduling, maintenance communication worldwide are contributing and stimulating the mobility of sport-interested people regardless of language, culture, mores, beliefs, or geographical location. There are certain sports in India such as Winter Sports and Trekking at Kashmir, Nehru Cup,¹⁵ Snake Boat race at Kerala and Golf attract the foreign tourist (Sasi, 2005).

India’s reputation as an enchanting, exotic, historic and beautiful destination enables the country to make an instant international cruise positioning and moves into the ‘cruise destination’ market. Cruise operators and liners are more than ever searching for new destinations and itineraries. India’s long coastline and strong port positioning imparts a natural advantage to the country to attract international cruise lines. India is positioning in South East Asia and its proximity to already popular cruise destinations like Singapore, Thailand, Bangkok, Colombo etc. would enable strong cruise circuits to be created over a period. India’s strong domestic tourism sector would enable the

¹³ United Nations Educational Scientific and Cultural Organization(UNESCO) is the international instrument to recognize the most exceptional natural places in the world, characterized by their outstanding biodiversity, ecosystems, geology or superb natural phenomena.

¹⁴ The site has been nominated by a national government for listing as a World Heritage property and subsequently recognized by the World Heritage Committee as having Outstanding Universal, Value. These values are paramount and should be conserved and managed by the State Party responsible, with support from UNESCO, 2012.

¹⁵ The Nehru Cup (more formally known as the ONGC Nehru Cup) is an international association football tournament organized by the All India Football Federation (AIFF).
country to achieve a strong domestic cruise sector that could complement the growth and support viability. India’s impressive growth in the tourism sector would impart an important advantage to its cruise tourism positioning (Tourism, Cruise Tourism Potential & Strategy Study - Final Report, 2005).

India is an attractive tourist destination and has some of the best-equipped hospitals and treatment centers; medical treatment combined with tourism is gaining momentum in recent years. If handled skillfully, this sector has the potential for generating a lot of employment as well as foreign exchange revenue, which will help in the overall development of our country (Srivastava manish Kumar, 2010).

Opportunities for Indian medical tourism due to first world class treatment at third world prices. No strong government support and initiative to promote medical tourism. Poor co-ordination between various players in the industry such as air line operators, hotels and hospitals, customer’s perceptions as an unhygienic country, lack of proper accreditation and regulatory system for hospitals, lack of uniform pricing policies across hospitals, strong competition from countries like Thailand, Malaysia and Singapore, lack of international accreditation, overseas medical care not covered by insurance providers and under investment in health infrastructure hampers medical tourism progress. Medical tourism is being touted as the next ‘best’ thing for India because of its inherent advantages in terms of cost and quality (Kumar G. R., 2007).

To compete with Overseas India can promote health tourism through its specialty like Yoga and Naturopathy, Ayurveda, Reki along with few big corporate hospitals. Stakeholders can create synergy and common platform for promotion of medical tourism. Doctors and their networking can enhance the scope but certain aspects like language, cross cultural issues are in the scope of hospital management to nurture and adhere. But the other aspects like post-operative care, visa and insurance streamlining, air connectivity, laws regarding organ and transplantation are outside the purview of the hospital management but they can intervene with government and lobby for their cause that is for the growth of this sector. If the hospitals and the Government of India take concrete, planned steps to promote this sector it can help in wealth generation (Suresh, 2011).

Government plays crucial role in development of tourism, so it does in medical tourism. Instead to rely fully on the government’s promotion policies people should
take initiative in the promotion of medical tourism. Indian hospitals groups advertise directly to potential inbound medical tourists appear to be experiencing negative cash flows (Brotman, 2010). Thus, Medical tourism has wide scope in India.

### 2.1.1.8 Societal Marketing Approach:

Tourism is the basic cause of India’s development. Exchange of ideas and healthy cooperation through socio-cultural links build strong bond between two countries and also help to exchange the businesses. Tourism is a source that can create a platform to know each other well and come together. Tourist behaviour has both positive and negative impact on the local community. Some destinations like Goa forget their own culture, language and changed their life style. (Malika, 2006), highlighted the ‘Positive and negative social and environmental impacts of tourism.’ There are mix opinions about the impact of tourism. Some scholars pose positive impact and some negative. Thus, there is a need to probe into facts.

Expansion of tourism and an increased human population in general around protected areas seem not to affect wildlife negatively. Institutionalized development can co-exist with institutionalized conservation. Human rights issues, including institutional measures to protect the local human population from dangerous large animals, are also important.’ (Ghosh, 2009). ‘The development of tourism activities in order to follow sustainable tourism approaches via Community-based Ecotourism (CBET), as a means of poverty alleviation has yet to make much progress. Several critical factors have been noted as constraints for the progress of poverty alleviation through CBET: (a) limited access of the poor to the tourism market; (b) lack of commercial viability for their product in term of value and price; (c) weak marketing capability; (d) lack of intergovernmental suitable policy framework and (e) inadequate knowledge about tourism and service skill, managing and implementing at local level’ (Jamsai, 2010).

‘Environmental conditions have great influence on visitors’ experiences included litter and biophysical conditions such as soil erosion and vegetation damage and these conditions were of greater concern to visitors than social conditions. (Kumar D. S., 2010), Pro-Poor Tourism helps to strengthen economic well being of communities. It emphasizes work participation of poorer people of the society, makes them engaged
in employment and self-help sector and establishes a synthesis between development of tourism by upgrading the degree of livelihood status of poor people so that poverty eradication is possible and socio economic status of poor people is improved. Thus, it encourages poor people to participate more effectively in their developmental processes. The rural parts of the country are enough potential for generating Gross Domestic Product (GDP) of the country, if properly utilized (Roy Piyal Basu, 3 No. 2). Entrepreneurial skills, with the use of information and communication technologies (ICT), for developing tourism in geographically remote areas. The main assumption was tourism entrepreneurs in remote areas have to develop and adopt ICT (Information Communication Technologies) applications (e.g. promotion portals, e-presence, and mobile service) tailored to their needs. One of the causes often cited for the growth of insurgency in the region is also under development. But underdevelopment is the result of insurgency or vice versa. Thus better way is to develop tourism with the aid of ICT’. (Sharma, 2008) ‘Majority of the tourist who are less than 45 years, post graduate ,businessmen , male have mainly time saving transport, pleasure and income is their motivator of tourism . The package tours are preferred more by below 35 and above 45 age groups then belonging to the age between 35 and 45. (Jaiswal, 2010). Therefore, one can conclude that younger generation wants freedom to enjoy destination. They are not ready for more traveling. However, pleasure is their priority for that they are ready to forgo money. If environmental friendly tourism policy encouraged the development of tourism becomes a blessing for the local residence rather than a curse (Patikar, 2010). Thus, need arises to develop environment friendly tourism policy to avoid the adverse effects of tourism.

2.1.1.9 Marketing of Tourism in India:

In tourism marketing, the factors ruling development of the tourism products are satisfaction of tourist, dissatisfaction, expectation, preferences, decision process, demographic factors, attitude, selection of destination, and perception of quality destination. Therefore there is need to understand the tourist satisfaction level and related factors. One study quotes that ‘Tourists are very much satisfied with guides approved by the Government, but illegal guides are also present at every tourist sites.
More than 60% tourist preferred budgeted accommodation and only 20% stayed in star hotels. Tourists are very much satisfied with the attitude of Indians, food, beverages, hotel and restaurants and people of India but deep sense of dissatisfaction with infrastructure. Tourists were not satisfied with the airport formalities and facilities, dissatisfied with road transport and reported destinations being in bad conditions causing inconvenience and delays’ (Sathya, 2010).

Service Marketing Mix comprises 7P’s. A ‘People’ is one of the important elements in satisfying the customer. The tourism is labour intensive industry. In tourism industry almost 6.5 million people directly and 8.5 million indirectly employed in India. Naturally, human resource development has significant role to play to prepare tourism industry to meet the challenges through tourist’s satisfaction and their delight. Thus the need of building of Openness (free expression), Collaboration (dept helping nature), Authenticity (genuine communication), Pro-activity (initiative), Autonomy (fair degree of freedom of activity) and Confrontation (open discussion) i.e. OCTAPAC culture. Such cultural change will emphasize and encourage innovation, tourist satisfaction and empowerment of quality people to support top management to entire industry. Internal promotion and transfer of people within industry, having excellent tourist record be top priority, 360-degree performance appraisal, non-monetary incentives, and empowering service providers, and tourist contact with employees affect tourist satisfaction (R.P.Das, 2001).

Employee’s satisfaction indirectly affects the tourist (customer) satisfaction. There is a need to determine Human Resource Department strategies in Tourism. International tourist is important and valuable in Indian tourism since it provides foreign exchange. Tourist’s satisfaction, preferences towards Indian heritage must consider. International tourists were very much satisfied with the attitude of Indians. Average stay (20.63days) of tourist is much more than any other country in Asia, very much satisfied with Guides approved by the Government and 60% of the tourist preferred budget accommodation. However, dissatisfaction was with infrastructural facilities such as inordinate delays at migration counters due to lack of space, inadequate computerization, heavy rush in morning hours, bad condition of roads, airport facilities like ambience, toilets, cleanliness, cafeteria, baggage, custom clearance,
security etc. Satisfaction index for signboards, maintenance of heritage places were very low (Manish, 2009)

One must be attentive in quality service delivery that possesses the ability to increase monetary profits. The premise of service quality menders within all aspects of the tourism experience from promotional materials, on site personnel, cleanliness, facilities, accessibility, employee’s knowledge and courtesy. There are number of influencing factors affect in the choice of destination.

Travelers perceive India has very rich cultural heritage, arts handicrafts, and is an exotic destination. However, transportation, health service, and nightlife are what India needs to improve on (Yen, 2008).

Word of mouth is most crucial factor in choice of destination. Purposes for visiting various places depend on their socio economic status. Tour operators and travel agent play an important role in helping people for their vacation plans in professional manner, local culture offers distinctive flavor of various places. Such factors too affect the choice of destination (Kaushik Neeraj, 2010).

Local participation and local perception about tourism destination, Government, Travel agents, tour operator’s promotion policies play important role in tourism promotion and development. Thus, need to study efforts of stakeholders in tourism development rises.

As far as the advertisement media is concerned most of the hotelier and travel agent promote their product and so the destination in books, internet, signboards, newspaper and magazines. Radio, television, and brochures are rarely used for advertising media. As far as sale promotion techniques are concerned, discount and gift packages are used by most of the tourism industry and regarded as effective technique (Tarannum, 2007). However, it is insufficient as marketing is a continuous process. Tourists are ready to spend for their enjoyment, pleasure, and quality. While developing the product one must concentrate on dimensions of tourism’s service quality. It is possible to model dimensions of the service quality by using SERVEQUAL. However, there are various issues plaguing the industry. One of them is the lack of professional marketing and co-ordination amongst nodal ministries. Proper facilitation, cleanliness, and hygiene at tourist spots are other lacunas (Narayana Bindu, 2009).
There is need to study on provider’s perception for matching with those of tourists for delivering good quality and thus satisfying the tourist. Market rarely satisfies everyone thus need to adopt Segmentation Targeting Positioning (STP) is felt. Importance of Medical Tourism is increasing in present scenario in Bangalore and so the major healthcare organizations can be used for Medical Tourism. Price, insurance, excellent services are the factors attracting medical tourist here. Market strategies as geographic segmentation, customization of packages and hospitals need to be in continuous touch with the patient, starting from enquiry stage, a model of undifferentiated marketing strategy must adopted for medical tourism in Bangalore. Some countries are attracted to India due to non-availability of the treatment in their place. Thus, lesser price can be very effective as targeting strategy. Co-branding with Indian traditional therapies and positioning and promotion strategies such as creating hospital network abroad, tie up with foreign hospitals, hospitals website promotion, participation in tourism expos, creating TV shows showcasing the experience of a foreign medical tourist in International travel and news channels, internet marketing, publishing the success stories of hospitals in newspapers and brochures is vital (Kotreshwar, 2010) (Kumar N. T., 2009) Discussed the emerging trends in tourism marketing and focused on some of the initiatives taken by India and Thailand to promote tourism. Every product has its own life similar to tourism product. Thus need arises to think on destination life cycle. Goa’s beach tourism has not yet reached the much hyped stagnation stage. Thus, ‘Village Tourism’ as well as undertaking proper planning and structuring of the industry based on Destination Life cycle Model has to be planned (Bhandare, 2010).

Internet is one of the important media accepted by today’s generation. Information about holiday packages, easy navigability, attractive website design, interactivity, and customization enhance the service attributes of the websites. Increasing service components affect positively on customer satisfaction. Lack of confidence in financial aspects of transaction may affect tourism (Ansuman, 2010). Thus in determining marketing strategies only usage of new technologies is not sufficient to promote the product, but the reliability of the source, design,
customization, interactivity, building confidence related to financial aspects are more influencing factors in enhancing customer satisfaction.

Therefore, in tourism marketing one must identify and understand opportunities and challenges in India and world market to determine marketing strategies. India has opportunities as civilization, natural landscape, traditions, music, dance, religious practices, exclusive festivals, art, craft, and shifting of international travelers from developed regions to the developing regions. However, the challenges as many of the tourist sites are environmentally unhealthy, facilities and services are poor, transportation is inadequate to reach and continue the journey, infrastructural facilities are poor, availability of tourism information at limited places, in some areas regional conflicts with tourism get affected, security in some areas goes inadequate which makes the tourist insecure. To overcome these challenges ITDC enrichment, special attention by central and state government on infrastructure, involvement of Private sector and clear plan and focus on tour packages is required. There is a wide scope for underdeveloped countries like India to promote tourism. If India overcomes the challenges by enriching its present strategies, it will emerge as a best tourist spot and will yield maximum foreign exchange (K. Prakash, 2000).

**Conclusion:**

After reviews of Indian tourism, researcher found number of studies on Opportunities, Challenges, potential and threats to Indian tourism development. Information Communication Technique for development of tourism in remote areas, sustainable tourism approach through community based eco-tourism similar like issue were discussed.

The more popular tourism destination Kerala has been studied by researchers in different angles such as reasons for slow growth of tourism, houseboat a below eco standard product, economic contribution of tourism industry to the local economy, role archaeology in tourism development, case study in terms of six S’s framework of National Tourism Policy and Kerala’s initiative in selling tourism products. Impact of tourism has also been studied with its positive, social and environmental aspects.
Lakshadweep’s eco friendly tourism philosophy has also been analyzed to provide the example for promotion of tourism. Some studies talked about the prospects, strategies of Indian tourism.

Ministry of Tourism Government of India’s report depicts promotion of tourism, prospects and strategies of India, best practices adopted by state government for the development of tourism. Some research work has been evaluated the schemes of financial assistance to state for development of circuit and destination. Some of the government research report worked to identify the infrastructural gap based on the perception of tourists at major five destinations in India.

Few research works has undertaken on village tourism, eco tourism, sea tourism in Orissa, Cruise tourism potential and strategies in India, medical tourism challenges and threats and sustainable tourism.

Thus, several areas of tourism, tourism management with its promotion, policies, potential and existing successful strategies, threats, challenges and opportunities has been already discussed, analyzed, interpreted by different scholars during different periods. Majority of studies in Indian Scenario found discussing on state tourism viz. Kerala, Goa etc. or discussed the new era of tourism like sports tourism, medical tourism etc. The efforts have not found to study individual tourist destination or problems and prospects of tourist destination at taluka or district level. The papers were also not found discussing on exploration of new destination. This leaves gap for researchers in tourism to bridge.

After analyzing the research articles in Indian research journals, researcher could broadly explain the tourism development in India as follows.
Tourism Review of Literature & Conceptual Background

Researcher could realize that initially Indian tourism development started by analyzing the existing tourism scenario. Then further tourism product development started slowly and at the latter stage it initiated aggressively by government efforts with its New Tourism Policy. In subsequent stage, Indian tourism took shape of indigenous tourism product by developing newer concepts like eco tourism, village tourism, agro tourism, and sustainable tourism. However, keeping the same speed of tourism development, India started protecting and conserving nature and wildlife.

2.1.2 Tourism in Worldwide:

2.1.2.1 Introduction:

Like India, researches from East Africa, Bangladesh, South Asia, Shrilanka, Australia, Antarctic, South Africa, Scotland, Spain, Thailand, and Cambodia had also conducted research on the concept of tourism. Their researches constituted number of studies to check the impact of tourism, tourism policy, and governance, analyzing techniques in tourism research, concepts of tourism, demand indicators, and many others. Some of the study highlighted the importance of sports activities to attract large number of spectators. Researcher has taken contextual review and found out that the tourism development is much ahead in previously mentioned countries compare to India. The way of learning and getting experience of successful tourism policy, they intend to introduce the new approach of tourism. In this section researcher want to highlight how the developed countries probe into the tourism subjects and does their marketing. Review on international tourism is present in different sections as Tourism Policy, Tourism Management, Social Responsibility, Impact of Tourism, and Influencing Factors in Tourists Development, Role of Domestic Tourism, and Designing Tourism Product as Sustainable Tourism, Sports Tourism, Indigenous Tourism, and Promotion of Tourism.

2.1.2.2 Tourism Policy:

‘Robust and adaptive governance regimes are essential elements for sustainable tourism. The success of International Association of Antarctica Tour Operators (IAATO) is attributed because of the perceived benefits of membership. Continued incentives for self-organization are needed but changing circumstances lead tour
operator to believe that IAATO membership is no longer advantageous. (IAATO is a member organization founded in 1991 to advocate, promote and practice safe and environmentally responsible private-sector travel to the Antarctic)’ (Daniela Haase, 2009).

Registration is compulsory for the tour operator and being member of IAATO they enjoy the benefits. However, as time passes they should build their image in the market to enjoy larger benefits. ‘Contribution from tourism industries to non tourism industries is less compared to that of non-tourism industries to tourism industries. May be it concerns their pleasure and leisure’ (Lian, 2010).

2.1.2.3 Tourism Management:

No single activity delivers tourism product it comprises various activities. Thus, it requires proper co-ordination to work efficiently. ‘So there is need for coordination across states, regional and local levels of sub government agencies and authorities. It means coordination for tourism both horizontally and vertically rather than this occurring at a state or regional level is necessary. Coordination can be developed at a destination level by involving public and private sector agencies and interested “attentive public” groups’ (Wray, 2009).

Responsibility of Tourism management is not only on the shoulder of tourism providers but also society and so on individuals. Local governing body plays crucial role in the promotion of tourism development provided they have good governance. ‘Good governance depends on actors and groups involved in the network, their aspirations, values and their decisions. Issues as accountability, transparency, participation, communication, knowledge sharing efficiency and equity constitute good governance. Different type of networks can be more or less effective in achieving good local tourism governance. There are three modes of governance, a council-led governance network, a participant-led community governance network and Local Tourism Organization-led industry governance network. Each has its own strengths and weaknesses in interpreting and promoting sustainable tourism and has profound influence on how ideas and initiatives are empowered or inhibited. Inclusive collaboration and governance structures are idealistic, but there are opportunities to develop “joined-up” form of networked governance where different communities can
be engaged around issues important to them. Different networks have the capacity to mobilize membership and can be responsive to emerging issues in different and complementary ways’ (Dredge, 2010).

In tourism industry, high quality services and products are coupled with labour intensive nature. So, tourism sector has to recruit and retain well educated and well trained professionals. (Helen Dewhurst, 2007), points out that much of the hospitality training is informal and learned with experience at job. They are costly and time consuming. The employer expects short, inexpensive, convenient (location/time) and relevant formal training. Both specific and generic expertise are available to the tourism organization but they are untapped. It means workforce management problem exists. Thus there is a need to develop and shape the demand for training in life style dominated industry.’

Tourism helps in performing social responsibility. In other words social issues as trafficking and child sex tourism, tourism and climate change and impact of tourism on climate are also effectively handled through tourism.

2.1.2.4 Social Responsibility:
‘Tourism has potential to be an agent for making profound social change. Innovation-oriented tourism policy making is called for in order to make this social change beneficial such innovative measures help in combating problems of human trafficking and child sex tourism. As the realities of a global and globalizing tourism industry are ever changing. So the social responsibility debate in tourism has to advance if the sector has to realize its potential in contributing to sustainable development’ (M, 2008). ‘Climate change issues’ responsibility rests on the public sector and not on the tourist industry. Tourism industry is not ready to invest because of existence of perceived uncertainties in the magnitude of climate change and related environmental impact. The theme opted by the stakeholders as adaptation to climate change was adaptation to climate policy. This is more generic to sustainable development than specific to climate change adaptation. Thus, limited understanding of climate change adaptation by stakeholders is main barrier in tourism development of decision making on adaptation of climate change’ (Becken, 2010). To work on tourist response to the environmental impact of climate change has now aroused. ‘Climate change
adaptation and mitigation are two sides of same coin. Tourism industry should have concerns with mitigation of its impact on the climate. Its activities appeared to be highly vulnerable to the climate change. Tourism is very dependent on local features’ (Ceron, 2006). Growth of tourism is depending upon effective transport system and sound vehicles. But automobile exhaust wastes adversely affects on climate change. Eco-friendly and pollution free vehicles or sometimes traditional vehicles like cycle, bullock-cart, Tanga (horse cart) would be useful exclusively at Tourist destinations. Strict rules, regulations, and awareness programmes are essential to control the adverse effects. Proper drainage and waste disposal systems are the core priorities of tourist destinations. Thus, tourism would play significant role in mitigation of its impact on the climate. Development of nature based tourism, rural, eco and sustainable tourism should be the priority of developing nation like India. ‘Awareness among the tourists through a proper way of communication is the ultimate source in controlling tourists’ behavior like improper litter disposal in protected areas. Theory Planned Behavior (TPB) model is robust guide to the development of effective communication intervention in protected area management’ (Terry J. Brown, 2010). However, to mould the tourists is a tough task to manage as human behavior and the internal psychosocial process is complicated to understand. Another social issue is ‘reduction of green house gas emission’. ‘Tourism sector meets its emission reduction objectives through structural changes as well as altered tourism consumptions patterns including a decoupling of the growth of tourist kilometers and their numbers. Success in achieving emission reductions in tourism is found to dependent largely on major policy and changes in air travel practice’ (Daniel Scott, 2010). Local community support and their attitude are indirectly determined by the benefits that they get from tourism.

2.1.2.5 Impact of Tourism:
‘Higher level of support for tourism among the local community, substantial support for further tourism development and increased visitation levels exists in Srilanka. The majority of the local residents believe that tourism has a positive effect on the local community i.e. increased employment opportunities, property values, image of the
city, appearance and infrastructure of the city and improved pride for the residents’ (Lalith, 2010). ‘The laddering technique based on the means-end approach helps to understand values, which influences attitude from a social psychology discourse; values are considered as antecedents of attitudes and opinions. Through an understanding of the personal values of the respondents, it is possible to have a different perspective on their attitudes and opinions toward tourism. Means End Chain Theory (MECT) and laddering technique are potent for understanding resident’s attitudes. They are helpful in discovering hidden meanings and behaviors, which influence such attitudes’ (Ramkisson, 2009). Positive response and attitude is available only if the local community is aware about the tourism development benefits. In tourism development, planning local people’s participation is must. Tourism development is also adversely affecting local communities’ livelihood. So, a need arises to study the causes.

‘Tourism has replaced many traditional livelihood activities, especially subsistence hunting and collection of rangeland products, livestock, and crop farming. The Sustainable Livelihood Framework (SLF) indicates that wellbeing, income, empowerment, health, and reduced vulnerability are outcomes in a development approach like Community Based Natural Resource Management (CBNRM). Livelihoods and the quality of life have improved after the introduction of CBNRM particularly due to socioeconomic benefits as creation of employment opportunities, income generation, and provision of services like water supply and transportation, funds for funeral expenses, educational scholarships, and acquisition of skills in the tourism business and the establishment of new local social facilities. Some CBNRM projects are achieving the goal of development. However, all community-based approaches and projects failed to achieve the rural development’ (Stonza, 2010).

2.1.2.6 Influencing Factor in Tourist Development:
Satisfaction leads to trust and trust enhances loyalty. ‘Tourists’ loyalty is likely influenced indirectly by the perception of culture differences (experiences), convenient transportation, and safety. They have impact on both satisfaction and trust on selected destination of a tourist which leads to loyalty of the tourist to that destination.’ (Chou-Kang, 2006). Two prime objectives of service providers are to
Tourism Review of Literature & Conceptual Background

enhance the loyalty and creation of positive perception. Cultural experience (difference) and safety work in creating positive perception. Tourist’s attitude, destination’s image, and motivation also influence the satisfaction and their future behaviour. ‘Destination’s image, tourist’s attitude, tourist’s motivation directly affects satisfaction and indirectly affects future behavior. Tourist satisfaction had a significant influence on future behavior. It has proved to be a significant mediating variable within the behavioral model. There is causal relationship among tourist attitude, satisfaction and behavioral intentions for nature based tourist. Push motivation did not significantly influence satisfaction while the pull motivation directly and negatively affected it and so did indirectly and negatively affect destination’s loyalty’ (Lee, 2009).

Social and cultural place influences production of tourism. ‘Different life modes contain different types of social and cultural capital that could have significance for tourism production. It means Social and cultural capital can be transformed into economic capital; a process which is necessary in the capitalist market economy of which tourism is an integral part. These two concepts are fruitful for analyzing the local breeding ground for small business enterprise in tourism production’ (Karlsson, 2005). Local condition and entrepreneurship can be used for tourism business. Satisfaction is influenced by quality of a product and quality influenced by value to the customer. Ultimately, value of the product based on perception of customer.

Three dimensions represent Tourist destination’s quality: ecological-environmental, economic-fiscal and social-cultural qualities. The role of government to control and also time of control is important. The entire system is depending on the size, resource base and level of infrastructure of the community. Finally dynamic system accounts for the distinction and interaction between the above-noted actual quality dimensions. The perceptions of these dimensions are held by the market of potential visitors’ (J.Johnston, 2008). ‘In the quality of tourist destination hotel services, climate, beauty of the landscape and friendliness of personnel towards the customer are more important criteria’s. Tourists’ dislike the new development of the area and also overcrowding; the worst rated factor is value for money.’ Overcrowd spoils the show and generally tourist get attracted to a destination, which is far away from their usual livelihood place. Calm, quiet and nature based places are highly preferred. Therefore,
in determining the tourism development policy preventive measures should be considered rather than curative for controlling the tourist flow which spoils the destination’ (Alberto A. Lo'pez-Toroa, 2010).

To develop the tourism policies one should determine the tourism’s demand. ‘Four activities hiking, bird-watching, observation of flora and fauna and visiting volcanoes are more competitive in preference of foreign tourist and being offered without knowledge of the best combined option or packages’ (Daniel Villaiobos-Cespedes, 2010).

‘There is influence of non-economic factors on tourism demand. Tourists from different origins have various cultural and nationalistic backgrounds, and so they may interpret visual imagery and experiences differently. Thus there are differences and similarities among the factors in determining the tourism demand at various places’ (Cho, 2009).

Non-economic factors like cultural differences and similarities, influence the perception ultimately tourist satisfaction. Development, conservation, and tourism are three difficult things to manage at a time because if development and tourism are expected conservation becomes difficult in protected areas.

2.1.2.7 Role of Domestic Tourism:

Domestic tourism play important role in generating revenue and employment. Domestic tourism is ideal sustainable path for development of tourism. ‘There are economic, social, and political benefits in promoting the growth of domestic tourism. Job creation and stabilization of tourism industry as whole are the economy benefits of tourism. Because of regular, travel both formal tourism economy through the sale of local goods and informal through site visits and stay at hotel and lodges benefits tourism. Development of tourism culture through participation in new and exciting experiences, interactions with foreign and local tourists are some of the social benefits. Domestic tourism will support the value of unity and reconciliation that is the government’s core priority and thus benefit politically. The main obstacles in development of domestic tourism is population and low living standards i.e. poverty. So a need to take the initiative in developing world class experience for the tourists has aroused’ (Mazimuthaka, 2007).
2.1.2.8 Designing Tourism Product:
After understanding the satisfaction level, influencing factors in satisfaction, studying impact of tourism the ultimate job is to design the product. It is also important for provider to know their visitors. ‘Provider has an accurate knowledge of tourists’ attitude except the price competitiveness of destination. Provider holds generally false estimate of tourists’ evaluations of service performance, tourists’ demographic characteristics (except for tourists’ gender) and underestimating visitors’ educational and income levels. There are three areas of over perception First area is attraction, prompt service delivery by personnel, food variety, competitive price, tourism trade, product variety, and shop personnel friendliness lower than providers expected. Second area is satisfaction with the tourism trade of the destination. Third area is almost all aspects of tourist’s attitudes towards the destination and residents, as they rate them higher than stated by tourists themselves (Zouni, 2008). A tourist destination is a bundle of service products, and providers of these have conflicting and sometimes incorrect impressions of the views and evaluations of their visitors. The gap analysis can be extremely useful tool for management to identify service problems of tourism industry at tourist destination.

Quality has no limit in tourism. Expectations towards tourist satisfaction and evaluation of visitors fails to match because the perception of price, performance of product, pleasure is changes with time, place and people even if they belong to similar SEC. It is highly impossible to remove the gap but one can minimize through this type of research and help to identify the service problem to improve the services.

Generally, large number of industries prefer to conduct their meetings, conferences, seminars in the hotels and sometimes if possible in tourist destinations. ‘Business events consists meetings, incentives, conventions and exhibitions formerly known by the acronym MICE Drivers and Barriers of Corporate greening is the lack of regulations in the business events context and limited time and resources’ (Jago J. M., 2010).

This will be a good idea of developing Greener business event tourism sector concept to attract large number of corporate sectors who are high payer in the tourism industry. There are two ways, near industrial area this type of concept can be
developed as a destination for corporate otherwise in existing destinations this concept can be sold.

‘The rural environments have their own natural potential and human attractions. Organizing such environments not only helps develop tourism in the rural areas but also enhances rural activities of farming, husbandry, and local handicrafts. Internal ministry state government the organization of cultural heritage, art craft and tourism, administration of culture and other relevant organizations can contributes to a better traction of visitors, which requires principled planning, cooperation, and contribution of local residents and executive institutions in order to play the role of an important tourist spot throughout the country’ (Egbali Naser, 2010).

Majority of today’s rural generation is rushing towards metro cities for white collar job and ignoring their tradition, culture, farming, their town and ultimately the rural people and rural environment. Therefore, agricultural land is not cultivated to its full potential. Rural tourism is a blessing for rural life to promote rural activities like farming, art and craft, tradition and culture. But, it needs to have proper planning and co-ordination between different organizations and local communities.

‘The most important sustainable tourism outcome is improved by understanding the values of protected areas by partner (stakeholders). Improved biodiversity conservation in protected areas and greater respect for culture, heritage, tradition and benefits of general partnership as purpose of partnership achieved or being achieved, benefits to all and improved information available for protected area management are other significant outcomes’ (Jennifer H. Laing, 2009). The tourism industry comprises of many activities. Tourism industry is said to be an Industry without smoke, education without classroom, integration without legislation and diplomacy (make relation) without formation. But by considering the benefits of both one can think of success of sustainable tourism with partnership between protected area agencies and tourism industry.

**Sports Tourism:**

‘Both Sports and tourism policy communities are aware of the link between two areas but have lack of liaison’ (Weed, 2001). Stakeholders of tourism department should think seriously on this issue and develop tourism policies accordingly. ‘Inequalities in
employment, participation pattern, activity preference, motivational difference, dropout rates are found in tourism. It may be due to physiological and socio-cultural gender relations’ (Mansfield, 2007).

**Sustainable Tourism:**
Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems. Sustainable tourism is a demand of today’s era. Farrell Bryan and Louise Twining –Ward (2005) suggested ‘seven steps towards sustainable tourism such as Understanding Complex Adaptive Systems, Learning from Natural Ecosystem, Co-evaluation of Human and Natural Systems, Extending Tourism Systems, Integration, Adding Post-normal Science, Facilitating a Transition(continual development towards biophysical and human well-being). Tourism has accumulated substantial resources, and if these resources are valuably complemented with knowledge of complex adaptive systems, natural ecosystems, co-evolution, a more inclusive tourism system, integrated social-ecological systems, and non-linear science, then tourism will be in a considerably better position to move towards a transition to sustainable tourism development than it is today. Foundations of modern tourism (car used for the domestic holiday, airplane that has offered cheap and easy international travel, to the ever-expanding territorial range of tourism developments to cater to the expanding numbers of holidaymakers) are clearly unsustainable, the tourism industry continues to chant the mantra of growth in every conceivable tool of communications at its disposal with few exceptions. The culture-ideology of consumerism that underpins, this growth is at odds with the demand for limits that sustainability requires’ (Higgins-Desbiolles, 2010). ‘Tourism must develop and be maintained in the area (community and environment) in such a manner that it remains viable over an indefinite period. And that does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes’ (Butlor, 1999). (Simon Darcy, 2010), introduced new concept of accessible tourism. It enables

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people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services, and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors. Accessible tourism market can be drawn from both domestic and international tourist. Families were an important segment of the accessible market where one member of the family or group had a disability and that families or groups comprising a member with a disability enjoyed the benefits of an accessible environment. There is significant disability group travel potential, identified through a number of the businesses that provided tourism opportunities during shoulder and midweek periods. Elderly guests and families also patronize accessible premises with small children. The importance of environmental responsibility and the conservation of surrounding bush land, wherever applicable, there is a potential economic benefit that flow from these sorts of actions. The considerable size and multi-niche markets are served by accessible tourism destinations.’ Accessible tourism will be a new opportunity to develop in tourism industry to attract large number of elderly guest and families with small children and disabled tourist with slight change in the available infrastructure.

‘There are prospects for adaptive co-management in protected areas and strengthen sustainable tourism’ 17 (Fennell, 2009),‘Governance structure, local ownership, institutions can be used for solving disputes and for joint management in order to channel the economically powerful global commodity chains of eco-tourism towards goals and practices and that are more sustainable. Eco-tourism commodity chains can achieve twin goals of development and conservation’ (Emil, 2006), Eco tourism and joint management or adaptive co-management will be the best solution for the protected areas.

17 Adaptive co-management is different than co-management or adaptive management. It uniquely establishes both vertical and horizontal linkages to foster social learning; Adaptive co-management can be visualized as “a governance system involving networks of multiple heterogeneous actors across various scales which solves problems, makes decisions and initiates actions.
**Indigenous Tourism:**

Indigenous tourism encompasses activities that involve indigenous people and are sensitive to indigenous culture. It is not limited to cultural tourism product, as it includes mainstream tourism activities and service provision to tourists and the tourism industry. ‘Government’s sustainable Policies need to draw upon indigenous diversity and in a consistent, collaborative, co-ordinate and integrated manner, provide the mechanisms and capacity-building to facilitate long-term sustainable indigenous tourism’ (Ruhanen, 2010).

Indigenous tourism is a new concept, which can be used to promote and develop rigorous applications of real sustainable tourism. ‘Volunteering concept is founded on notions (thinking) of altruism (humanity/selfless) and self-development, often involving working for a cause that the volunteers believe in so as to feel that they have accomplished something worthwhile. Alternative experience may facilitate a more sustainable form of tourism compared to traditional cultural tourism consumption. The main motivation for undertaking the volunteer project was not primarily related to sightseeing but to volunteer work. Most sustainable option for indigenous communities is sharing their culture with tourists’ (Zahra, 2007). Generally, in scouting and guiding, NSS, NCC camps are volunteer gatherings for the awareness of social responsibility but it is restricted to only schools and colleges. With a slight change, it can be possible for volunteer tourism to attract large number of senior citizens or other section of society.

In marketing, one has to consider uncontrollable factors in determining the tourism policies. The government plays crucial role in the tourism development. ‘Integration is a great strategy in a developing country as it gives control over the infrastructure, which later helps in providing quality to customers. However, the question that arises here is whether time tested strategies should be followed blindly? Does the group needs to modify its strategies in the changing times when the economy is going global and boundaries are losing importance? The multiplex business holds immense potential, a few thorny issues like high entertainment taxes and antiquated laws still need resolution. Ticket prices, for instance, are still controlled by a lot of state governments’ (Ahuja, 2001).
2.1.2.9 Promotion of Tourism:
To develop tourism sector one has to innovate something to attract the new tourists and thus increase the flow of customer. Tourism is not only nature based but also manmade. Every product has its own lifespan of glory therefore; one has to think on innovation.

Adventure tourism is not a travel to see the adventure but experiencing the adventure sports by taking part in it. Photographic material is a tool of adventure tourism promotion. Pictorial image is quite effective to get the idea of product to the tourist but the process of experience is more effective through videos of destinations. The mental process in adventure sports is not depicted in photograph. ‘Photographic material plays important role in the promotion of adventure tourism. There is interconnection between sports and tourism’ (Stephen J page, 2006). To promote tourism product its uniqueness is important and equally is presentation. The photography of destination and videos helps the tourist to create positive perception in pre-visit.

Effective and efficient promotion strategy and media gives success in tourism development. ‘The growth of tourism is not uniform all over the world. Sometimes problems may be inadequate promotional measures and fund constraints. Thus, they have to depend on the local media and low qualitative printed materials to promote the sector, which do not serve the purpose. The use of information technology in promoting tourism is very negligible. The web page is not well designed and attractive and cannot disseminate all the necessary information to the prospective tourists. The main reason of not succeeding is the concern authority failed to realize the importance of this sector initiate the proper measures in undertaking effective promotional measures to attract the potential tourists’ (Jakir, 2006).

‘Film influences on consumers’ choice of tourism destination enhancing image. Thus, opportunities exist through medium of film. The image is influenced by organic image, motivation to travel, active information search, induced image, analysis of existing academic discourse in key areas such as services marketing, film tourism, and consumer choice to offer insights into how past and current thinking in these areas can be brought together for better promotion of tourism destinations’ (Williams, 2008)
Nature based tourism is preferred by majority of tourist. People now have realized the importance of nature because of adverse effects of modernization and mechanization. Hill stations, wild life Sanctuary, waterfall, flora, and fauna are the destinations flooded with the tourists and thus eco-tourism new concept emerged in the market. There is an opportunity to develop such type of areas as tourist destinations. There is a need to identify attributes of nature-based tourism to know its demands. The existing requirement should be consider while meeting the demands. ‘There are considerable gaps between conceptual typologies and managerial-related categorizations of tourism’ (Julius Arnegger, 2010).

Hotel industry is also a part of tourism. ‘Tourism is labour intensive industry. However, it is observed to have labour shortage, labour turnover being experienced in both hotel and tourism industry. It is difficult to deliver efficient and effective service to satisfy and deliver value to the customer’ (A.Wocke, 2007). The key issues associated with work-life-balance (WLB) labour turnover in the tourism industry and labour shortage. Author found out that three key areas related to employee turnover in the tourism industry i.e. employee job attitude whether it is organizational commitment or job satisfaction, desire to leave an organization whether job burnout and exhaustion and whether emotional exhaustion or depersonalization and diminished personal accomplishment, impact of positive and negative affectivity on an employee’s intention to leave. He has also provided strategies for addressing the issues of WLB that focuses on flexibility in terms of time at work and scheduling workloads. Author presents a model, which consists of variables that influence WLB i.e. individual differences, family factors, industry context, individual outcome and family outcome and organizational outcome. The author believes that this model would assist in a more thorough examination of the related issues as well as strategies for implementation and reduction of the negative impacts that WLB can promote’ (Jago M. D., 2009) Thus HRD is important sector that one has to consider while determine tourism policy.

‘There are very crucial lessons to be learnt from the developing countries which perhaps lacked the institutional, economic and financial strength to prevent situation where tourism investment were allowed to take place in a manner where the gains were short term’ (Eddie Koch, 1998).
2.1.2.10 Research Techniques in Tourism to Check the Feasibility:

The success of tourism research depends on the statistical tools, methods used for analyzing the data because findings and conclusions authenticity depends on them. ‘For the assessment community preferences for sustainable recreation and tourism development Audience Response System (ARS) technique is easy to use and comfortable in expressing the opinion’ (Steve, 2010) ‘Tourism opportunity Spectrum Model in nature based tourism management occupies broad continuum on the opportunity spectrum.’ (Confer, 2009) Tourism is multifaceted field. Tourism researches focuses on variety of areas. In competitive and volatile businesses marketing plays a significant role. The effective marketing strategies are predicted on sound marketing research. ‘Multivariate techniques, multiple regression analysis are the most used and relevant technique for forecasting International tourism demands. ‘A multivariate analysis technique is the most relevant for marketing research related to the key component of marketing strategy of National Tourism Organization’ (Menezes, 2001) ‘Results from logistic regression analysis can be more informative and easily interpretable both for fellow quantitative researchers and for non-statisticians. By using the logistic regression coefficients as input in simple calculations, the results can be converted into predicted probabilities for selected values of the independent variables. Also, this procedure makes it relatively easy to illustrate more forcefully the impact of each independent variable on the dependent variable’ (Thrane, 2005)

Conclusion:

When researcher has gone through various Worldwide references arrived at conclusion that these researches have worked on tourism policy, adaptive co-management in protected areas, interconnection between sports and tourism, problems of labour in tourism industry, work life balance and labour turnover in tourism industry.

Trafficking, child sex tourism, tourism and climate change, impact of tourism on climate, responsibility of climate change, emission reduction through structural change and altered tourism like some important social issues were also highlighted.
Tourism demand checked with some factors like culture, nationalists background, role of domestic tourism, seven steps discussed for sustainable tourism, adaptive systems, learning from natural eco system, co-evaluation of human and natural system, extended tourism system, integration, adding post-normal science and facilitating a transition.

Some research topics highlighted service problems of tourism industry through gap analysis, tourism development in rural areas, sustainable tourism, accessible tourism, indigenous tourism, volunteering tourism etc.

Film, organic image, motivation to travel, active information search, induced image, analysis of existing academic discourse in key areas such as marketing, and consumer choice as influencing factors affecting choice of destinations were also discussed by theses researchers.

The few of studies speak about promotion of tourism by arguing that in adventure tourism tool like photographic material and pictorial image would work better in tourism promotion.

The other studies measured the influencing factors as trust, satisfaction, loyalty, destination image, and tourist attitude, and motivation, social and cultural place for tourism development. One study measured the destination quality through three dimensions viz. ecological environmental, eco-fiscal and socio-cultural. The other criteria for the same are hotel services, climate, beauty of the landscape, friendliness of personnel.

A few research topics talk only about statistical analyzing tools like Social Accounting Matrix, multivariate technique, multiple regression analysis for forecasting international tourism demand, logistic regression analysis. Few of the studies presented models as ‘Tourism Opportunity Spectrum Model’ in nature based tourism management.

Impact of tourism has also checked by studies through impact on local community and their traditional activities. Some of studies believe that in tourism policy determination preventive measures are more important rather than curative for controlling tourist flow, sustainable tourism outcome can be improved by understanding the values of protected areas by stakeholders, the gap between typologies and managerial related categorization of tourism. Tourism growth has not
been uniform because sometimes problems may be inadequate promotional measures and/or fund constraints, negligible use of IT in promotion. Concerned authority has failed to realize the importance of tourism sector. Hiking, bird watching, observation of flora and fauna and visiting volcanoes were competitive more preference of foreign tourist. However, there is gap in studies some areas remain untapped as problems and prospects of tourism development, need to identify the gap between government tourism planning and its implementation in tourism development, SWOT analysis of each destination, exploration of new avenues for tourism development etc. Thus, there is lot of scope to work on those areas.

In nutshell, the International tourism development can explained in six broad categories, which are as follows.

The Worldwide tourism development starts with analyzing the existing tourism situation, followed by tourism product development with new approach. Next is to measure the effects of tourism on local economy as well as other sectors. For strategic decision-making, they focused the statistical tool, which could be use to measure the qualitative analysis in tourism industry. After that, the tourism development reached to the stage where they realized the importance of tourism in handling social issues. They reached at a level where they required studying the psychology of consumer to deliver quality of tourism service.
2.1.3 Comments on Overall Review:
Probing into Indian and Worldwide researches in tourism, it has found that both researches have been trying to add new tourism product concept. Indian research scholars discussed the areas of village tourism, eco tourism, sea tourism, medical tourism, and cruise tourism, with its potential as well as threats and challenges. Sustainable tourism, accessible tourism, indigenous tourism, volunteering tourism, altered tourism, and adventure tourism promotion were major thirst area for international research scholars. Both the scholars worked on sports tourism with different approaches. Indian researcher drew the attention on the Indian sports events, which may be useful for tourism development and promotion whereas international research linked the sports management and tourism management.

Tourism uses for the benefit of social issues were only highlighted by International researches. Tourism is labour intensive industry considering this fact international researches have covered human resources related issues like work life balance, labour turnover, labour problem, co-evaluation of nature and human system etc. However, this area is ignored by the Indian tourism researches.

Majority of Indian researches highlighted Indian tourism development with its opportunities, threats, challenges, potential and their study focuses only on well-known destinations like Kerala. However, similar situation not found in case of worldwide researches. It focuses on Tourism marketing issues as factors of determining tourism demand, checking the impact of tourism development on local economy, tourism quality influencing factors, measuring physical, geographical, and psychological factors affecting choice of destinations. Statistical tool is important to analyze the qualitative data in tourism industry. By considering this fact, some of international researches covered this area also which was neglect by the Indian researches.

Government of India, Ministry of tourism has also conducted some marketing research and analyzed the existing promotion strategy, prospects, best practices adopted by states in India, and evaluated the financial assistance given for the development of destination and circuit. They also worked to identify the infrastructure gap in India. However, this type of government’s efforts was not found in other countries.
Tourism Review of Literature & Conceptual Background

Worldwide researches had reached to the conclusion that fund constraints, inadequate promotional measures, and negligible use of Information Technology were the reasons for the non-uniformity in the growth of tourism. Thus, it can conclude that enough funds allotment, promotion of tourism played important role in the growth and development of tourism.

The Worldwide research highlighted preferences of foreign tourist such as hiking, bird watching, flora, etc. Thus, this research shows the new path to promote tourism in India by exploring these kinds of destinations to attract foreign tourist.

Indian researches had covered a few areas of tourism as compared to worldwide tourism research. Indian tourism research is lagging behind compared to developed countries. There is lot of scope to work on the development of new tourism product. There were some areas, which remained untouched by Indian researches like finding the gap between planning and implementation of tourism efforts by state, finding the relation between infrastructure and tourism development and to establish relation between promotion and tourism development etc. It observed that there are number of similar places in Maharashtra, India to attract foreign tourist as well as domestic tourist. However, it is a time consuming to cover all the places in India with these issues. Therefore, for collection of fact and reliable data a researcher has selected a district for study. With this, the researcher wants to focus on these issues through a study topic titled ‘A Study of Problems and Prospects of Tourism Sector in Satara District’, State of Maharashtra in India.
2.2 Conceptual Background:

To explore the study researcher has premeditated the conceptual background of tourism.

2.2.1 Introduction:

Tourism is classically regarded as traveling for recreation although the scope of this definition has been elaborated in recent years to include any travel outside of one's normal working or living area. In the olden days people used to travel from one place to another place for business purpose, sake of pilgrimage, very few opt for pleasure. Rising income of the people gives them desire to move from one place to other and makes them to experiences the different kinds of pleasures. Most of the nation’s economy depends on tourism like Nepal, Singapore, and Malaysia. Switzerland earned a huge amount of foreign exchange from Tourism. India is also entered into this tourism development. The Indian share of tourism in World Tourism Market is also increasing. Government is putting substantial efforts in the development of tourism. Government has introduced New Tourism Policy in 2000 where they have given the emphasis on 7 S's i.e. Swagat(Welcome), Suvidha(Facilitation), Suraksha(Safety), Soochna(Information), Samrachna(Infrastructure development), Sahyog(Co-operation) and Safai (Cleanliness). Ministry of Tourism, Government of India has launched a campaign ‘India Incredible’ 2002 to promote tourist destinations in India. The phrase "Incredible India" has adopted as a slogan by the ministry for campaign. As a result, India has an excessive growth on the arrival of foreign tourist. Government is also offering incentives to promote the tourist destinations to earn easy foreign exchange and to improve economic development through generating employment opportunity.

Tourism as a service industry comprises of several allied activities, which together produces tourism product. Tourism is an infrastructure based service product. Everyone tries his or her best to attract the tourist. Indian Government has been spending large amount on promotion of destination through websites, arranging International shows to display the Indian culture, art, pictures of historical monuments etc. The government added new tourism products to attract the foreign tourist and to get good results of their marketing efforts.
Domestic tourism is increasing in India owning to changing lifestyles and economic growth. India is ideal tourist destination having lot of scope to be explored in tourism market. India established the tourism brand as ‘Incredible India’. Marketing of tourism products in India has done at present in two levels i.e. national level and state level, simultaneously states in India launched their own tourism promotions. Kerala as ‘God’s Own Country’ whereas Maharashtra set its own brand as ‘Maharashtra Unlimited’, Madhya Pradesh emerged as “Ajab hai MP’ and recently Gujarat has enter into fray with Amitab Bachhan endorsing Gujarat tourism. These promotional efforts hope to attract international tourist and will leads to competition among the states.

The time has come to explore the opportunity. However, there is a need of marketing of tourism products. The nature of tourism service marketed being intangible and perishable, offers a limited scope for creating and maintaining the distinctive competitive edge. Tourism takes care of all the travel need of an individual along with providing the tourist an experience of home away from home due to excellent services that it offers, ensuring that his money, energy, and time is effectively and leisurely utilized.

The tourism service industry getting more and more importance in today’s business environment. It not only boosts economic activity of national development but also an important medium of cultural changes among nations of the world. It contributes to the foreign exchange earning of the nation and its potential for greater employment. It also plays important role as a means of social education and develop cultural and business relations. Thus, there is a need to understand tourism marketing management.

**Concept of Tourism:**
Tourism means temporarily traveling from usual environment with the expectation of pleasure from novelty and change.

Tourism consists of activities of person traveling to staying in a place outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
Tourism Development Concept: It is overall development of tourist potential to attract.
Infrastructural Facilities: It is physical and organizational structure needed for the operation of the industry.
Tourism Planning: It is the dynamic process of determining goals, systematically selecting alternative courses of actions to achieve those goals, implementing the chosen alternatives and evaluating the choice to determine if it is successful.

**Definition of Tourism:**
The United Nations Conference on International Travel and Tourism of 1963 provided the generally accepted definition of the term tourist as “Temporary visitors who spend more than 24 hours in destinations other than their normal place of residence, whose journey is for the purpose of holiday-making, recreation, health, study, religion, sport, visiting family or friends, business or meetings and those who spend less than 24 hours in their destinations are defined as excursionists.”

Another popular definition is “Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.”

“Tourism is traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas.”

Some of the experts also stated that tourism is a composite of activities, services and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality services available of individuals or groups that are traveling away from

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20 Ceballos-Lascurain. (1987)
home. This definition describes the full scope and covers the various groups participating and affecting the tourism.

Tourism as a service industry comprises of several allied activities, which together produces tourism product. Any single activity alone cannot perform this service. There are number of stake holders combine perform tourism service. There are number of major players in Tourism Industry as,

a. Tour Operator and Travel Agent
b. Accommodation Sector
c. Passenger Transportation
d. Entertainment

Nature of tourism service differentiates from other services; some aspects to ponder are as follows

1. Highly tangible
2. Heterogeneous product
3. Easy foreign exchange earning
4. Largest industry
5. Fastest growing industry
6. Highly labor intensive
7. Complex due to multiple activities
8. Each component is specialized and together make a final product
9. Cannot be providing by single enterprise.
10. Combined both tangible-destination and intangible-experience
11. Geographical location is affecting pricing decision
12. Creation of awareness is very important factor
13. Place is predetermined so manager has to plan other mix.
14. Middlemen play important role

In marketing point of view marketer must design tourism product strategy by considering the following marketing Characteristics of Tourism Services

1. Typical destination
2. Seasonality,
3. Length of stay,
4. Mode of transport,
5. Hotel accommodation,
6. User requires entertainment,
7. Price sensitivity,
8. Role of advertising,
9. Importance of tour packages

2.2.2 Tourism Strategy:

Over a period of time tourism service products are developed in various forms like
1. Sustainable Tourism - “Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

2. Recession Tourism - is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau (2007), recession tourism is define by low-cost, high-value experiences taking place of once-popular generic retreats.

3. Creative Tourism - creative tourism as tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences.

4. Dark Tourism - This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

5. Adventure Tourism - is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected?

6. Agro-Tourism - a style of vacation in which hospitality is offered on farms which may include the opportunity to assist with farming tasks during the visit where the tourists have an opportunity to pick up fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farms stands for

local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family. Some scholars defined the term as ‘any tourism or recreation enterprise on a working farm’ or ‘form of rural tourism whereby paying guests can share in farming life either as staying guests or day visitors on working farms’.

7. Eco-Tourism - means ecological tourism; where ecological has both environmental and social connotations. The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment and improves the well-being of local people. Ecotourism refers to tourism that has based on the natural environment but that seeks to minimise the harmful impacts and better still, seeks to promote conservation. It focuses on local cultures, wilderness adventures, volunteering, personal growth, and learning new ways to live on our vulnerable planet.

8. Heritage Tourism - involves visiting historical or industrial sites that may include old canals, railways, battleground etc. with the purpose of gaining an appreciation of the past. In addition to that, education, fun, marriage, employment, etc. can also be the purpose of heritage tourism. It can attribute to historical events that have dramatized to make them more entertaining.

9. Sex Tourism - is tourism, partially or fully for the purpose of having sex or it can define as a purely physical meet in which the associate is no more than an animated object.

10. Space Tourism - where an individual travel for the purpose of personal pleasure and is only affordable to exceptionally wealthy individuals and corporations. Among the primary attractions of space tourism is the uniqueness of the experience, the awesome and thrilling feelings of looking at the earth from the space.

11. Cultural Tourism - represents tourism, which is derived (from special interests), motivational (aspiration), and operational (participation in visiting

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cultural destinations) and cultural destinations can be very diverse, including historical, artistic, scientific, lifestyle, heritage, and social offerings.

12. Caravan Tourism - Caravans are specially built vehicles used for the purpose of travel, leisure and accommodation. They include recreational vehicles, camper vans, and motor home etc. It promotes family oriented tours in circuits.

13. Geo-Tourism - as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents

14. Benefit Tourism - The British government has been troubled in recent years by what it calls benefit tourism, in which individuals travel to Britain from other countries, usually from elsewhere in the European Union, to obtain free medical attention or to take advantage of the British welfare system to obtain what was until recently called unemployment benefit.

15. Medical Tourism - tourist travel for medical treatment from one place to another.

16. Pro-poor Tourism - seeks to help the poorest people in developing countries.

17. Educational Tourism - tourist move for teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment.

18. Doom Tourism – it is also known as last chance tourism travelling to that places that environmentally or otherwise threatened.

19. Diverse Tourism - vacation involving one couple and one guide- a professional who deals with marital problems

20. Sport Tourism - certain sports in India such as Winter Sports and Trekking at Kashmir, Nehru Cup Snake Boat race at Kerala and Golf in small town in U.P. Olympic Games, Formula one race, Cricket World Cup that attracts the foreign tourist as well as domestic tourists.

21. Wellness Tourism - as travelling for the primary purpose of achieving, promoting, or maintaining maximum health and sense of wellbeing. It is
proactive in discovering new ways to promote healthier and less stressful lifestyle.  

22. Accessible Tourism - accessible tourism is the ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities, or age. It encompasses publicly and privately owned tourist locations.

2.2.3 Segmentation:

A market segment consists of a group of customers who share a similar set of needs and wants. Today’s market is heterogeneous and with single product one cannot satisfy all the customers at a time. The marketer does not create the segments, the market’s task is to identify the segments and decide which one to target. Segment marketing offers key benefits over mass marketing. The organization can able to better design, price, disclose and deliver the service to satisfy the target customer. Tourist segmentation can be done by using variables like age group, season, income and education and purpose of the trip. Tourist segments based on purpose

1. Leisure Tourists - resort oriented hotel services expected, high paying capacity, marketing mix spread demand levels, could be influenced by promotion, varied modes of transport preferred, and normally inexpensive, normally the entertainment is part of tourist package, very sensitive (high price elasticity of demand).

2. Business Tourists, - found in a big city, no season to attract, normally short stay and cannot prolonged by advertisement, transportation required especially airplane or quick to reach, expensive accommodation are preferred by them, limited in number, low price elasticity of demand.

3. Common Interest Tourist - mostly coming to visit friends, relatives, education, pilgrimage, partial seasonality, prefer long stay and will be prolonged if the cost of additional stay are reasonable, cheapest mode preferred by them.

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sensitive to price, quite important to the marketer because large in numbers and particularly sales promotion would work more to attract them.

2.2.4 SWOT Analysis:
Present research proposes to perform SWOT analysis of tourism scenario in Satara. SWOT is a very popular tool in marketing. Strengths, Weaknesses, Opportunities, and Threats are the four factors make up the SWOT Matrix. SWOT analysis provides an efficient way to evaluate the range of factors that influence operation, and can give valuable guidance in making decisions about what to do next. It also provides a highly productive way to get key personnel involved in the management decision-making process. The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

1. Strengths: Attributes of the organization is helpful in achieving the objective. These are the company's core competencies, and include proprietary technology, skills, resources, market position, patents, and others. To collect data for the Strengths in relation to competitor, the some information need to consider the advantages over competitor, benefits can offer, expectation of customers to be fulfilled, low cost operation capability and financial strengths.

2. Weaknesses: Attributes of the organization which are harmful in achieving the objectives. Weaknesses are conditions within the company that can lead to poor performance, and can include obsolete equipment, no clear strategy, heavy debt burden, poor product or market image, long product development cycle, weak management, and others.

3. Opportunities: External conditions that is helpful to achieving the objective. Opportunities are outside conditions or circumstances that the company could turn to its advantage, and could include a specialty niche skill or technology that suddenly realizes a growth in broad market interest.

4. Threats: External conditions are harmful to achieving the objective. Threats are current or future conditions in the outside environment that may harm the company, and might include population shifts, changes in purchasing, serious
competitive barriers, changes in governmental or environmental regulations, and others.

Application of SWOT in Tourism Marketing is the purpose to evaluate critical factors in the strategic planning and to utilize them in developing effective strategies for tourist destination (Kim, 2000)

There are various environmental forces influences the tourism industry. The other aspect of this industry is that this tourism industry heavily depends on a set of other industries who are in turn dependant on the tourist flow for their business. This combination of various industries has to work as one to increase the tourists’ traffic of the country. This industry takes care of the activities that support tourism industry i.e. hotel industry, in transportation airline, road network, railways and in other tour operators and government organizations. These facilities decide the status of a place in a tourist’s portfolio. They act one side to attract tourists to a particular destination and on the other side as a major de-motivating factor if they are unable to fulfill the expectation of the visitors. Thus the major bottlenecks to tourism industry are looked into on a priority basis through SWOT analysis.

2.2.5 Service Industry in India:

The service industry establishes a backbone of social and economic development of a region. It has emerged as the largest and fastest-growing sectors in economy, making higher contributions to output and employment. Its growth rate has been higher than that of agriculture and manufacturing sectors both in terms of employment potential and contribution to national income. Service sector covers a wide range of activities, such as trading, transportation and communication, financial, real estate and business services, as well as community, social and personal services.

According to review presented in Parliament, India has a relatively high share of services in GDP than many other developing countries. Service sector growth continued to be broad based. Among the three sub sectors of services, trade, hotels, transport and communication services continued to lead by growing at double-digit rates since 2003-2004. Impressive progress in the railway passenger network and rapid addition to the existing stock of telephone connections,
particularly mobiles, growth in the financial services (banking, insurance and real estate) and the construction boom were some of the driving segments of the service sector.

The most important services in the Indian economy have been health and education, followed by functional pillars of this economy is Information Technology (IT) and IT-enabled services (IT-ES), and upcoming service industry has been media and entertainment. Tourism being one of the largest industry in terms of gross revenue and foreign exchange earnings, it stimulates growth and expansion in other economic sectors like agriculture, horticulture, poultry, handicrafts, transportation, construction, etc. as well as gives momentum to growth of service exports. Tourism is a major contributor to the national integration process of the country as well as preserver of natural and cultural environments. The 'Ministry of Tourism' has been undertaking several policy measures and incentives to boost this sector such as the announcement of the National Tourism Policy. Service sector especially tourism has great potential to accelerate the growth of an economy and promote general well-being of the people. The advance estimates (AE) of the Economic Survey 2010-11 present the growth rate of the services sector is 9.6%. The sector had registered 10.1% growth in 2009-10. The Survey presented by the Union Finance Minister; Pranab Mukherjee in the Parliament stated that the Indian economy remains the second fastest growing in the services growth with 8.9% rate, behind China (10.5%). An international comparison of the services sector shows that India compares well even with the developed countries in the top 12 countries with highest overall GDP. Two broad services categories, namely trade, hotels, transport, and communication; and financing, insurance, real estate, and business services have performed well with growth of 11% and 10.6% respectively in 2010-11 (Advance Estimate). Only community, social and personal services have registered a low growth of 5.7% due to base effect of fiscal stimulus in the previous two years, thus contributing to the slight deceleration in growth of the sector. The construction sector, a borderline service inclusion, grew at a moderate 8%. Among the four broad categories of services, in terms of shares, financing, insurance, real estate, and business services; and trade, hotels, and restaurants are the largest groups accounting for 16.7% and 16.3% respectively of the national GDP in 2009-10.
The Survey said that in terms of exports, India is also moving towards a services led export growth. In the first half of 2010-11, services exports growth was 27.4% despite a dip due to the global crisis, which was more due to fall in the share of merchandise trade to GDP. The growth rate in 2010-11 has expected to be 19.5 per cent for IT – BPO services, 18.5 % for exports, and 22.8% for domestic IT related services. The contribution of the services sector to the Indian economy has been 55.2% in GDP and has been growing by 10% annually. In terms of employment, although the primary sector is the dominant employer followed by the services sector, the share of the services sector has been increasing over the years. The global economic and financial crisis had a dampening effect on the cross border FDI floors. The Survey said that in order to maintain the level of FDI into the sector, the major challenge is to retain India’s competitiveness in this sector. Making roads into some traditional areas such as tourism and shipping and making forays into globally traded services such as financial services, health care, education, etc. are the other challenges that need to overcome.  

2.2.6 Service Strategy:

Service Strategy is a plan, how the organization intends to fulfill its customers’ needs and expectation. In business services, change is only constant thing. Therefore marketing conditions one cannot expect constant throughout the period as well customers’ needs, expectations, tastes, habits, preferences. There is need of shaping and tailoring the service products as per the changing customers’ needs, expectations, tastes and as well changing marketing environmental condition. There are two dominant business service players emerging in Indian service industry are Tourism and Hospitality.

2.2.7 Tourism Services:

Changing lifestyles and economic growth led to rise in tourism sector. India is the ideal tourist destination due to culture, language, art, music, dance, monuments, clothing, food, languages, festivals, religion, wildlife, etc.

The word ‘Tourism’ is relate to tour, which is, derived from a Latin word ‘Tornare’ and the Greek, ‘tornos’, meaning 'a lathe or circle, a tool for describing a circle or turners wheel.\textsuperscript{26}

In Sanskrit literature, there are three terms for tourism derived from the root ‘atna’ means going or leaving home for some other place. The three terms are Paryatan means going out for pleasure and knowledge, Desatna mean going out of the country primarily for economic gains, Tirthatna means going out to places of religious merits.\textsuperscript{27}

\subsection*{2.2.8 Marketing:}

In today’s volatile and dynamic business environment, one should change the approach to survive i.e. ‘Sell what will instead of what you can’. There is no need to quote the importance of marketing. One can market idea, event, experience, person, place, properties, organization, and information to satisfy individual and organizational objectives. Marketing is practice in every corner of the business from profit organization to non-profit organizations.

‘Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stake holders’.\textsuperscript{28}

Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is ‘meeting needs profitably.’\textsuperscript{29}

The Chartered Institute of Marketing, defines marketing as, "The management process responsible for identifying, anticipating and satisfying customer requirements profitably." \textsuperscript{30}

Every five years the definition of Marketing changes according to the changes in business environment. On 14 Jan, 2008 Marketing was defined by the American

\begin{thebibliography}{99}
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\bibitem{26} http://en.wikipedia.org/wiki/Tourism
\bibitem{30} http://en.wikipedia.org/wiki/Marketing, dated 9/11/2011 at 8.46PM
\end{thebibliography}
Marketing Association as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society.\(^{31}\)

### 2.2.9 Marketing Management:

‘Marketing Management, as the art and science of choosing target market and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.’ \(^{32}\)

This definition gives the idea of process of marketing management by emphasizing it is an art as well as science. It means it required skill to manage as well requires controlled system for choosing target market because with single product one cannot satisfy all the population over the time, the skill is essential to getting, keeping and growing the customer flow through creating superior value to their target customer with efficient delivery and effective communication strategy.

### 2.2.10 Services Management:

Rapid industrialization and globalization helps to increase national income of India; it resulted in increase in per capita income i.e. more disposable income. It is quite natural that people want better facilities, high recreation, hospitality, health care, basic services like laundry, beauty care, health club, medical services, etc. Life become competitive, social values have changed. Dual Income, No Kids (DINK) system emerged in society. Due to duel income hotel, tourism and financial services increased and resulted in rapid growth of service sector in India.

Service industry is labour intensive and based on human art and skill. Its features like intangibility, heterogeneity, lack of inventory, lack of quality measurement poses challenges in quality, fluctuating demand leads to marketing problems. However, the marketer’s job is to overcome these problems through marketing strategy like adding more tangibility, fixing the standard of delivery, charging extra for missed occasions

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to reduce perishability, developing new products to earn continuous demand and the like and these requires scientific service management.

2.2.11 Service Marketing:
Service is the act or performance that one party can offer to another for economical benefit.

“Services are economic activities that create a value and provide benefits for customer at specific times and places as a result of bringing about a desired change in -or on behalf of- the recipient of the service.” 33

Services act like facilitator or activities that provide time, place, form, or psychological benefits.

Service marketing is a set of activities that service gets from providers to consumers. It is the process of keeping the consumers in mind during all stages design, production, distribution, and communication.

First job of service marketer is to perform Market Determination.
   a. Identify the buyers the business wishes to attract and their location.
   b. Understand consumer profile such as demographic, behavioural and psychographic profile.
   c. The place where to serve- its climate and geography

Second job is to identify the Target Market
Undertake market research to identify current and potential customer.
Marketing Planning is done at two levels, one is strategic planning, and another is tactical planning.

1. Marketing Strategic Planning- STP i.e. Segmentation, Targeting, and Positioning. It is very difficult to satisfy all the customers with single product in heterogeneous market. Thus, there is need to divide the market according to the similar nature of customers, and this group is called segmentation. After segmentation marketer cannot serve all the segments due to insufficient resources, marketer has to select one segment, which offers maximum opportunity to serve that selected segment group is called its Target market.

Next step marketer decides it is positioning of product by delivering central benefits to their target customer.

2. Marketing Tactical Planning- Marketing mix tool is used by the marketer to achieve the marketing objectives within short period. It is not one shot assignment. Continuously marketer has to juggle with changing environmental condition.

Marketing man is a decider and an artist- a mixer of ingredients, who sometimes follow a recipe, developed by others and sometimes prepares his own recipe. And sometimes adopts recipe to the ingredients that are readily available and sometimes invents some new ingredients or experiments with ingredients as no one else has tried before.\(^\text{34}\)

In 1960, Mc Carthy the American professor of marketing who first described marketing mix in terms of 4 P’s. Assembling and managing 4 P’s is the crux of the marketing task. It is through the marketing mix that the marketing manger achieves the marketing objectives. The marketing mix depends on the characteristics of the target market and a particular period.\(^\text{35}\)

### 2.2.12 Marketing Mix:

Marketing mix is the sole vehicle of creating and delivering value to customer or four C’s for Customers value.

1. **Product**: Customers’ solution
2. **Price**: Cost
3. **Place**: Convenience
4. **Promotion**: Communication

The dealing of every ‘P’ is as follows

I. **Product**: Product is anything that can be offered by the organization to meet the needs of customers profitably. However, the Product is a bundle of satisfaction.

Suppliers point of view one must analyze service product at following levels


\(^{35}\) [http://en.wikipedia.org/wiki/Marketing_mix_modeling](http://en.wikipedia.org/wiki/Marketing_mix_modeling), dated 12 sept,2010 at 7pm
a. Customer Benefit Concept- offers must have its origin in benefits which customer seeking.
b. Service Concept- Specific benefits
c. Service Offer- to give a specific shape.
d. Service Forms- package deal or membership, daily tickets, etc.
e. Service delivery system

In planning the market offerings marketer needs to address five product levels. Each level adds more customer value.

1. Core benefit- the benefit customer is really buying
2. Basic product- has to turn core benefit into basic product.
3. Expected product- set of attributes buyer normally expects
4. Augmented product- that exceeds the customers expectation
5. Potential product- search new ways to satisfy and distinguish the offer

II. Price- is the cost demanded against the service or value charged for the service product. Price can be of any form like fees, fare, interest, salary, commission, rent and admission. Where, who, when, how and frequency has more impact in determining the service prices. Perishability and fluctuating nature of demand has great impact in determining prices e.g. peak and slack season etc.

There are various pricing strategies adopted in Service Marketing

a) Discount pricing
b) Flexible or Differential – changing according to Customers ability to pay, Place differential, Time differential
c) Guaranteed pricing- payment made after results are achieved
d) High price maintenance- to associate quality of service charging higher or premium price
e) Loss leader pricing- initial low hoping of getting more business at subsequent better prices.
f) Offset prices- basic service low price and extra service highly charged
g) Skimming price- to cover whole development cost in the beginning of innovative products charging higher price.
h) Penetration price- Initially charge low to make the customer habitual and after some days start to rise.
Tourism Review of Literature & Conceptual Background

i) Marketing orientation- to bit, meet, and to hit the competitor.

III. Place and Physical Distribution - In Service marketing location is also influential factor to satisfy the customer. Two main issues are important to marketer for service distribution.
   i. Accessibility –convenient to purchase
   ii. Availability- extent to obtainable

First decision, marketer has to take as where to locate? In Tourism service management Place is predetermined the marketer does not have any scope to manage. Second decision whether to sell directly or through middlemen? Direct selling is possible only when there is inseparability. In tourism direct as well as through travel agent, tour operator, hoteliers, marketer can approach to the customer.

Third decision of How to reach maximum customer cost effectively? Tourism service communicated with tourist through internet website, television advertisement, magazine, newspaper and radio.

Following Factors are responsible for selection of distribution method

1. Service inseparability
2. Perishability
3. The role of consumer as co-producer of the service.
4. Consumer wants and needs – key factor – some customers give rating to convenience and some may prefer exclusive where they put more effort.
5. Importance of geographical location
6. Target market- size, structure, potentiality, location, org. object, level of coverage, number of competitor and local infrastructure.

IV. Promotion- to communicate the information about service to the target market audience. The objective is to inform, to remind, to reinforce.

In Service marketing advertising is challenging due to its intangible nature of service where in it require to emphasize on tangible aspect so that customer will understand and evaluate and make a decision.

a) Customer relies more on subjective impressions rather than concrete evidence.
b) Customer likely to judge the quality on the basis of performer than actual service.

c) Difficulty to sample the service before payment for it so difficult to evaluate its quality and value. So marketer must design to overcome these constraints.

i. Advertisement- ‘Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.’

For effective advertisement, one should follow the following things

a. use simple and clear message  
b. emphasize on benefits  
c. promise only which can be delivered  
d. Build word of mouth communication by using actual consumers in advertisement.  
e. provide tangible cues

ii. Personal selling - Unlike advertising a personal sales message can be more specifically targeted to individual prospects and easily altered if desired behaviour does not occurred. It reduces uncertainty, give reassurance, reduce dissonance, and promote reputation of the organization. Services cannot be separated from the performer so it needs to use actual professional rather than salesperson to sell.

iii. Publicity – It is non-personal stimulation of demand for a product, service by placing commercially significant news about it in a publication or obtaining favourable presentation of it upon radio, television, or stage that is not paid for by the sponsor. Offering is unique then it is newsworthy. Publicity is unpaid exposure. One can associate with some issues of greater social aspect. However, choice of newspaper and magazine is important.

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iv. Sales promotion- It is incentives and offers that encourages people to buy a product or service.\textsuperscript{38} Neither displayed and nor free samples so difficult to implement. Other related services can be offered at free of cost or concession to the loyal customers.

v. Other methods- By using distinctive colors in hoarding (Axis Bank use red brown colour for hoardings), specific symbols, lettering (e.g. airtel write-up), signboards, use special vehicles for promotion (e.g. India had used special bus to present the brand of ‘Incredible India’ in overseas marketing campaign), uniform of staff (e.g. in branded mobile service showrooms special uniform for their staff), tailor-made stationary used with defined logo, slogans in advertisements, trademark, and special music (used in advertising message make the customer to recall the product name) are also used to differentiate from competitors.

Besides above mentioned 4 P’s, Booms and Bitner included three additional 'Ps' to accommodate trends towards a service or knowledge based economy those are people, process and physical evidence.\textsuperscript{39}

V. People – People refers to all who directly or indirectly influence the perceived value of service. People include knowledge workers, employees and consumers. The factors viz. creditability, professionalism, efficiency, courtesy, approachability, appearance and communication skill of those people play important role in enhancing consumer satisfaction especially front line employees. In service management the Human resource management issues like recruitment, selection, training, and development also need to manage. Management of human resources needs internal Marketing.

   Essentials of internal marketing are to find out the answers of following questions
   a. Do we compete as hard for employees as we do for end users?
   b. Do we offer our employee a vision (culture, opportunities and awareness)?
   c. Do we prepare our people to perform efficiently i.e. training?
   d. Does our organization structure, working environment, educational efforts encourage teamwork?

\textsuperscript{39} http://en.wikipedia.org/wiki/Marketing_mix_modeling, dated 9/11/2011, 8.37PM
e. Do we allow freedom to come through for their customer?

f. Do we measure performance and offer reward?

g. Do we listen to our employees?

The importance of customers in services stems from the fact that most services imply active and involved customer organization interface. In the service management manager must take the decision where to involve customer interface or avoid and make automation to avoid inconsistency or heterogeneity.

VI. **Process** – In service marketing benefits obtained by the consumer are important but how it is delivered i.e. standard performance produced by the provider is equally important. The procedures, mechanisms and flow of activities which lead to an exchange of value. The service manager has to consider the following things in service process

a) Customer participation in the process

b) Location of service deliver

c) High contact or low contact services

d) Degree of standardization – or customization

e) Complexity of the service.

VII. **Physical Evidence** - Physical evidence is used by the service marketer for communicating service quality attributes and building trust. Physical setting of an exchange may be described in terms of ‘atmospherics’, including visual, olfactory and tactile perceptions. Noting that the physical environment has the potential to influence one’s impression of the service, such characteristics as the colours or brightness of the surroundings, the volume and pitch of the sounds employed and/or present at the setting, the scent and freshness of the air, and the temperature prevailing at the time of the exchange may all help to shape a consumer’s feelings concerning a service rendered. In addition, the use of space and the style of furnishing, as well as the presence or absence of other ‘cues’, may provide the consumer with tangible indications of the service.  

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Physical evidence is the direct sensory experience of a service that allows a customer to measure whether he or she has received value or not. It is the environment in which the service is delivered and where the firm and the customers interact. It is tangible commodities that facilitate performance or communicate the quality or performance of service. Physical evidence plays the role in enhancing customer’s perception of the service quality. Customer often evaluates services on the basis of tangible cues or physical evidence, before its purchase.

Conclusion:
It concludes that Indian service industry is growing by leaps and bounds. The components of tourism industry like hotel, communication and transport are also showing enormous growth that leads to tourism growth. To support this statement scenario of Tourism is desirable. Tourism Scenario is glanced at various levels as tourism scenario of India, Maharashtra and Satara. It reflects into depth of tourism scenario in next chapter.