

Need and Importance of Tourism Marketing in Northern India



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Abstract

Tourists is person who travels to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year, for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. The present study was based on primary as well as secondary data. Secondary data was collected from various journals, magazines, websites etc. Primary data was collected through a structured questionnaire. The questionnaire was administered to 600 domestic and foreign tourists visited North Indian States namely, Punjab, Haryana, Himachal Pradesh, Rajasthan, Chandigarh and Delhi. Based on average opinion of the selected respondents, it is cleared that respondents showed maximum preference to tourist places are easily accessible to potential tourists, opportunity to preserve the region's historical and natural sites from tourists' generated revenue, shifting of partial tax burden from local residents to tourists, learn keenly about flora and fauna.

Keywords: Tourism, Marketing, Need and Importance, North India.

Introduction

In modern times, there is large scope of tourism. According to one of the experts in the simple definition tourism is what related to tourists and also that services which are related to tourists. The definition provided by the UN, tourist is a person that stays more than one day and less than a year at a place other than their principal place. This definition includes commercial and business trips, but trips associated with military personnel, diplomats, immigrants and students do not. World Tourism defines tourism which refers to all those activities and places outside their usual environments. According to world tourism definition tourism refers to all those activities of individuals which go to places outside of their usual environment for a period of less than one year and for leisure, work or other purpose. Thus the range of tourist goes far beyond from trips to vacation and spend only a few days to visit friends and relative or to visit attractive places. The World Tourism Organization (WTO) defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year, for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Persons whose duration of visit is less than 24 hours are called "Same Day Tourists" or "Excursionists". India also follows the same definition of the tourist. As against the recommendation of collecting the data on international arrivals, India collects data on Foreign Tourists Arrivals (FTAs) because the data on arrival of non-resident Indians are still not available.

Elements of Tourism

There are certain elements or ingredients of tourism. They are the fundamental attractions of tourism. They are.

Pleasing Weather

Fine weather with warm sun shine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience. Tourist from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Due to this many spas and resorts along the sea coasts come into existence. In Europe, countries like Italy, Spain and Greece have developed beautiful beach resorts. There are many such resorts along the coasts of Mediterranean sea India, Sri Lanka, Thailand Indonesia, Australia, Philippines and some other countries have beautiful sea beaches with fine weather are best examples where weather has played a prominent in attracting tourists. In some countries hill station resorts' have been developed to cater the needs of tourists. The best example for this is Shimla.

Attractions and Entertainment

Attractions are differentiated as natural attractions as in Mount Fuji, a park or a beach and man-made attractions as in the Euro Disney theme park. No doubt scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them. The list of leisure time alternatives from which visitors can choose can be classified into three broad categories: heritage attractions, commercial attractions and live entertainment. Each of these categories contains even more choices ranging from museums and zoos to gaming and shopping and the list goes on. Attractions and entertainment alternatives are limited only by curiosity, imagination, ingenuity and resources. Thousands and thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and the southern slopes at Italy and also Himalayan. Mountain slopes of India and Nepal.

Historical and Cultural Factors

Historical and cultural interest exercised tremendous influence over travelers. Large numbers of tourists are attracted every year by the great drawing power of the city of Agra in India because of its famous Taj Mahal. Large number of Americans and Canadians visit London because of its historical and cultural attractions. So also the world famous caves of Ajanta and Ellora in India are visited by tourists because of its architecture and painting.

Accessibility

Accessibility is another important factor of tourism. There should be accessibility for each and every location of tourist attractions. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than to short distances.

Amenities

Facilities are very essential for any tourist centre. They are considered necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting surf riding and such other facilities like deeming recreations and amusements are an important feature. There are two types of amenities viz. natural and manmade. Beaches, sea-bathing, fishing, climbing, trekking, viewing etc. are come under the former category. Various types of entertainments and facilities which cater for the special needs of the tourists come under the latter category.

Lodging

Lodging create temporary living quarters for guests through a variety of sources, including bed and breakfasts, all the different types of accommodation that tourists use from camping spots and cabins in national parks, to resorts and hotels, to bed and breakfast inns, to all-suite properties. The need and necessity of accommodation cannot be ignored in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently. New types of accommodation, particularly, holiday villages,

apartment houses camping and caravan sites and tourist cottage etc, have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities. Today Switzerland, Holland, Austria and the Netherlands have gained reputation for good cuisine, comfort and cleanliness.

Safety and Security

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

Transportation

Transportation is by automobile, ship, rail or air. Personal autos, rental cars and coaches are the most frequently used vehicles by tourists. Cruising includes exotic ports of call to add interest and on-board entertainment to add excitement for passengers. Rail travel has decreased in the United States, but in Europe and parts of Asia the train is a convenient way to sightsee and travel between major cities. Air travel has made distant locations seem much closer.

Foodservice

Foodservice relating to tourism mostly includes restaurants and cafes that cater to tourists as well as people living in the tourist area. The choice of dining available likely reflects the type of food and service that the target market wants.

Other Factors

Besides the above factors, hospitality is one such factor among the variety of factors. It is the duty of the host country to be hospitable towards tourists. For this French and Indian governments have done a lot. A series of short films on various themes like "being courteous", "cleanliness" and "welcoming" a visitor" were prepared and exhibited through a wide network cinema theaters all over the country. Slogans like "welcome a visitor- send back a friend" were displayed at various important exists and entry points like railway stations, airports and seaports. Following the above methods, many other countries launched "Be nice" campaigns. It means that the tourists must be treated as friends.

Travel Promoters

The Ministry of Tourism has a scheme for granting approval to hotel projects from the point of view of this suitability for international tourists. A classification committee set up by the Ministry classifies the functioning hotels under the star system into six categories from star one to five star deluxe. Similarly, the Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to encourage quality, standard and service in these categories so as to promote Tourism in India. This is a voluntary scheme open to all bonafide agencies.

Travel Agents

A Travel Agent is one who makes arrangements of tickets for travel by air, rail, ship, passport, visa, etc. It may also arrange accommodation, tours, entertainment and other tourism related services.

Inbound Tour Operators

An Inbound tour operator is one who makes arrangements for transport, accommodation, sightseeing, entertainment and other tourism related services for foreign tourists.

Tourist Transport Operators

A Tourist Transport Operator Organization is one, who provides tourist transport like cars, coaches, boats etc. to tourists for transfers, sightseeing and journeys to tourist places etc.

Adventure Tour Operators

An Adventure Tour Operator is one who is engaged in activities related to Adventure Tourism in India namely, water sports, aero sports, mountaineering, trekking and safaries of various kinds, etc. In addition to that he may also make arrangements for transport, accommodation, etc.

Domestic Tour Operators

A domestic tour operator is one who makes arrangements for transport, accommodation, sightseeing, entertainment and other tourism related services for domestic tourists.

Review of Literature

Alacaniz, (1996) stressed that the importance of tourism in Spain has not been accompanied by variety of marketing studies and research. In this paper the two great factors contributing to the slow development of tourism marketing in Spain are identified. On the one hand the youth of the discipline at international level and especially at national level. Secondly, the evolution of the market itself and the passive orientation of marketing. Next the contributions emanating from Spanish tourism marketing circles are reviewed and analysed in terms of their connection with lines of research emanating from the international literature. Finally, future research perspectives for tourism marketing are indicated.

Alistair Williams (2006) seek to introduce the experiential marketing debate and demonstrate how the questions raised by the concept are critical to an understanding of marketing theory and research within the tourism and hospitality sectors. The tourism and hospitality sectors cannot be seen to be immune to fundamental changes in the orientation of marketing. Innovative experience design will become an increasingly important component of tourism and hospitality firms core capabilities. Those who go beyond service excellence and market experientially will lead the creation of value in the sector.

Atilgan et.al. (2003) suggested a new approach to the exploratory and evaluative research of service-quality dimensions by employing

correspondence analysis (CA). Although several studies have investigated the service quality of service providers using descriptive measures and statistical tests, this study presents a graphical interpretation of SERVQUAL data to aid managerial decision-making in the tourism industry. This paper also examined the expectations and perceptions of two distinct groups by determining the differences between German and Russian tourists' evaluations of service-quality dimensions in tour operators. The study concludes that CA can be used effectively in evaluating the service-quality and displaying the differences in the expectations/perceptions of distinct consumer groups. Managerial implications for travel administrators are discussed. Tour operators should consider cultural differences in service-quality evaluations.

Brian Archer (1995) pointed out that the aim of this paper is to compare the results of three separate input-output studies carried out to measure and monitor the contribution of international tourism to the economy of Bermuda in comparison with the impacts made by other export sectors. The studies are part of the ongoing program of the government of Bermuda. Since the early 90s, the leading generator of foreign currency and income has been international business and finance. The level of employment in the economy, however, depends principally upon tourism, and the Bermudian government and private sector are taking positive measures to address the downward trend.

Research Methodology

The present study was based on primary as well as secondary data. Secondary data was collected from various journals, magazines, websites etc. Primary data was collected through a structured questionnaire. The questionnaire was administered to 600 domestic and foreign tourists visited North Indian States namely, Punjab, Haryana, Himachal Pradesh, Rajasthan, Chandigarh and Delhi. A questionnaire comprised of three parts. For the purpose of analysis various statistical techniques like descriptive analysis, Correlation, Regression and ANOVA will be used with the extensive help of software packages of MS-Excel and SPSS. The study is being undertaken with objective to know the relative importance of market strategies and its elements in adopting consortium approach of tourism industry.

Need and Importance of Tourism Marketing

In order to find out the need and importance of tourism marketing, the researcher has applied statistical tools viz. percentages and ranking method. The results are shown in table 1.

Table 1 : Need and importance of Tourism Marketing

Description	Strongly disagree N(%)	Disagree N(%)	Neutral N(%)	Agree N(%)	Strongly agree N(%)	Mean	Rank
Economic Need and Importance							
Tourist places are easily accessible to potential tourists.	16(2.7)	48(8.0)	122(20.3)	207(34.5)	207(34.5)	3.90	R1
Tourism is best industry if there is no other alternative for economy	38(6.3)	34(5.7)	134(22.3)	327(54.4)	67(11.2)	3.59	R2
Single currency like Euro has positive impact on tourism.	61(10.2)	26(4.3)	267(44.5)	170(28.3)	76(12.7)	3.29	R4
Tourism creates multiplier impact in the economy.	64(10.7)	22(3.7)	76(12.7)	372(62.0)	66(11.0)	3.59	R3
Tourism remains relatively constant during changes in economic cycles.	15(2.5)	244(40.7)	96(16.0)	171(28.5)	74(12.3)	3.08	R5
Social and cultural need and importance							
Both tourists and locals learn about each other, their differences and similarities.	15(2.5)	62(10.3)	255(42.5)	194(32.3)	74(12.3)	3.42	R5
They both become aware of new tastes and ways of thinking.	44(7.3)	56(9.3)	120(20.0)	265(44.2)	115(19.2)	3.59	R2
Improves standard of living	84(14.0)	66(11.0)	100(16.7)	199(33.2)	151(25.2)	3.45	R4
Greater educational opportunities	15(2.5)	64(10.7)	267(44.5)	78(13.0)	176(29.3)	3.56	R3
Provides opportunity to preserve the region's historical and natural sites from tourists' generated revenue.	14(2.3)	59(9.8)	200(33.3)	155(25.8)	172(28.7)	3.69	R1
Political need and importance							
Revenues are boosted by taxing goods and services that tourist buy.	24(4.0)	34(5.7)	206(34.3)	165(27.5)	171(28.5)	3.71	R2
Shifting of partial tax burden from local residents to tourists.	17(2.8)	43(7.2)	43(7.2)	71(11.8)	426(71.0)	4.41	R1
It helps to regulate tourism related business like airlines etc.	95(15.8)	39(6.5)	187(31.2)	191(31.8)	88(14.7)	3.23	R5
It promotes international tourism.	15(2.5)	65(10.8)	207(34.5)	151(25.2)	162(27.0)	3.63	R3
It promotes world fair or international events to generate increased visits and gain publicity.	40(6.7)	69(11.5)	156(26.0)	165(27.5)	170(28.3)	3.59	R4
Environmental Need and Importance							
Helps to evolve eco-tourism.	67(11.2)	56(9.3)	149(24.8)	261(43.3)	67(11.2)	3.34	R4
Helps the tourist to learn keenly about flora and fauna.	14(2.3)	157(26.2)	25(4.2)	186(31.0)	218(36.3)	3.73	R1
Travelers generally encounter plenty of photo opportunities.	95(15.8)	68(11.3)	40(6.7)	191(31.8)	206(34.3)	3.58	R3
Excellent way to learn about certain culture or reinforce learning of new language.	40(6.7)	41(6.8)	133(22.2)	217(36.2)	169(28.2)	3.72	R2

The need and importance of Tourism Marketing is divided into four heads .i.e. economic importance, social and cultural importance, political importance and environmental importance. The respondents were asked to rank their preferences and the data for the same is presented in the Table 1.

Economic Need and Importance

Based on average opinion of the selected respondents, it is cleared that respondents showed maximum preference to tourist places are easily accessible to potential tourists (Mean=3.90), followed by tourism is best industry if there is no other alternative for economy (Mean=3.59), tourism creates multiplier impact in the economy (Mean=3.59), single currency like Euro has positive impact on tourism (Mean=3.29) and least preference is shown to tourism

remains relatively constant during changes in economic cycles (Mean=3.08).

Social and Cultural Need and Importance

Based on average opinion of the selected respondents, it is cleared that respondents showed maximum preference to opportunity to preserve the region's historical and natural sites from tourists' generated revenue (Mean=3.69) followed by awareness of new tastes and ways of thinking (Mean=3.59), greater educational opportunities (Mean=3.56), improves standard of living (Mean=3.45) and minimum preference to both tourists and locals learn about each other their differences and similarities. (Mean=3.42)

Political Need and Importance

Based on average opinion of the selected respondents, it is cleared that respondents showed

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maximum preference to shifting of partial tax burden from local residents to tourists (Mean=4.41) followed by revenues are boosted by taxing goods and services that tourist buy (Mean=3.71), promotes international tourism (Mean=3.63), and promotes world fair or international events to generate increased visits and gain publicity (Mean=3.59) and minimum preference to helps to regulate tourism related business like airlines etc (Mean=3.23),

Environmental Need and Importance

It is cleared from above table that respondents gave maximum preference to learn keenly about flora and fauna (Mean=3.73), followed by excellent way to learn about certain culture or reinforce learning of new language (Mean=3.72),. Travelers generally encounter plenty of photo opportunities (Mean=3.58).and minimum preference to evolve eco-tourism. (Mean=3.34).

Conclusion

It's always easy to have armchair discussions about what the government should do and what it isn't doing. One of the biggest charms of Indian tourism is its architecture and wealth of historic monuments. And there's a long list of heritage monuments that are still sitting in squalid environments.

An effective solution for this would be to outsource the maintenance and exterior lighting of the heritage monument to corporate giants in return for some branding opportunity at the monument.

Many think this is outright commercialisation. But this is a much better option than leaving it an abandoned state and let it decay.

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