

An Analytical Study of Tourism Marketing In India

Dr. S.K Sharma, Associate Professor
Faculty of Commerce and Business Administration
D.N. (PG) College Meerut (U.P.) India.

Abstract-

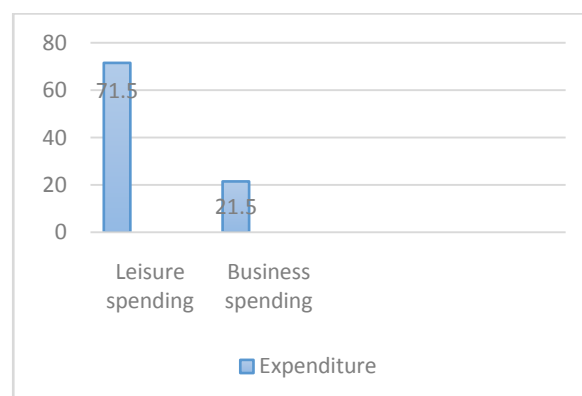
India is known as tourist destination very long ago right from the rise of civilization. People from different areas of our country visited places of pilgrimage importance. Tourism now a day is status symbol in our society and it is assumed as essential for some one's health. In developed countries 40% of free time is spend in travelling related activities. In coming time tourism services will be the largest sources of employment in the world. Now, tourism is a global phenomenon. Every tourism activity starts with the travelers and ends with the travelers. It is very important to know what are the factors that influence tourist decision and why they do it? This study is an attempt to understand the various dimensions of tourism. The study starts with the existing literature review available on tourism. The objective of the study is to study strength, weaknesses, opportunities & threats of tourism marketing in India. The study covers 50 tourists from various tourism destinations of Dehradun and Mussoorie. Survey is conducted through well-structured questionnaire. Findings show that every factor has very powerful impact on tourism. In the concluding part suggestions are provided.

Key Word- Tourism marketing

Introduction

Tourism is related with entertainment, holidays, travel and departing or arriving somewhere. There are certain motivating factors due to which people depart from their place of work or native place and venture outside places for some period of time. Large number of persons from total population like to go away to take rest to recreate from the normal hectic schedule. Tourism creates new opportunity for sellers. Lots of goods and services are specially created for touring needs. For a short span of time it changes the way of life of the touring person.

Travel & Tourism Contribution to GDP by Segment 2018



Definition of Tourism

Over the years the definition of tourism has undergone a change along with the historical changes. One of the first definitions of tourism was given by an Austrian based economist in the year of 1910, who described it as “the total number of operators, mainly of an economic nature, directly related to the entry, residence and movement of foreigner’s in and out of a particular area country, city or region”.

Domestic Tourists Visits to States & Union Territories during 1991 to 2017

| Year | TouristVisits |
|------|---------------|
| 1991 | 66670303 |
| 1992 | 81455861 |
| 1993 | 105811696 |
| 1994 | 127118655 |
| 1995 | 136643600 |
| 1996 | 140119672 |
| 1997 | 159877208 |
| 1998 | 168196000 |
| 1999 | 190671034 |
| 2000 | 220106911 |
| 2001 | 236469599 |
| 2002 | 269598028 |
| 2003 | 309038335 |
| 2004 | 366267522 |
| 2005 | 392044495 |
| 2006 | 462439634 |
| 2007 | 526700493 |
| 2008 | 563034107 |
| 2009 | 668800482 |
| 2010 | 747703380 |
| 2011 | 864532318 |
| 2012 | 1045047536 |
| 2013 | 1142529465 |
| 2014 | 1282801629 |
| 2015 | 1431973794 |
| 2016 | 1615388619 |
| 2017 | 1652485357 |

Source: Tourism Ministry of India.

It is clear from the above figure that the number of domestic tour is India is continuously growing. The citizen's of our country are fond of to ruing with in the country .Some of them visits for recreation, adventure & thrill seeking. While some others tour for religious purposes.

Tourism Marketing

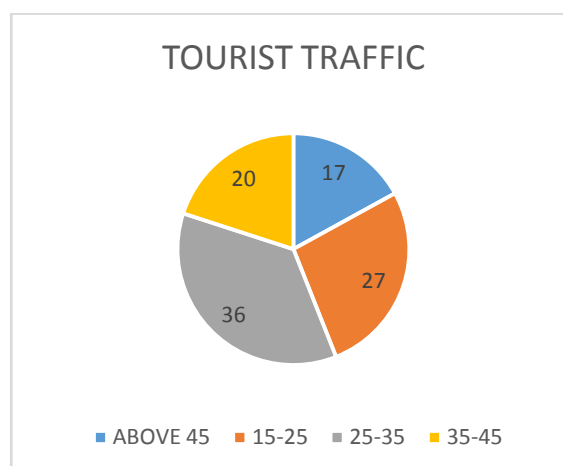
Tourism marketing is still an under developed area and is often confused with selling. The tourism industry is comprised ofsmall enterprises (Travel agencies, Tour operators etc.) and few of the players have started efficiently marketing of services while most of the enterprises are indulged in sales activity. However, as the tourism market evolves, the importance of marketing is increasingly

recognized as an essential endeavor for the achievement of success in a business. This is also due tothe fact that competition is increasing.

Promotion of Tourism in Neonatal & Mussoorie

Uttrakhand is symbolized as Dev Bhumi by the state government. This promotional campaign attracts a vast number of tourists to the state across India and world. In the process both Neonatal & Mussoorie get benefit out of it.

Uttrakhand Tourist Traffic % in 2018



Literature Review

Nafees A. Khan There is needed to incorporate strong Human resource practices in industries related with tourism such as employee training of Air India. Focus should be given on their development so that they can deal in a better way with the potential tourists of our country. Efficient human resource development is the requirement of airlines.

C. Vithiranjana Impact of tourism on Indian economy is significant. It helps in regional and economical and multi dimensional development. The Government of our country understood the essentiality of tourism as an industry in the year of 1980. Study suggested that the globalization and open economy triggered tourism to emerge as one of the biggest foreign exchange earners for our country. Progress in economy and development of industry depends entirely on the overall development of a country. Tourism plays a major role in this overall infrastructural advancement and development. It also helps

different industries directly and indirectly. India's economic growth have vast impact on tourism and it can be seen in special areas like, spa tourism, spiritual tourism, family vacation plan and adventure tourism etc.

V. Agarwal Due to the close integration of tourism industries with several other industries like hotel and accommodation, health care, entertainment, aviation, railway, roadways etc., the collective weaknesses of all the sectors make it more vulnerable or weak. Travelling in our country is problematic, though several attempts are done to improve airlines, railways and buses. We may have developed aviation sector, a vast network of trains in the world energized by the buses and taxi services, but all these system works in independent manner, that usually results in long waiting hours and create confusing restless and uneasy situation for the tourist visiting the Country.

T. Subash There is an urgent need for improvement in ascertaining sound health of tourists in our country especially considering the low rank of 109 for our country in terms of health and hygiene standards when compared with 140 world countries. The Indicative parameters show poor results. Availability of doctor at 0.7 per 1000 populations and 9 hospital beds availability for every 10,000 people in our country are very low for as our country considers tourism as a sector of great importance for the boosting of economy.

James Murdy Crimes against tourists will be a tough challenge to both tourists and management of hotels, and other resources related with tourism. Before tourism and tourists can become agents of peace, a better understanding of the tourists must be achieved. In order to achieve this task an in depth analysis of tourist motives, motivations, behaviour and attitude, expectations of tourists and their need set regarding services should be done.

Objectives

1. To define the meaning of tourism and concept of tourism marketing.
2. To study the development of tourism product in India.
3. To study strength, weaknesses, opportunities & threats of tourism marketing in India.
4. To give suggestions to improve tourism

marketing in India.

Research Methodology

Primary Data Collection— It was very essential for the research work. The data was collected with the help of questionnaires. The questions were asked from the tourists in Mussoorie & Nainital district. Questionnaire was targeted towards the tourists of both places. Focusing on, Mussoorie and Nainital district. Structured undisguised questions which were closed ended (various options were given) were used in seeking information from tourists.

Secondary Data Collection— It was collected through searching from various books containing the relevant material on tourism topics especially covering the marketing of tourism product considered for our research work. Secondary data was also collected from various magazines and through searching into the newspapers and the published research papers were also considered.

Findings-

1. Tourists are young by heart and young by age. A majority of respondents are male from young age of up to 45 years. Tourism activities are less preferred by aged population.
2. The study indicates that for inculcating tourism hobby, income of several lakhs Rs. per month is not essential. Highest income groups of tourists are from ` 5 to 12 lakh Rs. per annum.
3. Majority of travellers are earning and then enjoying.
4. Higher Educated Indians have developed the hobby of travelling to tourism places. The study indicates that the largest percentage of respondents have either post graduation or professional degree with them.
5. Now a day's tourist's does not hesitate in spending large amounts of money towards tourism activities. Majority of the respondents spend money towards tourism in the money bracket of `60,000 to 90,000' per annum.
6. Most of the tourists have tourism experience of various places. A vast majority of respondents have visited tourist places from more than one and up to five.
7. Much number of tourists likes to visit places of his to recall importance. Then it is followed by places of natural beauty. Historical places

are given much importance in comparison to places of natural beauty.

8. The question of visiting again the place of present tourist visit is evenly divided. Almost half of the respondent's say that they will visit again and almost half of the respondents said that they will not visit again the place of present visit.

9. Most of the tourists are satisfied with the present place of tourist visit. They are ready to recommend the place to other persons also for tourism visit purpose.

10. Most of the tourists are of the view to have one or two tourism visits per year. Three tourist visits or more than three are preferred by less number of tourists.

11. Majority of tourists prefer the presence of water bodies at tourist destinations. It indicates that water bodies presence is significant at tourism sites.

12. A majority of tourists are satisfied with the food offered. We can say that the tourists are contented with the food offered at Neonatal & Mussoorie.

13. Less number of people is satisfied with the treatment done by the persons associated with tourism services.

14. A vast majority of respondents are satisfied with the different sight at the place of tourism visit. It indicates that Nainital and Mussoorie as tourism spots are successful.

15. Today is the era of sanitation. Everyone in our country is emphasizing on clean India drive. Same is the result of our study. Majority of respondents give importance to sanitation facility at the place of visit.

16. A majority of respondents are not satisfied with the safety granted by the local administration. It is not up to the mark.

Conclusion & Suggestions

1. Most of the tourists are from younger age group to improve customer traffic in tourist spots. Tourism should be promoted in aged population also.

2. Tourism should be promoted in female population also as number of female tourists is low. Special attention should be given to their protection. Ensuring female's safety will increase their numbers.

3. Tourism packages regarding lower income group should be designed. As their number is less. Improving their number will overall improve the revenue of tourism.

4. Tourism should be promoted with students. They can prove as good tourism traffic.

5. More and more historical places and places of natural beauty should be developed as tourism spots in our country.

6. Tourism industry is part of services marketing. In order to strengthen its marketing special attention should be given to the training of persons involved in delivery of services.

7. Tourism services should be efficiently provided. So that tourists can recommend their places of present visit to other persons also.

8. Since water bodies' presence is preferred by mostly tourists at the place of tourist destination. Water bodies should be created if not present at the place of tourist destination in order to increase the tourist traffic.

9. Quality of the food, its cleanliness should be increased. More customers will be satisfied with the food resulting into the increase in number of tourists.

10. Majority of the tourists are not satisfied with the treatment of persons related with tourist services. These persons dealing in tourism should be trained and motivated properly so that they can improve on them ultimately improving of marketing of tourism services.

11. Tourism sights at tourist spots should be developed well and attractive.

12. Most of the tourists give due importance to sanitation facility at tourist places. Sanitation facilities should be continuously improved to increase more and more the number of satisfied tourists. Swachh Bharat Abhiyan is a fine example to it.

13. Most of the tourists are dissatisfied with the protection status given by local authorities to tourists. It should be increased ultimately improving the image of local administration in the eyes of tourists. It will result into the increase in the tourist inflow also.

14. Proper marketing strategy should be designed for branding of Neonatal & Mussoorie. Most of the respondents now days pay attention on the brand name of Tourist spot.

For it proper communications mix should be designed by the concerned authorities. A brand name will drag more customers towards itself.

15. Differentiation should be created in tourist spots be it be Nainital or Mussoorie or any

other. Most of the tourists prefer significant differentiation among different Tourist spots. Differentiation creates more attraction in tourists.

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