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Research Article

Tourism marketing and its Importance

T.Arunmozhi¹ and A. Panneerselvam²

¹Research Scholar, Poompuhar college, Melaiyur, Sirkali, Nagapattinam, Tamil Nadu, India

¹Department of Commerce, King Nandhivarman College of Arts and Science, Thellar, T.V.Malai, Tamil Nadu, India.

²Principal and Research Supervisor, Poompuhar college, Melaiyur, Sirkali, Nagapattinam, Tamil Nadu, India

*Corresponding author: tarunmozhi@gmail.com

Abstract

Keywords

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tourism marketing

Tourism is the fastest growing industry in the world. Countries are competing with each other to market their destinations. United States, North America its international tourism receipts \$139.6 billion. India has only \$ 6.3 million as tourism revenue Government, NGO's and other organizations involved in tourism industry has to do intense tourism marketing. To market tourism products build a website, advertise on travel websites, have to understand needs and preferences of customers are necessary. The importances of the Tourism marketing are raising awareness, motivating consumers, promoting image, and convincing consumers of hospitality..

Introduction

Tourism is the fastest growing industry in the world. India has more potential to attract foreign tourists as well as encourage domestic tourism. But this potential can be converted into a reality through vigorous marketing of the tourism products and services. Survival and growth of the tourism industry will depend to a large extent marketing approach. Countries are competing with each other to market their destinations.

The World Tourism Organization reports the following countries as the top tourism earners for the year 2012, with the United States by far the top earner. First rank united states North America, its international tourism receipts \$139.6 billion, Second rank Spain Europe its international tourism receipts \$60.4 billion, Third rank France its international tourism receipts \$56.1 billion. India has only \$ 6.3 million as tourism revenue. India in order to increase tourism revenue tourism marketing is necessary. Tourism industry provides not only revenue but also job opportunities. Government, NGO's and other organizations involved in tourism industry has to do intense tourism marketing.

Tourism Marketing

According to krippendort "Tourism marketing is to be understood as the systematic and coordinated execution of

business policy by tourist undertakings whether private or state owned at local, regional , national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return."

Tourism marketing activities involved market segmentation, the marketing mix (product, price, place and promotion), marketing research etc.,

Tourism Product

A tourism product is an object that attracts tourists. A tourism product normally has the following elements: accommodation, transportation, dining and entertainment as well as attractions and tours. These elements are meant to give the tourist a whole round experience from the tourism product. Tourism Products are Intangible, Perishable, and Heterogeneous in nature. So selling once offerings becomes more challenging and trickier as the proposition is mostly feeling and Touch based.

Characteristics of tourism product

1. Tourism is intangible. It consists of experiences and memories. There must be a high degree of trust between the seller and the consumer.
2. Travel is a costly product. Consumers expect quality for their vacation since they save up for it over a period of time.
3. Tourism products are highly perishable. Tourism professionals are selling time. For example millennium celebrations had to be promoted to be sold. It was a once in a life time experience so the tourism industry wanted to take advantage of its uniqueness. Another example would be airline seats that are not sold. Every empty seat means lost revenue. That is why airlines have seat sales and last-minute discounts.
4. The tourism product cannot be stored. The tourism industry takes advantage when demand is high (i.e. trips south in the winter).
5. There is a fixed supply of the product and it cannot be easily altered. A hotel is only so large.
6. The tourism product is highly seasonal.
7. The use of the product is curbed by time restraints. Most people do not have endless vacations.

How to market Tourism products

Build a website and optimize it for key phrases are necessary. Because consumers often book their travel online, design a website that looks professional and secure so that customers feel safe when handing over their credit card information. Optimize the site for search engines based on keywords and phrases that your ideal customer is most likely to use when looking for types of tourism products.

Advertise on travel websites are another important. The number of blogs, online magazines, and information websites about travel is endless; capitalize on existing readership with simple banner advertisements. Choose travel websites that target audience is likely to read, and pay for ads that appear "above the fold," on the top of the page where they can be seen without scrolling. Design advertisements that are simple, compelling and easy-to-read.

Have to write guest posts on travel blogs or have to start a travel column in a print publication. Choose topics that are relevant to tourism offerings are necessary, so that they will attract people who have an interest in locations or types of trips. Have to understand needs and preferences of customers. Work with shifts in the economy and market to refine marketing message are beneficial.

The importance of the Tourism marketing

Raising Awareness

Marketing can be used to bring a consumer's attention to a particular aspect of a state, region, or whatever kind of site or area.

Motivating Consumers

Once a consumer has heard of a particular state or site, then need to convince him he wants to go there. Marketing taps into what a consumer wants.

Promoting Image

While some countries maintain a positive image to the outside world, for others their established image may be incorrect or outdated. Clever marketing can manipulate how tourists view that country, altering their perceptions in order to persuade them to visit. Hosting the soccer World Cup or the Olympics can persuade people to visit, long after the competition is over. Convincing Consumers of Hospitality

When they come to select a product, people look for certain quality. In a car, consumers might value reliability over other factors, for example. In the tourism sector, many consumers are going to look for high-quality hospitality. One job for marketing in tourism is to show outsiders that a particular site can deliver the standard of hospitality they expect and to convince them that they should give that site a try.

Need for Tourism Marketing

The following are the some of the reasons why marketing of tourism products is necessary

- 1 Large number of payers and highly competitive market
- 2 Globalization – MNCs entering the market in a big way equipped with marketing skills
- 3 Travel industry and hospitality are interdependent in nature. Success depends on team work of tourism industries team.
- 4 Increase in market size and customer expectations

Conclusion

Marketing has been recognized as the most important management activity in the tourism industry which is growing at a rapid rate. It is especially important because of the perishable and intangible nature of the tourism product. Since customers vary in their requirements, marketers need to identify their market, study their needs, develop a product and create a marketing mix to meet the demands of the selected market segment or target market.

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