

MARKETING OF TOURISM



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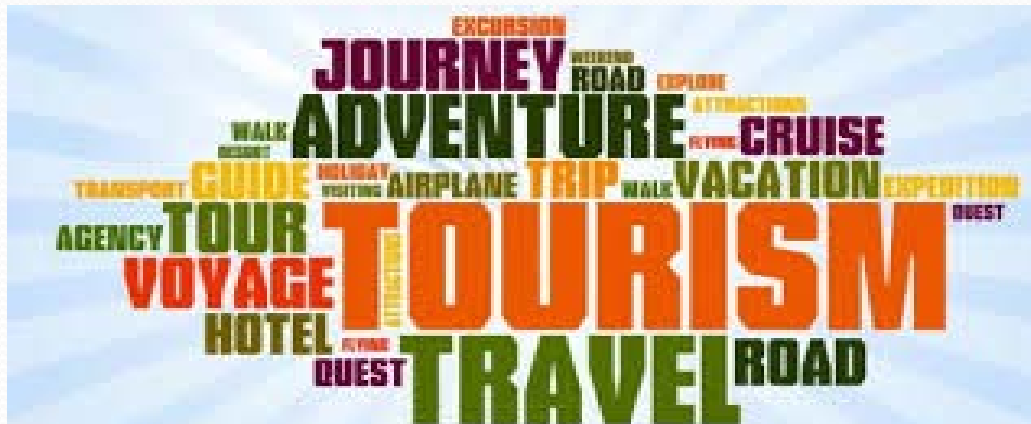
WHAT IS TOURISM MARKETING?

- Tourism marketing is – marketing a destination.
- Building on this uniqueness of benefits to generate more tourism is called tourism marketing.
- It is the organized, combined efforts of the national tourist bodies or the businesses in the tourism sector of an international, national or local area to achieve growth in tourism by maximizing the satisfaction of tourists.



CHARACTERISTICS OF TOURISM AS SERVICE

- Curiosity and desire to travel.
- Tourism marketing creates desire in tourists
- Multifaceted activities produces tourism product.
- Tourism promotion in various forms in different socio economic structures.
- Marketing strategy is must.



TOURISM AS SERVICE INDUSTRY

- Tour operator and travel agents.
- Accommodation sector (hoteling and catering)
- Passenger transportation.

A typical tourist spends on:-

- Transportation
- Food and Lodging
- Entertainment



MARKET SEGMENTATION

- Visitors can be put into groups with similar and identifiable characteristics.
- Travel offerings appeal more to some segments than others.
- Tourism organizations can be more effective in their marketing by developing specific offers for specific market segments.

MARKET SEGMENTATION BASES:-

Demographic Segmentation:-

Age, education, income, family size and composition, life cycle stage, occupation etc.

Geographic Segmentation:-

Region, market area(urban, semi-urban, rural), city size, countries etc.



Purpose of Trip:-

Regular business travel , business travel related to meetings, visiting friends and relatives, close to home leisure trips, touring vacation, resort vacation, cruise trip, visit to a theme park, exhibition or event.

Behavioral Segmentation:-

Occasions, usage status, brand loyalty, benefits sought, lengths of stay, transportation modes used, expenditure levels, experience preferences etc.

Psychographic Segmentation:-

Lifestyle, attitudes, interest, opinions and values.

Product Related:-

Recreation activity, price level, type of hotel or resort property.

TOURISM MARKETING MIX

The 8 P's in tourism are:-

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical evidence
- Productivity and Quality



PRODUCT

- Accommodation
- Transportation
- Attraction
- Recreation
- Sightseeing
- Shopping
- Restaurant



PRICE

The monetary value at which tourism services are offered.

- Cost
- Demand
- Competition
- Duration
- Mode of Transport
- Destination
- Seasonal

PLACE

- The distribution mix is the combination of offline and online channels.
- The destination is the important aspect in place.
- Travel agents, tour operators etc. are distribution points.
- Proper infrastructure, transport and communication.



PROMOTION

- Advertising
- Sales Promotion
- Public Relation
- Internet or Digital Marketing



For e.g.- different states in India highlighting about their features.

- Kerala- 'God's own country' highlighting about backwaters, ayurveda, elephants, houseboats, beaches etc.
- 'Incredible India' and 'Atithi Devo Bhaba' are taglines of Indian tourism.
- Aamir Khan as brand ambassador for 'Athithi Devo Bhaba' for Indian tourism.
- Brochures, pamphlets, ads in newspapers.
E.g.- Raj, Kesari and Thomas Cook.



Karnataka
One state. Many worlds.
Department of Tourism

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PEOPLE

- Role of people is very much important in any service.
- In tourism, people involved are travel agents, guides, airline crew members, receptionist in hotel etc.
- It is extremely important to ensure that all staff dealing with the customers carry out excellent service delivery at all times.



- Due to the strength of word-of-mouth promotion in tourism industry, service excellence is paramount.
- Physical appearance, behavior, knowledge and attitude has a powerful impact on customers perception of the tourism product.
- Ensuring uniform, grooming etc. conform to branding and target market.
- Here employees physically embody the product and are walking billboards from a promotional point of view.



PROCESS

Different types of processes are involved in running a tourism business like,

- Administration
- Training
- Planning & Strategizing
- Recruitment
- Distribution
- Purchasing
- Service Delivery



It is important to ensure that these processes are planned and carried out properly so that operations run smoothly and problems are rectified quickly.

PHYSICAL EVIDENCE

- The physical evidence of tourism product refers to a range of more 'tangible' attributes of the operations.
- It communicates messages about quality, positioning and differentiation.
- It creates a positive cue for potential customers with regard to the quality of the product.

Physical Evidence



<http://flickr.com/photos/jamespaullong/940934988/>

Think about the layout, colours, furnishings, sound systems at an airport

PRODUCTIVITY AND QUALITY

- It involves positioning the process, the overall destination, the intangibles etc.
- It also involves positioning of tourism as National priority.



SWOT ANALYSIS OF TOURISM

STRENGTHS	OPPORTUNITIES
<p>Vast geography with forests, deserts, mountains and beaches. Varied culture. Many historical monuments. Knowledge of English by majority of local people. Efficient transport facilities</p>	<p>Increased privatization. Medical tourism. Go-green initiative. World- class hotels and airports.</p>
WEAKNESS	THREATS
<p>Lack of adequate infrastructure. Safety & security of foreign tourists. Misconception about India by foreigners. Lack of maintenance of monuments, forts etc. Many languages and dialects.</p>	<p>Terrorism. Tensions with Pakistan. Better promotion by other countries. Economic slowdown.</p>

THANK YOU



Incredible India