

## 'HOW TO USE MARKETING COMMUNICATION TOOLS TO PROMOTE INFAMOUS TOURISM SITES?'- A STUDY

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### ABSTRACT

*Every place has its own beauty which makes the person speechless once he starts travelling but it will make him story teller once he finishes travelling. Tourism is the most effective weapon to save world. Travel and tourism industry is world's second largest industries with an economic contribution. There are many opportunities in Tourism industry and a foremost source of income and employment. It is the lifeblood of the developing countries. There is a need to start marketing on priority to get potential tourist. A promotional activity plays an essential role in the tourism development. Enhance marketing communication tools to convert infamous tourism site into famous tourism site. Internet marketing, effective videos, word of mouth, creative advertisement, marketing agencies and many other marketing tools are present there to promote tourism industry. The goal of this research paper is to find out the way to promote infamous tourism sites. The study is purely based on primary and secondary data. Primary data was collected by structured questionnaire. The basic aim of this research paper was to search how an infamous tourism destination becomes a well known destination because the world is like a book and without travelling, we cannot read all pages of this book.*

**KEYWORDS:** *Tourism Industry, Internet Marketing, Tourism Development, Economic Contribution.*

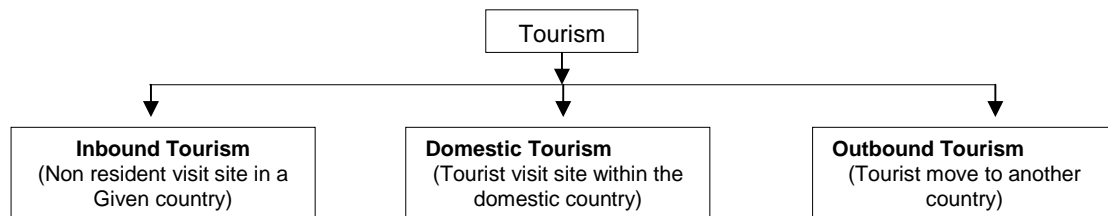
### Introduction

- **Hospitality**

The word 'HOSPITALITY' means the excellence treatment of visitor & strangers. The HOSPITALITY industry is a service industry including accommodation (bed, hotels, motels, flotels, inn, resorts, service apartment), Restaurants & Bar (tea shop, bar, cafe, nightclubs, pubs, wine shop), Travel & Tourism (Travel agent, tour operator).

- **Tourism**

Tourism is a mix of hospitality service concern with the arrangement of accommodation, transportation, restaurant services, entertainment, shopping etc. for the people who travelling away from the home to spend some quality time. Any interface between service provider and tourist called TOURISM. It is the activity for enjoyment or for business purpose.



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### Tourism Sector

- Accommodation
- Food & Beverages
- Transportation
- Attraction
- Adventure tourism and recreation
- Travel trade
- Event and conferences
- **Tourist:** Anyone who travel from his normal residential region to other destination for a period of at least one night but not exceed from one year especially for contentment & recreation. They are temporary visitor of a different area and spend money for the purpose of having experience of shopping, entertainment, adventure, historical beauty etc.
- **Visitor:** Visitor in a simple term is anyone who comes to spend time with or stay with other person or spend some time in a place whether for social, business, professional reason or for sightseeing.
- **Excursionist:** A traveler who spends less than 24 hours in a country other than his resident country is known as excursionist.
- **Cruise:** Cruise industry is the most important sector of tourism. It is the luxurious form of travelling. Cruise passengers are passengers who move from one place to other place for cruise holidays on cruise ship.
- **Destination:** In simple term Destination is the place where tourist is going or a place where tourist visit typically for enjoying its natural or built beauty, cultural value, historical observation. In a broad sense Destination is an attraction of event or place that people are willing to travel as it is located in a popular and exciting place.

### Literature Review

The widespread use of Web applications and the increasing number of social media applications during the last decade have given a new shape to the tourism destination promotion. It has become must for Destination Management Organizations (DMO) to adapt and meet the challenges placed by new interaction and communication paradigms in the tourism sector. (Roque & Raposo, 2016) Social Media is assuming an inexorably vital part as information sources for travelers. Xiang and Gretzel, 2014 affirms the developing significance of social media in the online tourism area. In the context of destination marketing, social media is a growing area of study, and the demand for research will continue, judging by the exponential growth in social networks over recent years. There is a large number of travellers who are influenced by user generated content and the numbers keep on increasing, thus presenting a number of challenges and opportunities to DMOs. (LangeFaria & Elliot) Social media are increasingly relevant as part of tourism practices affecting destinations and businesses. Findings suggest that for experience sharing, social media are predominantly used after holidays. It is also shown that there is a strong correlation between perceived level of influence from social media and changes made in holiday plans prior to final decisions. Moreover, it is revealed that user-generated content is perceived to be more trustworthy when compared to official tourism websites, travel agents and mass media advertising (Fortis, Buhalis & Rossides, 2012). Online marketing has grown in importance in the tourism industry over the years. Social media allows companies to interact directly with customers via various online platforms. It also allows companies to monitor and interact with customers. But when we talk of Airlines, It is shown that there is a lack of strategic perspective of social media as it is being used with limited uniformity. (Hvass & Munar, 2012).

The Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. Integration of ICT in tourism has become essential for the success of tourism. With the integration of ICT facilitates, an individual can access the tourism product's information from anywhere at any time. Moreover, in just a single click on the keyboard, Tourism enterprises can also reach their targeted customers across the globe after emergence of mobile computers, web technologies etc (Bethapudi, 2013). The most popular sites on the internet are the online social networking sites. Now people can share information, as the second generation of web based services is characterized to have consumer generated content (Miguéns, Baggio, & Costa, 2008).

Kim, Fesenmaier, & Johnson (2013) did a study to investigate as how social media shapes tourist's perceptions and emotions during the trip. Their study confirmed that social media such as Facebook has the potential to significantly affect tourists' emotions and thus, improve the tourism experience. (Kim, Fesenmaier & Johnson, 2013). Similarly, Zeng & Gerritsen (2014) also did a study to review and analyse the research publications of other authors focusing on social media in tourism. Through a comprehensive literature review, they found out that the research on social media in tourism is still in its infancy. It is critical to encourage comprehensive investigation into the influence and impact of social media (as part of tourism management/marketing strategy) on all aspects of the tourism industry including local communities, and to demonstrate the economic contribution of social media to the industry (Zeng & Gerritsen, 2014).

Sahin & Sengün (2015) did a study and investigated the importance of social media in tourism marketing. The study they did was based on a survey implemented on the students of Atilim University evaluating the effects of social media among young generation. Results of the survey showed that social media has a significant influence in tourism sector both in positive and negative ways. The results also showed that the tourism decisions of young generation get strongly affected by personal experiences and comments of other users on social media (Sahin & Sengün, 2015).

Buted, Gillespie, Conti, Delgado, Marasigan, Rubico, & Felicen (2014) did a study aimed to assess the effects of social media in tourism industry of Batangas province. The study showed that one should not expect that the outcome of social media is always positive as sometimes it can lead to false assumption, critiques and opinion. So there still a need to consider different sorts of aspects. Tourism industries may use social media as their promotional tool but at the same time they should be ready for an immediate action to the problems that may arise due to the negative side of social media.

#### **Objectives of the Study**

- To find out the contribution of social media in promotion of tourism.
- To find out the government role to promote state tourism
- To find out the creative idea to promote tourist destination.
- To find out the simple way to get the interest of customer especially to promote you own region.

#### **Social Media**

At present era social sharing is the most preferred approach to share experience and emotions. Before you start promotional medium first you must be clear that who will be your target tourist.

**Using Face book for Tourism Marketing:** Tourism destination facebook page helps to promote one's region & easy way to reach at potentials tourist. Through Facebook page we can convert our followers into visitor. It is not difficult to create facebook page and get likes of followers. Followers not only see photos & video we shared but also make queries and give comment. Some points take into consideration to make this way successful-

- Answering questions on your page or add link where you have posted your answer to queries make by the followers.
- Post awesome or stunning photos of your region and inviting friends to like the photos.
- Reach out to previous tourist and ask them to post their photos & videos as well as give some special offers to repeat visitors.
- Planned some promotional event in your region. Invite your followers to become the part of the event and let them know that how can they make their holidays wonderful at destination.

#### **Dreaming Channel 'INSTAGRAM'**

Every destination has its own beauty which demands a little pause to appreciate its attractiveness. Instagram is the latest trending social network to express experience, to share feeling about anything. On instagram you can make your account, invite your friends to follow you, post photos and videos and also upload story. It also provides the facility to get know that who liked n see your story & photos. A new feature is added with instagram which is Hash tag. It is search function of your image, it allows strangers to find your post when they searching for their interested destination.

- Every image posted on instagram creates a feeling and mood about place. Keep your images consistent it should like a pure gallery of your best images that symbolize your destination.

- Interaction with the followers in the comment box is also the part of promotional strategy as it shows that real person is posting the images. It creates a kind of trust which is must to promote your destination.

**You tube “creative video sharing”:** You tube is a video sharing site playing a vital role in shaping the image of destination. It is a two way communication medium where user can upload, share and watch originally created videos. You tube introduced different tourism attraction. It facilitates to create a video cover all the tourism sector with animation. Government is also using this media to promote state tourism campaign.

**Pintrest:** Pinterest is web and mobile application software system designed to discover information through photos, videos, GIF. Pinterest work as a search engine, people search the things, they are interested in. People can add anything from any website they like. Through pinterest you can upload destination’s pics, GIF and videos which create brand awareness and help to increase tourism. You can upload photos on your own pin, potential customer save the photos from your pin to their browse.

### **Some Creative Ideas to Promote Your Destination**

**Find your tourist before they arrive:** When a visitor arrived at railway station or airport, they take an image and upload image & status on facebook or instagram. It marked as a good opportunity to get connect with the tourist. You can ask them about their expectations and then direct them about your remote region.

**Dealing with negative travelers:** Responds fast towards the negative experience of tourist. Quick response mutes the negative marketing of destination.

**Out-of-market marketing:** Launch a promotional campaign and ask to out- of- market visitor that what their attraction interest to particular destination? Out-of- market, marketing helps to promote that part of destination which is actually yet not visited by potential tourist.

**Challenge sensation:** Promote your destination by challenge sensation. Ask your subscriber or facebook fan to complete a fun challenge within a specified period of days then select a lucky winner to visit your destination. It is a very entertaining method to promote or spread information about your destination. Post real challenge photos, it will influence others to participate in next challenge and get knowledge about your destination.

**A bit of Show off:** Tourism is a very competitive industry so it require little bit of show off. For example if you are trying to get more youngster then target college boys or bachelor and show them about free clubbing , game zone, adventurous places etc.

**Live experience & event:** You can add some event, festival or live experience in a specific month to get more tourists. You can arrange some theme based events or festival which can be set as a benchmark in the tourism promotion. For example adventure festival organize every year during Dusserha (October) in Kota to boost tourism. Sports lover from all over the world participate in this event such parasailing, rafting, water skiing, kayaking etc.

**Movie tourism:** Feature film can be use to promote tourism as films are considered as a strong ambassador for any destination or location. Through film, visitors get attract for particular country or location and want to become witness of that destination. For example- Phuket (veere di wedding) ooty (Raaz), Europe (DDLJ), Laddhak (3 idiots) etc., through films marketer can also promote hotels & restaurants.

**Punch lines or quotes:** Some quotes or punch lines direct attack the mind of human being. You can use touching, strong, effective punch lines to influence potential tourist to become the live witness of your tourism location. For example- it’s better to see something one time than hear about it many times; you need to see this place before you die and so on.

### **Government Role**

**Promotional scheme by Modi Government:** Tourism ministry has approved Rs 131 lakh for the development of four rural tourism sites, these sites are Arunachal Pradesh, Jammu and Kashmir, Maharashtra, Meghalaya, Mizoram, Nagaland, Uttarakhand, Punjab and Tripura. Ministry has launched new schemes called **Swadesh Darshan** for integrated development of tourist circuits around specific themes and **Prasad for Pilgrimage Rejuvenation and Spiritual Augmentation Drive**. Under Prasad, 12 cities have been identified for development initially, namely: Amritsar, Ajmer, Dwaraka, Mathura, Varanasi, Gaya, Puri, Amaravati, Kanchipuram, Vellankanni, Kedarnath and Guwahati. Ministry started **Incredible India** helpline set up to guide the tourist.

**Rajasthan tourism:** Rajasthan government accepted that tourism is the biggest industry and plays a major role in the economic development of the country. To promote the tourism even infamous sites in Rajasthan, Mrs Vasundhara Raje unveils new tourism campaign to highlight the Rajasthan most favoured tourism destination throughout the year. Rajasthan is cynosure for foreigners so government started easy travelling package to promote foreigner visit in Rajasthan. Various event like desert festival, Pushkar fair, Kumbhalgarh festival etc started by government to promote heritage treasure of the state. Rajasthan government launched new logo for tourism campaign with new website, advertisement to promote Rajasthan tourism. And government also started various blogs to share stories and experience of tourist.

**Maharashtra Tourism:** Maharashtra is a full package in term of tourist destination. The state blessed with unlimited beaches, adventure sites, heritage sites like the caves of Ajanta-Ellora, pilgrimages like Shirdi-Saibaba, bollywood destination Mumbai , Buddhist Pagoda at Gorai (Mumbai), hill stations like Mahabaleshwar-Panchgani and Matheran, wildlife sanctuaries of Tadoba-Pench and India's wine capital Nasik. Maharashtra government now focusing on to attract domestic tourist as it already became favourite choice of foreign tourist.

**Gujarat Tourism:** Gujarat having a fabulous tourism potential in the tourism market. Gujarat government has been taste the success dessert of promotional campaign “Khushboo Gujarat ki” with Amithabh Bacchan. Many people are unaware that Gujarat is an immense place for golf tourism. There are world class golf courses in the surrounding area of Ahmedabad and Vadodara. The Government is soon launching a campaign to promote this.

**Simple Way to Promote Tourism**

Schedule and questionnaire are simplest way to collect data about tourist. As we get the filled questionnaire we can make strategy about how to promote destination.

- Strongly agree
- Agree
- Disagree
- Strongly disagree

How often do you go on holidays lasting at least for 5 days?

S. No.	Options	No. of Respondent	Percentage
1	Every few year		
2	Once a year		
3	Several times a year(4times)		
4	More than 4 times		

Where did you search about tourist station?

S. No.	Options	No. of Respondent	Percentage
1	Website		
2	Mass media		
3	Travel agency		
4	Fair & exhibitions		
5	Others		

Popular search engine used by tourist?

S. No.	Options	No. of Respondent	Percentage
1	Yahoo		
2	Google		
3	Bing		
4	Others		

Below are some question related to photos & videos.

S. No.	Asked question	Rating Scale			
		1	2	3	4
1	Can videos help to promote visit to the tourist destination?				
2	Photos & videos give you an idea for your next tourist destination to visit				
3	Shared photos & videos on social network sites to be a relevant source of information about destination?				

Below are some question related to comments or review by others?

S. No.	Asked Question	Rating Scale			
		1	2	3	4
1	Do you change your opinion about destination after reading comments?				
2	Positive comments on social network site influence you to visit destination you have not thought about before?				

Below are some question related to special offers.

S. No	Asked question	Rating Scale			
		1	2	3	4
1	Are you attracted by the special offer?				
2	These special offers made you want to find out more information about the country or destination?				
3	Special offers increase your willingness to purchase the tour package?				

### Recommendations

Tourism is the second largest industry in the world. It requires various factors to make the trip memorable. Following are some suggestions to get the destination promoted.

- Destination should be easily accessible and approachable. For this you can hire guide who solve all the doubts of potential tourist. Guide plays a major role to deal with negative response.
- Always promote top rated on first of where to stay, where to eat, how to reach etc.
- Followers see you post but never upload multiple post or story it may cause them to unfollow you. Present you images and videos in animated format
- Before you use your marketing tool first find out what is customer expect.
- Putting tourism on a sustainable path is a major challenge. It requires partnership, mutual aid between the every division of the economy.
- Marketing of tourism destination require government and local support.
- Formalize a plan to compensate tourist for the gap arise between expected and actual performance because word of mouth is a strong weapon of marketing. If your customer happy with your services he will promote your services. It is totally based on give & takes approach.
- Always present real fact and photos to your customer because customer always stays close to that which makes him glad.

### Conclusion

This industry requires lots of efforts of marketer to create a favorable image with the aim of encouraging tourist to revisit. Various factors contribute in this regard because happy tourists recommend it to others. People always ready to promote that industry which plays a vital role in the economy.

- Tourism industry is major part of our economy. It is providing employment opportunity for skilled people as well as non skilled people.
- Travel is the only thing that makes you richer. In developing countries domestic and outbound tourism is in trend. People are now ready to spend amount to get relax and for pleasure.
- Destination is never a place it is a new way to experiencing life. Unique experience and quality of services provide base for tourism promotion. Now people first do research and then finalize their destination. Tourists not only require a beautiful destination but also require a comfortable stay, tasty food, easy travelling. In short tourism industry is just like a tree, having lots of branches which make it beautiful and attractive.
- Traditional marketing channels like TV, brochure, exhibitions are less demanding as the need, expectations, wants of tourist changed. In recent time every one need everything instant. They want to get everything by moving fingers on mobile and laptop.

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