

## NEED OF TOURISM PROMOTION IN INDIA

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### ABSTRACT

*Tourism promotion means careful planning of activities for best communication of products and services to the customer viz. brochures, billboards, newspaper advertisements, hoardings, internet etc. Now a day's Marketing communication has become important in tourism as competition is increasing and every establishment needs to strengthen their distinctiveness. As we all know that with advancement of technology and social media, the role of marketing has become significant. With globalization and liberalization of economies as well as increasing competition in every sphere of life, marketing became the utmost importance for long run of business and success. The result of any form of successful communication is to increase stakeholder value and drive sales (Kotler et al. 2009).*

*Potential customers get information through promotion that positively influences what they think of a product / service and convinces them to use its services. In India effective tourism promotion requires high level of skills to respond to increasingly sophisticated market needs. The number of significance of tourism industry in GDP of India, the both Central and the State governments initiates various policies and program to encourage people's participation in tourism development. Tourism Industry of India has yet not properly developed to its full potential. The research paper briefly lists the major promotional schemes of the Government of India and examines the performance of the Indian tourism industry. The study finally concludes that the marketing and promotional efforts have resulted in improved performance of the tourism industry in India. The present study deals with the need of promotional and marketing strategies for improving the performance of our Indian tourism industry.*

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**Keywords:** *Tourism, Marketing Mix, Marketing Strategies, Sales Promotion.*

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### Introduction

Tourism industry is one of the fastest growing industries in the world and is also one of the best ways to boost the economy of our country. The tourism industry is becoming increasingly competitive due to number of tourists and destinations. In post independent period the Government of India introduced number of policies with the aim of development of tourism industry in the country. The Planning Commission of India provides Constitutional recognition to the tourism sector and helps in channelizing development of tourism in a systematic manner by enabling the Government to bring in legislation for governing the activities of various service providers in the tourism industry. By this government initiative tourism Industry is increasing rapidly in India and attracting a large number of domestic and foreign visitors. As a result of rapid growth of tourism industry, it generates large employment or income earning opportunities. India is a country with a huge variety of beautiful, ancient and natural tourism products and destinations. In terms of food, music, dances, festivals, weather, ecology, flora and fauna, and so forth, each corner of India is unique and different from the other. India offers a totally distinct tourism experience to the visitors with its diverse geography and culture.

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After 1980 tourism activity gained momentum as employment generator, source of income, foreign exchange earnings and as a leisure industry in India. There is some tourism planning approaches evolved in second and third five year plans. Finally in the sixth five year plan the government emphasizes on tourism industry as an instrument for economic development, integration and maintains social harmony for the country. The Central government announced various policies and taken several significant measures to promote tourism industry.

#### **Need for the Study**

The tourism Industry has flourished in India like never before in the recent years. International and domestic tourism industry contributes more to the Gross domestic production of India. As we all know that in this competitive world electronic media plays a vital role in all industries and this is a big tool for promotion of a product or services. This extraordinary growth that the Indian tourism industry has witnessed leads to the improved Gross domestic production of the country.

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

The major objectives of the paper are as follows:

- To study about the need of promotion in tourism industry.
- To understand the cultural, social and environmental factors helpful for marketing of tourism industry.
- To study the various Government policies for promotion in tourism industry.

#### **Research Methodology**

This research is conducted with the help of secondary sources such as websites of Ministry of Tourism of India, Tourism Corporations, Bureau of Immigration, The Planning Commission of India, World Travel and Tourism Council (WTTC), World Tourism Organization (WTO), and Annual reports of Tourism Ministry, India. Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs) data have been taken for the period of 5 years i.e. 2012 to 2017 from the website of World Tourism Organization.

#### **Review of Literature**

The term social media is generally understood as Internet-based applications that contain consumer-generated content and facilitate a higher level of social interaction among travelers. From customer's viewpoint, the value of using social media lies in its richness on personal experiences and trustworthiness as electronic word-of-mouth. The impact of social media on a traveler's decision making is well recognized in previous market research reports. A number of prior studies have also examined the effect of social media on travelers' information search behavior and suggested the availability of travel reviews on social media sites help add fun to the planning of traveling and increase confidence for travelers' decision process by reducing the rate of risk.

In **1965** on the recommendations of Jha Committee, Government of India established three separate corporations for Tourism industry:

- India Tourism Hotel Corporation.
- India Tourism Corporation Ltd.
- Tourism Transport Undertaking.

**The National Tourism Policy 1982:** In November 1982, the first Tourism policy was announced by the Government of India. The aim of first Tourism policy was to promote sustainable tourism as means of economic growth, social integration and to promote around the globe the real image of India's glorious past, vibrant present and the bright future.

**National Committee on Tourism 1986:** In June 1986, the Planning Commission of India set up the National Committee on Tourism to prepare perspective plan for tourism industry in India.

**National Action Plan for Tourism 1992:** In May 1992, the announcement of National Action Plan for tourism to achieve quick results. It was regarded as an emerging action plan to set things in right direction and emphasis on some key areas. Central government had provided various facilities for the development of tourism Industry in the country.

**National Tourism Policy 2002:** In 2002, the Government of India announced the policy to position tourism as a major driver of economic growth and this policy was proved as a mile stone in tourism planning in India. This tourism policy is based on tourism project planning, circuits' development etc. for faster and speedy implementation of rapid growth of tourism industry in India. This is the route map for tourism development with projects, integrated tourism circuits and capacity building in the hospitality sector.

**Tenth five year plan initiatives for Tourism (2002-2007):** In 2002, the action plan was finally translated into a tourism policy and it officially became a joint central-state government concern. The industry promoted with skill building of employees with several effective planning for promoting training programs in hotel and food industries. The policy is an attempt to establish faster growth of national development with the contribution of tourism.

**Eleventh five year plan initiatives for Tourism (2007-12):** The Eleventh five year plan has allotted more funds for tourism development. This is an attempt in context to extension of previous national tourism policy 2002. This eleventh five year plan tries to promote partnership between all the three major sectors i.e. central, state government and private.

**Twelfth five year plan initiatives for Tourism (2012-17):** The twelfth five year plan focused to adopt a pro-poor tourism approach aimed at increasing the net benefits to the poor from tourism and also ensure that tourism growth contributes to poverty reduction of the country. The benefits may be economic, social, environmental or cultural with the help of product and infrastructural development, marketing, branding and promotion, planning, policy and investment.

Government of India also takes number of initiatives to attract both domestic and foreign visitors in the country. Expansion of tourism infrastructure, development of tourism spots, evolution of new tourism products with the collaboration of Public -Private Partnership are a few measures.

#### **Different Types of Media**

- News, Entertainment, Education, Data or Promotional messages are disseminated.
- Newspapers, Magazines, TV, Radio, Billboards, Direct mail, Telephone, Fax, Internet and all remaining broadcasting medium.

The Internet, Social sites, Social media is now becoming an important channel that allows messages to be spread to the target public with the help of Face book and Twitter.

#### **Marketing Mix Strategy for Tourism**

The Marketing in tourism needs to focus on the 7 P's of Marketing Mix Strategy established in order to generate a more sustained and appropriate marketing approach.

- **Product:** A combined form of activities associated with tourism need to be taken into account. Mainly the Tourist destination, Hotels, Transportation, Health facilities and Food etc. It is the most important aspect need to be focused because the whole concept of tourism revolves around the above said product items.
- **Price:** Price is the most important aspect from the consumers' point of view. The product details in the form of features/specialties would always be compared with the price and its worth would be calculated. Affordable pricing strategies increasing mobility of middle class people and increasing tourism day by day. But they have fixed themselves under a budget and do not want to cross the limit. The price factor involves both, the monetary aspect including fee, charges or cost of the product and the non-monetary price in terms of travelling time spent in overall journey to visit desired destinations.
- **Place:** The destination or place of visit determines the price and product. But the place should have a good transportation system, proper connectivity through roads, railways or airways. As we all know that for short travel program a very small proportion of people would prefer to travel to the place which has poor connectivity.
- **Promotion:** Promotion is the most significant and main tool of marketing in present scenario. Promotion of Tourist destination, Hotels, Transportation, Health facilities and Food etc. is done by various forms including internet, print media, hoardings and banners, brochures and digital promotion like introducing various mobile apps. Today, before moving to a particular place a person wants to know all the basic details of the destinations with the help of internet and printed materials.
- **People:** This dimension talks about the hospitality aspect. Whenever a person travels to another place, he/she interact with many people including those associated with the product and with those who are the local residents of the place.
- **Process:** This is the main key element including planning, procedures, documentation, quality, feedback and reviews from visitors. It talks about the ease with which a product can be purchased or accessed and it can be provided only with better marketing strategies.

- **Physical Evidence:** This basically deals with reaching to the expectations of the consumers. Before moving to the destination everyone has some image and related information regarding that destination. Hence, physical evidence deals with actual observation by an individual when once they reach to the particular destination.

#### **Marketing Efforts Required for Promotion of Tourism**

Joint Marketing Programs and collaborative marketing efforts required for promotion with tourist circuits spanning across various states in the view of following points:-

- Time to time campaigns program may be designed with the aim of focused branding and promotion.
- Marketing materials like brochures, print creative, audio-video presentations, short films, radio jingles, creation of web-sites, online creative's, advertisements over media channels like print, radio or internet etc. may be utilized.
- Local travel trade partners may be encouraged and motivated. It will increase cooperation between both with the help of trips to involved destinations, informative sessions, financial support and incentives may be provided.
- Direct and intensive reach marketing programs may be executed through social networking sites such as Twitter, Face book etc. in order to reach maximum global population.
- Focused websites, exhaustive in content, user friendly and attractive in visual appeal may be developed in multiple languages of target countries.
- Participation in international events may be increased and a greater number of domestic tourism events and road shows may be organized in order to offset seasonality of tourists' inflow. Events may be based on innovative themes or competition of music, dance, sports, food, fruits, handicrafts, Indian culture and traditions, Indian villages, festivals etc.
- Customized tour packages may be developed keeping in mind the profile of visitors, budget and travel requirements. Comparative pricing of tourism products may also need to be considered after analysis of other tourism packages and products available in market.

#### **Conclusion**

This paper concludes that without intense promotional activities and marketing strategies the Indian tourism industry would not be able to get the desired growth. This sector has a huge vacuum for proper promotion and awareness related to tourism products and tourist destination in India. There is a lack of innovation and creativity in Marketing Strategies. It is also observed that with the help of culture, heritage, natural beauty and environmental conditions of a specific place now also become the similar trend of promotional advertisements tool for Indian tourism. There is a basic need to have a good connection / cooperation between the organizational structure and culture to make Indian tourism more tourists friendly for better services. There is a campaign in India 'ATITHI DEVO BHAVA' is an initiative taken by the Government which ask the people to behave in good manner with guests and foreigners and show responsibility towards our Country. The initiative also got the voice of Bollywood actor 'Amir Khan' which made it successful drives and reached to the heart of every individual in our country. Such effective marketing techniques and thoughts have become the key aspect while marketing strategy of any service is discussed. As in other form 'Amitabh Bacchan' asking people to visit the 'RANN OF KACCH', or adding surprise element with 'JANNE KYA DIKH JAYYE' in the deserts of Rajasthan or 'Shahrukh Khan' promoting the Bengal tourism, the media is filled with such initiatives that are really goal oriented. Government of India has launched the 'Incredible India' app, for International and domestic tourists to access and discover information about Indian tourism more easily and effectively. Also, our country needs to work upon its tourism brand equity with the aim to change it from poverty and poor health issue to a green, clean and safe country India. For better comfort to the visitors there is need of good infrastructure with newer technologies.

Today for best services to the consumers, there are some apps which help the visitors a lot like OYO, OLA, UBER and Google Map Navigation etc. The collaboration of "OYO" hotels with "OLA" cabs is a positive way in a manner that it would enhance mobility even outside the usual environment of people as well as visitors. Hence, we can say that not only the direct commercials promote and encourages the tourism but the indirect factors affecting tourism has also been promoted that would further promotes tourism in India. For instance, the transport facilities such as Uber, Ola has helped in enhancing a comfortable and secure mobility of people from one place to another, or the online hotel services helps in choosing the desired/reasonable hotel like trivago etc. which provides information related to best hotels at cheapest price with proper comparison among hotels in the city.

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