

TOURISM MARKETING

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Abstract

In India, Tourism is a fast growing economic sector and largest foreign exchange earning industry. India is experiencing the benefits of tourism because of its rich and diverse cultural heritage and historical background. In addition to this, scenic beauty, landscape features and varieties of flora and fauna and many other such factors are also considered by a tourist before selecting a tourist centre. India is rich in all these aspects. The government has to take care of the various problems inflicting the tourism industry before exploiting the vast resources in the field in our country. The most important thing is that the government has to ensure safety and security of the tourist. That means we have to improve host community attitude towards the tourist. As a hospitality industry, revenue generation in this sector depends on overall development of the country.

Introduction

During recent decades, tourism has grown into a wholesome and full blown industry. Tourism is one of the largest foreign exchange earning industry in the global economy, which generates wealth, employment and development to the economy. With the changing life styles, busy life and surroundings, people are attracted towards travel and tourism for a change from the routine work. Etymologically, the word tourism is derived from Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe on circle'; the movement around a central point or axis¹. This is true in the sense that a traveler moves away from his place of origin and returns to the same place after a period, indicating circular motion. Globalization and development of modern technology helps the people to move all over the world and share the values of different places. It expands the demand of tourism industry. Definitely tourism has become a thriving global industry with the power to shape developing countries in the positive way.

Tourism Industry in India

India is experiencing the benefits of tourism because of its rich and diverse culture, heritage, long historical background, monuments, scenic beauty, varieties of flora and fauna, hill stations, mountain ranges, rivers, beaches etc. Due its advantageous position she can offer different kinds of tourism. Beautiful beaches for beach tourism; thick forests, wild life, bird sanctuaries and landscape for eco tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centre of pilgrimage, and temples for spiritual tourism; heritage and hotels for heritage tourism; yoga, ayurveda and natural health resorts for medical tourism. Results show that

7.68 million foreign tourists and 1281.95 million domestic tourists visited India in the last year 2014². She is ranked the 14th best tourist destination for the natural resources and 24th for its cultural resources³ with many world heritage sites and strong creative industry in the country. That is India's tourism industry is vibrant and the country is fast becoming a major global destination. It is the most profitable and foreign exchange earning industry in India.

As it is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of total employment⁴; it contributes to the growth in the various sectors like horticulture, agriculture, handicrafts, etc. and supports for the socio cultural development of the nation. In addition to these recreational tours, India stands in the forefront in medical tourism. Due to the availability of the latest technologies, expert physicians, less cost surgeries are possible in India and it attracts foreigners for the treatment with very less cost compared to other countries. It attracts more foreigners for major operations like heart operation, hip resurfacing etc. With our abundant medicinal plants, our traditional Ayurveda treatment is also famous, so the government and citizen have to play an important role to promote tourism industry.

Typology of Tourism

Recreational: In the recreational tourism, the tourists spend their leisure hour at the hill stations, beaches etc. Such type of tourism provides an opportunity to the tourist to get away from the day to day humdrum.

Cultural: Such type of tourism satisfies the cultural curiosity of tourists and involves visits to ancient monuments, places of historic and religious importance.

Adventure or Sports: This tourism provides an opportunity to travel adventure places or sports-based places; such as playing golf, skiing.

Health: Such type of tourism makes available to the tourists a suitable place for recovery or medical treatment like places with curative possibilities, yoga, spa etc.

Incentive: The incentive tourism offers holiday trips as incentive to dealers and salesmen, especially by the major tourist organizations.

Convention: The convention tourism meant for organizing conventions and conferences relating to political, academic and professional activities.

On the Basis of Region: Domestic Tourism: The domestic tourism is meant for the tourists belonging to their normal domicile or to the areas in their own country and don't need any documentation for travel.

World Tourism: Such type of tourism is for travelling to countries other than their own with a different economic and political system and requires documents to cross the frontiers.

On the basis of Number: Individual Tourism: In this tourism the tourists move individually. The programme is finalized by an individual depending upon his/her means and requirements.

Group Tourism: In such category of tourism, the tourists travel as a member of group and so, we do not find any separate programming.

On the basis of Arrangement: Independent: In this tourism, the tourists make transportation, accommodation or other arrangements independently or the tourists are assessed by the travel agents.

Inclusive: In this tour, the package tours are arranged as member of the inclusive group and tourists buy a trip.

Others: Social Tourism: It is a type of tourism practiced by low income groups and which is rendered possible and facilitated by entirely separate and therefore easily recognizable services.

Problems of Indian Tourism

- Our government has also failed in offering various services like pure drinking water, rest rooms, quality food, etc. at the tourist centre. In addition to this various supporting services which are essential to connect the world outside like net services, telecommunication and banking services also need improvement.
- Availability of proper trained guides and activities for the promotion of tourism industry is very poor when compared to other countries.
- Unliberalized policy, unwanted paper work, immigration formalities, red-tapism, etc. also stifle the entry of tourist.
- Language barriers are also the major problems faced by foreign visitors.
- Beggars almost all over the country, unclean and polluted streets and public places, etc. irritate tourists very much.
- Poor maintenance of heritage sites.
- India has more untapped areas especially in north eastern parts which are more attractive to the tourist. And also our rural arts, crafts, culture and colorful fares and festivals are not utilized in an appropriate way.
- Despite economic slowdown, medical tourism is the fastest growing segment of tourism industry in India. Tourists hesitate to select India due to various traps hidden in medical tourism like panchakarma, massaging, body spa, etc.

Suggestions

Various studies regarding tourism industry reveal that India is one of the most potential tourism market and it will be a tourist hotspot in the coming years. India is vibrant in features, so if the government takes care of the various problems inflicting the tourism industry before exploiting the vast resources in the field, India has every chance to top the list in the field.

A separate ministry, Ministry of Travel and Tourism is in India to co-ordinate, control and promote tourism industry. Government of India laid down a tourism policy in the year 1992 and ministry of tourism maintains "The Incredible India" campaign to

promote tourism industry. In addition, government has to take proper measures to ensure the safety of tourists by providing public awareness regarding the importance of tourism to our country and to keep our culture. Key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption should be taken by the ministry.

North east part of India is a hill station and it provides the apt spot for trekking, mountaineering, skiing etc. If the government has to concentrate more on the development and publicity in this area, we have to cover those untapped areas and generate more revenue.

Successful development of tourism requires product enhancement, marketing, and human resource development. Various reports shows that campaigns like Tourism Expo in New Delhi, heritage tableau in the Republic Day parade, Visit India year 2009 and the 2010 Commonwealth games in Delhi, etc. boost the demand for Indian tourism. Most of these types of activities that promote tourism should be introduced.

Medical tourism is one of the fastest growing areas in this sector. So the government has to ensure the safety of patients from being trapped by fake Ayurveda hospitals by providing registration or stars as approval of the government in the name of massaging, body spa, panchakarma, etc.

Development of infrastructure like air connectivity and road, focus on rural areas, and various supporting services to promote this industry is a must. Government should ensure the availability of proper trained and approved guides. Private investments can be attracted to this field by granting reduced subsidies, import duties, income tax exemptions etc. This will enhance competition and improve the quality of services.

Simplifying rules and regulations regarding tourism for the grant of approval to agents, tour operators and tourist transport operators will also help in the development of this sector. Incentives, subsidies and approval to hotels and restaurants to cater to proper and hygienic food and accommodation should be approved. Paper works and other formalities have to be hastened for tourist satisfaction.

The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities should also be recognized in the development of tourism.

Nearly 40% of tourist expenditure on shopping is spent on handicrafts particularly jewellery, ivory, brass, carpet, leather goods etc. So the government has to give motivation to this sector and fix a fare price for each product to protect the tourist from price discrimination.

Thus tourism forms one of the largest service industries by offering huge employment opportunity and foreign exchange earning to the nation. It also helps in the preservation of national heritage, environment and natural habitats of many endangered species. India is blessed with its diverse culture, geographical features, and varieties of species and plants. If the Ministry makes collaboration with other stake holders in the sector like central agencies, state government, union territories and the representatives of

private sector, definitely through the proper marketing and publicity we can attract domestic and foreign tourists. Relevant steps taken in this regard can make India are of the topmost industries in the field.

Conclusion

Making tourism industry a unifying force nationally and internationally fostering better understanding through travel. Helping to preserve, retain and enrich our cultural heritages, life style and world view. Bringing socio-economic benefits to the community and the state, especially in terms of expanding the employment opportunities, generation of income, tax generation, foreign exchange earnings and so on.

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