



ISSN : 2582-8169

“Marketing's Crucial Function in Tourism Promotion Strategies”

¹ Babloo Kumar

¹Research Scholar

Department of Economics

Ram Krishna Dharamarth Foundation (RKDF) University, Ranchi

E-mail: babloo@yahoo.com

Received : 11th November, 2022;

Revised : 27th November, 2022

; Accepted : 01st December 2022

Abstract: When a destination is well-marketed, both visitors and locals are more likely to visit. Advertising a hospitality business to tourists (including its restaurants, hotels, attractions, and transportation options) is great for business and the people who work there. Recognizing these clients as individuals is essential to successful marketing. Tourism marketing methods rely heavily on the findings of market research. Understanding the needs and tendencies of the market, tailoring the supply of tourism products to the size and structure of demand, developing a pricing and pricing strategy, establishing a distribution platform, employing effective promotional tools, and forecasting sales opportunities based on seasonality are all essential components of successful tourism marketing. Understanding the consumer is the first step in any successful strategy, leading to adaptations in aspects of the product such as location, dining, lodging, and even the travel and destination mix. After absorbing this knowledge, a marketer may set a pricing, a distribution plan, and a promotional strategy depending on what the market can handle.

Keywords: Socioeconomic Impact, Economy, Drought, crop development and production, Employment

I. INTRODUCTION

When compared to other economic sectors, the tourist business in our country is developing at a breakneck pace, both on a national and international scale, thanks to the growth of the tertiary sector. It ranks high on the list of global

*Corresponding author: Babloo Kumar

E-mail: babloo@yahoo.com

The tourism business has several facets, including economic, social, and cultural ones, which all contribute to a country's GDP. The term "tourism marketing" is used to describe all the promotional efforts made by companies in the tourism sector. Hotels, motels, and other lodging establishments, airlines, vehicle rental services, restaurants, entertainment venues, travel agencies, and tour operators are all

examples of such businesses. Marketing in the tourist industry serves to raise awareness of a company or product, increase sales, and distinguish it from competitors. Websites, online advertisements, email, and social media platforms all play significant roles in many of today's tourism marketing efforts. In today's world, when national growth and development are prioritised, many different sectors, such as the primary, secondary, and tertiary, make significant contributions.

The tourist business is one of the most cutthroat due to its size. This implies that companies working in the sector need to differentiate themselves from the competition, market themselves as the greatest alternative for vacationers, and highlight the qualities that set them apart from the competition. In order to do this, marketing is crucial, and many of the finest tourist marketing strategies are geared on assisting businesses in identifying and emphasizing their competitive advantages. Of course, it's also important for marketers to stay abreast of the newest developments so that they can develop a balanced marketing strategy that makes use of the most effective channels. Anyone who may benefit monetarily from an increase in tourists' influx should consider investing in tourism promotion. This comprises not just regional and national governments, airlines, and travel agencies, but also places for entertainment, tourism attractions, and hotel and resort management. Attracting more tourists to your destination is one of the goals

of any successful tourism marketing plan, and that's exactly what we'll be discussing in this article.

The Mechanics of Tourism

Trip, conveyance, lodging, restaurant services, travel agencies, destinations, and marketing professionals are just a few of the sub-sectors or dimensions that must be considered when applying marketing concepts to the tourism business, making it one of a kind. Each of these strategies has to make use of several marketing functions that are distinct from one another but nevertheless need to work together cohesively. The destination environment is a crucial factor in the tourist industry. It is normally situated in a beautiful natural environment and has nice, relaxing atmosphere. But the format or setting has already passed the product maturity stage and competes with hundreds of sites globally in the beta economy sector, where price and utility are the primary factors. It's stuck in the days of mass marketing, which can't guarantee results any more.

The Tourist

Tourists are travelers and they have generally been treated by the industry as a collective under the caption of "tourists." A tourist is typically characterized as a mobile, amorphous individual with disposable cash motivated by a need to have as good time holiday. It is mainly thought of as people going on a holiday, visiting a particular place for sightseeing, and visiting friends and relatives. They may spend their time sunbathing, relaxing, engaging in various

sports, and going on a tour. In other words, people travel away from their homes for recreational purposes. Nonetheless, there are business travelers, students on a study trip, sports teams going on a tournament in another city and people going on pilgrimages. In reality, they must be defined in terms that reflect their peculiar characteristics and psych-socio profiles. The more advanced countries carry out extensive studies to better understand the customer profile and the product being offered by the region.

Transportation and Travel

In order to go from one tourist destination to another, travellers rely on transportation, which has always played a crucial role in the tourism business. Everybody knows that as transportation options improve, the tourist industry flourishes. The efficiency, convenience, and safety of the means of transportation have a significant role in determining how satisfying a vacation will be. Maintenance of existing roads, construction of new roads/rail track/sea and air transportation, construction of local airports, and augmentation of local flight operations are all examples of transportation demands for promoting and developing the tourist industry. There are several facets to the good and negative interactions between transportation and tourism. Congestion, safety and security issues, pollution, and other issues can all be exacerbated by an increase in traffic owing to rising international visitors. However,

transportation is crucial to the tourist sector, both enabling and restricting its growth. That's right; transportation is both the reason and the result for the booming tourism industry. Mobility and transportation are intrinsically linked. One popular definition of mobility is the capacity to move around without restriction. Inside the context of economic, social, and geographical coherence, free mobility within Community territory must be guaranteed, as advocated by a social perspective.

Tourist Product and Pricing

Everything that can be offered to consumers and sold or consumed to satisfy wants or needs is considered a product. Natural circumstances (geographic, environmental, climatic), human components (religious, cultural, or archaeological), and tourist services and amenities (including basic public utilities) make up the first ingredient of the tourism marketing mix (transport, hotels, restaurants etc.). The tourism product, which is a collection of the best features a nation offers to visitors, is the lifeblood of the marketing effort. However, the product's attraction to tourists may be increased by providing additional amenities such as a lunch service, swimming pool, superior location, star ratings, and more. Understanding and being able to effectively use the marketing materials for these products and services is vital. Since it's the only variable that directly affects revenue, pricing is a crucial part of every successful marketing strategy. Hotel rates are not regulated and instead depend on

the amenities provided. But the decision was made by the owner. The price hotels charge influences the decision of whether or not to utilise them by travellers. The product aimed for tourists may be improved by adding amenities such as a lunch service, swimming pool, 5-star location, and more. Understanding and being able to effectively use the marketing materials for these products and services is vital.

Location and Distribution

As one of the four pillars of the tourism system, attractions play a crucial role in luring visitors to a particular area. The destination's attractions are the backbone of the vacation experience they provide visitors. Without existing or promising tourist attractions, a location cannot be promoted as a vacation spot. The term "tourist attraction" is reserved for those attractions that are specifically designed for visitors on vacation. Attractions are an integral element of the foundational tourism resources and are a big draw for travellers. When it comes to attracting visitors to a certain region, this is one of the most crucial considerations that the tourism marketing department faces. Products for tourism are disseminated through various means so that they may be easily purchased by interested customers. Therefore, this is focused with getting the product to the right people in the right places so that it can meet their demands. There is no way for the tourist business to conform to a single distribution model, and doing so may never be practical.

However, thanks to advances in technology, potential guests at a guesthouse may now view it on social networking sites, bringing the product to the guest.

Services and Consumer Satisfaction

The tourist business, maybe more than any other, can benefit greatly from knowing how satisfied its customers are. Good customer service makes people feel like they matter. Reasons that guests choose one tourism or hospitality provider over another can sometimes be hard to pin down. Punctuality, dependability, service frequency, schedule convenience, accessibility, ease of use, information, cleanliness, staff service, comfort, and price are all examples of service characteristics commonly associated with the tourism industry. The level of satisfaction a business receives from their clientele is directly proportional to the quality of the services they provide. Every customer places a premium on high-quality service, and the buyer is the best judge of a product's worth. Greater customer satisfaction is directly correlated with improved national economic performance. Employers and their staff need to put an emphasis on the "human element" of the visitor experience by providing excellent customer service in order for this strategy to be implemented successfully. Managers in the tourism industry aim to increase customer loyalty through exemplary service, with the hope that returning guests will in turn spread the word about their positive experiences and encourage others to

visit or stay at the establishment in question.

Use of Media and Advertisement

A successful advertising plan is fundamental in every sector, and the travel industry is no exception. The sector is getting more and more competitive as more and more locations realise this and work to attract more visitors. The tourism picture of the state has to be clarified and highlighted in various media and communication channels in order to draw the attention of the prospective tourist beneficiary and encourage him to travel to the state and purchase the tourism product. Tourists can be persuaded to sign up for a programme offered by a tourism organisation if they are given access to information about the organisation and its offerings as well as the appropriate scientific marketing. Successful marketing of a tourist attraction or service relies heavily on advertising. Customers need to be updated about new products or services, new and current channels for existing products and services, and the like since they are geographically and temporally distanced from the product. Today, the Internet is a crucial instrument for the growth of a country's tourist industry, as it allows businesses to reach clients all over the world with only a few clicks. E-media, websites, social networking sites like Facebook, Twitter, and mobile marketing are all examples of trendy forms of advertising which can be adopted.

Conclusions

Tourism in India has been one of the fastest-

growing businesses in the country over the past two decades, outpacing growth in other service sectors and offering opportunities to help the economy and society at large. However, this is not the final product; there is still more work to be done. India's tourism sector has to be built in a way that protects local environments, keeps local traditions alive, and benefits all parties involved. Given that tourism is fundamentally a service business, it is essential that all relevant stakeholders, including national and state governments, as well as corporate and non-profit organisations, become engaged in the effort to ensure the sector's long-term viability. As a result, it is crucial to advertise tourism-related goods and services both domestically and abroad if we want to draw attention to our country's wealth of historical and cultural attractions.

References:

- Nag, A. (2013). A Study of Tourism Industry of Himachal Pradesh With Special Reference to Ecotourism, *Asia Pacific Journal of Marketing & Management Review*, Vol.2 (4).
- Bhatia, A. (2013). SWOT Analysis of Indian tourism Industry, *International Journal of Application or Innovation in Engineering & Management (IJAIEM)*, Vol. 2, (12).
- Lok Sabha Secretariat (2013) *Tourism Sector in India*, <http://164.100.47.134/intranet/TourismSect>

[rinIndia.pdf](#)

- Annual Report of Ministry of Tourism, India, 2018-19
- Ratten, V. & Rodoula, T. (2010). Future research directions in tourism marketing. *Marketing Intelligence & Planning*, 28(4), 533-544.
- Kotler, P. & Armstrong, G. (2007). *The principles of marketing*. 12ed, Prentice Hall Publishing.
- Ladhari, R. (2009). "Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry." *Managing Service Quality: An International Journal* 19, no. 3: 308-331.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Jamal, A., and Anatassadou, K. (2007). Investigating the effects of service quality dimensions and expertise on loyalty. *European Journal of Marketing*, 43(3), 398-420.