



SUSTAINABLE DEVELOPMENT AS A TOOL FOR TOURISM MARKETING

KEYWORDS

Social, Economic, Cultural, Sustainable Development, Tourism development.

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ABSTRACT *With the blessings of nature, world is full of paradise where natural phenomenon like hills, islands, beaches, forests, animals, aboriginals are the parts of horizon that are giving pleasure and an eternal enjoyment of beauty. In India is also not aloof of all above present ingredient of nature; it has also a rich Heritage of historical places which shows an edifice of more than 5000 year old long history of Indian culture and civilization. Tourism with Sustainable development it is a long-term socio-economic growth for the tourism industry. Tourism Organisations have encouraged everyone to visit a particular area. The level of public concern over the social & environmental impacts of tourism technological innovations such as virtual Now we are in twenty first century, reality there is a growing concern for the protecting of the environment- socio-politico-cultural and economic*

consequences. This paper can be applied to ensure long term planning tourism through marketing strategies, keeping in mind sustainable development. It will be helpful for future generation to grow the economy of India with environment in concern. Use of sustainable development as a tool to preserve natural edifice, environmental sustainability is need of world. This paper also deals with marketing tools for tourism to grow with a faster speed keeping in mind of future prospects. Sustainable development tourism it seeks to achieve the best balance between social & environmental cost & economic benefits.

1. INTRODUCTION:

Tourism is one of the best world's fastest growing industries. And its major source of income for many countries and it also provide many jobs. Tourism also promotes in the form of personal commitment it maximise sustainable human development & environmental quality. Tourism can enhance the welfare of

people & protect our natural & cultural tourism marketing. Sustainable tourism it is a nature based tourism, cultural tourism, eco-tourism these are alternative form of tourism marketing for sustainable development. Tourism is considered important for many countries; due to the revenue generated by the consumption of goods & services by tourists tourist has its own direct & indirect effect on society which is effective instrument for economic growth. Sustainable development tourism is the tourism Today's tourism industry has become one of the most important factors in the growth of the real Gross Domestic Product in India. It plays for different reasons as a significant role in socio economic development of a country. Most of the tourists visit in different destination. Now a day's many countries generate economic benefits through its tourist industry. Now government also concentrates on not only tourism but also Hospitality management like hotels, restaurants, transportation, security & entertainments. India is a developing country is moving towards facing challenges of competitions & globalization. India has many beautiful places & historical places which attracts the tourists. Sustainable marketing growth of tourism in India because of government policy it support of all level. Cultural & sporting events also help the marketing tourism industry for the future growth in India. And also help to earn benefits from many industries such as Medical tourism, aviation tourism, and hospitality. The development of the growth in rural tourism it help the strong levels of awareness growing interest in heritage and culture. The organisation should implement a long-term

sustainability management system that is suitable for horticultural, environmental, health & safety issues. Sustainable tourism defines the concept of sustainability in its simplest form as a positive approach to reduce the tension created by the complex interaction between the tourism industries. The environment & communities which are host holiday makers.

The WTO defines sustainable tourism as tourism marketing which leads to management of all resources in such way social, economic needs to be filled with cultural integrity. Tourism represents one of the few economic opportunities. It also provides real opportunities to reduce poverty. Tourism also provides an economic natural & cultural assts. Sustainable development tourism it seeks to achieve the best balance between social & environmental cost & economic benefits.

1.1 Economic sustainable:

Economic tourism that is profitable in both the immediate & long term planning it provides financial incentives for businesses. Tourism means to attract foreign aid for large scale infrastructural development, it especially large scale foreign direct investment & foreign investment. Long term partnership throughout the entire micro sized local business & supply chain to multinational organisation. Economic sustainability provides financial incentives to adopt sustainable business.

1.2 Cultural sustainable:

Cultural sustainability increase local & indigenous cultural & especially traditional knowledge & enhance the educate tourists about desirable behaviours. Educate the tourism industry about acceptable behaviour. Cultural education & training programs to enhance and manage natural & heritage resources should be established.

1.3 Ecological sustainable:

Economic sustainability development that is compatible with the maintenance of essential ecological process it ensure tourism in protected areas such as national park zoo etc. ecological tourism should be established for tourism at all travels. Regional & local tourism policies & sustainable development strategies that is consistent with overall objective of development of ecological tourism industry.

1.4 Local sustainable:

Local sustainability that is designed to benefits in local communities and generate income. The community should maintain tourism development. It should provide employment to community resident. It also provides financial incentives for local business & improves local human resource capacity through tourist industry.

2. MARKETING AND TOURISM SUSTAINABILITY:

Implementation of the marketing concept in tourism can be achieved through the use of variety of marketing tools and techniques. The successful market segmentation and targeting market tools evolves the appropriate matching of tourist need and experience's in the case of sustainable tourism. Tourism organisation needs to give consideration to their market with the view to concentrating on those categories of visitors that are not economically attractive, and encouraging them to adopt sustainable behaviours. The market segment decision made 24 to 25 years ago to concentrate on older high and middle income groups normally associated with mass tourism. The scope of tourism market for sustainable development would be enlarged to cover participative association in seminars on sustainable tourism and development it organised by reputed organisation. Sustainable tourism development will follow niche tourism marketing products like- Medical, wellness, adventure, eco-tourism, pilgrimage, ambition, film tourism, golf, polo, wild life tourism, etc. Sustainable tourism for India and indicators for tour operators have been finalized. The criteria and indicators for rural tourism for sustainable development are being evolved. Market should optimal use of resources like environmental, socio-cultural resources it provides long term socio-economic benefits.

3. TOURISM MARKETING OBJECTIVES:

Before developing the tourism marketing for sustainable product it is useful to understand the tourism system operates consumer people who may go on holiday, travel experiences the experience that the people have travelling to their destination, holiday experiences that people have at their destination, Marketing and promotion research and development consumer communicate to raise awareness and generate sales. The tourism Marketing objectives for Indian tourism are to increase resident or non-resident visitation & spending money for goods & services from our market. Thereby increasing the tourism industry's annual contribution for the growth of economy. The strategies & campaigns created to achieve these marketing objectives. Government & the tourism Board to extend the tourism season beyond the winter & summer season in order to increase the economic growth & development for the long term planning.

To analyse the marketing strategies to adopted by the Indian tourism industry. To analyse & identify the niche markets for getting competitive advantages as international advantages with market segmentation, regional marketing, focused marketing, concentrated marketing, target marketing. To suggest recommendations for the sustainable development of key tourism marketing in India.

4. TOURISM MARKETING STRATEGY:

Tourism will take a growth strategy approach for marketing in India as a tourist destination. Advertising will reach and persuade any visitors to come & visit famous historical monuments in India. Public and media relations make more forceful or effective support.

The tourism product: in the form of the market based system experiences & infrastructure amount of money spent per trip, & overall tourism revenues these are very much effective for the sustainable development. It's essential that we focus and concentrate our resources on the best opportunity & promotional techniques can be a vital element in creating more sustainable form of tourism marketing.

5. TARGET MARKETING AND TOOLS:

Target markets are the different groups of customers who buy who buy particular goods & services. Tourism organisations have different types of customers who have needs & expectations. These different types of customers are known as market segment:

Age, Life Style, Social Group, Gender, Ethnicity.

Target marketing will focus and concentrate its resources against the target audience & markets which offers the best opportunity & the highest return on investment. It is the destination through print, radio, online, TV, trade show marketing all designed to attract tourists, family, couples.

- Tourism marketing:
- Public relation marketing:
- Event marketing
- Sports marketing
- Destination Wedding marketing
- International marketing
- Cruise/ ship marketing
- Motor coach marketing

6. METHODOLOGY:

To achieve the objective of the study mainly the secondary information has been used for conducting this research. Secondary information has been collected from annual report, website of civil aviation tourism & publications of world trade organisation (WTO), different journals & research papers. After collecting the information analyse the future prospects of tourism marketing for suitable development of tourism industry in India.

The methodology requires two approaches for the study of market and consumer need. Desk market research- it includes existing studies and survey of meta- analysis it is an outbound markets of consumers need for sustainable tourism market.

In depth market interview-

it includes tour operators and experts is responsible for sustainable tourism from selecting outbound market for consumer need and satisfaction.

Responsible tourism market and product-

to identify the responsible travel market like cultural tourism, nature based tourism, adventure tourism, educational tourism, youth tourism, high end tourism.

Characterisation of customer-

through internet we search and find current data which are responsible for tourism market and consumers. Demographic information from interview with tour operators with responsible tourism marketing products. Regional profile

end customer going to specific destination.

7. MARKETING MIX: 4 Ps

The way in which current & potential customers demands are satisfied depend on the marketing mix of the organisations products. Product, price, place, promotion. The marketing concept in tourism can be achieved through the use of a variety of marketing tools & techniques for sustainable development. Tourism organisation need to give greater consideration to their market with the view to concentrating on those categories of visitors that are not only economically attractive also they encouraging them to adopt sustainable behaviours.

7.1 PRODUCT:

The development of new product or existing product is the cornerstone for the successful of a tourism market. Product marketing should be based on the sustainable planning process Tourism product development it is a specific market niche market, cultural and heritage, nature based, events and festivals, demanding tourism experiences. The marketing system should be guided by the profit motivation and self-interest. Some more sustainable tourism product in nature: Vacation tourism, small scale tourism, hunting tourism, conservation tourism.

1. Variety
2. Quality
3. Design
4. Features
5. Packaging
6. Services
7. Brand name

7.2 PRICE:

In public sector has little influence on prices but is a most influential tool in the hand of the commercial sector to influence demand. Sustainable tourism development the price paid by the tourist should cover the full cost of their vocational holiday. Sustainable tourism Provide a satisfactory level of profit for tourism industry it generate an appropriate level of benefits for the community.

1. List price
2. Discount
3. Allowances
4. Payment term
5. Credit term

7.3 PLACE:

Place also refers to the channel of information that are used to spread the message. Place refers to the location at which any service component of the marketing will be delivered. Tour operators & those responsible for tourism attractions they encourage trends towards selling, leaving out the marketing intermediaries, the co-operation & commitment of intermediate such as travel agents they used action should be taken to ensure that the way they sell a product is ethical & doesn't raise unrealistic expectations in the mind of tourists.

1. Channel
2. Location
3. Inventory
4. Location
5. Assortments
6. Logistic

7.4 PROMOTION:

Promoting sustainability through more sensitive promotional & marketing practices could utilize all medium including brochures & website. Promotions techniques can be a vital element in creating more sustainable form of tourism. Tourism organisation & destinations can also use advertisement to raise tourist awareness of key issues relating to sustainability. Green marketing & communication of information explaining the nature of the resources & its significance for promoting soft tourism market that maximize adverse the cultural & environmental impact of their presence. There is trend to produce advertisements that aim to shock and there are others that offer. Promotional materials are road side posters, message printed on buildings, advertisement on taxi cabs.

1. Advertising
2. Sales promotion
3. Personal selling
4. Public relation
8. TOURISM INDUSTRY:

Eco-tourism will increase the interest of sales advertisement in the area of travel with such references as Eco courier, Eco travel, Eco venture, Eco tour. Right now Eco-tourism is an on-going tourism fashionable market. Consumer need: going on a holiday it will provide opportunity for customer to take time out from their normal life it generally includes current market situation sales forecast, awareness: promotion about a holiday destination product or services can motivate people to recognise their need of holiday and raise awareness. interest & motivation: if the people is aware about the destination or services has a positive feeling, planning decision & action: promotional information helps people decide how they will travel their destination, satisfaction: the people is likely to feel satisfied with a quality holiday experiences., world of mouth: it raises the awareness about the destination product services with the consumer, family, friends, & share the memories of their holiday's experiences. The tourism organisations need to scan their business environment for their relevant data.

9. GOVERNMENT:

Government's central state and local have a critical role in determining the policies for sustainable tourism market. Sustainable tourism falls in the area of governance such as environmental regulations, land and labour laws. The government in enhancing sustainable tourism development is to create an

environment that influences the private sectors and influence visitors flows and behaviour adapt the impact of tourism. Government have a critical role in determining the policies for sustainable tourism marketing. Government enhance and create an environment and influence the behaviour to optimize the impact of tourism. Make in India is an international marketing job creation and economic development and to give the Indian economy global recognition it is established by Government of India on September 25, 2014. Government & tourist destination should influence sustainable development for tourism marketing. Government should design & implement the rule & regulation for educational & awareness programmes which can aware tourism promoters for the sustainable development of tourism marketing for the growth of future.

10.COMMUNITY

Tourism marketing is all about the community. Large tourism communities offered agencies to develop new market-

ing plan for the sustainable tourism development plans. The customer's populations of a destination can be affected by tourism marketing policies. Many local communities are aware of the power of responsible for local economic development tourism program. Based on the area of natural and cultural heritage they take on the challenges for community based tourism program. Community based tourism can be profitable sustainable lifestyle and support local economic development. Human resource management can always provide a better job well trained local residents and also they provide services for tourism and environment. Develop a brand and involve many part of your tourism industry. Special tours mention the local lifestyle; they involve local residents and offers special opportunities for people to take services to enhance the general maintenance of a destination.

11.CONCLUSION:

Sustainable tourism marketing development is the concepts have grown out some key features behind sustainable tourism. Sustainable tourism development focuses on taking a long term growth of tourism industry. Sustainable tourism industry has identified how the tourism industry can contribute to overall sustainable development. Sustainable tourism industry has four pillars to enhance the productivity of tourism market: cultural sustainable market, ecological sustainable market, economic sustainable market, & local sustainable market. Sustainable market can be considered as a strategy. Strategies are designed to move an organisation from a current less favoured future position. Strategies decisions are based on vision, goals, and leaderships.

Sustainable tourist marketing develops four iconic products:

First-

For tourism authority should established hotels, motels, beaches & security. Authority can encourage local people to participate for their own economic benefits.

Second-

Foreco-tourism authority should protect the green environment & forest.

Third-

For historical place authority should promote its historical places, marketing promotional mix.

Final-

For archaeological authority should develop communication facilities to reach & establish restaurant & hotels nearest to sites.

The tourist organisation may pay lip services to the society & public relation, in a competitive situation many of the problems related to tourism it is also important to recognise that consumers are educated & are competent to select products that are not creating problem to host communities. If organisations or their products do create problems, such as the eco-tourism society concern & back up government available to support environmental & consumer protection.

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