



## E-Marketing : Tourism Marketing Practices in Maharashtra

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### ABSTRACT

*Maharashtra home to the financial capital of country, is not only a magnet for business tourists, but also has a wide range of other attraction from leisure and eco tourism to heritage and pilgrimage, with a vibrant hospitality sector to match. Even as India's hospitality industry is projected to grow at an impressive 9 per cent by 2018- the second fastest growing tourist market in the world. With respect to factors determining usage of the Internet for tourism marketing, it is found that time saving and ease of use are the two main considerations for Internet users. E – marketing will grove at a dramatic pace and significantly impact on tourist.*

**Keywords :** Hospitality industry, Tourist market, Tourism, E-marketing

### INTRODUCTION

Tourism is undoubtedly one of the strongest and fastest rising industries over the world and for many countries a significant export product and generator of employment. Includes a wide combination of phenomena and relationships that arise during the tourist trip and in its implementation goes back not only in economic but also environmental, social and cultural aspects of life.

In Maharashtra, there is immense potential that's yet to be tapped, necessitating an integrated approach from various Government Departments and agencies.

Marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertaking whether private or state owned at local, regional, national or international levels to complete the optimal satisfaction of the needs of identifiable customer groups and in doing so to achieve an appropriate return.

E- marketing activities in tourism can be considered in this context as a means of approaching products or services from producers to tourists and using Internet as a means for promotion and sales channels.

### TOURISM POTENTIAL IN MAHARASHTRA

Maharashtra is the third largest State of India, both in area and population. The state known for its sheer size and diversity is located on the western part of the country .it has a varied landscape bounded by the Western Ghats that stretch out into the mists as far as the eye can see . The innumerable forts, that adorn the states, stands proud and strong, depicting its historic past. Additionally scores of temples sculpted into and out of basalt rock through the atmosphere. Its diverse and colorful cultures are all woven into one gigantic quilt that represents the true nature of the state. The colorful festivals of the state galvanize the sleepy thousands into fervent motion. And her miles of silver, white beaches, stretched taut and inviting over the entire coast.

The exquisite Mashru and Himru crafts, Bidri ware, Paithani saris, Sawantwadi crafts, Warli paintings, Kolhapuri chappals draw immense tourists from various corners of the country

Maharashtra in order to promote it as India's first wine tourism destination. Nearly 72 wineries across the state account for

80% of India's wine production, with Nashik being crowned as the wine capital of the country. Campaign slogan for Maharashtra Tourism – "MAHARASHTRA UNLIMITED"

### TOURIST PRODUCT

1. **Attractions:** one of the basic components of a tourist product. Attraction plays the role of motivating factor for tourists to visit a particular place. The attraction could be cultural like sites and areas of archaeological interest, historical buildings and monuments or scenic like flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music, festivals, games etc.
2. **Facilities:** the facilities complement the attractions. These include accommodation, various types of entertainments, picnic spots, recreation and so on.
3. **Accessibility:** it refers to access of a tourist to the area where attractions are located. The tourist attraction which are located near to the tourist generating market are well connected by transportation, receive more tourist arrivals.

### MARKETING

Marketing is the development of a product to meet the needs of the consumer and then employing the techniques of direct sales, publicity and advertising to bring this product to the consumer. In the case of tourism products, the basic raw materials would be the country's natural beauty, climate, history, culture and the people. other aspects would be the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport communication and other essentials. The tourist product can be entirely a manmade one or natures creation improved upon by man.

### E- MARKETING

Information technology has changed fundamentally. Electronic Marketing (e- marketing, telemarketing) is a means of realizing marketing activities through intensive application of information and telecommunication (internet ) technology. The term online marketing is also often used to collectively denotes all types of marketing on the net: e- marketing, cyber marketing, internet marketing and web marketing. The very nature of marketing activities are being translated into their electronic equivalents which gives rise to entirely new and particular form of e- marketing in tourism . The Internet is the "network of networks" of interlinked computers operating on

a standard protocol which allows data to be transferred between them. As an information exchange system, the most important aspect of the Internet is its connectivity, the ability to allow everyone to access the network. The development of the Internet and the World Wide Web in the 1990s as a mean for the global sharing of information has opened up a whole range of new possibilities in marketing practice. The Internet serves as a new communication and distribution channel for e- travelers and suppliers of travel services and products.

#### THE MAIN MARKETING FUNCTIONS ARE:

- Market Research.
- Product formulation and development.
- Analysis and selection of target markets ( segmentation).
- Distribution networks.
- Product promotion.

#### STRATEGY OF MAHARASHTRA TOURISM DEVELOPMENT CORPORATION (MTDC)

Tourist visiting Maharashtra will soon be able to get a virtual tour of the states caves and monuments, complete with an e- guide in their preferred language along with an option to book themselves in a star hotel, a resort even a bread and breakfast stay all this package neatly for mobile phone viewing. The Maharashtra Tourism Development Corp. (MTDC) is all set to revamp its portal to make it a one step information and transaction gateway for tourists from across the country as well as the globe.

Internet Protocol ( IP) geo location and translation helping in determining the country of a visitor and translating the website content in the local language – may it be French for visitors from France or Japanese for visitors from Japan.

The portal viewable in devices such as IOS and Android supported tablets and phones will also have features such as e-guides.

The IP Geo-location aspect of the portal will determine the country/ location of a visitor to the portal. The visitor will be automatically presented with the country specific/ language specific site by the server. The content for the portal will be translated in the local language applicable.

E- guide for each tourist destinations will be prepared for on-line as well as for offline view and will have topic and themes such as monuments and places, events, fairs and festivals, pilgrimages, adventures and wildlife destinations, how to reach a location, options to stay places of interest and the like.

The MTDC reservation system will have the facility to integrate with major global distribution systems both national and international. The system will show functions such as checking availability booking payment and cancelation for services involved in the website.

Geographic information system GIS and map based trip planner tool integrated with Google map. This integration help to show routes, location and major attractions to users. The map shows users current location the system recommends tourist spots nearby.

By using e- marketing MTDC is planning to attract both domestic and international tourists and promote Maharashtra Tourism globally.

#### CONCLUSION

The rapid development of modern telecommunication and digital technology and the resulting Internal Technology provides a number of new possibilities in marketing in tourism. Travel and Tourism products are ideal for marketing on the Internet. This is because tourism is an information intensive industry and internet is the most effective and efficient means in information exchange worldwide. The Internet can greatly facilitate the promotion and distribution of tourist products.

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