



## ORIGINAL RESEARCH PAPER

## Management

### PROMOTIONAL MIX STRATEGIES FOR TOURISM MARKETING OF CHAMARAJANAGAR DISTRICT

**KEY WORDS:** Promotional Mix , Tourism Marketing, Chamarajanagar Tourism.

**Dr. Amulya M.**

Project Director (ICSSR Major Research Project), Assistant Professor, DOS in Business Administration, (BIMS) University of Mysore, Mysore-06.

#### ABSTRACT

Destination marketing has been recognised as the most important activity in Tourism. Tourism marketing is a continuous sequential process in which the management plans, researches, implements, monitors and evaluates activities which have been designed for satisfying the needs and wants of tourists. While marketing tourism, promotional mix elements need to be kept in mind, with an aim to reach all the tourists, various communicational and promotional campaigns can be used.. The basic purpose of this study is to figure out how promotional mix strategies adopted in tourism in Chamarajanagar district .

#### INTRODUCTION:

Tourism promotion means trying to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation (Baldemoro 2013).

#### This article is derived from the data collected for the ICSSR funded MRP.

Chamarajanagar is the southernmost district in the state of Karnataka, India. It was carved out of the original larger Mysore District in the year 1998. Chamarajanagar town is the headquarters of this district. It is the third least populous district in Karnataka (out of 30), after Kodagu and Bangalore Rural.

#### Scope of the Study:

Five tourist places in Chamarajanagar district are considered to evaluated the promotional mix elements of tourism marketing.

#### 1.Himavad Gopalaswamy Hill:

Himavad Gopalaswamy Betta (also called Himavad Gopalswamy Betta) is one of those isolated yet accessible attractions in this part of Karnataka. The temple is located atop a hill popularly called Himavad Gopalaswamy Temple. This place is known for its scenic beauty, religious significance and also as a mini adventure flavored picnic spot. The original temple is some 700 years old. The history of the origin is a bit hazy and there are a few conflicting views on who built the temple. It is generally attributed to the local king CholaBallala of Terakanambi (Erstwhile Trikadambapura). During those days the place was of significant political importance as it was located in the tri-state border of three territories ruled by three dynasties - the Gangas of Talakad, Cheras( Kerala ) and the Kadambas.

#### 2. M M Hills

Male Mahadeshwara (Madeshwara) Hills is one of the most important pilgrimages Centre of Karnataka State. It lies in the middle of the hills near to the Eastern Ghats Ranges and belongs to the RamapuraHobli. It is at a distance of 80 Kms to the East of Kollegal and is at 3200 feet above Mean Sea level. According to the folklore songs and stories surrounding the presiding deity Mahadeshwara, the M M Hills is made up of Seven (7) Hills.

#### 3.BR Hills

BiligiriRanganatha Temple is situated in Yelandur Taluk of Chamarajanagar District at lofty hillock situated at a distance of 28 km. from Yalandur is an enchanting place. The approach to the hill from Chamarajanagar 49 km. is more enjoyable as it passes through a green chain of hill ranges. The temple of Venkatesha was described as of Ranganatha during visit of Tippu to the place on a hunting expedition and thus became popular as BilligiriRanga. In Sanskrit the hill is called Swethadri. The highest

point of the hill is about 5091 ft. above sea level and has the temple of BiligiriRangaswamy.

#### 4.Gundal Reservoir

The river Gundal (Lat 12° 06" N and Long 70° 12" E) originates from Doddasampige reserve forest of BiligiriRangaswamy Temple (BRT) wildlife sanctuary located in Kollegal Taluk of Chamarajanagar district of Karnataka state, India. The river flows 53 km towards north to join river Kaveri near the village Saraguru in the same taluk. A dam has built to Gundal (with length 1,219 mtr, height 31.55 mtr, and capacity 0.97 TMC) during early 1970s near village Kamagere and water has been channelized with an objective to irrigate 15,100 acres (10,100 by Left Bank canal and 5,000 by Right Bank Canal) with canals stretching 16.2 km long on both right and left sides of the dam.

#### 5.Suvarnavathi Dam

Survarnavathi Reservoir is 16 km. from Chamarajanagar. Net Storage Capacity of the Dam is 1258.76 mft., length of overflow of dam - 160 ft. Top width of dam is 18 ft. Cost of the project is 299.60 lakhs. The Scenic beauty of a dam is breathtaking and is a spot worth visiting. Wild Elephants can be seen moving about freely during May – June.

#### Research Design:

Descriptive method is used for the purpose of conducting research. Data is gathered from tourists. The study involves both primary and secondary data.. The primary data is collected from 300 tourists through the structured questionnaire. Secondary data involves newspapers, tourist brochures etc.

#### Tourists opinion on the promotion of places:

Promotional mix On Tourists			
Promotional mix elements	Particulars	Frequency	Percentage
Dept of tourism initiatives	Yes	161	53.7%
	No	139	46.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
Internet	Yes	161	53.7%
	No	139	46.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
brochures	Yes	184	61.3%
	No	116	38.7%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
Advertisements	Yes	154	51.3%
	No	146	48.7%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
Press	Yes	167	55.7%
	No	133	44.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>

#### Source: Field Survey

From the above table, it is evident that more than 50% of tourists agree that the Promotional mix elements such as Initiatives from the tourism dept ,Internet search, brochures, press and

advertisements are made of promotions from where tourist came to know about the tourist destinations. Out of the above stated promotional mix elements, 61.3% of tourists agree that they came to know about the tourist destinations through brochures which is the highest followed by press (55.7%) and the least through advertisements (51.3%).

There are various other factors too that influence and effects tourists in selecting a tourist spot apart from the five elements such as word of mouth, festival/ events, spiritual/seasonal visits.

#### Cross Tabulation of Chamarajanagar Tourist Destinations V/s Promotional mix

Particulars		Dept of tourism initiatives	Brouc hures	internet	Advertis ements	Press	Total
Gopalsw amy Hills	F	1	5	2	2	1	11
	%	0.3%	1.7%	0.7%	0.7%	0.3%	3.7%
MM Hills	F	16	20	10	11	6	63
	%	5.3%	6.7%	3.3%	3.7%	2.0%	21.0 %
BR Hills	F	42	53	24	35	27	181
	%	14.0%	17.7%	8.0%	11.7%	9.0%	60.3 %
Suvarnav athi Dam	F	5	12	4	6	10	37
	%	1.7%	4.0%	1.3%	2.0%	3.3%	12.3 %
Gundal Dam	F	0	2	1	3	2	8
	%	0.0%	0.7%	0.3%	1.0%	0.7%	2.7%
Total	F	64	92	41	57	46	300
	%	21.3%	30.7%	13.7%	19.0%	15.3 %	100.0%

Source: Field Survey

In the above crosstabulation of 300 respondents, the different destinations and the type of the promotion resulted in the tourist arrival. The highest percentage of tourists 30.7% are of the opinion that they selected the tourist destination through brochures. It is followed by Dept of tourism initiatives which attracts 21.3% of tourists. 19% says they have visited places based on the advertisements. 15.3% of tourists have the opinion that they have influenced by press. And the least number of tourists 13.7% got to know about the places by email and print campaigns.

The highest number of tourists 60.3% admit that they visited B R Hills out of which 30% (53 out of 181) tourists acknowledge that they choose the destination according to brochures. The next highest number of tourist 21% visits to MM hills and the least number of tourists visits 2.7% to Gundal dam.

#### An Evaluation of Promotional mix in Chamarajanagar Tourism Marketing

Promotional Services		Impact Promotional mix in Chamarajanagar Tourism					
		SD	D	CS	A	SA	Total
Dept of tourism initiatives	F	0	0	2	6	3	11
	%	0.0%	0.0%	0.7%	2.0%	1.0%	3.7%
internet	F	0	2	25	31	5	63
	%	0.0%	0.7%	8.3%	10.3%	1.7%	21.0%
Brouchers	F	1	22	76	78	4	181
	%	0.3%	7.3%	25.3%	26.0%	1.3%	60.3%
Ads	F	0	4	12	18	3	37
	%	0.0%	1.3%	4.0%	6.0%	1.0%	12.3%
Press release	F	0	0	2	5	1	8
	%	0.0%	0.0%	0.7%	1.7%	0.3%	2.7%
Total	F	1	28	117	138	16	300
	%	0.3%	9.3%	39.0%	46.0%	5.3%	100.0%

<b>Chi Square</b>	<b>CC</b>	<b>0.280</b>
<b>P Value</b>		<b>0.060</b>

#### Source: Field Survey

154 respondents (51.3%) out of 300 agree that Promotional elements having an impact on Chamarajanagar Tourism . 29% of the respondent are disagree with this and remaining 39% of tourists cant say anything about promotional strategies of Chamarajanagar Tourism.

The responses are found to be significantly associated which is supported by the significant contingency coefficient [CC = 0.398, P Value = 0.000].

#### CONCLUSION:

The marketing and promotion of the tourist destinations, such as hills and dams requires sensitively developed tourist infrastructure in these areas. So the tourism industry must accept integrated planning and regulation. As Chamarajanagar is under developed district, tourists are not much aware of these tourist spots which are very near to Mysore. Mysore attracts more tourist because of the proximity to the capital of Karnataka Bangalore and rich heritage. The tourist who arrive at the Mysore will easily visit Chamarajanagar tourist places because of the proximity. So the promotional mix elements plays an important role to attract tourists. Dept of tourism, government of Karnataka, district authorities need to use the multichannel marketing promotion to promote tourism in Chamarajanagar district.

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