



ORIGINAL RESEARCH PAPER

Management

CHANGING FACE OF TOURISM MARKETING

KEY WORDS: Tourism, Management, Life Style, Change, Demands, Expectations, Culture

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ABSTRACT

Expectations and demands of the people are changing with the time. The thinking and the requirements of the people have changed in this new world. People have started thinking about different experiences and adventures with the changing lifestyle. Traditional thinking has changed and people need something different, daring. They have become aware of the environment, want to know new cultures. They want to know the history. Want to explore the countries, want to know the traditions. Tourism is not limited merely to have fun but a lot more than that. Tourism marketing face has also changed with these new expectations. New kind of tourism is emerging with the changed choices. Along with it use of digital devices has also increased. Marketing on digital devices is must for survival in the race. Accordingly marketing of Tourist should also change to fulfill the expectations of the customer who is more experienced, well-educated with independent thoughts, safeguarding and understanding value for money.

INTRODUCTION

There is growth of global tourism in the past 60 years and tourism accounts for 10.4 % of global GDP as given by World Travel and Tourism Council (WTTC). Due to highest youth population, increased consumerism, reasonable connectivity, rise in new middle class global tourism has grown. Tourism strategy is needed to beat the race which will enhance the service quality, enhancing competitiveness, for surviving in the industry & for attracting businesses. [1]

Modern technology has made travelling faster, comfortable and easy. New tourism has various tools for fast communication and transportation,

Tourism history shows that tourism industry has grown with the foundation of Indian Tourist Development Corporation in 1966. It has a tourism policy which highlights seven key areas - Swagat (Welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachna (Infrastructure Development), and Safai (Cleanliness) which has helped grow the tourism industry. General awareness about the programs of ITDC is created by advertisements in the newspapers, television and outdoor media. Under the Incredible India Online Campaign one online campaign was launched for promoting tourism in India. New types of tourism have been introduced like - Cruise Tourism, Golf tourism, river cruise, medical, accessible and poll tourism etc. by ITDC. ITDC has also improved accommodation facilities along with air seat capacity.

For the convenience of the visitors facilities have been revised from luxury resort to paying guest accommodation to suit every pocket. Efforts are also taken to improve the domestic tourist flow. There are new innovations in the tourism. Various types of tourism have come up like adventure tourism, cultural, beach, eco, medical, wildlife tourism with the demands and expectations of the people. To suit this changed tourism marketing strategies should be changed. New methods of marketing should be introduced. This research paper makes an attempt to find the changes in the tourism business and the methods used with the changes in the tourism requirements. It also tries to find the benefits, issues and challenges of tourism marketing. It also tries to find the new strategies which can be applied to enhance the business and service quality. [2]

OBJECTIVES

- 1) To find the new face of tourism marketing.
- 2) To study new marketing methods used for tourism marketing.
- 3) To find the benefits and issues of changed tourism

marketing.

- 4) To find the challenges of tourism marketing.

Research Methodology:

Type of Research used is descriptive Research. Data Collection Method Used: Secondary data collection method is used. The data is obtained from internet, books, research papers and journals.

Literature Review:

Chaitip et al. (2008), Buhalis (2001), Stankovic et al (2012), Lopes (2011), Echtner and Ritchie (2003) have specified some Key determinants of Destination Marketing efficiency which are summarized below-

Author	Key determinants of Destination Marketing efficiency
Chaitip et al. (2008)	travel cost satisfaction tourism product integration attributes of the tourism product managing tourism product
Buhalis (2001)	To increase Happiness and satisfaction of the tourists To improve tourist's profitability and competitiveness for local tourism as well as small and medium sized enterprises. To improve destination sustainability of the destination Develop the destination sustainability and to maintain ensure host population prosperity
Stankovic et al. (2012)	sports and cultural events organization
Lopes (2011)	tourist's Demographic features
Echtner and Ritchie (2003)	natural charm and Scenery strategies for Pricing Friendliness and hospitality Weather Activities of the tourists Entertainment and nightlife General / sports facilities Museums and National parks transportation and Local infrastructure Accommodation

[3] According to Sheeham et al., (2016:550-551), Tourism Marketing Organizations is an instrument which focuses on destination marketing, but the knowledge of destination sustainability developed by researchers and government is utilized limitedly in order to ensure sustained practicability and success of the destination in the global market place. Donohoe (2012:128) stated that for the practices of

sustainable destination tourism paradigm, Tourism Marketing Management and Organizations along with partners, stakeholders and local community should work for sustainability of tourism marketing even if they have limited attitudes towards sustainable practices act is a troubling obstacle. According to Brennan and Binney, (2013:276-277) Tourism marketers role for sustainability of tourism marketing is changed, as sustainable future tourist destination is leading to unsustainable future tourist destination with the use of social marketing. Hall (2016) suggested that Social marketing helps in developing material for the destination tourism but due to increased use of resources sustainability of the destination is affected.

According to Hamann and Low (2016:328-330) and Sharpley and Pearce (2014:561) for sustainability of tourism marketing proper criteria should be designed for the use of social marketing programs. Liu and Chou (2016:307-308) stated that economic development of the country takes place due to Tourist Marketing. Hence it is important for the organizations to find out whether destination image is formed due to tourism marketing with the travel environment and the natural resources and it will affect the development of the destination and the goals of tourism. [4]

New types of tourism have evolved depending upon the nature of tourism. The types of tourism which are evolved are – 1] Re-creational Tourism

It has two types - 1) Food Tourism 2) Beach Tourism

Food Tourism

Food Tourism is all about activities related to food traditions for the particular region and cultural heritage. It involves activities like participating in food events and festivals, visiting local markets, visiting farms, exhibitions, sharing meals with locals, enjoying food at traditional restaurants, knowing and enjoying street food, participating in cooking classes etc.

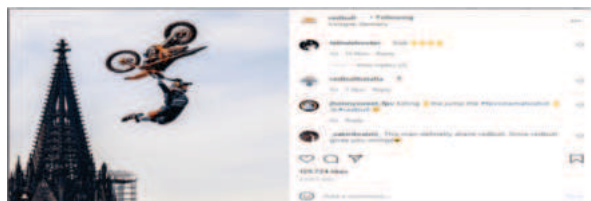
Beach Tourism

Beach Tourism is available at the places having coastline and islands like Andaman & Nicobar Islands, Lakshadweep, Kerala and Goa. Video marketing, blog writing and social media can be used for awareness of the people in this type of recreational tourism marketing.

2] Adventure tourism

It includes trekking to the places like Himalaya, Sikkim and Ladhak and many more. Adventure tourism also includes skiing facilities offered in Himachal Pradesh and Jammu Kashmir. Whitewater rafting is also an adventurous game available in Assam, uttranchal and Arunachal Pradesh. It is a relaxation activity which can be arranged at interesting, unusual, wilderness destination. Adventurous activities can be divided into hard adventurous and soft adventures depending upon the risk involved.

Hard adventurous activities like trekking, mountain climbing, rock climbing, sky diving and soft adventurous activities like fishing, skiing, surfing, sand boarding, snowboarding, scuba diving, kayaking, hunting etc. are all activities attracted by young generations. To attract young generation AR, VR video marketing should be used to attract adventure tourists. Pictures of adventurous games can be posted on Instagram to show the glimpses of the games.



This includes three types of tourism – 1) Sports Tourism 2) Wild life tourism 3) Set Jetting Tourism.

Sports Tourism

This is a fastest growing sector of \$7.68 billion. The tourists want to participate or observe this event like FIFA world cup, Olympic Games using sports tourism. It can be promoted using social media, videos and posting pictures.

Wildlife tourism –

Rich wild life species with rich forests gives rise to wildlife tourism. Wild life Sanctuaries which can be listed here are – Corbett National Park from Uttarakhand & Keoladio Ghana National Park from Rajasthan. Wild life tours are arranged with expert guides tour package arrangements. One has to be a good storyteller to offer services with this type of tourism. Instagram can be used to post pictures and stories of wild life. Angama Safari is a best example of wildlife tourism marketing.

Set – Jetting Tourism

It is latest trend in which destinations seen in movies are focused. For e.g. touring London in high speed boats shown in James Bond, visiting stately homes shown in the Jane Austin movies. Part of the movies can be shown using video for advertising these destinations.

3] Cultural Tourism

Cultural tourism is a tourism done for discovering, experiencing and consuming the tangible and intangible cultural attractions in a tourism destination. Example can be given of India which is reach in its cultural heritage because of various religions. One can enjoy the festivals and fairs in India; few can be named as – 1) Taj Mohostav from Uttar Pradesh 2) Suraj Kund Mela from Haryana, Hampi from Rajasthan. Visitors can attend these events and along with this can visit places like Taj Mahal from Uttar Pradesh and Hawa Mahal from Rajasthan. It includes following tourism types – 1) Wilderness & Forest Tourism 2) Agri tourism 3) Farm Tourism 4) Religious tourism 5) war tourism 6) rural tourism 7) Eco

Tourism

Wilderness & Forest Tourism

It is related to natural beauty and wilderness of the rural area. The travellers explore the natural environment of plants and animals. It involves photographing and watching, trekking, hiking birds and animals.

Agri tourism

It includes tourism activities in rural areas, staying at farm, educational visits, recreational activities and meals, seeking experiences, sale of farm product or handicrafts. Marketing can be done using a blog, videos and images posting on instagram, social media etc.

Farm Tourism

Tourism which involves staying in farm and experiencing farm operations. The marketing can be done by blog, social media marketing, videos & posting pictures on Instagram.

Religious Tourism

It is also known as spiritual or faith tourism where travellers are in groups or alone. The pilgrim is motivated, wants to travel and spend more money than the average traveller. People travel for visiting religious places, religious activities, student and youth activities, missionary & volunteering etc. A blog can be written to attract the pilgrims to the tourist places. Content marketing can be used to explain folk tales, culture, covering history, architecture, aesthetics, art etc.

War Tourism

It is also known as mourning or dark tourism. Places known for past tragedies in history can be visited here. Examples can be cities like Hiroshima and Nagasaki from Japan, Auschwitz

concentration camp, Auschwitz, Germany, Chernobyl Nuclear Power Plant, Pripyat, Ukraine. Promotion can be done by posting photos etc.

Rural tourism

Rural tourism is for actively participating in a rural life style. It is an alternative to ecotourism. It is type tourism which involves showcasing the rural life, heritage, art & culture at rural locations to benefit the local people socially & economically.

Eco tourism

Eco tourism includes preservation of the region and its sustainability. Places which are having eco-tourism are the National parks like Gir from Gujrat, Kaziranga from Assam, Kanha from Madya Pradesh. Eco tourism can be travelling responsibly. It is a tourism done with the awareness of the environment and the local community. The idea is to visit the area for the well-being of the local people and nature.

4] Medical & Convention Tourism

Medical tourism provides good quality healthcare by means of general medical and surgical procedures. Patients travel to developed as well as less developed countries in order to avail the benefits of health services. Foreign tourists visit the places like Chennai from Tamil Nadu and various medical institutes to avail these benefits. The places can be advertised by showing low cost of treatment, inexpensive flights in less developed nations. After the treatment people can visit places from the same country which is an added opportunity for the tourism business. As the travellers are task oriented they want to get the work done from the tourist management business. SEO can help in generating traffic along with pay per click campaigns.

In order to suit changing face of tourism, marketing must also change. Tourism marketing is a business procedure by which visitors are attracted to a particular tourist spot. Tourist spot can be any place which can attract a tourist. Tourism marketing strategies are used to enhance the GDP of any country. Tourism marketing is nothing but applying various strategies to boost the tourism industry. The brands should be strong enough to attract the customers. Their services should be the best to attract the customers. For attracting customers tourism business should have a website with effective contents. Effective tourism marketing should have proper strategic planning and branding. [5][6]

New tourism marketing methods are used by tourist organizations nowadays which can be summarized as follows-

1) Location Marketing –

In this marketing the customers are attracted towards a particular location. Here recommendations of any site or place are not done. Now many places are already very popular and known to the tourists and there is no need of advertising for the place. For e.g. 'Las Vegas' known for its charm and life fullness, Florida known as sunshine state with charming and cheerful climate popular for summer vacation.

2) Activity Marketing –

Here along with the location, activities are considered important. Tourist here is adventure lover or demanding activity. For e.g. Alaska is known for snowboarding, Yellowstone National Park known for thrilling activities.

3) Corporate Marketing

Officers working in corporate sector have to travel places for conference. Apart from this if the conference place is tourist place these people also bring families to enjoy the destination. Tourism marketers take advantage of this and can increase profit.

4) Marketing Mix Tourism

Here marketing mix is considered for the tourism marketing.

Marketing mix elements such as –

Product –

Here product is the service provided so the efforts should be taken to improve the service, the destinations should be given more attention where more profit can be obtained. Efforts should be taken in order to improve facilities provided, ease of travelling, over all culture and night life of the tourist place.

Price -

Efforts should be taken to minimize the price so that people can afford it. Schemes like discount given on online booking for train, air or bus travel can attract customers. Free referral service, shuttle service, offseason discount in prices can enhance the quality of the service.

Place –

One has to pay attention to the tourist places which are more popular. Use of tour operators, travel agents, inside sales teas, stores, websites and catalogs can be used for distribution services.

Promotion –

Promotion can be done with the help of trade magazines and meeting planners. Discount coupons, brochures can be provided. Pop up messages can be provided on their work website. [7]

Apart from these various digital technologies which are applied now to boost tourism are –

1) Use of Voice search

Voice search is becoming more popular due to its convenience. In order to provide more tourist information hotels are using this capabilities using smart hubs. Travel agents are also using this technology for booking which makes it easy using voice search. SEO principles can also be used for availing better results of voice search on Google platforms. For contacting customers voice search can be used along with the use of chatbot.

2) Use of Artificial Intelligence

This is one marketing trend used to a large extent. Using past bookings intelligent suggestions can be given to the customers. Personal tourism offers can be given to the guest. AI can also be used for analysis of data. Fast response times, seven days a week, 24 hours a day are the benefits which can be obtained.

3) Use of augmented Reality Technology

In this digital information is not saved entirely in 3D environment. The user is allowed to use smart phone or mobile app. For e.g. some tourist apps can be used for contacting by the users. Interactive wall maps can be used by the users for getting more information.

4) Use of Personalization

Here users are contacted personally by e-mail to provide product information. It can also help in getting user data such as user's web browsing habits, bookings, activities of the user on the social media and to make effective use of it.

5) Virtual Reality (VR) Tours

This helps customers to view things such as airport lounge, hotel, tourist activities, local attraction, restaurant etc. without visiting the actual place without any risk on web browsers or on VR headsets.

6) Use of content Marketing Strategy

This strategy helps to attract customers to your business & to your website. It also makes one credible industrialist. It can be used for e- books, web articles, info graphics etc. It can produce useful, best quality contents. Keeping customers up to date and sharing knowledge about activities, experiences and attractions will help marketers to attract and convert the customers.

7) Utilize User Generated contents

User generated contents can help in knowing customer comments, his opinions. These contents can be images, videos blog posts on the social media.

8) Make use of influencer marketing

In this influencer may impact the thinking of the customer and may persuade him or her to buy a product. An influencer may take help of photographs or videos of that place or hotel and can attract customers. He can also use blog posts or written social media contents.

9) Review Marketing

Customers can read reviews before they book a hotel or choose any destination. Marketers can request for reviews from customers provided bad reviews are less or not there. Bad reviews should be identified and the related issues should be solved.

10) Use of Remarketing

Marketers can contact already contacted person again for the future business. It can be done using social media; Google AdWords etc. using these individuals can be contacted easily. [8]

For sustainability of tourism marketing, two approaches can be identified -1) Market development 2) product development.

In Market development emphasis is given on selling a product which is sustainable to a growing and small market. Efforts are also made to change the behavior of the customer to make them buy sustainable products. This approach characterizes meeting the needs of the customers by providing responsible and pro environmental offers on sustainable criteria. Communication & marketing can persuade a customer for buying a product. Product development approach aims at designing more sustainable product which is sold with some other decision making attributes. For e.g. tour by train instead of flying. A study should be carried out of various market places in order to understand the requirement of the customers. Repeat tourists should be targeted. Seasonal and Geographical changes should be minimized by changing the promotion. Marketers must take efforts to increase the demand in non-demanding periods in order to maintain constant flow of visitors though out the year. One example can be given of an offer "Visit Amsterdam, See Holland" campaign to disperse crowd across the city. Spreading awareness is also a good effort to improve tourism. Customers with normal behavior can be targeted because they are having low demonstration effects. Tourist organization should put in efforts for sustainability requirements in their supply chain. [9]

For the success of your marketing mix strategy it is necessary to use various tools and channels. Some channels which can be used are-

1) Digital Marketing

In order to build trust, the travellers should be provided with proper and accurate information. Consumers trust reliable sources and experienced travellers only for visiting far off places. The information related to accommodations, flight tickets & other tourist things is provided on the website. Website provides them with booking facility for accommodation as well as tour information. Mobiles are generally used for searching information of the destinations. Destination organizations should make sure that their digital marketing strategy is compatible with mobile devices.

2) Social Media Marketing

It includes increasing public contacts and establishing brand on social media. Influencer marketing can be used for social media marketing. User generated contents are important to make your brand famous, trustworthy and credible. Travellers

use tour reviews, hot travel trips, travel inspirations to know about the travel products and services.

3) Email Marketing

Email marketing is used for weekly newsletters, for improving leads and for loyalty programs. Using e-mail marketing relationship can be built and the customers can be contacted continuously. Product and services related updates can be sent to the target market. Segmented marketing can also be used to collect data about their preferences and liking.

Some additional strategies which can be applied -

1. Give importance to local tourists along with international travels. The features about these trips then can be used for convincing local customers. In addition highlight the best features in hotels, cafes and bars to attract local customers.

2. Remote Working

For promotion of products online communication is necessary. Information related to accommodation and destinations can be provided online easily.

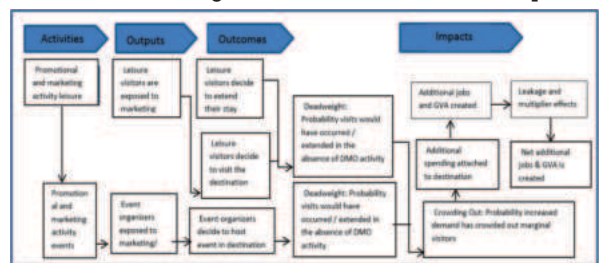
3. Use of promotional things like cap or bag with the name of the travel company can also help in growth of the business.

4. Tie ups can be made with other organizations for providing their employees with a tour package as a part of HR activity.

5. Promotion can be done using advertising on television, newspapers, magazines, pamphlets, kiosks etc. [10]

Lastly, destination marketing is one area which is important and should be discussed in this research paper as various destinations are attracted by the customers owing to their charm and expectations. Various destinations are having heavy competition. Destination marketing aims at needs of various marketing segments, for promoting image and management of the destination to attract the tourists. Governments of various countries promote their country as a tourist destination. Destination marketing activities can help in increasing the tourists, extending their stay at destinations, to add more events at the destinations; can improve additional jobs and additional spending by the customers. This may lead to additional gross value (GVA). Destination management helps in boosting interest of tourists and sustainable tourism. The following diagram illustrates these activities, outputs, outcomes and impacts of the destination marketing.

Destination Marketing Framework and its Economic Impact



[11]

Findings:

- 1) Modern technology has made travelling faster, comfortable and easy.
- 2) New tourism has various tools for fast communication and transportation,
- 3) Various types of tourism have come up like adventure tourism, cultural, beach, eco, medical, wildlife tourism with the demands and expectations of the people.
- 4) Tourism strategy is needed to beat the race which will enhance the service quality, enhancing competitiveness, for surviving in the industry & to attracting businesses.
- 5) Effective tourism marketing should have proper strategic

planning and branding.

- 6) For contacting customers voice search can be used along with the use of chatbot.
- 7) New technologies like artificial intelligence, augmented reality technology, personalization, virtual reality tours, content marketing strategy, user generated contents, influencer marketing, Review Marketing, Remarketing are used to boost tourism.
- 8) Spreading awareness is also a good effort to improve tourism.
- 9) Travellers use tour reviews, hot travel destinations, travel inspirations to know about the travel products and services.
- 10) For sustainability of tourism marketing, two approaches can be identified -1) Market development 2) product development.
- 11) Tie ups can be made with other organizations for providing them a tour package as a part of HR activity.
- 12) Promotion can be done using advertising on television, newspapers, pamphlets, kiosks etc.
- 13) Communication & marketing using social media can persuade a customer for buying a product.

Suggestions:

- 1) The service quality of the brand should be improved to attract the customers.
- 2) Efforts should be taken in order to improve facilities provided, ease of travelling, over all culture and night life of the tourist place.
- 3) Efforts should be taken to minimize the price so that people can afford it. Schemes like discount given on online booking for train, air or bus travel can attract customers. Free referral service, shuttle service, offseason discount in prices can enhance the quality of the service.
- 4) Destination organizations should make sure that their digital marketing strategy is compatible with mobile devices.
- 5) Marketers must take efforts to increase the demand in non –demanding periods in order to maintain constant flow of visitors though out the year.
- 6) Tourist organization should put in efforts for sustainability requirements in their supply chain.
- 7) Marketers must give importance to local tourists along with international travels.

CONCLUSIONS:

Use of digital marketing and tools has changed the face of marketing. Speed of tourism marketing has increased along with the user comfort. Marketers can provide full information to the customers using videos, images, blogs, AR & VR technology, content and influencer marketing. Digital marketing plays important role in tourism marketing. Digital marketing tools can be used for improving the efficiency of tourism marketing.

New types of tourism have evolved like Adventure tourism, recreational tourism, culture tourism and medical and convention tourism. Tourism marketing also should be changed accordingly for these changes in the tourism. Use of digital technology like voice search, artificial intelligence, augmented Reality and virtual reality Technology can be useful for marketing these new types like war, sports, eco, agriculture, rural, cultural, religious, farm, beach tourism.

For sustainability of tourism marketing, two approaches have been identified -1) Market development 2) product development. In Market development emphasis is given on selling a product which is sustainable to a growing and small market. Efforts are also made to change the behavior of the customer to make them buy sustainable products. Product development approach aims at designing more sustainable product which is sold with some different decision making attributes. For e.g. tour by train instead of flying.

It is necessary to give importance to local tourism along with international travels for growing the business. Emphasis should be given on increasing tourism in non-demanding periods along with seasonal & peak periods. New strategies should be applied to enhance service quality and to enhance competitiveness. Awareness towards tourism should be generated by using tour reviews, hot travel destinations and travel inspirations.

New tourism marketing methods like location, activity, corporate and marketing mix are of great help to the marketers. Review, email and remarketing can be used for promotion of tourism. Communication & marketing using social media can persuade a customer for tourism.

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