

DEPARTMENT OF COMMERCE (CA)
TRAVEL AND HOSPITALITY SERVICES (Semester-III)

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UNIT-II

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism –Marketing Information System for Tourism.

TOURIST DESTINATION

A tourist destination is a city, town or other area that is significantly dependent on revenues from "tourism".

IN INDIA:

- Taj mahal
- Amber palace
- Hawa mahal
- Red fort

TOURISM MARKETING

Marketing -is about anticipating and identifying the wants and needs of a target market of consumers, then satisfying those needs in order to make a profit.

Tourism marketing - tourism marketing is a marketing strategy that uses specific marketing plan and techniques to promote touristic product and services such as destinations, hotels and transport services, etc... Tourism business try to target consumer needs and helping them.

Users of tourism services

1. Accommodations: ex; Taj hotels
2. Transportation: ex; Taxis, Boats
3. Retail travel agent
4. Tour operators
5. Shopping centers such as malls
6. Cinema theatres
7. Restaurants for food and beverages

Product Planning and Development

Need for product planning

1. Obsolescence
2. Changes in consumer preference
3. New technology
4. Risk diversification
5. Utilize the spare capacity
6. Earn profit

Steps in New Product Planning and development

1. Idea generation
2. Screening
3. Concept development and testing
4. Marketing strategies
5. Business analysis
6. Product development
7. Commercialization

MARKET SEGMENTATION

Market segmentation has become the main practices in marketing that assists in identifying distinct groups of consumers. These groups have similar needs, wants, attitudes, shopping habits media usage, price sensitivity and other characteristics.

There are two types of segmentations, a priori and p0st hoc segmentation

Tourism Market Segmentation

The tourism market segmentation can be broadly divided into the following types

Geographic

- Geographic market segmentation is done considering the factors such as tourists' place of origin. This factor is important as the tourists belonging to different places are brought up
- With different cultures and show different traits of behavior. It is the most basic type of segmentation.

Demographic

- This segmentation is done by considering the tourist's gender, age, marital status,
- ethnicity, occupation, religion, income, education, and family members.

Psychographic

- The marketing people do this segmentation by taking into account the psyche of the
- tourists. They gather information about the tourists' interests, attitudes, their way of living life,
- opinions, and overall personality

Classes of Tourists

Depending upon the motives and the way of touring, there are various classes of tourists

1. Tourists Travelling with Families

- The tourists who visit places with their first and extended families, or families of relatives. One person, generally the head of the tourist family is the decision maker.
- The families generally travel for holidays and leisure and tend to expend sparingly. They generally are keen on receiving the best services for what they have paid. They tend to carry more luggage.

2. Single Tourists

- They travel alone and are independent. They are alone but not lonely; as tourism is what they pursue as a hobby.
- The gap year travelers, unmarried persons, widows/widowers, backpackers, and solitary tourists travel single.
- They decide for themselves and tend to expend more. They tend to carry less stuff on the journey. They tend to behave balanced if any challenging situation occurs and are rational towards tour schedules.

3. Groups of Tourists

- Students from schools and universities as members of educational tours, fellows
- various fraternities with common interests, groups of newly-weds, or senior citizens.

4. Tourists Visiting Friends and Relatives

- These tourists travel to meet friends or relatives, or to attend a celebration or gathering.
- These tourists generally plan their tours in the breaks such as Diwali holidays, Christmas
- holidays, or any kind of long break when most of the people have break.

5. Business Tourists

- They are the professional tourists on the business trips. They decide for themselves but do not spend much money.
- For example, a sales or a marketing person travels to another city to attend a business fair, and a business manager travels to another country for business deals.

6. Incentive Tourists

- They go on tour for consuming the reward they received in the form of a few days family holiday package at some hotel or resort. Such rewards are generally distributed if an employee performs outstanding to achieve the goals.

7. Health Tourists

- These tourists travel to places with the agenda of health on their mind.
- They travel to avail some special medical treatment, operation, surgery, medication, or inexpensive aesthetic surgeries available in different countries.
- Some tourists in this category also travel if they are receiving some illness from the climate.

Marketing information systems in tourism

Consumers receive this information through many different sources, or channels, and these channels combine to form information systems that are always functioning, regardless of whether they are managed or not.

It is very important to know how to manage information systems to make them work for the benefit of a business. Information channels are used in different ways and combinations by different people, businesses, and communities.

Characteristics of effective tourism information

1. DIFFERENT CHANNEL:

Each channel in the system has its own function. Travelers use different channels to get different kinds of information. An example is deciding systems have its own function.

2. RELATIVITY

All the information channels used in the system relate to each other. A tourism information system is like a novel because it has many different parts tied together by the theme. Even though the system's channels serve different functions in providing information, they are all tied together by the projected message.

3. INTERDEPENDENT

All channels used in the system are interdependent. A tourism information system functions like a puzzle. The different pieces of the system, the channels, are used to communicate with tourists. If any of the puzzle pieces are missing, the puzzle's picture is incomplete.

4. TECHNOLOGY

The Internet as a marketing media can be of great benefit to virtually all areas of marketing, from marketing research, through market segmentation, targeting and positioning, to the effective use of the marketing mix, and marketing organization and control.

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