



IMPACT OF MARKETING STRATEGY ON DEVELOPMENT OF TOURISM INDUSTRY

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ABSTRACT

The Rajasthan government has taken a few measures for the advancement of the tourism industry in the state. A multi-pronged methodology has been embraced, which incorporates new instrument for speed usage of the tourism industry ventures, advancement of integrated tourism circuits and rural endpoints, special capacity building in the unorganized hospitality segment and new marketing strategy.

Marketing of Tourism related activities have plays a key role in the development of Tourism industry in India as well as in Rajasthan. Various marketing procedures were adopted by government of Rajasthan to boost this economic activity during the last 5 years. Many of them are running as a continuous process whereas some of them are year specific.

Impact of these marketing activities has been clearly visible while looking to the data of last 5 years in terms of arrival of Inland and Foreign tourism in the State

Key words: Tourism, Tourism Circuit, Digital India, Marketing Research, Old Monuments etc.

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1. INTRODUCTION

The tourism industry is elevated during eleventh plan intend to guarantee ideal usage of the rich the tourism industry assets of the state and to produce work particularly in provincial territories, to build up a prepared market for the rich and shifted handiworks and to save and quicken the commitment of the travel industry towards financial improvement of the state.

For encouraging tourism in new tourism circuits, the priority of department of tourism was to create basic facilities for the tourists, proper information, clean and reasonably priced accommodation rest rooms at important places, efficient guides, good infrastructure etc.

Tourist Assistance Force was started in the State from 01.08.2000 for the safety, security and assistance to the tourists coming to the state for tourism purpose. The department made efforts to resolve the problems experienced by tourists and to protect them from anti-social elements, so that they may enjoy hassle free stay in this state.

RITTMAN has been established to impart training in the various fields of tourism and travel trade. A provision of Rs.180.00 lacs for the Eleventh Plan was made to impart training to the tourist guides, traders and other officials. Development of tourist sites and the infrastructure are the prime requirements for promoting tourism in the state. A provision of Rs. 550.00 lac for the Eleventh Plan has been done for beautification of important monuments in Rajasthan.

Incredible India is the very first initiative of its own kind in nation, with the primary objective of providing India a unique identity in the World in field of tourism. It appeals the domestic and international tourists to travel India for various purposes. Further, another initiative 'Atithi Devo Bhava' which serves a dual purpose where we ask the international tourists to experience the hospitality of India while asking people of India to understand their origin and values. With the greater emphasis on the e-world, or the motto of making of 'Digital India', Incredible India's online campaign increased tourists arrival from 19% to 84% since its launch in 2002.

2. SWOT ANALYSIS OF RAJASTHAN TOURISM

The SWOT analysis of the status of Tourism in Rajasthan indicating various strengths, weakness, Opportunities and Threats which are as under;

2.1. Strengths

- There are long list of attractions like Archaeological, Historical, Cultural, Religious, Architectural and Natural which appeal tourist from all over the world.
- Tourism is one of the primogenital industry in Rajasthan and hence the basic tourism infrastructure is well in a position.
- The Main International Airport situated in Delhi is very adjacent to the state.
- There are responsive natures of the community resides in the area of attraction.
- There are various types of well distributed tourist attractions in Rajasthan.
- Well defined official infrastructure of tourism is placed in various parts of the State.

- Conversion of Jaipur Airport into an International Airport was already done.

2.2. Weaknesses

- Although Rajasthan among the largest state in the country but it is asocio-economically underdeveloped state.
- During summer there are less tourist visiting Rajasthan due to harsh and hot climatic conditions.
- Rajasthan shares a long border with Pakistan which is often hostile with India.
- There is large number of similar tourist attractions in the state leading to loss of tourist interest to visit them.
- There is lack of trained and dedicated manpower in the tourism industry.
- India does not have good image in abroad as a tourist destination due to its infrastructure facilities.

2.3. Opportunities

- Now a day tourist is becoming more interested in self –improvement and learning the things in all over the world.
- Due to chaotic life of the peoples there are increasing desire to escapeurb an environment opportunity for rural tourism.
- Most of the tourists seeking authentic experiences which provides opportunity to increase tourism.
- With the increasing standard of living in India there is increasing domestic tourism demand.
- There is a vast scope of health tourism in the state.

2.4. Threats

- In India there is political instability which affects tourism industry by alarge.
- Rapidly developing competing destinations within and outside the country and increasing popularity of these destinations.
- Internet has led to greater exchange of tourism experiences which may affect the site with less facility to visit.
- If any tourist has bad experience, due to any reason, it could lead to losing many future tourists.

The weakness and threats may convert into strength through Proper Marketing activities based on the requirement of that particular destination.

The Marketing activities mainly depends on the certain indicators such as Product (Service), Process, Price, Place and Promotion. These indicators have very much impact on the development of that service which in turn in the development of that particular area.

Product

The marketing of tourism industry item is vary from different items as the tourism industry is a help item where as opposed to promoting physical items, impalpable assistance is being distributed to the purchasers. It is unimaginable to expect to survey or show the tourism industry administration ahead of time. This is on the grounds that the administration is devoured.

Rajasthan has adopted same policy and shared the package tours with the stakeholders which in turn ultimately resulted into more footfall of the tourism in that targeted area.

Process

The tourism marketing process involves several steps that can describe briefly as Follows:

First step - is to complete a Corporate Environmental Analysis, which infers that an organization ought to choose its vision, strategic, and destinations.

Second step - to identify its customers, this can be identified by conducting a Market Research.

Third step – identify the type of customers to be focused through the process of Market Segmentation.

Fourth step - is the Development of Product. Here product means service.

Price

Any organization must price the product attractively to attract the customers. The price should be affordable to customers we looking for.

Place

This is another factor of marketing. There is a need to identify a place where they can sale their Services. It is worthwhile if the servie be easily accessible to potential buyer.

Promotion

The last but most important part of the marketing process is to make sure that potential clients know about the service. This type of activity includes mass-media, advertising, public relations, press releases, direct mail, etc., to pull the attention of clients towards the service.

3. IMPACT OF MARKETING STRATEGY

To attract the more tourists in Rajasthan, department of tourism has initiated so many marketing Activities during last 3 years. These are as under;

- Mewar Festival
- Participation in JATA Tokyo 2018
- Kumbhalgarh Festival
- Gangaur Mela Jaipur
- Lighting on Monuments
- Renovation of Deeg fort
- Development of Rajasthan Tourism Unit Policy 2015
- Resurgent Rajasthan
- Rajasthan Film Shooting Regulation (Amendment) 2016
- Tour Operator/Travel Agent registration
- Information of Festival and Tourist Places on Web Portal
- Use of various Social Media platform
- Marketing of Daily Sightseeing facilities in Udaipur and Jaipur
- Guide facility in Pink city by Night Tour
- Information sharing about package tours
- Others based on the demand of local sites

Besides the above mentioned things, the information about the various facilities, places and support to be provide by the government was uploaded on the website and have closely monitored by the administrative level. This has positive impact over a period of three years which can be understand by the data obtained from the departmental reports and publications.

There are so many results indicating impact of Marketing Strategy on the Development of Tourism Industry in Rajasthan. Some of them are as under;

4. TOURISM AT A GLANCE (2018)

The data depicted below shows the footfall of visitors during the year 2018 in different part of the country.

Footfall of Inland Tourist – 50235643

Footfall of Foreign Tourist - 1754348

Footfall of Total Tourist - 51989991

Table 1 Comparative Statement of Arrival of Inland and Foreign Tourists

Duration	Year 2017		Year 2018		Percentage Variation	
	Inland	Foreigner	Inland	Foreigner	Inland	Foreigner
From January to December	45916573	1609963	50235643	1754348	9.41	8.97

* Source: Annual Report 2018-19, Tourism Department, Government of Rajasthan

The maximum footfall of Inland tourist was in the month of September 2018 (9761558) and minimum in the month of May (2267345) whereas maximum footfall of Foreign tourist was in the month of November 2018 (237688) and minimum in the month of June (44710). The percent variation observed were 9.41 percent for Inland and 8.97 percent for Foreign Tourist during the period of 2017-18 and 2018-19.

This positive variation certainly helps in the area specific development.

Similarly, the major tourist attraction points of Rajasthan have also observed the positive variations.

Table 2 Statement Showing Arrival of Inland and Foreign Tourists (Major Centre)

Major Destinations	Year 2016		Year 2017		Year 2018	
	Inland	Foreigner	Inland	Foreigner	Inland	Foreigner
Mt Abu	1983435	1672	2682871	2579	4020708	3193
Pushkar	3961130	97651	4636005	101673	4455340	109904
Ajmer	4896070	41112	4651920	59405	4733700	53330
Jaipur	1544730	565978	1702665	633990	1787836	681227
From Remaining Destinations	29109750	807316	32243112	812316	35238059	906694
Total	41495115	1513729	45916573	1609963	50235643	1754348

* Source: Annual Report 2018-19, Tourism Department, Government of Rajasthan

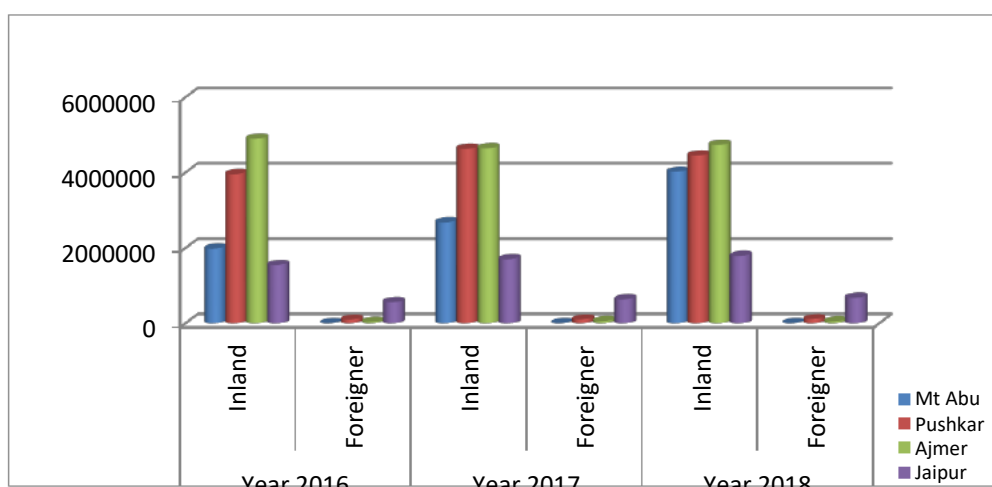


Figure 1

Comparison of arrival of Foreign Tourists in India as well as in Rajasthan indicated that Rajasthan has more footfall of tourist during 2017-18 and 2018-19 as compared to India.

Table 3 Statement Showing Arrival of Foreign Tourists (in India & Rajasthan)

Foreign Tourists	Arrival to India		% Variation	Arrival to Rajasthan		% Variation
	2017	2018		2017	2018	
Total	10035803	10558571	5.21	1609963	1754348	8.97

* Source: Annual Report 2018-19, Tourism Department, Government of Rajasthan

5. THE PROBLEM

Rajasthan has a great potential of tourism due to its unique cultural and historical background. Tourism, being unique in its character as tourist belongs to different regions, different countries with different socioeconomic patterns therefore, their need, perceptions are different and vary in different degree. In order to satisfy the tourists psyche the Department of Tourism, Government of Rajasthan and other private hotel chains have to promote Rajasthan as one of the unique tourist destinations by aggressively marketing at national and international level. Development of desert destinations, wildlife sanctuaries, Old monuments, forts, fairs and festivals are some of the attractions as far as Rajasthan tourism is concerned. These tourist products are unique in its nature and can be exploited nationally and internationally to increase the tourist traffic. All tourist products must have a distinct image. Thus, Rajasthan needs well developed infrastructure coupled with proper marketing strategy for the promotion of tourism in the state.

It was seen that there is lack of skilled manpower in the tourism industry. The tourism industry business likewise saw their administrations in conventional terms.

Most of visitor who is coming to India visits companion or family members who live here. The nearby populace has a significant task to carry out in guaranteeing the accomplishment of the occasions, offices and attractions that are advanced for tourist. At present, there is recognition among partners that inhabitants needs mindfulness or have negative view of what is accessible in the nation.

6. REVIEW OF LITERATURE

Calantone and Mazanec 1991^{1]}, while addressing different marketing management issues, have presented a detailed analysis of role of marketing management in religious tourism. They have highlighted the need of management and information analysis tasks of the service providers in tourism like various business and government organizations.

Wheeler 1995^{2]} in his report observes that only little attention has been paid towards ethical marketing of the tourism products. According to the author _the trend has been to look at definitional aspects of tourism marketing which has been followed by prescription towards the management processes.

Bhatia 2002^{3]} in his book point out that tourism marketing is the systematic and coordinated execution of business policy by private or state owned tourist undertakings at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups.

On providing a linkage between branding and design, Mozota (2006)^{4]} explained it as a link in the chain of a brand or a source of expressing values of a brand to its various products. In other words, designing a destination brand provides a framework for branding, marketing and development of a destination

Williams 2006 ^{5]} in his article admits that marketing and promotion is clearly essential for successful tourism development, however, it is often overlooked.

According to Kumar D. S., 2010 ^{6]} Pro-Poor Tourism helps to strengthen economic well-being of communities. It emphasizes work participation of poorer people of the society, makes them engaged in employment and self-help sector and establishes a synthesis between development of tourism by upgrading the degree of livelihood status of poor people so that poverty eradication is possible and socio economic status of poor people is improved. Thus, it encourages poor people to participate more effectively in their developmental processes.

According to Iam soo et.al 2013 ^{7]} The Role of Marketing on Tourism Industry clearly focuses on the significance of marketing on tourism Industry. According to him in today's competitive world marketing is much more important than the productions and sales of the product. He believes that the lack of marketing in the developing country is the one of the reason that the tourism industry has not been able to reach to its optimum levels.

Sheham et al., 2016 ^{8]} pointed out that as the tourism industry has a significant impact in the economy of different nations in the world, tourism marketing and tourist destination sustainability are some of the most important things in research for the sustainability of the industry.

According to Hartwell et al., 2016 ^{9]}, there is little research on the role of tourism marketing in contributing to sustainable tourist destinations. However, the increasing rivalry in tourism marketing and a greater awareness that retaining effective strategies are critical to sustainable tourist destination development is changing views.

Thus, tourism destination marketers and managers have a significant role to facilitate sustainability actions and behaviours in tourist development at the destination in their marketing processes. However sustainability increases only when there is provision of quality tourism services and environments at the same time increasing the opportunities for residents to improve the quality of life at the tourist destination.

Chang& Katrichis, 2016 ^{10]} Tourism marketing as a concept comprises of two terms, namely, tourism and marketing. Tourism can be defined as an essential social phenomenon which includes "the movement of people from and to and their temporary stay at places away from their usual residents"

According to the Bogdan Sofronov 2018 ^{11]} Travel and tourism industry is one of the world's greatest industrial sectors. It drives economic growth, creates jobs, improves social development and promotes peace. Hundreds of millions of people around the world are dependent on the sector for their employment. In some island economies, travel and tourism industry is not just the biggest employer; it is effectively the only employer. The role is to contribute to the creation of sustainable economies.

Travel and tourism industry is a diverse sector consisting of millions of companies and employers, from the biggest global travel brands to the smallest tour operators or hostel owners. Together, we form a formidable force with a voice to be heard at the highest levels of society and government

7. FUTURE SCOPE

Tourism has been recognized as one of the major industries of many countries. National and State tourism is also recognized as one of the major contributors in their revenue generation. Many countries are known for their best practices in the marketing of the tourism activities.

However, organized research activities in the area are yet to be seen. Thus, although there has been an encouraging trend in the recent years, sufficient literature on marketing strategy of tourism is yet to be generated. There are immense scopes of research in the area.

8. CONCLUSION

There has been an impressive escalation in Inland and Foreign travelers in the last 5 years owing to generic changes in the people's attitude towards Tourism. Effect of this change through Marketing Strategy has also been observed in the academic research. Literatures in the field of tourism, along other sector-based tourisms have been on rise significantly.

KEY NOTES

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