

MARKETING PRACTICES OF TOURISM INDUSTRY

(A CASE STUDY OF SELECTED ORGANIZATIONS)

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Tourism is one of the success stories of the 20th century. It is concerned more with the satisfaction of individual rather than with the scientific and technological achievements. Tourism and leisure are perhaps the two nicest things in contemporary society, which promotes peaceful co-existence, happiness of the individual and well being of the society. It is a smokeless industry and it has its own direct and indirect effect on society which regarded as effective instrument of economic development with understanding of social, cultural and political life of the countries, which leads to better international understanding

It brings prosperity to the host nation by creating employment opportunities, generating income, foreign exchange earning and improvement in overall quality of life. This is gaining importance day-by-day. The Government has realized the immense potential of tourism which is now poised to become the major industry in India. Some of the experts in this field believe that tourism will become the number one industry

Objective of the study is to :

1. To examine tourism marketing practices currently being followed in India.
2. To examine the marketing mix to tourism to access the present state of tourism promotion in India.
3. To evaluate tourism with regard to 4 P's of marketing mix:
 - (i) As a product of business
 - (ii) Pricing structure.
 - (iii) Distribution or supply pattern (Package) of tours.
 - (iv) Promotion mix of tourism.

With the above frame work the main aim of the study is to understand the marketing practices of tourism industry in our country .The main objective is to study it in terms of examining marketing mix of tourism and evaluating tourism with regards to 4 P of marketing mix.

It has been covered under following Chapters:

1. Introduction

2. Role of Tourism industry in Indian economy
3. Tourism policy and planning
4. Tourism marketing
5. Tourism marketing mix
6. Case studies of selected organizations : Two organization in public sector i.e. Uttaranchal Tourism Development Board (UTDB), Delhi Tourism Development Corporation (DTDC) and two organizations in private sector i.e. Sita World Travels and Cox and King.
7. Conclusion and Suggestions

Workable suggestions in nut shell are as under:-

1. Effective and efficient system of communication and a proper media planning.
2. Integrated tourism planning to avoid disparities in the standard of amenities for visitors and local population with active participation of the Government to avoid high profits by private enterprises in the infra structural development.
3. Optimum marketing strategies keeping in mind the all segment of the tourism marketing.
4. The tourism package/product, which is composite in nature, must match the taste, temperament, income and requirement of difference group and segment.
5. The stable price structure of various tourist packages/products, which place a very important role in effective tourism marketing and directly effects, the sales of the tourism products because the potential customers are price sensitive.
6. The various channels of marketing the tourism product to its prospective potential buyers such as the travel agents, clubs, colleges, institutes, sport organization, trade unions and the tour operators.
7. The tourist information regarding its destination, various facilitate available and some other newsworthy information, which is hidden sales force in tourism industry, must be effective and sensitive.
8. The word of mouth recommendation is main and effective way of marketing which comes only when the tourist have actually used the product which over takes all other marketing/promotional activities.
9. Introduction of e.tourism in the academic curriculum at the University level together in professional forms with the use of information technology and e.commerce