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TOURISM MARKETING

By:

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M.A. (English Literature), M.B.A. (Tourism Management)

Reference Book

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CONTENTS

TOURISM MARKETING

<i>Question Paper—June, 2018 (Solved)</i>	1
<i>Question Paper—June, 2017 (Solved)</i>	1-2
<i>Question Paper—June, 2016 (Solved)</i>	1-2
<i>Question Paper—June, 2015 (Solved)</i>	1
<i>Question Paper—June, 2014 (Solved)</i>	1
<i>Question Paper—June, 2013 (Solved)</i>	1
<i>Question Paper—June, 2012 (Solved)</i>	1
<i>Question Paper—June, 2011 (Solved)</i>	1

<i>S.No.</i>	<i>Chapter</i>	<i>Page</i>
<u>UNDERSTANDING TOURISM MARKET</u>		
1.	Introduction to Tourism Marketing: Approaches, Relevance and Role	1
2.	Market Segmentation	7
3.	Tourism Markets: International and Domestic	12
<u>MARKET ANALYSIS</u>		
4.	Marketing Research	18
5.	Competitive Analysis and Strategies	24
6.	Forecasting for Tourism and its Products	28
7.	Role of Technology in Tourism Marketing	31
<u>DEVELOPMENTAL ROLE OF MARKETING</u>		
8.	Role of Public Organisations	35
9.	Role of Local Bodies	38
10.	Role of NGOs	42
11.	Socially Responsible Marketing	46
12.	Social Marketing	51
<u>MARKETING MIX</u>		
13.	Product Designing	55
14.	Pricing Strategies	61

<i>S.No.</i>	<i>Chapter</i>	<i>Page</i>
15.	Promotion Strategies	67
16.	Distribution Strategies	72
17.	The Fifth P: People, Process and Physical Evidence	77
<u>MARKETING MIX: SPECIFIC SITUATIONS</u>		
18.	Familiarisation	83
19.	Seasonal Marketing	87
20.	Trade Fairs and Festivals	91
<u>DESTINATION MARKETING</u>		
21.	Regions, Cities, Leisure Spots	95
22.	Events, Activities, Individuals	100
23.	Shopping, Education and Culture	106
24.	Marketing Local Foods	109
<u>ACCOMMODATION MARKETING</u>		
25.	Star Category Hotels	115
26.	Alternative Accommodation	123
27.	Supplementary Accommodation	126
28.	Linkages in the Trade	130
<u>TRANSPORT AND TRAVEL SERVICES MARKETING</u>		
29.	Airlines Marketing	134
30.	Tourist Transport Marketing	141
31.	Travel Agency Marketing	145
32.	Tour Operators Marketing	149
		■ ■

Sample Preview of The Chapter

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QUESTION PAPER

(June - 2018)

(Solved)

TOURISM MARKETING

Time: 3 Hours]

[Maximum Marks: 100

Note: (i) Attempt any five questions.
(ii) All questions carry equal marks.

Q. 1. What do you understand by Marketing? Outline the characteristic features of various marketing activity concepts.

Ans. Ref.: See Chapter-1, Page No. 1, 'Marketing: Definition and Concepts', Page No. 2, 'Features of Tourism Marketing' and Page No. 3, Q. No. 3.

Q. 2. Explain various approaches and applications of market segmentation in the tourism trade?

Ans. Ref.: See Chapter-2, Page No. 7, 'Market Segmentation : Approaches' and Page No. 8, 'Major Variables'.

Q. 3. Why and how should Tourism enterprises analyse their competitors?

Ans. Ref.: See Chapter-5, Page No. 24, 'Competitive Analysis', 'Direct Versus Indirect Competition', 'Monopolistic or Oligopolistic Competition', 'Quantitative and Qualitative Analysis'.

Q. 4. Discuss the impact of modern technologies on the operation and functioning of the tourism and hospitality enterprises.

Ans. Ref.: See Chapter-7, Page No. 31, 'Implications of Technology', 'Reservations', 'Information and Experience'.

Q. 5. Describe the various elements of Promotion Mix.

Ans. Ref.: See Chapter-15, Page No. 67, 'Introduction', 'Promotion as Communication Advertising', Page No. 68, 'Public Relations, Personal Selling and Sales Promotion'.

Q. 6. Elaborate the role and types of Intermediaries in Tourism Industry.

Ans. Ref.: See Chapter-16, Page No. 74, Q. No. 4. and Page No. 73, 'Intermediaries in Travel and Tourism Industry.'

Q. 7. What do you understand by Distribution Channel of Tourism products and services? Give an account of the levels of distribution channels and the factors to be considered while selecting them.

Ans. Ref.: See Chapter-16, Page No. 73, 'Distribution Channels', Page No. 74, Q. No. 3, 'Selection of Channels and Intermediaries' and Page No. 75, Q. No. 5.

Q. 8. How is Tourism business linked to seasonality issues? Elaborate.

Ans. Ref.: See Chapter-19, Page No. 87, 'Seasonality in Tourism', Page No. 88, 'Problems and Benefits', 'Alternatives-I' and Page No. 89, 'Alternative-II'.

Q. 9. Write an essay on the issues involved in Airlines marketing.

Ans. Ref.: See Chapter-29, Page No. 134, 'Marketing Planning', Page No. 138, Q. No. 2, Q. No. 4 and Q. No. 6.

Q. 10. Write short notes on the following:

(a) Role of NGOs at tourism destination

Ans. Ref.: See Chapter-10, Page No. 43, 'NGOs Role at the Destination'.

(b) Agencies involved in Responsible tourism.

Ans. Ref.: See Chapter-11, Page No. 48, 'Agencies Involved in Responsible Tourism'.

(c) Push and Pull strategies in Marketing.

Ans. Ref.: See Chapter-15, Page No. 69, 'Promotional Strategy'.

(d) Fifth P of Marketing.

Ans. Ref.: See Chapter-17, Page No. 77, 'Introduction', 'Why Do We Need A Fifth P?' and Page No. 79, Q. No. 1.



QUESTION PAPER

(June - 2017)

(Solved)

TOURISM MARKETING

Time: 3 Hours]

[Maximum Marks: 100

Note: (i) Attempt any five questions.
(ii) All questions carry equal marks.

Q. 1. Discuss the meaning and concept of marketing alongwith the different stages through which it has evolved.

Ans. Ref.: See Chapter-1, Page No. 1, 'Marketing: Definition and Concepts'.

Also Add: Stage One: Initiation

The initiation phase includes the identification of the problem that the business faces. For example, this may include competition from outside companies, major losses in revenue or structural inefficiencies. After the upper management of the business determines what the problem is, the business will then prepare a plan to institute the necessary changes. This plan will generally include the values and goals of the company and methods to achieve the goals.

Stage Two: Reconstitution

The reconstitution phase of the market-orientation process is the presentation of the plan defined and developed in the first stage of this process. This requires presenting and explaining the plan and its new values to the entire company, usually at the same time. After this presentation, the organization needs to follow up and ensure that everyone within the organization is on board and ready to implement the new plan. Sometimes, when employees cannot accept the new values and plan, the business will need to replace these employees with newer employees who will work toward the shared goal.

Stage Three: Institutionalization

The institutionalization phase puts into practice everything developed in stage one and presented in stage two. Institutionalization involves aligning various areas of the business to implement the plan effectively. This step commonly involves orienting training, creating an employee-rewards system, and

realigning the structure of power within the organization to foster the new values and, ultimately, meet the customers' needs within the market. Institutionalization essentially represents the transformation phase of market orientation.

Stage Four: Maintenance

The final stage, maintenance, involves maintaining the changes that a company previously implemented. Because market-orientation involves altering company culture, at least to some extent, it is necessary to make sure that the new culture remains in effect to continue meeting the needs of the market and the customers. This includes everything from new hiring practices, to making sure prospective employees can work within the confines of the new company culture, to keeping the new values front and center for older employees.

Q. 2. Discuss the variables used for segmenting the tourist markets. Why is market segmentation necessary?

Ans. Ref.: See Chapter-2, Page No. 8, 'Major Variables' and Page No. 7, 'Introduction'.

Q. 3. List the major tourist generating markets for India. Discuss the characteristics of any two such markets.

Ans. Ref.: See Chapter-3, Page No. 13, 'Markets for India', Page No. 15, 'Domestic Markets'.

Also Add: Dharamsala: Dharamsala is the home away from home for the Dalai Lama who came here in 1959 after escaping from Tibet. The city also is the home to the Tibetan Government in exile. Dharamsala means a spiritual dwelling or place for pilgrims to rest, which is appropriate since so many Tibetans live here. With advance planning, it may be possible to attend one of the Dalai Lamas public teaching sessions.

Sample Preview of The Chapter

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TOURISM MARKETING

UNDERSTANDING TOURISM MARKET

Introduction to Tourism Marketing: Approaches, Relevance and Role



INTRODUCTION

Marketing is an integral part of any substantive tourism enterprise. As the market is expanding and consolidating, the role of marketing as a driving force in a business endeavour is also being recognised. With growing competition, organisations in tourism business have no option but to engage in organised and targeted marketing. A professional approach to marketing always helps, whether it is on the tour operators' end or at destinations. Guides, escorts, restaurants, hotels, transporters, shops etc. closely compete and have to outmarket one another to stay ahead. A proper tourism marketing strategy at national level calls for close co-operation between the government, tourism industry and the local population.

CHAPTER AT A GLANCE

MARKETING: DEFINITION AND CONCEPTS

Concept of marketing extends broader than just selling or promotion of a product. It is related to an array of things like marketing research, needs assessment of the consumers, product development,

pricing and distribution. As per the definition given by **Philip Kotler** "Marketing is the analysis, planning, implementation and control of carefully formulated programmes designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organisational objectives. It relies heavily on designing the organisation's offering in terms of the target markets' needs and desires and on using effective pricing, communication and distribution to inform, motivate, and service the markets."

British Institute of Marketing defines it as "The management process responsible for identifying, anticipating and satisfying customer requirements profitably."

Evolution of Marketing

Marketing as a concept has developed in the last 30 years. Development of marketing and modern business practices has three distinct stages: Production Era, Sales Era and Marketing Era. Marketing era arrived when organisations began to produce what they could sell rather than trying to sell what they manufactured. While planning and designing a product, customers needs, wants, tastes

2 / NEERAJ : TOURISM MARKETING

and satisfaction were considered. Growth of competition prompted organisations to develop marketing techniques.

Change in travelling trends also demanded a new approach. The emergence of long haul travellers created the need for marketing research which took into account market trends, consumer behaviour and ascertained procedure to make products which satisfied the users of tourism products. Gradual social and economic development resulted in segmentation of mass market into specialised target markets. Tackling these markets demanded new approach which was in tune with new times.

Selling and Marketing

Selling and Marketing are totally different concepts. The major difference is that selling focuses on the needs of the seller while marketing concentrates on the requirements of the buyer. A marketing oriented organisation focuses on customer needs and gains profits through customer satisfaction. Several organisations in tourism sector are product oriented. They emphasise on the available services of products but ignore consumers' needs or attitudes. A marketing oriented tourist organisation takes a completely different approach. They develop their services around the tourists' needs.

Business Philosophy

A marketing oriented business philosophy keeps consumer needs at the centre of all activities. An organisation could offer a quality tourism product but if it lacks supporting infrastructure, it would have no takers. A tourist organisation needs to take care of needs like accessibility, accommodation, leisure and entertainment facilities. Tourists have their own needs, preferences and tastes, and these have to be taken into account.

In modern tourism market place, marketing is the ideal approach for organising business. This approach is backed by market research which provides proper understanding of tourism, destination and business structure needed. Product development is based on consumer feedback. Thanks to this approach, a tourism business can satisfy customer needs and success of the products is ensured. This approach also brings for organisation a reputed market standing. However, for proper

success, the philosophy has to be ingrained in the minds of the employees of the organisation.

FEATURES OF TOURISM MARKETING

Tourism is a service product rather than being a physical thing. Tourism organisations try to sell an experience. A tourism product has certain features:

- Any sample of a tourism product is not possible. Services can be used only at the given time.
- A tourist can only buy the experience. He/she cannot own the product.
- Tourism business is seasonal in nature. It could be off-colour during off season.
- Product is amalgamation of several services.
- Several intermediaries are involved in designing and packaging of a tourism product. Efficiency of the product has to ensured at every level.

Tourism market is constantly changing. Specialised tourism has emerged, laying stress on consumer needs. Introduction of consumer protection laws has played a role in changing the scenario of tourism market.

MARKETING ORGANISATIONS AND MANAGERS

More or less, everyone in an organisation is concerned with marketing. Formally, large companies have a marketing department or division while small businesses assign a person or two to look after the job. A marketing division could be divided in several units like Marketing Research, Marketing Planning, Advertising and Promotion, Public Relations and Product Development.

Post	Task
Marketing Manager	Heads of an organisation's marketing activities.
Product Manager	Responsible for managing a particular product or program of the organisation.
New Products Manager	Responsible for conceiving new products and services.

INTRODUCTION TO TOURISM MARKETING: APPROACHES, RELEVANCE AND ROLE / 3

Post	Task
Marketing Research Manager	Develops and supervises research on the organisation's markets; also looks after effectiveness of various marketing tools.
Sales Manager	Responsibility for recruiting, training, assigning, directing, motivating, compensating and evaluating sales personnel.
Distribution Manager	Plans and manages the distribution systems that make the organisation's products and services available.
Communications Manager	Promotes products through mass and selective communication.
Government Relations Manager	Makes the organisation aware of the relevant developments in government.
Territory Manager	Manages organisation's products, services and programmes.
Public Relations	Communicates and improves the organisation's image.
Customer Relations Manager	Manages customer services and handles customer complaints.

MARKETING PLANNING

For getting successful, a marketing manager must necessarily have some skills:

- He/she has to be aggressive, active and energetic.
- He/she must have the capacity to analyse, appreciate and interpret the data related to marketing.
- He/she should be able to take marketing decisions and evaluate risks.
- He/she must be able to sort out how consumer needs can be taken care of.
- He/she should be able to recognise new opportunities and use them in the organisation's favour.

- A marketing manager cannot do without good communication and presenting skills.
- Being a good administrator and strategist helps a marketing manager.

For carrying out marketing operations effectively, marketing plan is prepared. Issues addressed in a marketing plan must include:

- Marketing objectives of the organisation must be defined alongwith an executive summary.
- Situation analysis must be undertaken. The background, forecast, opportunities and threats, strengths and weaknesses must be taken into account.
- The target markets, marketing mix and the levels of marketing expenditure must be taken care of.
- Methods of monitoring and controls must be specified.

CHECK YOUR PROGRESS

Q. 1. What do you understand by marketing?

Ans. Marketing is a managerial process which involves analysis, planning, implementation and control. It is designed to tap markets for the purpose of attaining organisational objectives. It is the approach taken by the management to identify, anticipate and satisfy customer requirements efficiently. Marketing does not take random actions to generate desired responses. Carefully formulated programmes are designed to obtain these objectives.

Q. 2. What is the difference between Selling and Marketing?

Ans. Selling is seller oriented while marketing is buyer oriented. Selling revolves around the seller's need to convert his product into cash. Marketing is the idea of satisfying the needs of the customer by customising the product and ensuring its quality. A market oriented organisation determines the needs of the target market and satisfies them through proper design, quality, pricing and delivery.

Q. 3. Discuss the features of tourism marketing.

4 / NEERAJ : TOURISM MARKETING

Ans. All tourism products have certain aspects:

- One cannot evaluate or demonstrate tourism products in advance.
- These products cannot be stored. One can just experience them.
- In designing and packaging a tourism product, several intermediaries are involved. Un-impressive performance by even one of these can spoil the whole product.
- Tourism products are seasonal in nature.

Q. 4. Mention the skills required for becoming a marketing manager.

Ans. A marketing manager must have some necessary skills:

- He/she must be active, energetic and aggressive.
- He/she must be able to analyse, appreciate and interpret the data related to marketing.
- He/she must take care of consumer needs.
- He/she must be able to recognise new opportunities and exploit them in the organisation's favour.
- He/she must possess good communication and presenting skills.
- He/she must be good administrator and strategist.
- He/she must be able to take marketing decisions and evaluate risks.

Q. 5. How would you make a marketing plan?

Ans. While making a marketing plan, one must define the marketing objectives of the organisation alongwith an executive summary. Situation analysis must be taken into account. Aspects like background, forecast, opportunities and threats, strengths and weaknesses must be taken care of. Marketing strategy must take into account the target markets, marketing mix and the levels of marketing expenditure. It should also lay down how the programme would be implemented in a time-frame.

OTHER IMPORTANT QUESTIONS

Q. 1. Name some types of marketing managers and also tell about their role.

Ans. A marketing manager can be segregated into several types according to his/her role:

Marketing Manager: Leader of an organisation's marketing activities.

Product Manager: Manages a particular product or programme of the organisation.

New Products Manager: Conceives new products and services.

Sales Manager: Responsible for recruiting, training, assigning, directing, motivating, compensating and evaluating sales personnel.

Distribution Manager: Plans and manages the distribution systems that make the organisation's products and services available.

Customer Relations Manager: Manages customer services and handles customer complaints.

Public Relations Manager: Communicates and improves the organisation's image.

Territory Manager: Manages organisation's products, services and programmes.

Government Relations Manager: Makes the organisation aware of the relevant developments in government.

Marketing Research Manager: Develops and supervises research on the organisation's markets; also looks after effectiveness of various marketing tools.

Q. 2. Write a short note on market oriented business philosophy.

Ans. A marketing oriented business philosophy is consumer centric. It keeps consumer needs at the forefront of all activities. A market oriented tourist organisation takes care of needs like accessibility, accommodation, leisure and entertainment facilities. They take into account particular interests of tourists. In the times of today, marketing is the ideal approach for organising tourist business. Marketing approach is based on proper research which provides proper understanding of tourism, destination and business structure needed.

Q. 3. How did marketing evolve as a concept?

Ans. Marketing has evolved as a concept in the last three decades. It has evolved in three distinct