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MARKETING OF TOURISM
MASTER OF BUSINESS ADMINISTRATION
(TRAVEL & TOURISM MANAGEMENT)

FIRST YEAR,
SEMESTER-II, PAPER-II

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M.B.A (TTM) – MARKETING OF TOURISM

First

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FOREWORD

Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining 'A+' grade from the NAAC in the year 2024, Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 221 affiliated colleges spread over the two districts of Guntur and Prakasam.

The University has also started the Centre for Distance Education in 2003-04 with the aim of taking higher education to the doorstep of all the sectors of the society. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even to housewives desirous of pursuing higher studies. Acharya Nagarjuna University has started offering B.Sc., B.A., B.B.A., and B.Com courses at the Degree level and M.A., M.Com., M.Sc., M.B.A., and L.L.M., courses at the PG level from the academic year 2003-2004 onwards.

To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers involved respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.

It is my aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn be part of country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Academic Coordinators, Editors and Lesson-writers of the Centre who have helped in these endeavors.

*Prof.K. Gangadhara Rao
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1st YEAR – 2nd SEMESTER SYLLABUS

201TT26: MARKETING OF TOURISM

Objectives

- a) To familiarize with the basic concepts and techniques of marketing management
- b) To create awareness of Tourism marketing mix elements, and
- c) To analyze and solve marketing problems in the complex and fast-changing business environment

Unit - I

BASIC MARKETING CONCEPTS: Nature, Scope, Functions and Importance - product, production – selling, marketing - Marketing for Tourism - features of Tourism Marketing - Market Segmentation - Tourism Marketing Mix – Market Research and its significance in Tourism.

Learning outcome:

- Thorough understanding of the basics of tourism marketing concepts and research significance.

Unit - II

UNDERSTANDING THE MARKET AND THE CONSUMER: Marketing Environment - Consumer Behavior in tourism - Buyer Decision Process - Demand forecasting - Targeting market positioning.

Improves the ability to understand the market and customer relations.

Learning outcome:

- Improves the ability to understand the market and customer relations.

Unit - III

THE P'S OF MARKETING PRODUCT: Designing - Branding & Packaging - New Product Development - Product Life Cycle: Price - Strategies & Approaches; Place - Channels of Distribution, Promotion - Advertising - Sales Promotion, sales promotion techniques - Publicity - Personal Selling

Learning outcome:

- Possess conceptual knowledge of the 7 P's marketing the product for Tourism prosperity.

Unit - IV

MARKETING OF TOURISM: - Related Activities: Marketing of Airlines, Travel Agencies, Hotels, Resorts, and Other Tourism Sub – Sectors' Products - Trends in Tourism Marketing

Learning outcome:

- A clear understanding of interrelated marketing activities for the development of tourism

Unit - V

DEVELOPING MARKETING SKILLS FOR TOURISM: Concept of Creativity – Creativity and its significance in Tourism - Self Motivation – Team building – Personality Development – Role of Tourism agents – Role of AP Tourism in Promoting the Industry.

Learning outcome:

- Knows optimum utilization of marketing skills for the promotion of tourism

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Unit-1
BASIC MARKETING CONCEPTS

Aims and Objectives:

At the end of this lesson, the learner will be able to:

- Explain the concept and nature of marketing in tourism
- Analyse the functions and importance of marketing in business
- Distinguish between product, selling, and marketing concepts
- Apply market segmentation and marketing mix in tourism contexts
- Evaluate the role of market research in tourism decision-making

Structure

1.1 What is Marketing?

1.2 Nature of marketing

1.3 Scope of marketing?

1.4 key functions of marketing ?

1.5 Importance of Marketing?

1.6 What is Product ?

1.7 Importance of Products in Business?

1.8 What is Selling?

1.9 Features of Tourism Marketing

1.10 .Market Segmentation

1.11 Tourism Marketing Mix

1.12 Market Research in Tourism

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1.1 What is Marketing?

Marketing is the process of promoting, selling, and distributing a product or service to meet the needs and desires of customers. It involves understanding the target audience, creating value for them, and building strong relationships to drive business growth. Marketing encompasses a wide

range of activities, including market research, product development, pricing, distribution, advertising, sales, and customer service.

Marketing encompasses a range of activities, Key components of marketing such as:

1. **Market Research:** Understanding customer behavior, preferences, and trends.
2. **Product Development:** Designing products or services that meet customer needs.
3. **Branding:** Establishing a unique identity for a product or company.
4. **Advertising:** Communicating messages to potential customers through various channels like social media, TV, radio, or print.
5. **Pricing:** Determining the appropriate price for a product or service based on factors such as cost, competition, and perceived value.
6. **Distribution:** Deciding how and where the product or service will be available to customers, including logistics and supply chain management.
7. **Sales:** The process of converting potential customers into actual buyers through direct interactions and negotiations.
8. **Promotion:** Communicating the value of the product or service to potential customers through advertising, sales promotions, public relations, and other methods.
9. **Sales Promotion:** Offering incentives like discounts, free samples, or special deals to encourage purchases.
10. **Customer Service:** Providing support and assistance to customers before, during, and after a purchase to ensure satisfaction and build loyalty.
11. **Public Relations:** Managing the company's image and reputation.
12. **Digital Marketing:** Using online platforms like websites, social media, and email to reach customers.

1.3 Nature of marketing

The nature of marketing refers to its fundamental characteristics and principles. (Or) The nature of marketing revolves around understanding and meeting customer needs through

What is Nature of marketing? the creation, communication, and delivery of value. It is a multifaceted discipline that involves a blend of art and science, focusing on building relationships and satisfying both individual and organizational objectives. Here are the key aspects that define the nature of marketing:

1. Customer- Centric or Oriented: Marketing is fundamentally about identifying and fulfilling customer needs and wants. Or Marketing focuses on understanding and satisfying

the needs, wants, and preferences of customers. It starts with understanding the target audience and tailoring products, services, and messages to meet their expectations. The goal is to deliver value to customers.

2. Dynamic and Ever-Changing or Evolving: Marketing is not static; Marketing it evolves and adapts with changes in customer preferences, consumer behavior, technology, market trends, and competition. Innovations like digital marketing, social media, and data analytics have transformed how businesses engage with customers. It requires adaptability to remain effective. **3. Goal-Oriented:** Marketing aims to achieve specific objectives, such as increasing sales, building brand awareness, generating leads, entering new markets, improving customer retention or enhancing customer satisfaction.

4. Value Creation: Marketing aims to create value for both customers and business by identifying needs, offering products or services that solve problems, enhance lifestyles, or provide benefits. This value is communicated through branding, positioning, and customer experiences.

5. Integrated Process: Marketing is not limited to a single activity; it integrates various functions, such as product development, pricing, promotion, and distribution, to deliver a cohesive strategy.

6. Focus on Exchange Process: At its core, marketing is about facilitates the exchange of goods, services, or ideas between buyers and sellers. This exchange is mutually beneficial, as customers receive value, and businesses generate revenue.

7. Continuous Activity: Marketing is an ongoing process that starts with understanding customer needs and continues with monitoring and improving customer relationships.

8. Universal Application: Marketing principles can be applied across various industries, organizations, and markets, whether for products, services, or ideas.

9. Creative Innovative and Analytical: Effective marketing requires a mix of creativity (e.g., in advertising campaigns) or Marketing involves creativity in designing campaigns, crafting messages, and developing unique selling propositions to stand out in a competitive marketplace and analytical skills (e.g., Market research and data analysis).

10. Strategic and Analytical

Marketing requires strategic planning, research, and analysis to identify opportunities, target the right audience, and allocate resources effectively. Data-driven decision-making is a critical component.

11. Economic and Social Importance: Marketing plays a critical role in economic

development by stimulating demand and creating jobs. It also has social significance, influencing consumer behavior and lifestyle.

12. Relationship Building: Modern marketing emphasizes building long-term relationships with customers rather than just making one-time sales. This involves trust, loyalty, and ongoing engagement.

13. Integrated Efforts: Marketing involves coordinating various elements, such as product development, pricing, promotion, and distribution, to deliver a consistent and compelling message to the market.

14. Profit and Non-Profit Orientation: While marketing is often associated with profit-driven businesses, it is also essential for non-profit organizations, governments, and social causes to promote their missions and engage stakeholders.

15. Global and Local Scope: Marketing operates on both global and local levels. Businesses must balance global strategies with local adaptations to cater to diverse markets and cultures.

16. Ethical and Social Responsibility: Ethical marketing practices are crucial to building trust and maintaining a positive brand image. Marketers must consider the social and environmental impact of their actions.

1.3 Scope of marketing?

The scope of marketing is broad and encompasses a wide range of activities, functions, and areas where marketing principles are applied and aimed at creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It encompasses all aspects of identifying customer needs, creating value, and satisfying those needs effectively.

Here are the key areas that define the scope of marketing:

1. Goods and Services Marketing : Marketing applies to tangible products (e.g., electronics, clothing) and intangible services (e.g., healthcare, education).

2. Digital Marketing: Involves the use of online platforms like websites, social media, email, and search engines to reach and engage customers. Or Utilizing online platforms and technologies to reach and engage with customers. This includes search engine optimization (SEO), social media marketing, email marketing, and online advertising.

3. Market Research : Understanding customer needs, preferences, behaviors, and market trends through surveys, focus groups, and data analysis.

Understanding consumer needs, preferences, and behaviors through various research methods like market trend surveys, focus groups, and data analysis.. This includes analyzing market

trends, customer feedback, and competitive landscapes.

4. Brand Management: Developing and maintaining a strong brand identity that resonates with consumers. This includes brand positioning, messaging, and ensuring consistency across all marketing channels. Finally Building and maintaining a brand's image, reputation, and value in the minds of customers

5. Advertising and Promotion : Creating awareness and interest in products or services through various promotional activities or services through various channels like TV, social media, print, and digital ads. . This includes advertising, sales promotions, public relations, social media marketing, and content marketing.

6. Sales Management : Overseeing the strategies, processes, and activities related to generating sales and achieving revenue goals. Or Overseeing the sales process, including setting sales targets, managing sales teams, and developing sales strategies to achieve business objectives.

7. Product Development and Management : Designing and developing products or services that meet the needs and wants of target customers. This involves innovation, quality management, and branding.

8. Pricing Strategy: Determining the right price for products or services based on market demand conditions, competition, cost considerations, and perceived value.

9. Distribution Channels and Supply Chain Management: Ensuring the efficient delivery of products and services to customers through retail, e-commerce, or other distribution channels. Or Deciding how to deliver products or services to consumers. This includes logistics, supply chain management, and selecting appropriate distribution channels (e.g., retail, online, wholesale).

10. Customer Relationship Management (CRM) : Building and maintaining strong relationships with customers through personalized experiences and after-sales services. This involves customer service, support, and engagement strategies.

11. International Marketing: Expanding marketing efforts to global markets across borders to reach global audiences and adapt to cultural differences. This involves understanding different cultural, economic, and regulatory environments and adapting strategies accordingly.

12. Non-Profit Marketing : Applying marketing principles to promote causes, ideas, or services by non-profit organizations (e.g., charities, awareness campaigns).

13. Social Ethical and Green Marketing: Promoting socially responsible behavior and environmentally friendly practices to create sustainable growth. or Ensuring that marketing

Travel and Tourism Management 12 Marketing of Tourism
practices are ethical and socially responsible. This includes considering the impact of marketing activities on society and the environment.

14. Retail and E-Commerce Marketing: Strategies to attract and retain customers in physical stores or online platforms.

15. Event and Experiential Marketing: Organizing events, sponsorships, or immersive experiences to connect with customers emotionally.:

16. Marketing Analytics and Metrics: Measuring the effectiveness of marketing campaigns and strategies using various metrics and analytics tools. This helps in making data-driven decisions and optimizing marketing efforts.

17. Consumer Behavior: Studying how consumers make purchasing decisions and what influences their behavior. This knowledge helps in tailoring marketing strategies to better meet consumer needs.

18. Integrated Marketing Communications (IMC): Coordinating all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users.

The scope of marketing is continually evolving with advancements in technology, changes in consumer behavior, and the dynamic nature of global markets. Effective marketing requires a strategic approach that integrates all these elements to create value for both the business and its customers. It touches virtually every aspect of a business, making it integral to organizational success.

Introductory Case Study:

“Revitalising Kerala Tourism through Strategic Marketing”

1. Background of the Organisation / Sector

Kerala Tourism is one of India’s most successful state tourism brands, promoted by the Kerala Tourism Development Corporation (KTDC) in collaboration with private stakeholders. Known as “God’s Own Country,” Kerala attracts domestic and international tourists through its backwaters, Ayurveda tourism, eco-tourism, and cultural heritage.

Before 2020, Kerala had built a strong tourism brand through integrated marketing campaigns, digital platforms, international travel fairs, and partnerships with tour operators. Tourism contributed significantly to the state’s GDP and employment.

2. Contextual Trigger / Problem Situation

The COVID-19 pandemic severely disrupted tourism flows. International arrivals declined drastically, hotels faced low occupancy, and tour operators experienced financial stress.

Traditional promotional strategies became ineffective due to travel restrictions and changing consumer behaviour.

Kerala Tourism faced the challenge of rebuilding tourist confidence, redefining its marketing strategy, and repositioning its tourism products in a highly uncertain environment.

3. Stakeholders Involved

- Government agencies (Kerala Tourism Department, KTDC)
- Tourism service providers (hotels, travel agencies, tour operators)
- Local communities and artisans
- Domestic and international tourists
- Digital platforms and media partners

4. Behavioural / Managerial Issues

- Shift in consumer preferences towards safe, sustainable, and local tourism
- Need for digital marketing and personalised travel experiences
- Balancing economic revival with health and safety concerns
- Coordination among multiple stakeholders

5. Importance of the Case for the Lesson

This case highlights how marketing concepts such as segmentation, marketing mix, consumer behaviour, and market research are crucial in tourism. It demonstrates that tourism marketing is not limited to promotion but involves understanding customer needs, designing products, and delivering value.

6. Linkage to Lesson Concepts

The Kerala Tourism case reflects:

- The nature and scope of marketing in tourism
- Importance of marketing in business survival
- Role of market segmentation and marketing mix
- Significance of market research in understanding changing tourist behaviour

Thus, the case provides a practical foundation for understanding the basic marketing concepts discussed in this lesson.

1.4 key functions of marketing ?

Marketing serves various essential functions that help businesses achieve their goals and connect with customers effectively. or Marketing encompasses a variety of functions aimed at promoting products, services, or brands to target audiences. Here are the key functions of marketing:

1. **Market Research:** Gathering and analyzing data to understand customer needs, preferences, and market trends and Identifying target audiences and market

opportunities.

- o **Consumer Analysis:** Understanding the needs, preferences, and behaviors of consumers.
 - o **Market Analysis:** Evaluating market trends, size, and competition.
 - o **Environmental Scanning:** Monitoring external factors like economic, social, and technological changes.
2. **Product Development:** Designing and creating products or services that meet customer demands and Ensuring products are competitive and align with market needs.
- o **Concept Testing:** Developing and testing new product ideas.
 - o **Product Design:** Creating the product features, design, and packaging.
 - o **Branding:** Establishing a brand identity and positioning.
3. **Pricing:** Setting prices that reflect the value of the product and are competitive in the market and Balancing affordability for customers and profitability for the business.
- o **Cost Analysis:** Determining the cost of production and setting a price point.
 - o **Competitive Pricing:** Analyzing competitors' pricing strategies.
 - o **Value-Based Pricing:** Setting prices based on perceived value to the customer.
4. **Distribution (Place):** Ensuring products are available to customers at the right place and time and Managing supply chain logistics, inventory, and retail channels.

Activity 1: Reflective Analysis

Task:

Identify a tourism destination in India and analyse how marketing strategies are used to attract tourists.

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Expected Learning Outcome:

Learners will understand the practical application of marketing concepts in tourism.

- o **Channel Management:** Selecting and managing distribution channels (e.g., retailers, wholesalers).
 - o **Logistics:** Managing the transportation, storage, and inventory of products.
 - o **E-commerce:** Developing online sales platforms.
5. **Promotion:** Communicating with potential customers to inform and persuade them about products or services and Using advertising, public relations, sales promotions, and digital marketing to reach audiences.
- o **Advertising:** Creating and placing ads in various media (TV, online, print).
 - o **Sales Promotion:** Offering discounts, coupons, and special deals.
 - o **Public Relations:** Managing the public image and relationships with media.
 - o **Personal Selling:** Direct selling by sales representatives.
 - o **Digital Marketing:** Utilizing online platforms like social media, email, and SEO.
6. **Customer Relationship Management (CRM):** Building and maintaining relationships with customers and Providing excellent customer service to ensure satisfaction and loyalty.
- o **Customer Service:** Providing support and resolving issues.
 - o **Loyalty Programs:** Encouraging repeat business through rewards and incentives.
 - o **Feedback Collection:** Gathering and analyzing customer feedback to improve products and services.
7. **Sales Management:** Directly engaging with customers to complete transactions and Helping customers make purchasing decisions.
- o **Sales Forecasting:** Predicting future sales and setting targets.
 - o **Sales Strategy:** Developing plans to achieve sales goals.
 - o **Performance Analysis:** Monitoring and evaluating sales performance.
8. **Marketing Communications:**
- o **Integrated Marketing Communications (IMC):** Coordinating all promotional messages to ensure consistency.
 - o **Content Marketing:** Creating valuable content to attract and engage customers.
 - o **Social Media Management:** Managing social media accounts and interactions.
9. **Strategic Planning:**

- o **SWOT Analysis:** Assessing strengths, weaknesses, opportunities, and threats.
- o **Marketing Objectives:** Setting clear, measurable goals.
- o **Marketing Mix:** Deciding on the right combination of product, price, place, and promotion.

10. Performance Measurement:

- o **Key Performance Indicators (KPIs):** Tracking metrics like sales growth, market share, and customer acquisition cost.
- o **ROI Analysis:** Measuring the return on investment for marketing activities.
- o **Market Share Analysis:** Evaluating the company's share of the market compared to competitors.

11. Brand Management

- Establishing and maintaining a positive brand image and reputation.
- Creating a strong and recognizable brand identity.

12. Market Segmentation

- Dividing the market into distinct groups of customers with similar characteristics.
- Tailoring marketing efforts to specific segments.

13. Feedback and Improvement

- Collecting feedback from customers to improve products, services, and marketing strategies.
- Adapting to changing market conditions and customer expectations.

These functions work together to create a comprehensive marketing strategy that drives business growth and customer satisfaction. By performing these functions effectively, marketing helps businesses attract and retain customers, achieve growth, and stay competitive in the market.

1.5 Importance of Marketing?

Marketing plays a crucial role in the success and growth of any business or organization. Its importance spans various aspects of business operations and strategy, and it plays a key role in connecting businesses with their target audiences. Here are some of the primary reasons why marketing is important:

1. **Customer Awareness:** Marketing helps in creating awareness about products or services. It educates potential customers about the value, features, and benefits of what the business offers.
2. **Market Reach:** Effective marketing strategies enable businesses to reach a wider audience. This expands their customer base, both locally and globally, depending on the goals of the business.
3. **Builds Brand Identity and Loyalty :** Marketing plays a significant role in establishing and maintaining a brand's identity. Consistent marketing efforts create a strong and recognizable brand that customers trust.
4. **Customer Engagement:** Through various marketing channels, businesses can interact and engage with their target audience. This builds relationships and fosters customer loyalty.
5. **Driving Sales and Revenue:** By promoting products and services effectively, marketing drives sales. It persuades customers to make purchasing decisions, thereby increasing revenue.
6. **Understanding Customer Needs:** Marketing involves research and analysis to understand customer preferences, behaviors, and trends. This information helps in tailoring products and services to meet market demands.
7. **Competitive Advantage:** In a competitive market, marketing helps businesses differentiate themselves from competitors. Unique marketing strategies can position a business as a leader in its industry.
8. **Sustained or Support Business Growth:** Marketing supports long-term business growth by attracting new customers and retaining existing ones. It ensures a consistent flow of revenue and opportunities for expansion.
9. **Adaptation to Market Changes:** Marketing keeps businesses informed about changing market conditions and consumer behaviors. This allows companies to adapt their strategies and stay relevant.
10. **Innovation and Creativity:** Marketing fosters innovation by encouraging businesses to create new campaigns, products, and strategies to capture attention and meet customer needs.

11. **Educates Customers:** Marketing provides information about products, services, and their benefits, helping customers make informed decisions. It also educates the market about new innovations, trends, or solutions
12. **Builds Relationships with Customers:** Marketing fosters two-way communication between businesses and customers through social media, email, and other platforms. This interaction helps businesses understand customer needs and preferences, leading to better products and services.
13. **Differentiates from Competitors:** In a crowded marketplace, marketing helps businesses stand out by highlighting their unique selling points (USPs). It positions the brand as a better choice compared to competitors.
14. **Supports New Product Launches:** Marketing is essential for introducing new products or services to the market. It creates buzz, generates interest, and ensures a successful launch.
15. **Enhances Customer Retention:** Marketing isn't just about attracting new customers; it's also about keeping existing ones engaged. Loyalty programs, personalized offers, and regular communication help retain customers.
16. **Provides Insights and Feedback:** Marketing campaigns and analytics tools provide valuable data about customer behavior, preferences, and trends. This information helps businesses refine their strategies and improve their offerings.
17. **Boosts Online Presence :** In the digital age, marketing (especially digital marketing) is critical for establishing and maintaining an online presence. SEO, social media, and content marketing help businesses rank higher in search results and engage with their audience.
18. **Supports Economic Growth:** On a larger scale, marketing drives demand for products and services, which stimulates economic activity and creates jobs.
19. **Adapts to Market Changes:** Marketing helps businesses stay relevant by adapting to changing consumer behaviors, market trends, and technological advancements.
20. **Increases Market Share:** Effective marketing strategies help businesses capture a larger portion of the market by outperforming competitors.

21. **Adds Value to the Business:** A strong marketing strategy increases the overall value of a business by building a recognizable brand, loyal customer base, and consistent revenue streams.

1.6 What is Product ?

A **product** is anything that can be offered to a market to satisfy a need or want. It can be a physical item, a service, a digital offering, or even an idea. Products are created to provide value to consumers, and they often aim to solve a problem, fulfill a demand, or enhance convenience.

In marketing, a **product** is any item, service, or concept that is offered to the market to satisfy a customer need or want. It is one of the core elements of the **marketing mix** (often referred to as the 4 Ps: Product, Price, Place, and Promotion). From a marketing perspective, a product is not just a physical good but also includes intangible aspects such as services, experiences, and ideas. **Key Components of Products:**

1. **Core Product:** The fundamental benefit or solution that the customer is seeking. Example: For a smart phone, the core product is communication and connectivity.
2. **Actual Product:** The tangible or physical attributes of the product, including its design, features, quality, branding, and packaging. Example: The smart phone's design, camera quality, battery life, and brand name.
3. **Augmented Product:** Additional services or benefits that accompany the product, such as warranties, customer support, after-sales service, or free delivery. Example: Free cloud storage, a warranty, or a customer helpline for the smart phone.

Types of Products

1. **Tangible Products:** Physical goods like electronics, clothing, and food.
2. **Intangible Products:** Services such as consulting, education, or software applications.
3. **Consumer Products:** Products purchased for personal use.

Categories:

- Convenience Products (e.g., snacks, toothpaste)
- Shopping Products (e.g., clothing, electronics)
- Specialty Products (e.g., luxury cars, designer watches)

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- Unsought Products (e.g., insurance, funeral services)

4. Industrial Products: Products used in the production of other goods or services.

Categories:

- Raw Materials (e.g., steel, cotton)
- Components (e.g., microchips, engines)
- Capital Items (e.g., machinery, equipment)
- Supplies and Services (e.g., office supplies, maintenance services)

5. Digital Products: Intangible products delivered electronically.

Examples: Software, e-books, online courses, and streaming services.

Importance of Product in Marketing:

- **Customer Satisfaction:** A product must meet or exceed customer expectations to build loyalty.
- **Competitive Advantage:** Unique features or superior quality can differentiate a product from competitors.
- **Revenue Generation:** The product is the primary source of revenue for a business.
- **Brand Identity:** The product reflects the brand's values and positioning in the market.

Product Lifecycle (PLC):

A product goes through several stages during its lifecycle:

1. **Introduction:** Launching the product into the market.
2. **Growth:** Increasing sales and market share.
3. **Maturity:** Sales stabilize, and competition intensifies.
4. **Decline:** Sales decrease due to market saturation or changing customer preferences.

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1.7 Importance of Products in Business?

Products are essential for any business because they are the main way companies provide value to their customers. The significance of products in business can be highlighted through several key points:

- **Value Creation:** Products are the offerings that businesses create to meet customer needs and desires. By developing products that satisfy these demands, companies create value for both their customers and themselves.
- **Revenue Generation:** Products are the main source of income for businesses. By creating and selling products, companies earn money to cover costs, invest in growth, and increase profits.
- **Differentiation:** Products help businesses stand out from their competitors. Unique and innovative products can attract customers and build a strong brand image.
- **Customer Satisfaction:** Providing high-quality products that meet or exceed what customers expect is vital for ensuring their satisfaction and loyalty. Happy customers are more likely to buy again and recommend the brand.
- **Market Expansion:** Products can also enable businesses to enter new markets or reach different customer groups. By launching new products or variations, companies can attract a broader audience and create more revenue opportunities.

Activity 2: Mini Application Task

Task:

Prepare a simple marketing mix (7Ps) for a hypothetical eco-tourism resort.

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Expected Learning Outcome:

Learners will apply theoretical concepts of marketing mix to real-world tourism scenarios.

1.8 What is Selling?

Selling is the process of persuading or influencing a person to buy a product, service, or idea in exchange for money or other forms of value. It involves identifying customer needs, presenting solutions, addressing concerns, and closing the transaction.

Key elements of selling include:

1. **Understanding Customer Needs:** Identifying what the customer wants or requires.
2. **Building Relationships:** Establishing trust and rapport with the customer.
3. **Presenting Benefits:** Explaining how the product or service can meet the

customer's needs.

4. **Overcoming Objections:** Addressing any concerns or doubts the customer may have.

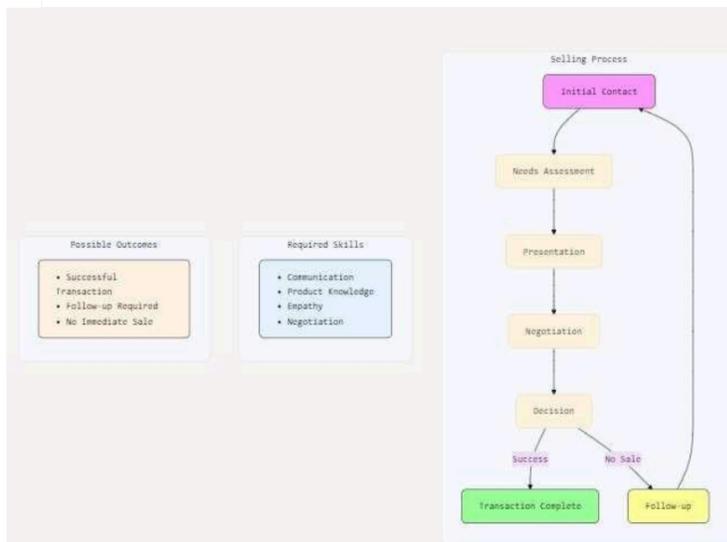
5. **Closing the Sale:** Finalizing the agreement and securing the purchase.

6. Transaction Foundation

1. Exchange of money for goods/services
2. Mutual agreement between parties
3. Value proposition presentation

7. Persuasion Process

1. Understanding customer needs
2. Presenting solutions effectively
3. Addressing concerns and objections
4. Closing agreements



The diagram above illustrates how selling operates as a continuous cycle. Each interaction follows a natural progression from initial contact through decision-making, with successful transactions completing the sale and unsuccessful attempts feeding back into the process through follow-up activities. Throughout this cycle, sales professionals must employ specific skills while preparing for various potential outcomes.

Key Characteristics

1. Professional Nature

- Requires specialized knowledge

- Demands ethical practices
- Involves ongoing customer relationships
- Emphasizes value creation

2. Dynamic Environment

- Adapts to market conditions
- Responds to customer feedback
- Integrates technology and innovation
- Focuses on continuous improvement

Understanding selling as a professional discipline is essential for businesses and individuals alike, as it forms the foundation of commercial activity and economic exchange in modern society. Whether conducted personally or digitally, selling remains a vital skill that combines persuasion, service, and value creation. Selling can occur in various contexts, such as retail, business-to-business (B2B), online platforms, and direct marketing. It is both an art and a skill that involves effective communication, empathy, and problem-solving.

1.8 Marketing for Tourism: Strategies and Insights

Tourism marketing involves promoting destinations, experiences, and services to attract travelers. Effective marketing in this industry requires understanding traveler preferences, creating compelling campaigns, and leveraging various channels to reach target audiences. Below are key strategies and insights for successful tourism marketing:

1. Understand Your Target Audience

Segment Your Market Through Demographics: Identify different ideal traveler segments (e.g., families, solo travelers, age, gender, nationality, and income level adventure seekers, luxury tourists) and tailor your messaging to their needs.

Analyze Traveler Behavior Through Psychographics : Use data to understand preferences, booking patterns, and motivations (e.g., cultural experiences, relaxation, adventure).

Personalization through Trends: Offer customized travel packages and recommendations based on individual preferences. Keep up with travel trends, such as eco-tourism, wellness travel, or digital nomadism,

2. Leverage Digital Marketing ⁶¹

Search Engine Optimization (SEO): Optimize your website and content for search engines to rank higher for travel-related keywords (e.g., "best beach destinations 2025"). ⁹³

Social Media Marketing: Use platforms like Instagram, Facebook, and TikTok to showcase stunning visuals, share travel stories, and engage with potential tourists.

Content Marketing: Create blogs, videos, and guides that highlight unique experiences, local culture, and hidden gems.

Influencer Partnerships: Collaborate with travel influencers to reach a wider audience and build credibility.

3. Focus on Storytelling

Emotional Appeal: Share stories that evoke emotions, such as the thrill of adventure, the serenity of nature, or the warmth of local hospitality. ¹⁸

User-Generated Content: Encourage travelers to share their experiences and photos, creating authentic testimonials. ¹⁸

Highlight Unique Selling Points (USPs): Showcase what makes your destination or service unique (e.g., historical landmarks, eco-tourism, culinary experiences).

4. Utilize Data and Technology

Big Data Analytics: Use data to track trends, predict demand, and optimize marketing campaigns.

Artificial Intelligence (AI): Implement AI-powered chatbots for customer service and personalized recommendations. ⁴⁸

Virtual Reality (VR) and Augmented Reality (AR): Offer virtual tours or AR experiences to give potential travelers a taste of the destination.

5. Build Partnerships

Collaborate with Local Businesses: Partner with hotels, restaurants, and tour operators to create bundled offers. ²¹

Work with Travel Agencies: Partner with travel agents and online travel agencies (OTAs) to expand your reach.

Government and Tourism Boards: Align with national or regional tourism boards for joint promotional campaigns.

6. Sustainability and Responsible Tourism

Eco-Friendly Practices: Promote sustainable tourism initiatives, such as eco-lodges, carbon-neutral travel, and wildlife conservation.

Community Involvement: Highlight how tourism benefits local communities, such as through cultural preservation or job creation.

Educate Travelers: Encourage responsible behavior, such as reducing plastic use or respecting local customs.

7. Offer Competitive Pricing and Promotions

Seasonal Discounts: Attract travelers during off-peak seasons with special offers.

Loyalty Programs: Reward repeat customers with discounts or exclusive perks.

Flash Sales: Create urgency with limited-time deals.

8. Monitor and Adapt

Track Campaign Performance: Use metrics like website traffic, conversion rates, and social media engagement to measure success.

Gather Feedback: Collect reviews and surveys to understand customer satisfaction and areas for improvement.

Stay Updated: Keep up with industry trends, such as the rise of solo travel, wellness tourism, or digital nomadism.

9. Create High-Quality Visual Content

Photography and Videos: Use captivating images and videos showcasing scenic landscapes, local experiences, and happy travelers.

Virtual Tours: Offer 360-degree virtual experiences to entice potential tourists.

User-Generated Content: Encourage travelers to share their experiences online and feature them in your campaigns.

10. Build a Strong Online Presence

Website: Ensure your website is visually appealing, easy to navigate, and mobile-friendly.

Search Engine Optimization (SEO): Optimize for travel-related keywords to rank higher in search results.

Social Media: Use platforms like Instagram, Facebook, and TikTok to engage with potential travelers through visuals, stories, and interactive posts.

11. Develop a Unique Value Proposition: Highlight what sets your destination or service apart (e.g., unique landmarks, cultural heritage, or exclusive experiences). Focus on emotional connections, such as creating memories or fulfilling bucket-list dreams.

12. Leverage Storytelling: Tell compelling stories about your destination's history, culture, and people. Highlight personal traveler experiences to inspire others.

13. Partner with Influencers and Travel Bloggers: Collaborate with influencers to reach their followers and showcase your destination authentically. Provide them with unique experiences to share on their platforms.

14. Use Digital Advertising: Run targeted campaigns on Google Ads, Facebook Ads, and other platforms to reach specific audiences. Use retargeting ads to convert potential travelers who have previously visited your site.

15. Offer Personalized Experiences: Use data and analytics to tailor recommendations based on traveler preferences. Provide customizable travel packages and itineraries.

16. Focus on Sustainability : Promote eco-friendly travel options and highlight your efforts in sustainable tourism. Attract conscious travelers by showcasing green practices, such as reducing plastic waste or supporting local communities.

17. Collaborate with Local Businesses: Partner with hotels, restaurants, and tour operators to create joint marketing campaigns. Offer bundled packages that combine accommodation, activities, and dining.

18. Encourage Reviews and Testimonials: Request travelers to leave reviews on platforms like TripAdvisor, Google, or your website. Showcase positive testimonials to build trust with potential visitors.

19. Attend Travel Fairs and Expos: Participate in international tourism events to network and promote your offerings. Use these opportunities to connect with travel agents and tour operators.

20. Track and Measure Performance: Use analytics tools to monitor the success of your campaigns. Adjust strategies based on data insights, such as website traffic, conversion rates, and social media engagement.

Activity 3: Observation Exercise

Task:

Observe advertisements of any travel agency or tourism website and identify segmentation strategies used.

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Expected Learning Outcome:

Learners will develop analytical skills in identifying market segmentation techniques.

1.9 Features of Tourism Marketing

Tourism marketing is a specialized field that promotes destinations, attractions, and services to potential travelers. Its features are tailored to the unique nature of the tourism industry, which relies heavily on experiences, emotions, and intangible offerings. Tourism marketing refers to the strategies and practices used to promote tourism destinations, services, and experiences. Below are the key features of tourism marketing:

1. Intangibility: Tourism products, such as experiences and memories, cannot be touched or seen before purchase. Marketing must rely on appealing visuals, detailed descriptions(e.g., photos, videos, testimonials) and customer reviews to attract travelers plays a crucial role in helping potential customers imagine the experience.

2. Perishability: Tourism services, like hotel rooms or flight seats, are highly perishable. If not sold for a specific time or date, they cannot be stored or reused. This requires effective promotional and pricing strategies.

3. Seasonality : Tourism demand often fluctuates ²² based on seasons, holidays, or special events. Marketing strategies must adapt to these patterns, promoting off-season travel or highlighting peak-season attractions. Special campaigns may target shoulder seasons to balance tourist flow.

4. Highly Personalized : Travelers seek unique experiences based on preferences, interests, and budgets. Tourism marketing often involves customization to appeal to individual needs and preferences. Travel decisions often involve significant time, money, and emotional investment. Tourism marketing must provide detailed information, build trust, and address potential concerns to influence decision-making. Personalized marketing and tailored recommendations are increasingly important.

5. Experience-Oriented: Tourism marketing focuses on selling experiences rather than tangible products. It highlights the emotional and sensory aspects of travel, such as relaxation, adventure, cultural immersion, or luxury. Marketers emphasize the unique experiences a destination or service can offer, such as scenic beauty, local cuisine, or cultural heritage.

6. Dependence on Customer Reviews and Testimonials: Word-of-mouth and online reviews heavily influence potential travelers. Positive testimonials and user-generated content can significantly boost credibility. Tourism marketing leverages positive reviews and testimonials to build credibility and trust as well as managing online reputation is crucial for destinations and businesses.

7. Geographical Diversity: Tourism marketing involves promoting diverse destinations, each with unique features like culture, climate, natural beauty, and attractions.

8. Cultural Sensitivity: Marketing efforts must respect and highlight the cultural values and practices of the destination while being sensitive to the diverse cultural backgrounds of travelers. Tourism marketing must respect and accurately represent the cultures and traditions of the destinations being promoted. Misrepresentation or cultural insensitivity can lead to

negative perceptions and harm a destination's reputation.

9. Collaborative and Partnerships Nature : Tourism marketing often involves collaboration between multiple stakeholders, including governments, travel agencies, hotels, airlines, tour operators and local businesses. Joint campaigns and partnerships help create comprehensive travel packages and promote destinations more effectively.

10. Digital-Driven or Dominance: Digital platforms play a vital role in tourism marketing, with websites, social media, search engine optimization (SEO), and mobile apps being essential for reaching global audiences. The internet and social media are central to tourism marketing. Travelers ⁴⁹rely on online reviews, travel blogs, and social media platforms for inspiration and information. ⁴⁸Digital marketing strategies, such as search engine optimization (SEO), social media campaigns, and influencer partnerships, are essential.

11. Focus on Customer Experience: Marketing strategies prioritize creating and maintaining a positive customer experience before, during, and after the trip.

12. Emphasis on Sustainability and Responsibility: Modern tourism marketing increasingly emphasizes sustainable and responsible travel. Consumers are more conscious of their environmental and social impact, and marketers promote eco-friendly practices, cultural preservation, and community benefits.

13. Economic and Emotional Impact: Tourism marketing highlights both the economic benefits (e.g., affordability, value for money) and emotional appeals (e.g., relaxation, adventure, family bonding) to attract tourists.

14. Diverse Target Audiences

- Tourism marketing caters to a wide range of demographics, including families, solo travelers, business travelers, adventure seekers, and luxury tourists.
- Segmentation and targeting are critical to address ¹⁹the specific needs and preferences of different groups.

15. Emphasis on Storytelling

- Effective tourism marketing uses storytelling to create an emotional connection with potential travelers. Stories about local culture, history, or unique experiences make destinations more appealing.
- User-generated content (e.g., traveler photos and reviews) also plays a significant role in storytelling.

16. Dynamic Pricing Strategies

- Tourism marketing often incorporates dynamic pricing, where costs fluctuate based on demand, season, or booking time.
- Promotions, discounts, and last-minute deals are commonly used to attract travelers.

17. Focus on Visual Appeal

- High-quality visuals, such as photos and videos, are essential in tourism marketing to showcase destinations and experiences.
- Platforms like Instagram, Pinterest, and YouTube are particularly effective for visually-driven campaigns.

18. Event and Festival Promotion

- Tourism marketing often highlights local events, festivals, and cultural celebrations to attract visitors during specific times.
- These events create unique selling points and differentiate destinations.

19. Global Reach

- Tourism marketing operates on a global scale, targeting international audiences. It requires an understanding of diverse cultures, languages, and travel preferences.
- Multilingual marketing and localization are often necessary to reach a broader audience.

20. Crisis Management

- Tourism marketing must address potential crises, such as natural disasters, political instability, or health emergencies, that can impact travel.
- Effective communication and recovery strategies are essential to rebuild trust and attract travelers post-crisis.

1.10 .Market Segmentation

Market segmentation is the process of dividing a broad consumer or business market into sub-groups of consumers (known as segments) based on shared characteristics. This strategy allows businesses to target specific groups more effectively, tailoring products, services, and marketing efforts to meet the unique needs of each segment. Effective market segmentation can lead to increased customer satisfaction, brand loyalty, and competitive advantage.

Key Aspects of Market Segmentation

1. Purpose:

- o To better understand customer needs and preferences.
- o To design targeted marketing strategies.

- o To allocate resources more effectively.
 - o To improve customer satisfaction and loyalty.
2. **Segmentation Criteria:** Market segmentation can be based on various factors, including:
- o **Demographic Segmentation:** Age, gender, income, education, occupation, family size, etc.
 - o **Geographic Segmentation:** Location, climate, region, urban/rural areas, etc.
 - o **Psychographic Segmentation:** Lifestyle, personality traits, values, interests, and attitudes.
 - o **Behavioral Segmentation:** Purchase behavior, brand loyalty, usage rate, benefits sought, etc.
 - o **Firmographic Segmentation (B2B):** Company size, industry, revenue, location, etc.

Types of Market Segmentation

1. Demographic Segmentation: Divides the market based on variables such as age, gender, income, education, occupation, family size, and ethnicity. Example: A luxury car brand targeting high-income individuals.

2. Geographic Segmentation: Divides the market based on geographic boundaries such as countries, regions, cities, or neighborhoods. Example: A clothing brand offering heavier coats in colder regions and lighter jackets in warmer areas.

3. Psychographic Segmentation: Divides the market based on lifestyle, values, attitudes, interests, and personality traits. Example: A fitness brand targeting health-conscious individuals who value an active lifestyle.

4. Behavioral Segmentation: Divides the market based on consumer behavior, including usage rates, brand loyalty, benefits sought, and purchase occasions. Example: A coffee brand targeting frequent coffee drinkers with a loyalty program.

5. Technographic Segmentation: Divides the market based on technology usage, such as preferred devices, software, or digital platforms. Example: A software company targeting businesses that rely heavily on cloud-based solutions.

6. Firmographic Segmentation (B2B): Divides the market based on company characteristics such as industry, size, revenue, and location. Example: A SaaS provider targeting small and medium-sized enterprises (SMEs) in the healthcare sector.

Benefits of Market Segmentation

1. Improved Targeting: Enables businesses to focus their marketing efforts on the most

relevant audience, reducing wasted resources.

2. **Enhanced Customer Satisfaction:** By understanding the specific needs of each segment, businesses can offer tailored products and services.
3. **Increased Competitiveness:** Helps businesses differentiate themselves by addressing niche markets or underserved segments.
4. **Higher ROI:** More efficient marketing campaigns lead to better returns on investment.
5. **Product Development:** Insights from segmentation can guide the development of new products or features that meet the needs of specific groups.

Steps to Implement Market Segmentation

1. **Define the Market:** Identify the overall market for your product or service.
2. **Collect Data:** Gather data on potential customers through surveys, interviews, market research, and analytics.
3. **Identify Segmentation Criteria:** Choose the most relevant bases for segmentation (e.g., demographic, geographic, psychographic).
4. **Analyze and Segment the Market:** Use data analysis tools to group consumers into distinct segments.
5. **Evaluate Segment Attractiveness:** Assess the size, growth potential, and profitability of each segment.
6. **Select Target Segments:** Choose the segments that align with your business goals and capabilities.
7. **Develop Marketing Strategies:** Create tailored marketing campaigns for each target segment.
8. **Monitor and Adjust:** Continuously evaluate the effectiveness of your segmentation strategy and make adjustments as needed.

Examples of Market Segmentation

1. **Apple:** Targets tech-savvy, high-income individuals with premium products like the iPhone and MacBook.
2. **Nike:** Segments its market by lifestyle and activity level, offering products for athletes, casual exercisers, and fashion-conscious consumers.
3. **Coca-Cola:** Uses geographic segmentation to offer region-specific flavors and packaging.
4. **Netflix:** Uses behavioral segmentation to recommend content based on viewing history and preferences.
5. **Automobile Industry:** Segments based on income, preferences (luxury vs. economy), or geographical factors (urban vs. rural).
6. **E-commerce:** Uses behavioral segmentation to recommend products based on browsing history and purchase patterns.
7. **Healthcare:** Segments based on age groups (children, adults, seniors) or specific health needs.

Challenges of Market Segmentation

1. **Data Collection:** Gathering accurate and comprehensive data can be time-consuming and expensive.
2. **Over-Segmentation:** Creating too many segments can dilute marketing efforts and increase complexity.
3. **Dynamic Markets:** Consumer preferences and behaviors can change rapidly, requiring constant updates to segmentation strategies.
4. **Implementation Costs:** Developing tailored products and campaigns for each segment can be costly.

1.11 Tourism Marketing Mix

The tourism marketing mix is a framework used by tourism businesses and destinations to effectively market their products and services. It is an adaptation of the traditional marketing mix (4Ps: Product, Price, Place, Promotion) tailored to the unique characteristics of the tourism industry. The tourism marketing mix often expands to include additional elements, such as People, Process, and Physical Evidence, to address the service-oriented nature of tourism. Traditionally, it is based on the **7Ps of Marketing**, tailored to the unique needs of the tourism industry. Here's an overview of the tourism marketing mix: Here's a breakdown:

1. Product

Definition: The tourism product is a combination of tangible and intangible elements that create a unique experience for travelers.

This refers to the core offering of a tourism business, which could include:

Destinations: Natural attractions, cultural sites, historical landmarks.

Services: Hotels, resorts, guided tours, transportation.

Experiences: Adventure activities, culinary tours, wellness retreats.

- **Examples:**

- Accommodation (hotels, resorts, Airbnb)
- Attractions (natural sites, cultural landmarks, theme parks)
- Activities (adventure sports, guided tours, festivals)
- Transportation (flights, car rentals, cruises)

- **Key Considerations:**

- Customization to meet diverse traveler needs.
- Focus on creating memorable experiences.
- Sustainability and responsible tourism practices.

2. Price

Definition: The cost of the tourism product or service, which must reflect its value and appeal to the target market. Pricing strategies must reflect the value of the tourism offering while remaining competitive. This involves:

Seasonal pricing (e.g., Peak vs. off-peak rates), Ex_ Discounts for early bookings or group tours.

Bundled pricing (e.g., "flight + hotel" packages).

Pricing also depends on the target market's spending capacity, perceived value, and the exclusivity of the offering.

- **Examples:**

- Seasonal pricing (high vs. low season rates)
- Discounts and promotions (early bird offers, group discounts)
- Dynamic pricing (based on demand and availability)

- **Key Considerations:**

- Competitiveness in the market.
- Perceived value by customers.
- Flexibility to accommodate different budgets.

3. Place (Distribution)

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Definition: The distribution channels through which tourism products and services are made available to customers. This focuses on how the tourism product is made accessible to customers:

Direct Channels: Official websites, call centers, or in-person bookings.

Indirect Channels: Travel agencies, online travel aggregators (e.g., Booking.com, Expedia).

Partnerships with airlines, hotels, and local businesses to create seamless packages.

- **Examples:**

- Online travel agencies (OTAs like Expedia, Booking.com)
- Direct booking through websites or apps.
- Travel agents and tour operators.

- **Key Considerations:**

- Accessibility and convenience for customers.
- Integration with technology (mobile-friendly platforms).
- Partnerships with intermediaries.

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4. Promotion

- **Definition:** The strategies used to communicate the value of the tourism product and attract customers.

- Effective communication of the tourism offering through, **Examples:**

- Advertising (TV, social media, print ads, radio)
- Public relations (press releases, media coverage)
- Social media marketing (influencers, user-generated content)
- Sales promotions (discounts, loyalty programs)
- Digital marketing (SEO, email campaigns, PPC ads).
- Influencer marketing (Travel bloggers).
- Participation in trade shows (exhibitions).

- **Key Considerations:**
 - Targeting the right audience.
 - Building a strong brand image.
 - Leveraging digital marketing tools.
- Storytelling and creating emotional connections with potential tourists often drive the success of promotional campaigns.

5. People

Definition: The human element involved in delivering the tourism experience, including staff, locals, and other travelers. Tourism is a service-driven industry where people play a crucial role: **Examples:**

- Frontline staff, including guides, hotel employees, and transportation providers.
- Local communities contributing to the authentic experience.
- Training and customer service are critical for ensuring positive interactions.
- Customer service representatives.
- Tour guides and hospitality staff.
- Local communities and their interactions with tourists.
- **Key Considerations:**
 - Training and empowerment of staff.
 - Cultural sensitivity and hospitality.
 - Creating positive interactions between tourists and locals.

6. Process

Definition: The procedures and systems used to deliver the tourism product or service efficiently. Processes ensure smooth delivery of services:

- **Examples:**
 - Efficient Booking, reservation systems and payment systems
 - Check-in and check-out processes through
 - Clear communication of itineraries, terms, and conditions
 - Handling customer complaints and feedback.

- - Responsive customer service before, during, and after the trip.
- Technology adoption, such as mobile apps or AI chatbots, to streamline operations.
- **Key Considerations:**
 - Streamlining processes for convenience.
 - Ensuring consistency and reliability.
 - Using technology to enhance efficiency.

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7. Physical Evidence

Definition: The tangible elements that provide proof of the tourism experience and reinforce the brand. Tourism is an intangible product, so physical evidence helps provide reassurance:

- **Examples:**
- Clean, visually appealing facilities (e.g., hotels, restaurants).
 - - High-quality Brochures, websites, and promotional materials.
 - The physical environment (hotel decor, cleanliness, ambiance)
 - Souvenirs and merchandise.
- Positive reviews, testimonials, and ratings on platforms like TripAdvisor.
- - Branding elements like logos, uniforms, and signage to build trust.
- **Key Considerations:**
 - Creating a visually appealing and authentic experience.
 - Reinforcing the brand through consistent design and messaging.
 - Ensuring high standards of cleanliness and maintenance.

Importance of the Tourism Marketing Mix

- **Customer Satisfaction:** Ensures that all aspects of the tourism experience meet or exceed customer expectations.
- **Competitive Advantage:** Helps tourism businesses differentiate themselves in a crowded market.
- **Revenue Generation:** Optimizes pricing and promotion strategies to maximize profitability.
- **Sustainability:** Encourages responsible tourism practices that benefit both the environment and local communities.

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1.12 Market Research in Tourism

Market research in tourism refers to ¹³⁰ the process of gathering, analyzing, and interpreting information about the tourism market, including potential customers, competitors, trends, and the environment in which a tourism business operates. This research helps tourism businesses make informed ²⁸ decisions to enhance their offerings, marketing strategies, and customer experience. It involves gathering, analyzing, and interpreting data related to travelers, destinations, competitors, and market conditions. Here's a comprehensive overview of market research in tourism:

1. Importance of Market Research in Tourism

Understanding Traveler Behavior: Identifies preferences, motivations, and decision-making processes of tourists.

Identifying Trends: Tracks emerging trends such as sustainable tourism, experiential travel, or digital nomadism.

Competitive Analysis: Helps businesses understand their competitors and differentiate their offerings.

Destination Development: Assists destinations in planning infrastructure, marketing strategies, and tourism products.

Risk Management: Identifies potential challenges like economic downturns, natural disasters, or pandemics.

Customer Satisfaction: Measures the satisfaction levels of tourists to improve services and experiences.

2. Key Components of Tourism Market Research

a. Target Market Analysis

Demographics: Age, gender, income, education, and family size.

Psychographics: Interests, values, lifestyles, and travel motivations.

Geographics: Origin of travelers and preferred destinations.

Behavioral Segmentation: Travel frequency, spending habits, and booking patterns.

b. Competitor Analysis

- Identify direct and indirect competitors.
- Analyze their strengths, weaknesses, pricing strategies, and market positioning.
- Benchmark against industry standards.

c. Destination Analysis

- Assess the attractiveness of a destination (natural, cultural, or historical assets).
- Evaluate infrastructure, accessibility, and amenities.
- Identify gaps in the market or unmet traveler needs.

d. Trend Analysis

- Monitor global and local tourism trends (e.g., eco-tourism, wellness tourism, digital transformation).
- Analyze the impact of technology, social media, and changing consumer preferences.

e. Customer Feedback and Satisfaction

- Collect feedback through surveys, reviews, and social media.
- Measure satisfaction levels and identify areas for improvement.

f. Economic and Environmental Impact

- Assess the economic contribution of tourism to a destination.
- Evaluate environmental and social impacts to promote sustainable tourism.

3. Methods of Conducting Tourism Market Research

a. Primary Research

Surveys and Questionnaires: Collect quantitative data from travelers.

Interviews and Focus Groups: Gather qualitative insights from tourists or stakeholders.

Observational Research: Study traveler behavior in real-time (e.g., at airports, hotels, or attractions).

Mystery Shopping: Evaluate service quality by posing as a tourist.

b. Secondary Research

- Analyze existing data from government reports, industry publications, and academic studies.
- Use data from tourism boards, airlines, and hospitality providers.

c. Digital Tools and Analytics

- Use web analytics to track online behavior and booking patterns.
- Monitor social media for traveler sentiment and trends.
- Leverage big data to predict demand and traveler preferences.

d. Competitive Benchmarking

- Compare your offerings with competitors using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

4. Key Metrics in Tourism Market Research

Tourist Arrivals: Number of visitors to a destination. **Average Length of Stay:** Duration of a typical trip. **Spending Patterns:** Average expenditure per tourist.

Occupancy Rates: Hotel or accommodation occupancy levels.

Customer Satisfaction Scores: Measured through Net Promoter Score (NPS) or other metrics.

Market Share: Percentage of the market captured by a business or destination.

5. Challenges in Tourism Market Research

Dynamic Market Conditions: Rapid changes in traveler preferences and global events (e.g., pandemics, political instability).

Data Accuracy: Ensuring reliable and up-to-date data.

Cultural Differences: Understanding diverse traveler behaviors and expectations.

Sustainability Concerns: Balancing tourism growth with environmental and social responsibility.

6. Applications of Tourism Market Research

Product Development: Creating new tourism experiences or packages. **Marketing Strategies:** Tailoring campaigns to target specific segments. **Policy Making:** Informing government policies and regulations.

Investment Decisions: Guiding businesses on where to invest in infrastructure or services.

Crisis Management: Preparing for and responding to disruptions in the tourism industry.

7. Emerging Trends in Tourism Market Research

Sustainable Tourism: Increasing focus on eco-friendly and responsible travel.

Digital Transformation: Use of AI, virtual reality, and data analytics to enhance research.

Personalization: Customizing travel experiences based on individual preferences.

Health and Safety: Post-pandemic emphasis on hygiene and safety standards.

Experiential Travel: Growing demand for unique, immersive experiences.

8. Tools and Technologies for Tourism Market

Research Survey Tools: Google Forms,

SurveyMonkey, Type form. **Data Analytics:** Tableau,

Google Analytics, Power BI.

Social Media Monitoring: Hootsuite, Brand watch, Sprout Social.

CRM Systems: Salesforce, HubSpot, Zoho CRM.

GIS Mapping: Geographic Information Systems for destination analysis.

Insights for the Future of Tourism Marketing

Post-Pandemic Travel: Focus on safety, flexibility, and trust-building as travelers prioritize health and security.

Experiential Travel: Shift from sightseeing to immersive experiences that connect travelers with local culture and nature.

Digital Transformation: Embrace emerging technologies like blockchain for secure bookings and AI for hyper-personalized marketing.

Sustainability as a Priority: Travelers are increasingly seeking eco-conscious options, making sustainability a key differentiator.

Case Study for Self-Assessment

“Marketing Transformation of an Indian Online Travel Platform”

Background

MakeMyTrip, one of India’s leading online travel platforms, started as a flight-booking portal and gradually expanded into hotels, holiday packages, and travel services. With increasing competition from global platforms like Booking.com and Expedia, the company faced pressure to differentiate its offerings.

Emerging Challenges

1. Changing consumer expectations towards personalised travel experiences
2. Price-sensitive customers comparing multiple platforms
3. Growing importance of digital marketing and online reviews
4. Need to segment diverse tourist markets (business travellers, leisure tourists, budget travellers, luxury travellers)
5. Managing intangible tourism products and customer experience

Strategic Response

To address these challenges, MakeMyTrip adopted several marketing strategies:

- Market segmentation based on demographics and psychographics
- Development of customised travel packages
- Dynamic pricing and promotional offers
- Digital marketing through social media, influencers, and mobile apps
- Continuous market research using customer data analytics

Outcomes

The company strengthened its brand position, improved customer engagement, and expanded its market share. However, it also faced issues related to customer satisfaction, service quality, and competitive pressure.

Analytical Questions

1. Analyse how basic marketing concepts are applied in MakeMyTrip's business model.
2. Explain the role of market segmentation in the company's marketing strategy.
3. Evaluate the significance of marketing mix in tourism services offered by MakeMyTrip.
4. Discuss the importance of market research in understanding tourist behaviour.
5. Suggest improvements in marketing strategy based on tourism marketing principles.

Improvements in Self-Assessment Questions

(Based strictly on Lesson-1 concepts)

1. Short-Answer Questions (with Answers)

1. Define marketing.

Answer: Marketing is the process of identifying customer needs and satisfying them through value creation and exchange.

2. State two features of tourism marketing.

Answer: Intangibility and perishability of tourism products.

3. What is market segmentation?

Answer: Market segmentation is the process of dividing a broad market into smaller groups with similar characteristics.

4. Distinguish between selling and marketing.

Answer: Selling focuses on product promotion and transactions, while marketing focuses on customer needs and long-term relationships.

5. Mention two components of marketing mix in tourism.

Answer: Product and promotion.

2. Essay-Type Questions (with Hints)

1. Explain the nature and scope of marketing in tourism.
Hints: Meaning of marketing, tourism context, scope, importance.
2. Discuss the importance of marketing in business organisations.
Hints: Customer satisfaction, competitiveness, profitability, growth.

3. Analyse the features of tourism marketing.
Hints: Intangibility, seasonality, experience orientation, digital dominance.
4. Explain the concept of market segmentation with reference to tourism.
Hints: Types of segmentation, benefits, examples.
5. Evaluate the role of market research in tourism marketing.
Hints: Data collection, forecasting demand, decision-making.

3. Multiple Choice Questions (Analytical)

1. Which of the following best distinguishes marketing from selling?
A. Focus on product
B. Focus on customer needs
C. Focus on promotion
D. Focus on transactions

Correct Answer: B

2. Tourism products are considered intangible because they:
A. Cannot be stored
B. Cannot be touched before consumption
C. Are expensive
D. Are seasonal

Correct Answer: B

3. Market segmentation helps organisations to:
A. Reduce costs
B. Target specific customer groups
C. Eliminate competition
D. Increase production

Correct Answer: B

4. The marketing mix in tourism primarily refers to:
A. Advertising only
B. Customer behaviour
C. Combination of marketing tools
D. Government policies

Correct Answer: C

5. Market research in tourism mainly helps in:
A. Reducing labour costs
B. Understanding tourist behaviour
C. Eliminating intermediaries
D. Increasing taxation

Correct Answer: B

References and Suggested Readings

A. Text Books

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Unit-II

UNDERSTANDING THE MARKET AND THE CONSUMER

Aims and Objectives:

After studying this lesson, the learner will be able to:

- Explain the concept and types of markets in a managerial context.
- Analyse the characteristics and structure of consumer and business markets.
- Distinguish between different categories of consumers and their buying roles.
- Apply consumer behaviour concepts to marketing decision-making.
- Evaluate the influence of psychological, social, and cultural factors on consumer behaviour.

Structure

2.1 Marketing Environment

2.2 Consumer Behavior in Tourism

2.3 Buyer Decision Process

2.4 Demand forecasting

2.5 Market Positioning: A Comprehensive Guide

2.6 Improves the Ability to Understand the Market and Customer Relations in the Tourism Industry

2.7 References

2.1 Marketing Environment

The marketing environment refers to the external and internal factors that influence a company's ability to develop, promote, and sell its products or services. It is typically divided into two key components:

1. Microenvironment

The microenvironment includes factors close to the company that directly affect its ability to serve customers. These factors are often within the company's immediate influence. Key elements include:

- **Company:** Internal factors like employees, culture, and organizational structure.
- **Customers:** The target audience and their preferences, needs, and behavior.
- **Competitors:** Rival companies and the strategies they use.
- **Suppliers:** Partners who provide raw materials or services critical for production.

- **Intermediaries:** Distributors, retailers, and other partners that help deliver the product to the end consumer.
- **Publics:** Any group that has an actual or potential interest in or impact on the company's objectives (e.g., media, local communities, advocacy groups).

2. Macro environment

The macro environment encompasses broader societal forces that affect the microenvironment and are generally beyond the company's control. These include:

- **Demographic Factors:** Population size, age distribution, income levels, and other population characteristics.
- **Economic Factors:** Economic growth, inflation, unemployment, and purchasing power of consumers.
- **Technological Factors:** Innovations, technological trends, and developments affecting the industry.
- **Political and Legal Factors:** Government regulations, trade policies, and legal considerations.
- **Cultural Factors:** Social values, customs, traditions, and consumer attitudes that shape demand.
- **Environmental Factors:** Sustainability concerns, climate change, and resource availability.

Importance of the Marketing Environment

Understanding the marketing environment is essential because it helps businesses:

1. **Adapt to Changes:** Quickly respond to shifts in market trends or regulations.
2. **Identify Opportunities:** Spot new market opportunities or untapped segments.
3. **Mitigate Risks:** Prepare for and counter potential threats or challenges.
4. **Align Strategies:** Develop marketing strategies that resonate with target audiences and adapt to external pressures.

By continuously analyzing their marketing environment, companies can stay competitive and ensure long-term success.

Activity 1: Market Observation Task

Task:

Identify two products or services in your local market (e.g., mobile phones, healthcare services, or educational institutions). Analyse the type of market and the nature of consumers involved.

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Expected Learning Outcome:

Learners will develop the ability to classify markets and recognise consumer characteristics in real-world contexts.

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2.2 Consumer Behavior in Tourism

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Consumer behavior in tourism refers to the study of how individuals, groups, or organizations select, purchase, use, and dispose of tourism-related products and services. This includes understanding the factors that influence their decision-making process, motivations, preferences, and overall travel experiences.

Key Aspects of Consumer Behavior in Tourism

1. Motivations:

Travelers are driven by various motivations, which can be broadly categorized into:

- o **Leisure and relaxation:** Escaping daily routines, seeking rest.
- o **Adventure and exploration:** Experiencing new cultures, nature, or activities.
- o **Social and cultural connections:** Visiting friends or family, cultural immersion.
- o **Business and professional purposes:** Attending conferences or work-related events.

2. Decision-Making Process:

The decision-making process for tourists often involves several stages:

- o **Awareness and inspiration:** Sources such as social media, advertisements, or word-of-mouth spark interest.
- o **Research and planning:** Evaluating destinations, comparing prices, and reading reviews.
- o **Booking:** Choosing and purchasing accommodations, transportation, and activities.
- o **Travel experience:** The actual journey and stay.
- o **Post-travel evaluation:** Sharing feedback, reviews, or memories.

3. Influencing Factors:

Various internal and external factors shape consumer behavior in tourism, including:

- o **Personal factors:** Age, income, education, and personality.
- o **Cultural influences:** Traditions, values, and norms.
- o **Social factors:** Recommendations from peers, online reviews, and influencers.
- o **Economic conditions:** Budget constraints, exchange rates, and economic trends.
- o **Technological advancements:** Online booking platforms, travel apps, and virtual tours.

4. Trends in Tourism Consumer Behavior:

- o **Sustainability:** Growing interest in eco-friendly and sustainable travel options.
 - o **Personalization:** Demand for tailored experiences based on individual preferences.
 - o **Digital dependence:** Increased reliance on digital tools for planning and navigation.
 - o **Health and safety:** Post-pandemic concerns have heightened the focus on hygiene and safety measures.
5. **Challenges for Marketers:** Understanding and predicting consumer behavior in tourism poses challenges due to its dynamic nature. Travelers' preferences can change rapidly due to external factors like economic shifts, political instability, or natural disasters.

2.3 Buyer Decision Process

The Buyer Decision Process refers to the steps consumers go through when deciding whether to purchase a product or service. It involves five main stages:

1. Need Recognition

The process begins when the consumer recognizes a problem or need. This need can arise from internal stimuli (e.g., hunger, thirst) or external stimuli (e.g., advertisements, peer recommendations).

Example: A person feels thirsty and realizes the need for a drink.

2. Information Search

After identifying the need, the consumer seeks information about potential solutions. This search can be internal (drawing from past experiences) or external (consulting friends, reviews, or online sources).

Example: The thirsty person considers options like water, juice, or soda and looks at nearby stores or online delivery services.

3. Evaluation of Alternatives

In this stage, the consumer compares available options based on factors such as price, quality, brand reputation, and personal preferences.

Example: The person compares different brands of bottled water or evaluates whether juice might be a better choice.

4. Purchase Decision

The consumer selects the product or service they feel best meets their needs and proceeds to make the purchase. External factors like discounts, availability, or peer pressure may influence this decision.

Example: The person decides to buy a specific brand of bottled water from a nearby store.

5. Post-Purchase Behavior

After the purchase, the consumer evaluates their satisfaction with the product or service. If the experience meets or exceeds expectations, they are likely to repurchase or recommend it. If not, they may regret the decision or switch to an alternative in the future.

Example: If the water was refreshing and reasonably priced, the consumer may buy it again. If not, they may try a different brand next time.

Significance of the Process

Understanding the Buyer Decision Process helps businesses tailor their marketing strategies to meet customer needs at each stage. This includes creating awareness, providing detailed information, offering competitive options, and ensuring customer satisfaction.

Case Study**Introductory Case Study:****Digital Transformation of the Indian Retail Market and Changing Consumer Behaviour****Background of the Sector**

Over the past decade, the Indian retail sector has undergone a dramatic transformation driven by digital technologies, rising incomes, urbanisation, and changing lifestyles. Traditional brick-and-mortar retail formats have increasingly been complemented or replaced by e-commerce platforms such as Amazon India, Flipkart, Reliance Digital, and Tata Neu. According to reports by the Economic Times and government data from the Ministry of Commerce, India's e-commerce market has grown rapidly, driven by smartphone penetration, digital payments, and improved logistics infrastructure.

Contextual Trigger or Problem Situation

The COVID-19 pandemic accelerated this transformation. Consumers who previously preferred physical stores shifted to online platforms for essential goods, groceries, electronics, and services. Retail companies faced the challenge of understanding rapidly evolving consumer expectations, such as demand for faster delivery, personalised offers, flexible return policies, and omnichannel experiences.

Reliance Retail, for instance, adopted an integrated digital-physical retail model, combining online ordering with local kirana stores. This strategy required a deep understanding of market dynamics and consumer preferences across diverse demographic and geographic segments.

Stakeholders Involved

- Retail organisations and e-commerce companies
- Consumers across urban, semi-urban, and rural markets
- Local retailers and supply chain partners
- Technology providers and digital payment platforms
- Policymakers and regulatory authorities

Behavioural and Managerial Issues

Retail managers faced critical questions:

- How do consumer expectations differ across market segments?
- What factors influence consumer choice between online and offline channels?
- How should companies design marketing strategies for heterogeneous consumer groups?

- How can organisations anticipate future changes in consumer behaviour?

Importance of the Case for the Lesson

This case highlights the dynamic nature of markets and the complexity of consumer behaviour. It demonstrates that understanding the market and the consumer is essential for designing effective marketing strategies and sustaining competitive advantage.

Linkage to Lesson Concepts

The case directly relates to:

- Concepts of market classification and segmentation
- Consumer roles and decision-making processes
- Environmental and behavioural factors influencing consumer choices
- Strategic implications of understanding market structures and consumer behaviour

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Demand forecasting, is the process of predicting future customer demand for a product or service based on historical data, market trends, and other relevant information. It plays a crucial role in supply chain management, inventory control, production planning, and overall business strategy.

Tourism Demand Forecasting Overview

Understanding tourism demand forecasting is crucial for those in the hospitality and tourism industry. It involves predicting the future demand for tourism services, using various methodologies and models. This process aids in planning and decision-making, ensuring that resources meet future demands efficiently.

Tourism Demand Forecasting: The process of predicting future demand for tourism services using historical data, economic indicators, statistical models, and other relevant information.

Activity 2: Consumer Behaviour Reflection Exercise

Task:

Reflect on your most recent purchase decision. Identify the factors that influenced your choice, such as price, brand image, social influence, or personal preferences.

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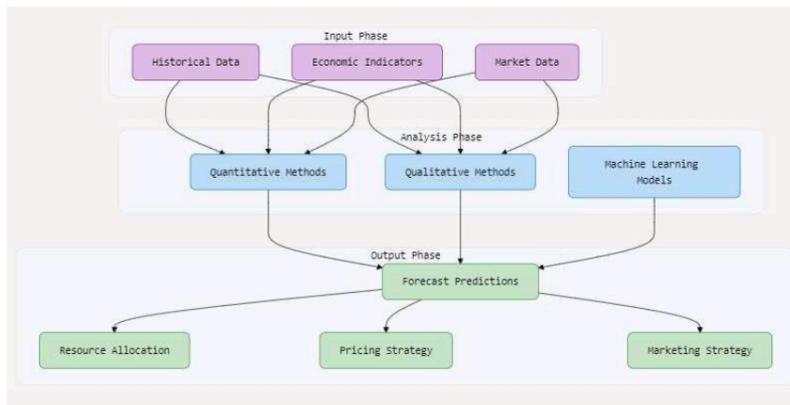
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Expected Learning Outcome:

Learners will understand how theoretical consumer behaviour concepts operate in personal decision-making.

Core Components and Process Flow



The diagram is clear and self-explanatory with its color coding and hierarchical structure. The labels are descriptive and the flow is logical. Let me continue with the detailed breakdown of each component, followed by a second diagram showing the cyclical nature of implementation

and monitoring. The next section should focus on explaining the key methods and techniques shown in the diagram, followed by practical applications. Then, I'll introduce the second diagram to illustrate the continuous improvement aspect of demand forecasting.

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Principles of Tourism Demand Forecasting

- In the realm of **tourism demand forecasting**, certain principles guide the process to ensure accuracy and reliability.
- **1. Historical Data Analysis** - By analyzing historical data, you can identify patterns and trends that help predict future demand.
- **2. Different Models** - A variety of models including time series, econometric, and judgmental models can be used depending on the data available and the complexity of the forecasting required.
- **3. Seasonality Consideration**- Tourism is often seasonal. It is essential to consider different seasons when making predictions.
- **4. Event Impact** - Events (political, economic, natural) must be considered as they can cause significant fluctuations in demand.
- **5. Technology Integration**- Utilizing **technology** such as AI and machine learning enhances the precision and efficiency of forecasting.

Significance of Demand Forecasting in Tourism Industry

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- The **significance of demand forecasting** in the tourism industry cannot be overstated. Accurate forecasting has several key benefits:
- **1. Resource Allocation:** Ensures that resources, such as hotel rooms, staff, and transportation, are adequately provisioned for predicted demand.
- **2. Financial Planning:** Helps in budgeting and financial management by predicting **revenue streams** and required investment.
- **3. Risk Management:** By foreseeing potential downturns, organizations can strategize to mitigate risks.
- **4. Strategic Marketing:** Aids in targeted marketing campaigns by predicting customer preferences and behaviors.

General Importance of Demand Forecasting.

- 1. Inventory Optimization:** Helps businesses maintain the right inventory levels, reducing storage costs and minimizing stockouts or overstock situations.
- 2. Production Planning:** Ensures efficient resource allocation, optimizing manufacturing schedules to meet expected demand.
- 3. Financial Planning:** Provides insights for budgeting, cash flow management, and setting revenue targets.

4. Improved Customer Satisfaction: By anticipating customer needs, companies can ensure products are available when needed.

5. Market Responsiveness: Enables businesses to respond quickly to changing market conditions or consumer preferences.

Types of Demand Forecasting

1. Short-Term Forecasting:

- Covers periods from a few days to a few months.
- Used for immediate operational decisions like daily inventory replenishment or staffing.

2. Medium-Term Forecasting:

- Spans several months to a year.
- Helps in production planning, capacity adjustments, and workforce management.

3. Long-Term Forecasting:

- Extends over multiple years.
- Aids in strategic planning, market expansion, and capital investment decisions.

Methods of Demand Forecasting

1. Qualitative Methods:

- Used when historical data is unavailable or limited.
- **Examples:** Expert opinions, market research, and the Delphi method.

2. Quantitative Methods:

Based on numerical data and statistical models.

Examples:

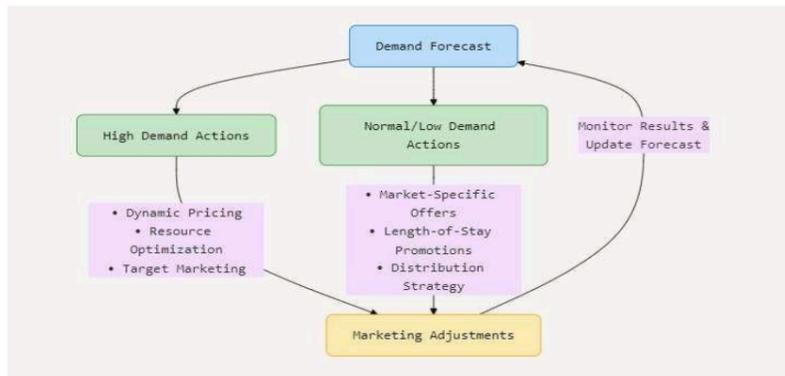
Time Series Analysis: Uses historical demand patterns to predict future demand.

Causal Models: Examines relationships between demand and factors like price, promotions, or economic indicators.

Machine Learning Models: Employs algorithms to analyze large datasets and identify patterns.

Marketing Applications and Implementation

The second diagram clearly illustrates the cyclical nature of demand forecasting and its direct impact on marketing decisions. The color coding and directional flow make it easy to understand. Let me continue with the practical aspects of implementing these strategies, focusing on specific marketing applications and challenges that businesses might face.



Practical Marketing Strategies Based on Forecast

Levels High-Demand Periods

- Implement dynamic pricing strategies to maximize revenue
- Optimize resource allocation for peak periods
- Focus on premium offerings and higher-priced room categories
- Prioritize direct bookings to reduce commission costs

Low-Demand Periods

- Target specific feeder markets with tailored promotions
- Offer length-of-stay discounts strategically
- Utilize mobile-exclusive offers
- Maintain rate parity across distribution channels

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Steps in Demand Forecasting

- 1. Define Objectives:** Identify the purpose and scope of the forecast.
- 2. Collect Data:** Gather historical sales data, market trends, and external factors.
- 3. Choose a Forecasting Method:** Select a suitable qualitative or quantitative approach.
- 4. Analyze Data:** Identify patterns, trends, and seasonality.
- 5. Develop the Forecast:** Apply the chosen method to generate predictions.
- 6. Monitor and Adjust:** Regularly review the accuracy of forecasts and update models needed.

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Challenges in Demand Forecasting

- 1. Data Quality:** Inaccurate or incomplete data can lead to unreliable forecasts.
- 2. Market Volatility:** Unpredictable changes in consumer behavior or economic conditions.
- 3. Seasonal Variations:** Accounting for fluctuations in demand during specific periods.
- 4. Emerging Trends:** Difficulty in predicting the impact of new technologies or products.

Activity 3: Mini Analytical Writing Task**Task:**

Write a short note (200–250 words) on how digital platforms have changed consumer expectations in India.

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Expected Learning Outcome:

Learners will be able to connect market trends with consumer behaviour theories.

2.5 Market Positioning: A Comprehensive Guide**1. Understanding Market Positioning**

Market positioning refers to the strategic process of establishing and maintaining a unique and valuable place for a brand, product, or service in the minds of target consumers relative to competitors. Effective positioning differentiates a brand, highlights its benefits, and communicates its value proposition clearly.

2. Key Steps in Market Positioning**a. Identify the Target Audience**

Understand who your ideal customers are. Analyze their demographics, psychographics, preferences, and pain points.

b. Analyze Competitors

Conduct a competitive analysis to understand the market landscape, competitors' strengths, weaknesses, and positioning strategies.

c. Define Your Value Proposition

Clearly articulate what makes your product or service unique and valuable to your target audience. Focus on benefits that solve customer problems or fulfill unmet needs.

d. Craft Your Positioning Statement

A positioning statement outlines the unique value of your offering. It typically includes:

- **Target market:** Who you're serving.
- **Category:** The industry or market segment.
- **Differentiation:** What sets you apart.
- **Promise:** The key benefit to the consumer.

Example:

"For [target market], our [product/service] is the [differentiation] that provides [benefit] because [reason to believe]."

e. Implement Across Marketing Channels

Ensure your positioning strategy is consistently communicated through branding, messaging, packaging, advertising, and customer interactions.

3. Strategies for Market Positioning**a. Cost Leadership**

Position as the most affordable option while maintaining quality. Suitable for price-sensitive markets.

b. Differentiation

Highlight unique features, superior quality, or innovation to stand out from competitors.

c. Niche Focus

Cater to a specific, often underserved market segment. This strategy works well for specialized products or services.

d. Emotional Branding

Connect with your audience on an emotional level by aligning with their values, aspirations, or lifestyles.

e. Problem-Solving Approach

Emphasize how your offering effectively addresses a particular problem or need.

4. Evaluating and Refining Your Positioning

- **Monitor Market Feedback:** Collect customer insights to gauge how well your positioning resonates.

- **Analyze Performance Metrics:** Use sales, market share, and brand awareness as indicators of success.

- **Stay Adaptive:** Adjust your strategy based on market trends, emerging competitors, or shifts in consumer behavior.

5. Importance of Market Positioning

- **Builds Brand Identity:** Strengthens recognition and loyalty.

- **Drives Competitive Advantage:** Differentiates your offering in a crowded market.

- **Enhances Profitability:** Attracts and retains your ideal customer base.

- **Facilitates Strategic Decisions:** Guides marketing efforts, product development, and overall business strategy.

2.6 Improves the Ability to Understand the Market and Customer Relations in the Tourism Industry**1. Introduction**

The tourism industry is one of the fastest-growing economic sectors in the world. To succeed in this competitive field, tourism professionals must have a deep understanding of:

- **Market trends** (what people want and when they travel)
- **Customer relations** (how to treat tourists well and keep them coming back)

This topic focuses on how students can improve their ability to understand both these areas for a successful career in tourism.

2. Understanding the Tourism Market

Understanding the market means knowing the current and future needs of tourists. It involves:

- **Market Research:** Gathering information about tourist behavior, preferences, and expectations.
- **Demand and Supply:** Knowing when and where tourists travel and ensuring services are available to meet their needs.
- **Trends and Patterns:** Identifying popular destinations, seasons, and types of tourism (e.g., adventure, cultural, medical).
- **Competition Analysis:** Understanding what other tour operators or agencies offer.

Example: If more tourists are interested in eco-tourism, a travel agency can create green travel packages.

3. Importance of Customer Relations in Tourism

Customer relations refer to the way tourism professionals interact with their clients to build trust and loyalty.

Key aspects include:

- **Communication Skills:** Clear, friendly, and professional communication is essential.
- **Handling Complaints:** Dealing with customer issues in a polite and timely manner.
- **Building Loyalty:** Providing excellent service so customers recommend the business to others.
- **Personalization:** Offering services based on the customer's preferences and feedback.

Example: A tour guide remembering a traveler's name and preferences creates a lasting positive impression.

4. Skills Developed by Understanding Market and Customer

Relations By focusing on this topic, students can develop the

following skills:

- Market analysis and trend prediction
- Customer service and complaint handling
- Strategic planning and decision-making
- Marketing and promotional planning
- Use of digital tools like CRM software

5. Applications in the Real World

- **Travel Agencies:** Create and sell attractive tour packages.
- **Tour Operators:** Plan and manage tours effectively.
- **Hotels and Resorts:** Improve guest experiences.
- **Destination Marketing Organizations:** Promote tourism locations based on market demand.

6. Summary

Key Concept What It Means

Market Understanding Knowing what tourists want and planning

accordingly Customer Relations Building good relationships with clients

Benefits to Students Helps in job readiness and practical knowledge

Case Study for Self-Assessment

Case Study:

Changing Consumer Expectations in the Indian Healthcare Services Market

Background

India's healthcare sector has experienced rapid growth due to rising population, increasing health awareness, technological advancements, and expansion of private healthcare institutions such as Apollo Hospitals, Fortis Healthcare, and AIIMS. Traditionally, patients relied primarily on government hospitals and local clinics. However, with increasing incomes and exposure to global standards, consumers have become more demanding regarding quality of healthcare services.

Contextual Problem

In recent years, private hospitals have invested heavily in advanced medical technology, digital health platforms, telemedicine services, and patient-centric care models. Patients now expect not only effective treatment but also transparency in pricing, shorter waiting times, digital appointment systems, and personalised care.

Despite these improvements, many hospitals face challenges in understanding diverse consumer segments. Urban patients often prioritise convenience and quality, while rural patients focus on affordability and accessibility. Hospitals must design strategies that cater to these varied expectations.

Stakeholders

- Healthcare service providers (hospitals and clinics)
- Patients and their families
- Government and regulatory bodies
- Insurance companies
- Healthcare professionals

Managerial Issues

Hospital administrators face several questions:

- How should healthcare organisations segment their markets?
- What factors influence patient choice of hospitals?
- How can hospitals balance quality and affordability?
- How should marketing strategies differ across consumer segments?

Relevance to the Lesson

This case demonstrates the importance of understanding markets and consumer behaviour in service industries. It highlights how consumer expectations shape organisational strategies and how market segmentation is essential for effective decision-making.

Analytical Questions

1. Identify the types of markets involved in the healthcare sector discussed in the case.
2. Analyse the factors influencing patient choice of healthcare services.
3. Explain how market segmentation can help hospitals design better services.
4. Apply consumer behaviour concepts to explain differences between urban and rural patients.
5. Suggest strategies that hospitals can adopt to respond to changing consumer expectations.

Improvements in Self-Assessment Questions**A. Short-Answer Questions (with Answers)**

1. **Define the term “market”.**
Answer: A market refers to a set of actual and potential buyers of a product or service who share a particular need or want.
2. **What is a consumer market?**
Answer: A consumer market consists of individuals or households that purchase goods and services for personal consumption.
3. **Distinguish between consumer market and business market.**
Answer: Consumer markets involve individual buyers for personal use, while business markets involve organisations purchasing goods for production or resale.
4. **What is consumer behaviour?**
Answer: Consumer behaviour refers to the study of how individuals or groups select, purchase, use, and dispose of goods and services.
5. **List any two factors influencing consumer behaviour.**
Answer: Psychological factors and social factors.
6. **What is market segmentation?**
Answer: Market segmentation is the process of dividing a broad market into smaller, homogeneous groups of consumers with similar needs or characteristics.
7. **Who are influencers in the buying process?**
Answer: Influencers are individuals who affect the buying decision by providing information or opinions.

B. Essay-Type Questions (with Hints)

1. **Explain the concept and types of markets in marketing.**

Hints: Meaning of market, classification of markets, characteristics of each type, managerial implications.

2. **Discuss the nature and characteristics of consumer markets.**

Hints: Size, heterogeneity, buying motives, emotional vs rational decisions.

3. **Analyse the consumer buying decision process.**

Hints: Stages of decision-making, internal and external influences, examples.

4. **Examine the factors influencing consumer behaviour.**

Hints: Psychological, social, cultural, and personal factors; relevance to marketing strategies.

5. **Evaluate the importance of understanding the market and the consumer for business organisations.**

Hints: Strategic planning, product design, competitive advantage, customer satisfaction.

C. Multiple Choice Questions (Analytical)

1. Which of the following best explains the concept of a market?

A. A physical place where goods are sold
B. A group of sellers only
C. A set of buyers with needs and purchasing power
D. A government-regulated trading system

Correct Answer: C

2. The primary difference between consumer markets and business markets lies in:

A. The type of products sold
B. The nature of buyers and buying motives
C. The location of transactions
D. The level of government control

Correct Answer: B

3. Which stage of the buying process involves comparing different brands and alternatives?

A. Need recognition
B. Information search
C. Evaluation of alternatives
D. Post-purchase behaviour

Correct Answer: C

4. Cultural factors influence consumer behaviour mainly through:

A. Income levels
B. Social class, values, and traditions
C. Product quality
D. Distribution channels

Correct Answer: B

5. Market segmentation is important because it helps organisations to:
- Eliminate competition
 - Identify homogeneous consumer groups
 - Reduce production costs only
 - Avoid marketing planning

Correct Answer: B

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Unit-III

THE P'S OF MARKETING PRODUCT

Aims and Objectives:

After studying this lesson, the learner will be able to:

1. Explain the concept and meaning of product in marketing.
2. Analyse the classification and levels of products.
3. Distinguish between consumer products and industrial products.
4. Apply product life cycle concepts in marketing decisions.
5. Evaluate product strategies for competitive advantage.

Structure

3.1 The Core principals of Marketing:

3.2 Product Designing

3.3 Branding

3.4 Product Packaging

3.5 Promotion

3.1 The Core principals of Marketing:

Marketing is the process of creating value for a company by satisfying customer needs and wants. It involves understanding your target audience, developing a product or service that meets their needs, and effectively communicating its value.

The Four Ps of Marketing

The classic marketing framework, known as the 4 Ps, provides a structure for understanding the key elements of a marketing strategy:

These four Ps are: product, price, promotion and place.

- **Product**:-the product means a bundle of utilities is called a product. Customers can satisfy their needs and wants to the products. Product includes: product types, product

models, product mix, product features including service aspects, brand, packaging, warranty etc. Ex- Rice, tooth paste, etc.

- **Price:**-a value placed on the product is called a Price. Price includes: list price/price range, discounts, credit terms, finance arrangements etc.
- **Promotion:** - promotion means a brief communication about the product/ service is called a promotion. Promotion includes: advertising, promotional campaigns, customer relations, sales staff etc.
- **Place:**-where the product to deliver is called a place. Place includes: locations, channels, transport, inventories etc.

Activity 1: Product Analysis Task

Task:

Select any two products (e.g., smartphone, healthcare service, FMCG product). Identify their core, actual, and augmented features.

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Expected Learning Outcome:

Learners will understand the multi-dimensional nature of products and apply theoretical concepts to real-world examples.

3.2 Product Designing

Product design is the process of creating new products for sale businesses to its customers. It involves the generation and development of ideas through a systematic process that leads to the creation of innovative products. Thus, it is a major aspect of new product development.

Product design is the silent salesman that will grab busy consumers' attention in-store. It informs consumers about the product's properties and visually differentiates the brand from the competition on-shelf.

Product design plays a pivotal role in marketing, shaping how consumers perceive, interact with, and ultimately purchase a product. It's more than just aesthetics; it's a strategic process that influences a product's success in the market.

The key to successful product designing is an understanding of the end user customer, the person for whom the product is being created.

Why product design is so important:

- **Colour:** Colour is one of the most critical aspects of product package designing. It can attract attention, communicate a message, and convey a mood.
- **Differentiation:** A well-designed product can stand out from competitors, making it more memorable and desirable to consumers. **Brand Identity:** Product design contributes to a brand's overall identity and image. A cohesive design language can reinforce brand values and create a strong connection with consumers.
- **Size:** The size of product packaging can be necessary for several reasons. It can impact the cost of production, the amount of space required for storage, and the ease of transportation.
- **Fonts:** The font used on product packaging can be necessary for legibility and aesthetic purposes.
- **Bold and eye-catching:** Vibrant colors and striking graphics can grab attention and make a memorable impression.
- **Sustainability:** Consumers are increasingly demanding products that are environmentally friendly and sustainable.
- **Personalization:** Customization and personalization are becoming more popular, allowing consumers to create products that reflect their individual preferences.
- **Technology integration:** Products are incorporating technology to enhance functionality and user experience.
- **Experiential design:** Products are being designed to create a memorable and enjoyable experience for consumers.
- **Consumer appeal:** Attractive and functional design can increase consumer interest and desire.

- **User Experience:** A product's design directly impacts the user experience. Intuitive and user-friendly designs can lead to increased customer satisfaction and loyalty.
- **Functionality:** Good product design ensures that the product works as intended and meets the needs of consumers. A functional product is more likely to be purchased and used repeatedly.
- **Emotional Appeal:** Design can evoke emotions and create a connection with consumers. A product that appeals to consumers on an emotional level is more likely to be desired and purchased.
- **Marketing Effectiveness:** A well-designed product can simplify marketing efforts. A visually appealing and functional product is easier to promote and sell.

In essence, product design is a strategic tool that can enhance a product's marketability, create a positive brand impression, and ultimately drive sales. By investing in thoughtful and innovative product design, businesses can gain a competitive edge and build lasting relationships with their customers.

Tourism product designing is a process of integrating all the components of a tourism product, i.e., the 5 A's: Attraction, Accommodation, Accessibility, Amenities, and Activities.

Factors affecting Product Design

- Customer requirement
- Raw Materials to be used
- Plant & Machineries
- Quality Policy

Seven steps in Product Design

- Assessing the problem
- Research
- Ideas
- Prototypes
- Final Design
- Testing

- Manufacturing

The product designer's role is to combine art, science, and technology to create new products that people can use. Their evolving role has been facilitated by digital tools that now allow designers to do things that include communicate, visualize, analyse, 3D modelling.

Case Study

Introductory Case Study:

Product Innovation and Competitive Advantage of Apple Inc.

Background of the Organisation

Apple Inc. is one of the world's leading technology companies, known for its innovative products such as the iPhone, iPad, MacBook, Apple Watch, and AirPods. Since its inception, Apple has focused on design excellence, technological innovation, and customer-centric product development. According to reports published in the Economic Times and global business journals, Apple's success is largely attributed to its ability to create products that integrate functionality, aesthetics, and user experience.

Contextual Trigger or Problem Situation

In the highly competitive smartphone market, numerous companies offer similar features at competitive prices. However, Apple consistently maintains a premium brand position and loyal customer base. Despite higher prices, Apple products continue to attract millions of consumers worldwide.

The challenge faced by Apple was not merely technological but strategic:
How can a company design products that create emotional value, differentiate from competitors, and sustain long-term market leadership?

Stakeholders Involved

- Product designers and engineers
- Marketing managers and strategists
- Consumers and user communities
- Suppliers and technology partners
- Investors and shareholders

Behavioural and Managerial Issues

Apple's management had to address several issues:

- How to balance innovation with cost efficiency?
- How to manage product features to meet evolving consumer expectations?
- How to sustain product differentiation in a rapidly changing technological environment?

- How to manage product life cycles in dynamic markets?

Importance of the Case for the Lesson

This case highlights that a product is not merely a physical object but a bundle of benefits, experiences, and values. Understanding the concept of product and product strategies is essential for creating sustainable competitive advantage in modern markets.

Linkage to Lesson Concepts

The case is directly linked to:

- Defining and concept of product
- Levels of product (core, actual, augmented)
- Product differentiation and positioning
- Product life cycle and innovation strategies

Activity 2: Product Life Cycle Observation Exercise

Task:

Identify a product that is currently in each stage of the product life cycle (introduction, growth, maturity, decline). Provide reasons for your classification.

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Expected Learning Outcome:

Learners will develop the ability to analyse market dynamics using the product life cycle concept.

3.3 Branding

Branding is the process of creating a unique identity for a company, product, or service that distinguishes it from competitors. It involves building a positive reputation, establishing emotional connections with consumers, and creating a lasting impression. Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds.

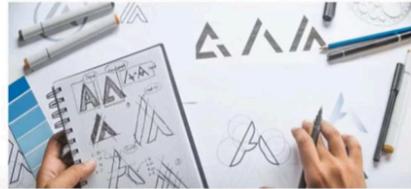
Key Components of Branding:

- **Brand name:** A memorable and distinctive name that is easy to remember

and pronounce.

- **Brand logo/ trade mark:** A visual symbol that represents the brand and is instantly recognizable.
- **Brand messaging:** Clear and consistent communication that conveys the brand's values, mission, and unique selling proposition (USP).

American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller from those of competition."



➤ Whenever a marketer develops a new identity in the form of name, logo, or symbol for a new product or service, he or she has indirectly designed a brand.

Brand - Introduction

- It's possible to brand the following -



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Brand Ambassador

A brand ambassador is a person engaged by an organization or company to represent its brand in a positive light, helping to increase brand awareness and sales.

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The key element of brand ambassadors is their ability to use promotional strategies that will strengthen the customer-product-service relationship, influence a large audience to buy and consume more. "brand ambassador" as a term has expanded beyond celebrity branding to self-branding or personal brand management.

- M.Kiran Kumar –Lalithaa Jewellery
- Kajol Devgan is the brand ambassador for the global jewelry retailer Joyalukkas
- Amitabh Bachchan and Priyanka Chopra are the brand ambassadors for the Incredible India campaign.
- Yuvraj Singh named ICC Men's T20 World Cup 2024 Ambassador

3.4 Product Packaging

Packaging – to protect the product or to cover the product.

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Product packaging is the process of designing and creating packaging for a product. This includes the materials used, the design, the printing, and the assembly. Packaging is an integral part of the product because it protects it, makes it easy to transport, and can be used to promote it.

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Product packaging is the first thing potential customers see when looking at your product. If your product packaging is not eye-catching or appealing, potential customers may not even bother to look at your product. This is especially crucial if you have an online store since customers rely entirely on their visual sense to make a purchase decision.

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Product packaging is one of the most critical aspects of marketing your business. It can make or break a sale and be the difference between a customer remembering your product or forgetting it. Good packaging will make your product stand out on the shelves and make it easy for customers to find and purchase.

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Types of packaging, there are three main forms: primary, secondary, and tertiary.

Primary packaging is the first layer of packaging that comes into contact with the product. It is the most critical type of packaging because it needs to protect the product from damage, tampering, and contamination. Some examples of primary packaging include:

- Boxes

- Bottles
- Cans
- Jars
- Pouches
- Tubes

Secondary packaging is the second layer of packaging that surrounds the primary packaging. It is usually made of cardboard or paper and is used to protect the product further and provide additional information about the product.

Tertiary packaging is the third and final layer of packaging. It is typically made of plastic or metal for storage, transportation, and display. It may also be used for tamper-evident or security purposes.

- **Card / Fiber board boxes** - It is used for inexpensive and lightweight packaging's. - retail packaging, pizza delivery boxes, small consumer goods packages. Extreme weather conditions that can damages card boards.
- **Poly bags** are durable, lightweight, and more flexible. Poly bags can be fully customized in design, style & sizes but still remain cost-effective.

The Polyester bags are used very commonly by transporting the products like fertilizers, cereals (rice, corn, wheat), seeds, dried fruits, sugar, coconut, coffee, fresh vegetables, flour, small items such as shells, raisins.

- **Wooden cases:** They are more expensive than cardboard packaging because of the cost of wood. plywood, engineered woods, etc. For some purposes, decorative woods are used. Wooden boxes are particularly suitable for machinery items, Gift Articles etc. The main advantage is given the high security and more strength.
- **Drums:** Drums can be made of steel, fiber drum, plastic. These are used for the transportation and storage of liquids and powders. Some of the fuels are stored in Steel drums.

Designation	Symbol	Explanation
Handle with care		The symbol should be applied to easily broken cargoes. Cargoes marked with this symbol should be handled carefully
Protect from direct sunlight		The cargo requires protection from direct sunlight
Keep dry		Cargoes bearing this symbol must be protected from excessive humidity and must accordingly be stored under cover.



Print - Product Information: Product name, Product details, contents, price, manufacture details, dates, usage about products, etc. Labelling – product information

- **Interactive packaging:** Incorporate elements like augmented reality or QR codes to engage consumers and provide additional information.
- **Sustainable packaging:** Choose materials that are recyclable, biodegradable materials are used.

3

New Product Development

New Product Development (NPD) refers to the process of delivering a new product, service, idea, or technology to the market. The process usually follows a structured approach that involves several stages, from ideation and concept development to market research, product launch, and post-launch evaluation.

NPD is a crucial product development process for any company that wants to stay competitive and grow its business. It is a complex and iterative process requiring the involvement of several different departments, from design and engineering to marketing and sales.

1 New product development is important for a number of reasons, as it helps businesses:

- Keep up with the latest technological advances and trends
- Stay ahead of the competition through innovative solutions
- Diversify the product offerings and create new revenue streams
- Keep their employees engaged and motivated

New product development is not without its challenges, but the rewards can be well worth the effort. By carefully planning and executing a new product development strategy, businesses can reap the many benefits that come with successfully bringing a new product to market.

Benefits of New Product Development



New product development is essential for any company that wants to stay competitive and relevant in today's market. By constantly innovating and developing new products, companies can remain at the forefront of their industries and continue to grow and thrive.

There are many benefits of new product development, including the following:

Increase Revenue – Developing new products is a great way to boost a company's revenue. By bringing new products to market, companies can tap into new markets and capture new customers.

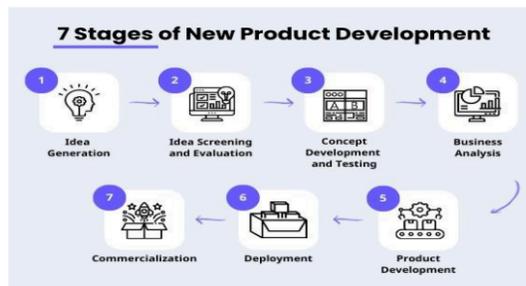
Improve Brand Recognition – Launching new products can also help improve a company’s brand recognition. When done correctly, new product launches can generate a lot of buzz and media attention, which can help expose the company to new audiences.

Enhance Customer Loyalty – New products can also help build customer loyalty. When customers see that a company has high-quality products, they tend to trust it and consequently become loyal consumers.

Create Job Opportunities – New product development can bring new job opportunities, as companies need people to help research, develop, and market new products. All these positions require skilled workers, which can help boost the economy.

Stages of New Product Development Process

The **New Product Development (NPD)** process typically involves several stages that help transform an idea into a marketable product. Different models may outline slightly different stages, here are the most commonly recognized phases and their key points :



1 7 Stages of New Product Development

Stage 1: Idea Generation

Idea generation is the first stage of the NPD process. In this stage, businesses generate ideas for new products that they think will be profitable and appeal to their target market. This can be done through brainstorming sessions, customer feedback, market research, and other methods.

Stage 2: Idea Screening and Evaluation

After generating a list of potential ideas, businesses must then screen and evaluate them to see which are worth pursuing further.

This evaluation is important as it helps businesses focus their resources on the most promising ideas and avoid wasting time and money on those not likely to be successful. Factors that are typically considered during this stage include market potential, technical feasibility, and manufacturing cost.

Stage 3: Concept Development and Testing

After completing the screening and evaluation process, it is now time to move on to concept development. This is the stage wherein a detailed version of the idea is built to create a concept related to the user stories.

This stage ensures that problems or issues are discovered early on in the process and that teams can provide solutions to problems early. This also helps to stop technical debts from accumulating.

Create your own Product Development checklist

Build from scratch or choose from our collection of free, ready-to-download, and customizable templates.

Browse Product Development checklists

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Stage 4: Business Analysis

Once a business has identified a promising product idea, it will need to conduct a thorough analysis of the opportunity. This includes assessing the needs of the target market, understanding the competition, and developing a business model.

This stage of new product development is important as it provides insights that can help determine whether or not the product is likely to be successful.

Stage 5: Product Development

In the product development stage, the product and production process is finalized. The stage starts with creating a product prototype followed by a Minimum Viable Product (MVP). After this, the product is then designed and created. Lastly, test marketing and the business analysis are finalized. All that remains is to produce the product and get it into stores.

Stage 6: Deployment

Once everything is finalized, it is now to shift to deploying the product to the market. This includes the following stages:

- Commit
- Build
- Alpha Deployment
- Beta Deployment
- Production Deployment

Stage 7: Commercialization

The last and final stage of new product development is commercialization. This is when the product is finally launched into the market. All products must go through a successful commercialization stage in order to be profitable and make it to store shelves.

The commercialization stage includes:

- Achieving index test marketed
- Product launch planning
- Demand planning and creation
- Sales forecast

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Product Life Cycle (PLC)

The Product Life Cycle (PLC) defines the stages that a product moves through in the marketplace as it enters, becomes established, and exits the marketplace. In other words, the product life cycle describes the stages that a product is likely to experience. It is a useful tool for managers to help them analyze and develop strategies for their products as they enter and exit each stage.

Activity 3: Mini Strategic Writing Task

Task:

Write a short note (200–250 words) on how product innovation influences consumer loyalty.

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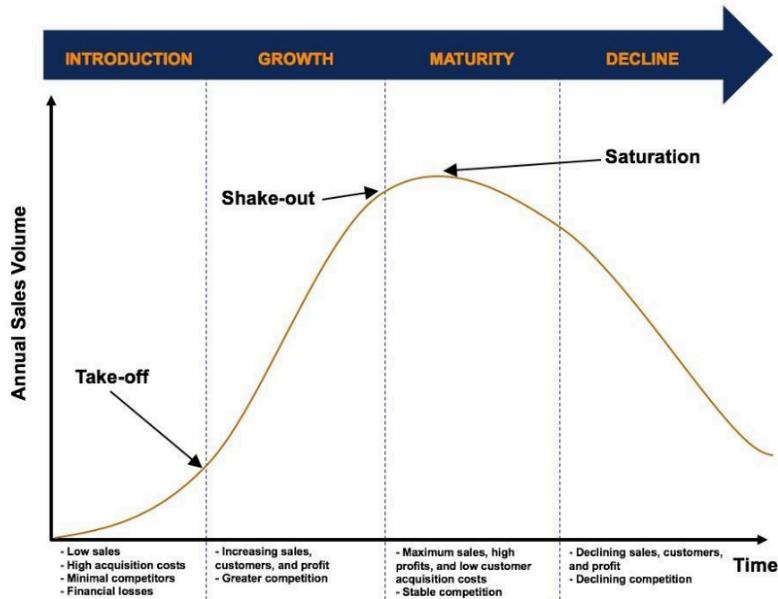
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Expected Learning Outcome:

Learners will be able to link product strategies with consumer behaviour and competitive advantage.



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The four stages in the product life cycle are:

1. Introduction
2. Growth
3. Maturity
4. Decline

1. Introduction Stage

When a product first launches, sales will typically be low and grow slowly. In this stage, company profit is small (if any) as the product is new and untested. The introduction stage requires significant marketing efforts, as customers may be unwilling or unlikely to test the product. There are no benefits from economies of scale, as production capacity is not maximized.

The underlying goal in the introduction stage is to gain widespread product recognition and stimulate trials of the product by consumers. Marketing efforts should be focused on the customer base of innovators – those most likely to buy a new product. There are two price-setting strategies in the introduction stage:

- **Price skimming:** Charging an initially high price and gradually reducing (“skimming”) the price as the market grows.
- **Price penetration:** Establishing a low price to quickly enter the marketplace and capture market share, before increasing prices relative to market growth.

2. Growth Stage

If the product continues to thrive and meet market needs, the product will enter the growth stage. In the growth stage, sales revenue usually grows exponentially from the take-off point. Economies of scale are realized as sales revenues increase faster than costs and production reaches capacity.

Competition in the growth stage is often fierce, as competitors introduce similar products. In the growth stage, the market grows, competition intensifies, sales rise, and the number of customers increases. Price undercutting in the growth stage tends to be rare, as companies in this stage can increase their sales by attracting new customers to their product offerings.

3. Maturity Stage

Eventually, the market grows to capacity, and sales growth of the product declines. In this stage, price undercutting and increased promotional efforts are common as companies try to capture customers from competitors. Due to fierce competition, weaker competitors will eventually exit the marketplace – the shake-out. The strongest players in the market remain to saturate and dominate the stable market.

The biggest challenge in the maturity stage is trying to maintain profitability and prevent sales from declining. Retaining customer brand loyalty is key in the maturity stage. In addition, to re-innovate itself, companies typically employ strategies such as market development, product

development, or marketing innovation to ensure that the product remains successful and stays in the maturity stage.

4. Decline Stage

In the decline stage, sales of the product start to fall and profitability decreases. This is primarily due to the market entry of other innovative or substitute products that satisfy customer needs better than the current product. There are several strategies that can be employed in the decline stage, for example:

- Reduce marketing efforts and attempt to maximize the life of the product for as long as possible (called milking or harvesting).
- Slowly reducing distribution channels and pulling the product from underperforming geographic areas. Such a strategy allows the company to pull the product out and attempt to introduce a replacement product.
- Selling the product to a niche operator or subcontractor. This allows the company to dispose of a low-profit product while retaining loyal customers.

Price

In marketing, "price" is the amount of money charged for a product or service. price is a major factor that may make or break a company. Price is the only element of marketing mix that generates revenue and it is also the most important determinant of the profitability of business by way of sales volume. Customers compare prices of various products to decide a particular brand to purchase.

Pricing methods and strategies include cost-plus, value-based, and competitive pricing, as well as market-driven approaches like penetration, skimming, and dynamic pricing. Choosing the right strategy depends on business goals, production costs, competitor pricing, and customer value perception.

Mark-up Pricing: It is the most elementary pricing method. It is made by adding a standard mark-up to the production cost.

Cost-based methods

- **Cost-plus pricing:** Calculates the total cost of producing a product and adds a predetermined markup to determine the selling price.
- **Target return pricing:** Sets a price to achieve a specific rate of return on investment, based on total costs and desired profit.

Market-based methods

- **Value-based pricing:** Prices a product based on what customers perceive its value to be, rather than its cost.
- **Competitive pricing:** Sets prices based on what competitors are charging for similar products.
- **Penetration pricing:** Introduces a product at a low price to quickly gain market share, with the intention of raising it later.
- **Price skimming:** Launches a product at a high initial price and then gradually lowers it over time to capture different customer segments.
- **Dynamic pricing:** Adjusts prices in real-time based on market demand, competitor pricing, or other factors.
- **Psychological pricing:** Sets prices slightly below a whole number (e.g., \$9.99 instead of \$10) to create a perception of being cheaper.
- **Premium pricing:** Charges a high price to signal quality and exclusivity, setting the product apart from competitors.

Other strategies

Bundle pricing: Offers several products together for a single, often lower, price than if they were purchased individually.

Geographic pricing: Sets different prices based on the customer's geographic location.

Economy pricing: Focuses on high sales volume by keeping costs and prices consistently low.

Discount strategies

- **Price Discounts and Allowances:** In case of bulk purchases and early payment, the organizations offer discounts. This includes

- **Cash Discount:** In case, the buyer pays the bill promptly, he is given a price reduction, the customers in given discount.
- **Quantity Discount:** In case of purchasing large quantities of products, the customer is given discount.
- **Seasonal Discount:** Discounts for the buyers who buy the product out of season Allowance An extra payment designed to gain reseller participation in special programs such as promotional allowance and trade in allowance.
- **Promotional Pricing:** Promotional pricing is a marketing strategy that involves temporarily lowering the prices of products or services to attract customers and increase sales.

Place: Where the product to deliver is called a place.

Consider where your customers will look for your product (magazines, price-comparison sites), where they spend most of their time (supermarkets, online stores, regular brick-and-mortar stores), and your sales capacity. You should also take into consideration how and where your competitors are selling.

Where you choose to distribute your products can be dictated by many things, such as your product type or your budget.

But, ultimately, the best way to determine the perfect place to sell your product is by really knowing your audience; their wants, needs and requirements.

The place is the channel through which the product reaches the final customer Direct selling, retail travel agents, wholesale tour operators, and specialized agents or a combination of these channels are regarded as the distribution channels in the tourism industry.

- **Distribution channels:** The channels through which the product or service is made available to customers, such as retailers, wholesalers, or online platforms.
- **Supply chain management:** The management of the flow of goods and services from the supplier to the customer.

Distribution Channel: A distribution channel is the path that a product takes from the manufacturer to the consumer. A distribution channel is the method that manufacturers use to get their products to consumers. The idea is to bridge the gap between producer and consumer in the

most efficient and effective manner. Distribution channels function whether the gap is a few miles or a few thousand miles.

A ²¹ distribution channel is the network of businesses, individuals, and intermediaries facilitating the journey of a product or service from the manufacturer to the end consumer. It encompasses the various pathways used to deliver goods to their final destination, such as wholesalers, retailers, and the Internet. The length of the channel of distribution ²⁹ depends on the number of intermediaries.

- A short distribution channel could be: Direct Selling Company > to > Customer
- A long distribution channel could be: Company > Distributor > Wholesaler > Retailer > Customer

²⁹ **Distributors:** Extend the reach of, and handle the logistics for, products going to wholesalers and retailers.

Wholesalers: Sell products in bulk but at lower prices, typically to ²⁹ retailers.

Retailers: Sell products directly to consumers in smaller quantities.

Online Platforms: Sell the products through online.

¹¹ **Direct Selling:** In a direct selling model, a company distributes products directly to customers without using any intermediaries. For example, Amazon utilizes direct distribution when it sells Kindle products on its own website. Apple uses this method as well when it sells iPhones out of its own retail stores. Direct selling can be any method that doesn't utilize intermediaries. These approaches can include brick and mortar locations, online storefronts, door-to-door sales, telemarketing, and more. Direct selling is a good way to manage costs, especially when you own a small business. It allows you to sell your product without having to pay for other individuals to handle marketing, sales, or shipping needs. It also means that those responsibilities belong to the producer.

A business that uses direct distribution may set up an online storefront and promote its products through social media. They are fully in charge of all the marketing, packaging, and shipping of their goods. The same business might set up at an artisan market, fair, or even at local public spaces such as a coffee shop to sell their product.

Selling Through Intermediaries: This is where a manufacturer uses wholesalers and retailers to make its products available on the market. The wholesalers and retailers purchase the product from the producer and take on the risk if the product sells poorly.

Wholesalers buy products in bulk at a lower rate than the retail price. They do not usually sell the product to the end customer. Normally, a wholesale buyer will store and warehouse large quantities of product to then sell them to other middlemen in small quantities for a profit. Retailers, on the other hand, are store owners. The main difference between wholesalers and retailers is their size. Retailers tend to be smaller, catering directly to end users. For example, your local grocery store is a retailer. They buy the products from wholesalers or other distributors to then sell to the end customer for a profit.

Dual Distribution: Dual distribution is where a manufacturer sells its product directly to customers and indirectly through third-party distributors and retailers. They use more than one distribution channel to reach the end customer, and it allows the product to reach a larger market. COACH sells its luxury handbags through the “shop-in-shops” method, which includes:

²⁴ 3.4 Promotion

Promotion refers to your advertising, marketing, and sales techniques. This could mean traditional advertising, via TV, radio, billboards, etc., or more modern methods, like ads within web content, ads on a podcast, email marketing or push notifications.

The way that you choose to communicate with your audience and promote your offerings will have a direct impact on the success of your brand.

Advertising: Paid promotion of a product or service through various media channels.

¹⁶ **Surrogate Advertising:** It is prominently seen in cases where advertising a particular product is banned by law. Advertising for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries.

³³ **Industrial Advertising:** It is a type of advertising which is directed at commercial business customers. The advertised products are raw materials, components or equipment's needed in the production or distribution of other goods and services.

Sandwich Board Advertising: A sandwich board is a type of advertisement composed of two boards with a message or graphic. It is carried by a person, with one board in front and one behind, creating a sandwich effect.

Advertising Frequency: The number of repetitions needed to put the brand's message across to consumers, has an obvious impact on the advertising budget. It includes newspaper, magazines, and Electronic media.

Objectives of advertising: -

- Awareness of product
- To help in generating sales.
- Image
- Introduction
- Changing attitude
- Repetitive purchase.

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Public relations: Building positive relationships with the public and media.

Sales promotion: Short-term incentives to encourage purchases, such as discounts, coupons, or contests.

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Personal selling: personal selling is direct communication, where the direct face to face conversation takes place between the buyer and seller for the purpose of exchanging goods and services.

Social media marketing: Using social media platforms to reach and engage with customers.

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Sales Promotion:

Sales Promotion marketing activities other than personal selling, advertisement, and publicity that stimulates consumers purchasing and dealers' effectiveness such as display shows, exhibitions, demonstrations, coupons, and contests.

Objectives of sales promotion: -

- Sales promotion attracts new users.
- Sales promotion reward loyal customers
- Sales promotion increases the repurchase rates of occasional users.
- Sales promotion attracts new brands.

Sales promotion process: -

- Establishing objectives.
- Selecting consumer promotional tools.
- Selecting trade promotional tools.
- Selecting sales force promotional tools.
- Developing the programme.
- Presenting, implementing, controlling, and evaluating the programme.

Consumer promotional tools: -

- Samples.
- Coupons
- Rebates / cash refund offers.
- Price packs.
- Prizes.
- Pre trails.

Trade promotional tools: -

- Buying allowance
- Free goods
- Price off
- Co-operative advertisements
- Dealer listed promotion

Sales force promotion: -

- Trade shows
- Sales contests
- Special advertisements
- Sales meeting.

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Publicity**

In marketing, publicity is the public visibility or awareness for any product, service, person or organization. It may also refer to the movement of information from its source to the general public, often (but not always) via the media. The subjects of publicity include people of public recognition, goods and services, organizations, and works of art or entertainment.

Publicity is one component of promotion and marketing.

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Publicity can play a major role in how the public perceives a company. Publicity, which includes media coverage, social media and more, aims to increase public awareness of a company or product. Knowing how to generate positive publicity is important because it can increase the likelihood of a consumer engaging with your company or purchasing your products.

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What is publicity?

Publicity is a term that refers to public awareness of a company or person. The ultimate goal of publicity is to create a positive public perception of a company to inspire more people to engage with it. Often, companies use publicity as a component of a marketing campaign. You can generate publicity through media, which can include traditional news sources as well as new media like blogs and podcasts. The people who are responsible for generating publicity are called publicists. Publicists often work with the media and write press releases, and they are sometimes referred to as press agents. Publicists also use social media marketing techniques to promote their companies and create partnerships with other businesses. Another common publicity tactic is organizing publicity stunts, which are staged events intended to draw media coverage with the goal of creating publicity.

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Why is publicity important?

Publicity is important because it can help increase a company's public visibility and credibility. This can create a positive public perception of the company, which can make people more likely to purchase its products or services. Therefore, publicity can play a major role in a company's success. Publicity can also be very cost-effective, making it a valuable tool for businesses to include in their marketing strategies.

Publicity is a strategic communication process that aims to bring attention to a person, product, or organization through unpaid media coverage. It's a powerful tool for building brand awareness, credibility, and trust.

Key Elements of Publicity:

- **Media Relations:** Building relationships with journalists and media outlets to secure coverage.

- **Media Pitching:** Targeting specific journalists or outlets with tailored pitches.
- **Press Releases:** Creating concise, newsworthy announcements to distribute to media.
- **Media Monitoring:** Tracking media coverage to measure the impact of publicity efforts.

Benefits of Publicity:

- **Increased Visibility:** Reaching a wider audience without advertising costs.
- **Enhanced Credibility:** Third-party endorsements can boost trust.
- **Cost-Effective:** Compared to advertising, publicity can be more affordable.

Effective Publicity:

- **Identify Your Target Audience:** Understand who you want to reach with your message.
- **Develop Newsworthy Stories:** Create compelling narratives that resonate with your audience.
- **Build Relationships:** Cultivate strong connections with journalists.
- **Time Your Announcements:** Consider current events and news cycles.
- **Provide High-Quality Assets:** Offer clear images, videos, and supporting materials.
- **Monitor and Analyse:** Track media coverage and measure results.

Examples of Publicity:

- **Press Conferences:** Announcing major news or product launches.
- **Media Tours:** Providing opportunities for journalists to interview experts.
- **Product Placements:** Featuring products in movies, TV shows, or other media.
- **Celebrity Endorsements:** Partnering with influential figures to promote a brand.
- **Event Sponsorship:** Supporting events that align with your brand's values.

14 Personal Selling

Personal selling is where businesses use people (the "sales force") to sell the product after meeting face-to-face with the customer. The sellers promote the product through their attitude, appearance and specialist product knowledge. They aim to inform and encourage the customer to buy, or at least trial the product.

Personal selling is face-to-face selling where one person who is the salesman tries to convince the customer to buy a product assigned by the company. It is a promotional activity by which the salesperson uses his or her skills and abilities to persuade people to buy the product thereby in an attempt to make a sale.

Here, the salesperson tries to highlight the features of the product to convince the customer that the product will hold benefits in the long term. However, getting a customer to buy a product is not always the motive behind personal selling, this personal selling is also done to make the customers aware of new products in the market.

- Personal selling is where businesses use the sales force to sell the product after meeting the customer face-to-face.
- The sellers advertise these products through their skills such as attitude, appearance, and specialist product knowledge. The salesperson informs and encourages the customer to buy or at least try the product.
- A unique example of personal selling is found in the department stores on the perfume and cosmetic counters. A customer can get advice on how to apply the product, its specialties and can try different related products, these all are guided by the personal selling staff present there. Products with high prices, and with complex features, are often sold using this type of technique. Examples: Cars and many products that are sold by businesses to other industrial customers.

Importance of Personal Selling

The following points explain the importance of personal selling:

Two-Way Communication: This is the best tool for personal selling. Salesmen can provide necessary information to customers about the company's offer, and also can collect feedback from customers. He can ask if there are any queries about the product to the salesman present for personal selling.

Personal Attention: Advertising and publicity are among mass communication tools, and thus personal selling is concentrated and is focused on one individual, this will result in ineffective results.

Detail Demonstration: Television demonstrations are limited; thus, salesmen can provide a detailed demonstration and can supervise the customer through personal selling.

Complementary to other Promotional Tools: Personal selling supports advertising, sales promotion, and publicity. Personal Selling even removes the drawbacks of advertising and its sales promotion.

Immediate Feedback: This is the only market promotion technique that provides immediate feedback from the customers.

Advantages of Personal Selling

- This is a two-way communication where the selling agent gets instant feedback from the prospective buyer about their intention to buy.
- This is an interactive form of selling, which helps in building trust with the customer. While selling high-value products like cars, the customer must trust the product and thus personal selling is needed.
- Personal Selling is a persuasive form of selling as in this type of sale the customers come face to face with the salesperson where it is not easy to dismiss them, there is an effort of the customer to listen to them.
- Direct selling helps in reaching the audience.

Case Study for Self-Assessment

Case Study:

Product Strategy of Patanjali Ayurved in the Indian FMCG Market

Background

Patanjali Ayurved Limited emerged as a major player in the Indian FMCG sector by offering herbal and Ayurvedic products at competitive prices. The company introduced a wide range of products, including food items, personal care products, and healthcare products. According to reports from the Indian Express and business journals, Patanjali's rapid growth challenged established multinational brands such as Hindustan Unilever and Nestlé.

Contextual Problem

Patanjali's success was based on a unique product strategy combining traditional Ayurvedic knowledge with modern manufacturing and marketing techniques. However, as competition intensified, the company faced challenges in maintaining product quality, innovation, and brand credibility.

The key issue was how Patanjali could sustain its product differentiation while expanding its product portfolio and meeting diverse consumer expectations.

Stakeholders

- Company management and product development teams
- Consumers across different market segments
- Competitors in the FMCG sector
- Suppliers and distribution partners
- Regulatory authorities

Managerial Issues

Managers at Patanjali faced critical questions:

- How should the company manage its expanding product line?
- How can product quality and innovation be sustained?
- How should product positioning be maintained in a competitive market?
- How can the company manage different stages of the product life cycle?

Relevance to the Lesson

This case illustrates the importance of product strategy in marketing. It demonstrates how product design, quality, innovation, and positioning influence consumer perception and organisational success.

Analytical Questions

1. Analyse Patanjali's product strategy in the context of product differentiation.
2. Identify the levels of products offered by Patanjali.
3. Apply the product life cycle concept to any one Patanjali product.
4. Discuss the challenges faced by Patanjali in sustaining product innovation.
5. Suggest strategies for strengthening Patanjali's product portfolio in the competitive FMCG market.

Improvements in Self-Assessment Questions

A. Short-Answer Questions (with Answers)

1. **Define the term "product".**
Answer: A product is anything that can be offered to a market to satisfy a need or want.
2. **What is the core product?**
Answer: The core product refers to the fundamental benefit or value that a consumer seeks while purchasing a product.
3. **List the levels of a product.**
Answer: Core product, actual product, and augmented product.
4. **What are consumer products?**
Answer: Consumer products are goods purchased by individuals for personal or household use.

5. What are industrial products?

Answer: Industrial products are goods purchased by organisations for production or business operations.

6. Define product life cycle.

Answer: Product life cycle refers to the stages through which a product passes from introduction to decline in the market.

7. Mention any two product strategies.

Answer: Product differentiation and product innovation.

B. Essay-Type Questions (with Hints)**1. Explain the concept and importance of product in marketing.**

Hints: Meaning of product, tangible and intangible aspects, role in marketing mix, strategic importance.

2. Discuss the classification of products with suitable examples.

Hints: Consumer vs industrial products, sub-classifications, managerial implications.

3. Analyse the levels of a product and their relevance to marketing strategy.

Hints: Core, actual, augmented levels, customer value, differentiation.

4. Explain the stages of the product life cycle and their marketing implications.

Hints: Characteristics of each stage, strategies at each stage, examples.

5. Evaluate the role of product innovation in achieving competitive advantage.

Hints: Innovation, customer satisfaction, brand loyalty, long-term growth.

C. Multiple Choice Questions (Analytical)

1. Which of the following best represents the core product?
- A. Packaging
 - B. Warranty
 - C. Fundamental benefit sought by consumers
 - D. Brand name

Correct Answer: C

2. A product purchased for further production or resale is classified as:
- A. Convenience product
 - B. Consumer product
 - C. Industrial product
 - D. Specialty product

Correct Answer: C

3. The stage of the product life cycle characterised by rapid sales growth and increasing profits is:
- A. Introduction
 - B. Growth
 - C. Maturity
 - D. Decline

Correct Answer: B

4. Which of the following is an example of an augmented product feature?
- A. Raw material
 - B. Core benefit

- C. After-sales service
- D. Physical design

Correct Answer: C

5. Product differentiation primarily aims to:
- A. Reduce production costs
 - B. Make products identical
 - C. Create perceived uniqueness
 - D. Eliminate competitors

Correct Answer: C

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Unit-4**MARKETING OF TOURISM-RELATED ACTIVITIES****Aims and Objectives**

After studying this lesson, the learner will be able to:

- Explain the concept and scope of tourism marketing.
- Analyse the nature and characteristics of tourism products and services.
- Distinguish between different tourism-related activities and markets.
- Apply marketing mix concepts to tourism services.
- Evaluate challenges and opportunities in tourism marketing.

Structure

- 4.1 Marketing of Airlines
- 4.2 Marketing Planning
- 4.3 Marketing Effectiveness
- 4.4 Marketing Effectiveness audit
- 4.5 Scheduling
- 4.6 Distributing the Product
- 4.7 The promotional Mix
- 4.8 Conclusion
- 4.9 Marketing of Travel Agencies
- 4.10 Travel Agency Linkage and Integrations
- 4.11 Marketing tools for travel Agencies
- 4.12 Marketing of other ancillary products of tourism
- 4.13 Marketing of Ancillary services in the tourism Industry
- 4.14 Characteristics of a Tour Guide
- 4.15 Marketing of hotels and resorts
- 4.16 future expectations

4.1 Marketing of Airlines

The ambition to travel like the birds may be traced back to at least the Neolithic era. Research and testing on flying have been going on for centuries. It wasn't until the turn of the twentieth century that humans were able to fly in a heavier-than-air craft. In the course of the last century of development, aviation has taken on a responsibility far bigger than anybody could have anticipated. Air transportation serves a wide variety of purposes, from high- altitude surveillance and aerial combat to the more pedestrian tasks of mail and cargo delivery. Aircraft, thanks to their adaptability, have helped to speed up an already rapid pace of life.

With today's more competitive market, understanding the finer points of marketing is more important than ever, and airline marketing is a fascinating field to study. The success of an airline's marketing efforts determines the company's share of the market. The purpose of this Unit is to introduce you to the specifics of marketing airline products and services. Planning, scheduling, pricing, distributing, and promoting an airline's product fall within the purview of this Department.

UNDERSTANDING THE AIRLINES MARKET

The promotion of goods and services has a number of commonalities. However, before settling on a marketing approach, it is crucial to have a firm grasp on your product's unique qualities. In order to fully appreciate the unique aspects of airline marketing, you must first be familiar with them. For example:

i) Highly Perishable Product

Because it cannot be preserved for later sales, the airline's product is particularly perishable. There is a full loss of potential revenue after boarding has ended for a given flight. Filling seats and cargo bays with paying customers is crucial to an airline's bottom line and marketing efforts.

ii) Need for Fine Market Segmentation

There are several distinct customer groups within an airline's target market, each having their own preferences for service, price points, reasons for flying, etc. Some customers don't care how much they pay for a plane ticket, but they do need to be treated like royalty the whole time they're in the airline's care. These customers make up the first class, who want nothing less than the finest treatment available. Another type of traveller is the businessman or woman who is often paying for their trip out of pocket but still requires convenient flight times and connections, prompt ground assistance, and a pleasant cabin environment.

- ❖ Separating Flyers Into Niche Groups
- ❖ Depending on their needs and preferences, passengers on an airline fall into one of several categories.
- ❖ Old Travelers: The elderly demographic is made up of regular vacationers who are likely retired.
- ❖ Business Travelers: Businessmen and women make up a sizable proportion of frequent fliers.
- ❖ Budget Conscious Travelers: Travelers on a tight budget typically search for the most cost-effective airline without doing extensive research on the various carriers' offerings.
- ❖ Loyal Travelers: People who fly regularly and with the same airline typically receive special treatment and mileage bonuses.
- ❖ Urgent Travelers: Last-Minute Flyers make up a niche market and are infrequent fliers. They only take to the air for mysterious reasons.

iii) Dynamic Market

Inasmuch as an airline's product is the passenger's experience, it is inevitable that there would be varying levels of pleasure and discontent with the service provided. As a result, people's opinions about the product shift. Additionally, the airline industry is highly competitive, and the market dynamics of price, advertising, and distribution are subject to quick shifts. Managing the airline's marketing mix—including goods, pricing, promotion, and distribution—is a difficult task. The goal is to ensure that the customer has a positive experience with the airline from the moment they first learn about it until they return home after their trip, having paid a premium for the privilege. This is the crux of every airline's promotional efforts.

An airline's marketing manager must always keep in mind that his primary goal is to maximise yield and increase the airline's bottom line. Ultimately, the airline has to generate money in excess of its cost of operating air services from all of the efforts put into product development, sales promotion, publicity, advertising, distribution in the marketplace, and the offering of discounts and incentives.

iv) Dependency

Infrastructure, laws, regulations, security checks, and so on at airports are all external variables that affect the quality of the airline's product. Customers typically connect them with the specific airline they are travelling, even though they are universal to all airlines.

4.2 **MARKETING PLANNING**

When it comes to the airline business, strategic planning is a crucial step in implementing marketing best practices. It is "management's selection of a specific set of market, product, and customer goals based on analysis of alternative opportunities and risk to the company, informed by environmental (for example, competitive, social) and internal (for example, production abilities) information." In order to be effective, long-term strategies need to take into account the following factors:

There is a clear end in mind.

- ❖ An analysis of the company's current state, including its strengths, weaknesses, prospects, and dangers.
- ❖ A review of the means through which the strategic plan can be implemented. A review of potential actions and strategic choices
- ❖ Strategic planning involves:
 - Deciding which potential paths to take;
 - Laying up a framework for implementing those choices.

The following are some of the considerations that go into Marketing Strategy: The airline has to outline its primary strategy in terms of its aims and priorities.

The most effective strategy for accomplishing these goals has to be described.

To realise these goals, management must make a series of interconnected choices about what to do, how to do it, and who should do it.

What Is a PEST Analysis?

- ❖ Fortunately, the area of marketing has developed a helpful framework for analysing the Marketing Environment in which a business operates. The factors, according to this approach, may be broken down into four classes: political, economic, social, and technological (PEST).
- ❖ The model's accuracy is demonstrated by its usefulness in illuminating market expansion or contraction, company health and future plans.
- ❖ Political Factors: Concerns about national security, political unpredictability, and loosening government oversight all play a role.
- ❖ Economic Factors: Growth or instability of the country's economy is a factor.
- ❖ Societal Factors: Changing Holiday Preferences, Family Dynamics, and Uncertain Job Prospects.
- ❖ Technological Factors: Modern technological advancements such as faster computers, lighter planes, and the Internet all have a role.

Activity 1: Tourism Market Analysis Task

Task:

Identify a popular tourist destination in India (e.g., Goa, Tirupati, Kerala, Jaipur). Analyse its tourism products, target segments, and marketing strategies.

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Expected Learning Outcome:

Learners will understand how tourism destinations design and market tourism-related activities.

4.3 MARKETING EFFECTIVENESS

It is crucial for a company to evaluate how well its marketing is performing. It is possible that the firm may keep using ineffective marketing techniques if it does not have a method for assessing and understanding the results of its marketing activities.

Current marketing performance is not always indicative of future marketing success. Results might be affected by economic reasons or random circumstances, such as being in the right location at the right time. Of course, it's also important to evaluate how well marketing campaigns are doing. Setting goals and measuring progress toward them is essential. The degree to which an airline or division within an airline shows these five primary characteristics of marketing orientation is indicative of how well it markets itself. The following are some examples of these traits:

- a) Customer Philosophy
- b) Integrated and Effective Organization
- c) Adequate Information
- d) Strategic Orientation
- e) Efficient Operation

a) Customer Philosophy

This relates to the extent to which upper-level management and employees understand the need of conducting thorough market research; for example, can they identify market niches, opportunities, and so on. But some managers have a propensity to focus too narrowly, ignoring important considerations in other areas. Some managers, for instance, may have a strong interest in technology but disregard either the airline's capacity to manage this technology or the needs of the airline's customers.

Some managers may have a strong sales background and think they can make a profit by selling almost anything.

Some business leaders may be motivated by a desire to save money. This suggests that they could look to pricing too much when trying to predict consumer interest.

b) Integrated and Effective Organization

It is possible to reach total quantity if all departments understand and prioritise consumer demands. Workers in these sections need to integrate this perspective so that it informs the quality of the service they offer customers. The airline can't function without a degree of informational malleability. This means that there has to be unhindered communication between various parts of the business. Communication is essential at all levels of an organisation, from the front desk to the C-suite.

c) Adequate Information:

Sufficient Data Marketers need to evaluate the accuracy and timeliness of the data they have on their target audiences. In addition, it is crucial that feedback on the quality of customer service is solicited and received from any and all departments that have an impact on that service.

d) Strategic Orientation

The airline needs to evaluate the clarity of its marketing plan. A structured system of yearly and long-range planning, including with contingency planning if necessary, is looked into.

In reality, it is essential to any successful enterprise that plans for the future be regularly evaluated and adjusted to account for unforeseen circumstances. The ability to anticipate and adjust to unforeseen circumstances is the essence of a solid contingency plan.

e) **Effective Procedures**

The airline must give the marketing department the attention it deserves and provide it with the means (both human and otherwise, such as financial and technological) to carry out its many marketing initiatives. For smooth operations, it's important to be transparent about how you're spending your money. From a human resources standpoint, for instance, the business's staff needs to be meticulously sourced, distributed, educated, and developed. There is a need for a wide variety of managerial styles and abilities to implement various marketing tactics.

4.4 **MARKETING EFFECTIVENESS AUDIT**

An audit of marketing effectiveness is a thorough analysis of the marketing department's goals, tactics, structure, and output. You may think of it as serving three purposes:

- ❖ The report does the following: it identifies the marketing department's current activities; it analyses the department's current methods of operation; it assesses the marketing department's current performance in light of the organization's goals and available resources.
- ❖ It gives suggestions for potential marketing endeavours.

4.5 **SCHEDULING**

From a marketing standpoint, price policy, in-flight service, seat density, and flight schedule all have significant impacts on the airline product. The schedules planner at the airline is responsible for creating the flight schedules. He or she is responsible for organising the company's fleet of planes in a way that meets the needs of passengers while also maximising profits and protecting against rivals by reserving valuable flight times, among other things.

Scheduling Objectives:

- ❖ Satisfy the customer
- ❖ Productivity of human resources
- ❖ High aircraft utilization
- ❖ High load factors
- ❖ High frequency
- ❖ Maximization of connections
- ❖ Consistent timing.

THE SCHEDULES PLANNING PROCESS PRICING

The optimal combination of loads and yields is the key to maximising profits. It is common practice to flood the market with cheap prices while promoting new, unproven routes in the hope that customers would give them a try.

Although this approach might be useful for sites that are likely to attract group tourism, it is less likely to be successful for those that cater to a much narrower audience. For the latter, it makes more sense to maintain high yields and low breakeven load factors.

Perhaps the single most important aspect of marketing is setting prices. The commercial success, financial stability, and continued existence of an airline all hinge on its capacity to generate a profit from its activities. Pricing and cost management are reciprocally important for maximising profits.

There are three components that make up an airline's cost structure:

DIRECT OPERATING COSTS.

Direct Operating Costs (also known as DOCs) occurs if and only if a given flight is actually operated. There are two types of Direct Operating Costs:

- a). Aircraft Related Direct Operating Costs

b). Traffic-Related Direct Operating Costs

a). Aircraft Related Direct Operating Costs include:

- i. Fuel and Oil
- ii. Maintenance(excluding in-house labour)
- iii. Landing Fees
- iv. En-route/Navigation Fees
- v. Handling Fees
- vi. Crew Expenses

b). Traffic-Related Direct Operating Costs include:

- i. Passenger and Cargo Commission
- ii. Airport Load Fees
- iii. In-flight Catering
- iv. General Passenger Related Costs

INDIRECT OPERATING COSTS

These costs generally come under the category of fixed assets and include:

- a) Aircraft Standing Charges
- b) Flight Crew Pay
- c) Cabin Crew Pay
- d) Maintenance labor (in-house labor)
- e) Handling Costs at Base Stations

OVERHEADS

These include the following:

- i) Sales costs
- ii) Administration (areas of the various line departments)
- iii) Accounts
- iv) General Management
- v) Employment/personnel departments

4.6 DISTRIBUTING THE PRODUCT

In reality, distribution may be thought of as all the channels via which end users might get our items.

- 1) Traditional Intermediary links between Middlemen who facilitate communication between the airline and the passenger.

Travel agencies play a crucial role in the passenger-facing operations of airlines. Approximately 80% of airline tickets are sold via travel agencies globally. This percentage varies somewhat from nation to country.

In the travel industry, you'll find two distinct subsets:

RETAIL TRAVEL AGENT:

The retail travel agency caters to the general public and makes direct sales. The Wholesale or Travel Organizer primarily serves as a wholesaler, purchasing and reselling bulk airline seat reservations to retail travel agencies.

Because of the following, airlines may benefit from their customers' usage of travel agencies:

An intermediary between the airline and the passenger, the travel agency streamlines currency conversion.

- ❖ It allows the airline to have a foothold even in tiny areas, which reduces the need for costly retail promotion.
- ❖ The travel agency can provide several value-added services to complement the airline ticket (for example, arranging visas and foreign currency, hotel, car rental, etc.)

- ❖ Alternative links between the Airline and the Customer Many airlines now offer ticket offices in all of the world's major cities. The sales volume generated from these locations is substantial. But not every airline has the same opinion on these departments. While some airlines use them primarily as a promotional tool, others use them as a retail outlet to sell plane tickets, vacation packages, and other travel-related products. The commission savings generated by having such offices helps to offset the costs associated with keeping them open. Since the airline is making direct sales, it saves money by not using an agent.

Mailing Services (Correspondence or Tickets)

Another method airlines employ their own resources to handle customer care is through the ticket-through-the-mail correspondence service. The reservations desk is the typical point of contact for these kinds of arrangements.

The General Sales Representative (GSA)

General Sales Agents (GSAs) are typically employed by airlines in regions that aren't directly serviced by the airline or if ticket traffic is too low to warrant the creation of a ticket office in the territory in question. Services from a GSA can be purchased at differing degrees of quality. When it comes to general sales agent agreements, IATA offers recommendations.

When it comes to general sales agent agreements, IATA offers recommendations. A consumer may also be able to book a specific airline sector with a different airline. Although other airlines are not technically intermediaries (because they are not paid a fee), they nevertheless provide a major source of inter-line commerce, which has been greatly facilitated by computerization.

Computer Reservation Systems (CRSs)

In the 1970s, airlines began transitioning from a paper-based system of bookings and record-keeping to an electronic one. Even though airlines were automated by the 1970s, the telephone remained the primary method of communication between the public and the airline, as well as between travel agencies and the airline. This slowed down communication, caused staff time to be wasted on the phone, and increased the potential for misunderstandings and misinterpretations when dealing with people face-to-face or through written correspondence.

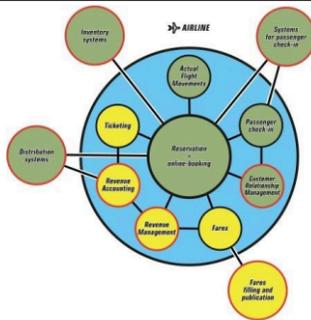
As technology advanced and new concepts were implemented, the entire method of making reservations shifted, resulting in the fast growth of CRS. CRSs has emerged as a significant market force that offers benefits to the airline industry. They enable instantaneous direct reservations and the supply of optional extras to the client. Instantaneous reservations may be made on both large and small airlines by travel agencies and individuals all over the world. Updates on Recent Events

The distribution of airline products and the organisation of the travel sector are both poised to undergo significant shifts as a result of technological advancements. Most significantly, travel businesses all around the world have adopted global distribution networks. The benefits of these new technologies are also being made available to the individual customer (via his home computer) and business accounts.

The most cutting edge CRS tools have an intuitive user interface (such as an EASYSABRE). Although the technology allows for bookings, ticketing is still handled by travel brokers. The introduction of ATMs has expanded the methods of distribution that are possible today. Passengers can make their own reservations and pay for them with a credit card using these. They are responsible for issuing both the ticket and boarding permit.

The airline needs to project the following in order to exercise a certain level of control and influence:

- ❖ Strong brand image
- ❖ The promotional strategy aimed directly at the customer



4.7 THE PROMOTIONAL MIX

When it comes to selling the airline's services, promotion plays a crucial role. While each promotional tool operates independently, they should coordinate to enable the airline effectively promote its services to the specific demographics it has identified as its target market.

Advertising

The design of the advertising campaign is a complex procedure and some of the steps which need to be followed are:

- i) Set the advertising objectives
- ii) Determine the advertising budget,
- iii) Choose suitable media
- iv) Select an advertising agency, and
- v) Make timely decisions. For instance, when is the best time to place the campaign? Will it be an all-year-round campaign or a seasonal campaign.

Personal Selling

Marketing airline services in this way is still significant. Sales agents are employed by the vast majority of airlines. As representatives of the airline, it is their responsibility to promote and sell tickets, packages, and other services to wholesalers, corporations, and tourists (clubs and so on). The major responsibility of the sales representative is to give support to travel agents by visiting them and delivering promotional materials, information, and assistance in handling client inquiries and complaints.

An individual can use personal selling to their advantage. Personal selling that is well-organized and delivered to the consumer can be effective. It's a more personal kind of communication than advertising, which aims to reach a wide audience. In personal selling, a sales agent engages a potential client or customers in a one-on-one discussion about the airline's offerings. One major benefit of personal selling is that it may be tailored to reach the exact demographic(s) that have been the focus of your advertising campaigns. If a salesperson is good at their job, they may adjust their approach depending on the customer. The client can emphasise certain details, such as the service hours and regularity for corporate clients, the availability of family-friendly amenities for vacationers, and so on.

Direct Marketing

- ❖ Airline companies have been sluggish to use mobile marketing tools, such as apps, to reach business passengers. Nonetheless, that is quickly shifting.
- ❖ Keep a careful eye on the direct marketing campaigns of air carriers. Find out whether your staff members are being offered promotions that might tempt them to break company travel policies.

- ❖ Do not go with the flow when negotiating. You should request that your chosen carriers provide the same or better services to your travellers through your managed programme as they do directly. Ask for extras like matching your elite status, getting your luggage checked for free, and boarding the plane first.
- ❖ If you want to help travellers, you need to provide them with useful resources. Encourage business travellers to download and use applications like TripSource from BCD Travel. They will be able to choose from a wider range of alternatives while still adhering to company policies if they use a centralised platform rather than downloading apps from different suppliers.
- ❖ Always maintain your firm stance on policy. Carefully consider the implications of letting passengers book directly with airlines. Your capacity to get favourable terms, control air travel expenses, and meet duty of care requirements for mobile workers might all be jeopardised.
- ❖ Do not be shy about approaching fellow tourists. Encourage travellers to continue utilising the managed programme by rewarding them for doing so and keeping them informed of the many benefits of doing business via the programme through regular traveller engagement emails.

Sales Promotion

- ❖ Promotional actions that go outside the purview of traditional advertising, personal selling, and public relations and publicity make up what is known as "sales promotion." The term "sales promotion" can refer to a wide variety of external marketing techniques, such as direct mail campaigns. Activities including point-of-sale advertising displays, sponsorship of sporting and cultural events, and participation in travel expos and mercatos are also included.

With regards to the last point, airlines commonly sponsor not just the event itself but also individual sportspeople and teams because to the ever-increasing television audiences attracted by coverage of big sporting events.

The airline's brand is represented in the marketplace via sales campaigns. Since this is the case, they need to project a positive image by emphasising things like technological prowess, concern for customers, and so on.

Public Relations/Publicity

If handled properly, public relations (PR) for an airline may assist increase interest in the brand, strengthen the company's standing in the market, and even increase ticket sales. Internal airline workers are often responsible for PR (as opposed to external PR firms).

On the other hand, the airline may pay a retainer to a public relations firm, as is usual practice in the aviation sector. PR opens doors for publicity, whereas PR uses those doors that have been opened.

Costs associated with public relations (PR) activities, such as the use of professionally generated materials, the development of PR campaigns, plans, and events, and so on, are not free, unlike traditional advertising. The goal of the airline's public relations and publicity efforts is to promote a positive image of the company in various media outlets. The primary distinction between these and other promotional strategies is in the content and the target audience.

It is important to note that the airline does not invest in publicity.

The airline does not have complete say over certain kinds of promotion the way it does over others. It can, of course, make an effort to maintain positive public perception and publicity. Nonetheless, if the airline were to receive negative press, its duty in this sector would shift to damage limitation. The Public Relations division of most airlines is responsible for fielding enquiries from the press.

Case Study

Introductory Case Study:

Rebranding Kerala Tourism and Its Impact on Tourist Demand

Background of the Sector

Kerala Tourism has emerged as one of India's most successful state tourism brands, promoted

under the tagline “God’s Own Country.” The state government, through Kerala Tourism Development Corporation (KTDC), implemented integrated marketing campaigns combining digital platforms, international travel fairs, and experiential tourism products such as Ayurveda, backwater cruises, eco-tourism, and cultural festivals. Reports from the Economic Times and Ministry of Tourism indicate that Kerala consistently ranks among the top destinations for both domestic and international tourists.

Contextual Trigger or Problem Situation

In the early 2000s, Kerala faced intense competition from other Indian and Southeast Asian destinations such as Goa, Thailand, and Sri Lanka. Traditional promotional methods were insufficient to attract global tourists. Additionally, changing tourist preferences demanded experiential and sustainable tourism rather than conventional sightseeing.

The challenge was how to reposition Kerala as a premium, experience-based destination while balancing sustainability, local community participation, and global competitiveness.

Stakeholders Involved

- State tourism authorities and policymakers
- Tourism service providers (hotels, travel agencies, tour operators)
- Local communities and artisans
- Domestic and international tourists
- Environmental and cultural organisations

Behavioural and Managerial Issues

Tourism managers faced several issues:

- Understanding diverse tourist segments and expectations
- Designing integrated tourism products combining services and experiences
- Managing destination branding and digital marketing
- Balancing commercial objectives with environmental sustainability

Importance of the Case for the Lesson

This case illustrates that tourism marketing is not limited to promotion but involves designing holistic tourism experiences. Understanding tourism-related activities and their marketing is essential for sustainable destination development.

Linkage to Lesson Concepts

The case is linked to:

- Concept and scope of tourism marketing
- Tourism product characteristics
- Market segmentation in tourism
- Application of marketing mix in tourism services

Activity 2: Tourist Behaviour Reflection Exercise**Task:**

Reflect on your own travel experience. Identify factors that influenced your destination choice, such as price, accessibility, brand image, or social influence.

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Expected Learning Outcome:

Learners will relate consumer behaviour concepts to tourism marketing.

4.8 CONCLUSION

The primary goal of any advertising campaign, including those run by the airline industry, is to raise consumer awareness of the product in question and so increase sales of that product. Airport airline cooperation options and access to worldwide network of airline customers all benefit from the added operational assistance provided by Airline Marketing. The airline industry requires careful marketing strategy and substantial capital commitment. The schedules planner is used to build the airline's schedule. It is widely agreed that setting prices is the single most important task in any marketing effort. The airline views advertising as a crucial part of its entire marketing strategy.

Different businesses will find different distribution channels to be most effective for them. The majority of businesses opt for anything other than the direct approach. Companies that rely heavily on the direct route have an advantage in reaching their clients since their manufacturers have a direct line to them. Without having to fork over extra cash to cover the fees and markups of distribution channel middlemen, direct distribution channels are a clear winner. To have control over your distribution channels is a simple notion. Manufacturers must ensure they are able to retain the advantages gained by the intermediaries of the distribution channel, such as agents, retailers, and wholesalers, in any distribution route.

After laying the groundwork for the industry as a whole, airlines need to drill down into the specific problems that have arisen from their historical reliance on the travel agency distribution channel. Indian tourists are increasingly turning to internet resources in addition to more conventional retail travel companies when planning their trips. Having a well-known brand helps customers easily associate a product or service with the values of the firm. The brands that best meet their demands are identified by customers over time. In a nutshell, a brand is the assurance made by a business to its customers that they will always get a special combination of qualities and benefits. A brand exists when consumers rate one provider's goods or services much higher than those of competitors. Therefore, it is advantageous for an aircraft company to become a "Brand" rather than a "Commodity," as commodity conditions sometimes lead to substantial issues.

This Unit has covered a variety of topics related to airline marketing. Airline marketing is already a difficult task in and of itself. You must design a marketing strategy for airlines taking into account the specifics of their products. To be a successful marketing professional in the aviation industry, we have discussed the significance of scheduling, price, distribution channels, and the right promotional plan. At the same time, you need to have a thorough knowledge of the market by considering the products and services given by your rivals.

4.9 MARKETING OF TRAVEL AGENCIES

INTRODUCTION

A travel agency is no laughing matter to run. As we all know, though, "extremely competitive" is something of an understatement when referring to the travel sector. Companies with a century or more of history might nevertheless fail if they are poorly managed or hit by unforeseen circumstances. Competition is fierce, and the market is constantly shifting and digitising.

With almost as many new travel agencies opening their doors each year as there are closing theirs, standing out in the crowded global tourism industry is crucial to your success. If you want people to keep coming back to your travel agency, you need to establish a personal, long-term connection with them across all channels, both virtual and physical. Any one or more of the following descriptions might apply to the typical travel agency:

- a. **Destination-specific.** They specifically go after markets or regions where they know they can offer consumers exceptional value or distinctive goods.
- b. **Specific demographic.** It is a narrower target audience. A travel agency might specialise in a smaller area by catering to certain places, budgets, travel styles, age groups, family and solo excursions, etc.
- c. **Price-oriented.** For a long time, low costs have been a key factor for consumers when planning vacations. Expense is still a major factor for many vacationers.
- d. **The unique angle to user experience.** The one-of-a-kind focus on the customer's needs is emphasised in option. The ability to search for and buy vacations in novel ways is another differentiating factor. There are a lot of online travel agencies that stick to the tried-and-true method of having customers select their own destinations, dates, filters, and travel goods, but there are also a lot of new companies that are trying out new ways to book trips.

TRAVEL AGENT

A travel agent is someone who is well-versed in all aspects of the tourism industry, including lodging, transportation, climate, and sightseeing. He represents the interests of the product's principals or suppliers in exchange for a commission. However, while the owner or manager of a travel firm is technically considered a "travel agent," the actual work of counselling travellers and selling tours and other vacation extras falls to other staff.

There is no one definition of the term "travel agent," however it can refer to an individual, a business, or a corporation. When we talk about an agency, we're referring to the location where the many components of a travel agency come together to function as a whole.

TRAVEL AGENCY AND ITS HISTORY

To develop and promote tourism in a country or at a location, the travel agency performs a big and critical role as one of the most important organisations in the business sector of tourism. An OTA is a travel company that markets a destination by compiling information on the sights, activities, transportation options, and other services available in a certain area for the benefit of potential visitors. To put it another way, a country's image is built by its travel agency.

Tickets (air, train, road, and sea), passports, visas, and other travel papers, lodging, and other services (from principal providers), are all examples of what a potential travel agency might organise. Possible benefits include helping individuals get travel insurance and foreign currency.

Thomas Cook, in England in 1845, founded the first travel agency in the world. While the word "travel trade" was not in common usage until the early 19th century, the activities that constitute the modern travel industry (including tour operators) trace back considerably further in time.

There has always been someone who acts as a go-between for travellers, whether they be merchants on business or pilgrims on religious pilgrimage.

In 1841, Mr. Thomas Cook, in his capacity as secretary of the South Midland Temperance Association, planned a railway journey for his association's 570 members to a distance of 22 miles. This was a watershed moment in the development of the travel industry. As a means of making money, he bought train tickets in bulk.

Everyone was overjoyed since the experiment worked. In other words, Mr. Cook had done his work for free. However, this experience sparked an inspiration that ultimately led to the launch of a successful tour company.

In 1845, after working as a tour guide for two years, he opened the "World's First Travel Agency" to facilitate group travel. Thomas Cook, Jr. is revered as the industry's forefather because of his groundbreaking innovations in the travel agency model. He planned trips all throughout England, Scotland, and Europe, utilising trains and steamships.

In order to cover his costs, beyond the 5 percent fee he received from the railways, he branched out into tour operation. Mr. Cook launched his package travel business in 1855. He led the first-ever cross-continental trip, from England to France.

FUNCTIONS AND SERVICES OF TRAVEL AGENCY

Today, travel agencies are an essential element of the tourist business all over the world. They are responsible for over 90% of all foreign and 70% of all domestic tourism, and generate over 60% of all travel agency income. Most travel agencies market both business and vacation packages, although some focus exclusively on one or the other.

The specifics of how each travel agency functions depend on the services it provides and the number of its staff. We cover the roles of a comprehensive travel agency that offers a whole range of services, from retail to wholesale to tour operations, and beyond.

A list of the primary responsibilities of a large-scale travel agency.

- ❖ **Travel Information** - Tourists expect all travel agencies, no matter how big or little, to provide them with the information they need to plan their trips. A travel agency's advice on how to get there, where to stay, what to see, how to get a visa, how to clear customs, how to stay healthy, what to pack, what to bring on a trip, what permissions are needed to visit certain regions, etc., should be current, accurate, and timely
- ❖ **Itinerary Preparation** – The second step in planning a trip is known as "itinerary preparation," and it refers to a traveler's planned route and all of the places they want to see along the way. It's a mash-up of several parts, and it's put together after careful consideration of market data. Tour packages often include an itinerary prepared by a travel agency.
- ❖ **Airline Ticketing and Reservation** –A travel agency offers a wide selection of services, including airline ticketing and hotel reservations. Reservations and ticket sales for flights are still a significant income generator for airlines. On behalf of numerous airlines, travel companies handle reservations and ticket sales.

- ❖ **Tour Packaging and Costing** – Package tours are put together and sold by travel companies, which means that the iv. The capacity of the travel agency to bargain with the main suppliers has a significant impact on the final price of the vacation package
- ❖ **The capacity of the travel agency** to bargain with the main suppliers has a significant impact on the final price of the vacation package Travel agencies of all stripes perform the vital service of reservation making. The booking of hotel rooms, transportation, and tickets for cultural events and other forms of entertainment is only possible because travel agencies maintain constant connections with the hospitality, transportation, and entertainment industries.
- ❖ **Travel Insurance** –As an added service, some major travel agencies offer travel insurance to their customers. In the event of a broad variety of travel-related incidents or issues, passengers may rest easy knowing that they are covered by their insurance policy, both for personal and luggage losses.
- ❖ **Currency Services** –Seventh, foreign exchange services are available to visitors through legitimate tour operators that have been granted permission to do so by the government.
- ❖ **Organization of Conference/Conventions** –Large-scale travel agencies provide full-service convention and conference planning, from participant registration at the venue to transportation to and from the airport and hotel, as well as other services like TV, VCR, information desk, sightseeing, and more.

4.10 TRAVEL AGENCY LINKAGES AND INTEGRATION

Generally speaking, a travel firm caters to two distinct clientele: business people and vacationers. In addition, a travel agency serving these customers must construct or buy components linked to their demands from the major providers since the requirements of these tourists are distinct.

Generally speaking, travel agencies have strong relationships to the airline industry, hotel industry, car rental industry, banking and insurance sectors, rail networks, government, industry groups, cruise lines, ground operators, and educational institutions devoted to the tourist industry.

4.11 MARKETING TOOLS FOR TRAVEL AGENCIES

A. KNOW YOUR CUSTOMERS

But beyond that, we need to understand why our consumers have planned and booked their vacation in the first place, which means we need to know more than just their demographic information. Fundamentally, their reasons for taking this trip will provide light on how we can improve our Travel Agency services.

We should also learn from their experiences of difficulty during the research and booking phases. Be wary of where they got their details on the trip itinerary, too.

B. LOOK AT YOUR WEBSITE

Considering that it is supposed to be the hub of all our promotional activities, our website warrants careful scrutiny. Every business has space

for growth and development, and conversion rates and user experiences are no exception. Site maintenance should include keeping it up-to-date, mobile-friendly, and devoid of fluff.

Speed is a major aspect in search engine rankings. Google provides a tool called Test My Site that allows us to check how quickly and efficiently our site loads.

Despite the site's aesthetic quality, it is not yet optimised for user engagement or purchase. That's not on us; sorry. Because of the need for expertise and familiarity with the field, it could be best to hire a professional. Good content may be aided by the services of a copywriter.

We risk losing money every minute of every day if our website is not functioning properly. What follows is a list of things you can do to fix the problem.

a) **Write compelling content & copy**

In other words: a) Create engaging content and copy There has been a dramatic increase in the value of clear and simple writing. As such, it serves as the foundation around which our brand is built. It's evidence that we're up on the latest developments in our field. To put it simply, it offers us an advantage.

Content and copywriting that is well-written and easy to understand can help site visitors find their way around and ultimately book, phone, or email us. Maintaining up-to-date, relevant content is a great way to boost our organic search engine rankings since search engines favour sites that often provide new material. Finding a professional copywriter or content developer is a good idea if we lack confidence in our own writing skills

b) **Think responsive**

If we don't have faith in our writing abilities, we should hire a professional copywriter or content producer. Up to 50% of our visitors are likely to view our site from their mobile devices. If our customers have to pinch and zoom their way around your site, they'll leave. So most websites are responsive these days. Responding half or more of our site traffic might come from mobile devices. Customers will not stick around if they have to use their thumbs and forefingers to zoom and pan around your website. These days, it's expected for a website to be mobile-friendly.

c) **Track your visitors**

Facilitate the implementation and maintenance of Google Analytics on our domain. There are several reasons why this is an absolute necessity. The information we gather about our users, such as how they found our site, which pages they saw, and how long they remained, will be invaluable. Using this information to inform marketing strategies is priceless.

d) **Simplify the design**

Most of the top firms on the internet have minimalistic websites that make it simple to locate what you're looking for. Easy accessibility is essential. Converting site visitors into paying clients requires sufficient information and an engaging call to action. Understanding the needs and difficulties of typical online users is **possible through user testing**.

e) **Care about user experience**

For this reason, we set high standards for our online platforms. Simply said, it has a high potential for converting site visitors into paying clients.

f) **Tie it all together**

Many details about your company and its offerings may be found on our page. You may get a sample of the information on our website by checking out our newsletter, the sites we link to, and our social media outlets, all of which should then lead back to our main site. In this approach, we can always know how much traffic we're getting and how we might boost our lead and conversion rates.

C. **UNDERSTAND MICRO-MOMENTS**

Moments when consumers make decisions that benefit them, such as when they use their mobile devices to view a video, look for information, or make a purchase, are examples of what we call "micro-moments." As a result of experiences like this, they develop their perspectives. Those are the times they decide what to do.

When it comes to purchasing a vacation, some examples of micro-moments include:

- ❖ I want to get away: Dreaming moments
- ❖ I want this trip to be perfect: Planning moments
- ❖ I want to book it: Booking moments
- ❖ I want to make the most of it

As a result of realising the importance of these touch points, travel agencies will be better able to sell themselves and be there for their consumers when they need them most.

D. DESIGN FOR GRAPHICS

We use design as a form of covert advertising. Staffing, strategy, advertising, and sales can all fail if the design is careless.

A talented designer will collaborate with travel operators to develop a uniform aesthetic for their various brands. Share your knowledge of our brand with the designer and assist them grasp who our target audience is. There is much to be claimed in favour of colour psychology, as various hues may be associated with various mental states.

E. SOCIAL MEDIA

Social media has the potential to be a low-cost promotional tool for the tourism industry. An effective platform selection and implementation approach is crucial. Put our goals and the people we're aiming for into context.

When it comes to attracting website visitors, Facebook remains one of the most effective social media channels for the tourism industry. There is a lot of noise to filter out, but we can achieve it with careful planning, testing, and targeting.

Make use of Facebook Insights to monitor, control, and adjust our tactics as needed to achieve our objectives.

F. EMAIL MARKETING

One of our most prized possessions is the list of email addresses we've amassed. More conversions occur from email marketing than from social media or organic search engine results.

Those who don't have it miss out on the chance to welcome casual browsers into your inner circle, reconnect with them, and, maybe, convert them into long-term, profitable clients. We need to be familiar with the best practices for subscription forms, layout, content, timing, and A/B testing. The goal of our newsletter is to increase site visits, social sharing, and new business opportunities. If the present layout of our email newsletter is not mobile-friendly, a new one should be created.

G. VIDEO AND TRAVEL GO HAND IN HAND

Watching a film about a trip place is far more exciting than reading about it.

If you know where to search, you can make a professional-quality video for very little money these days. Create a channel on YouTube to promote your company. Clips from our tours, staff vacations, customer praise, packing lists, and location evaluations; essentially anything that serves our mission and our clientele.

It is important to maximise playtime in your films. To keep website load times to a minimum, we recommend using a unique YouTube embed code wherever possible.

H. CONTENT MARKETING – SHARE KNOWLEDGE

Indeed, the most important thing on the web is the material itself. As part of our larger content marketing plan, we need to create material that people actually want to consume. Think about our customers' experiences and how you can utilise content to help them along their path and perhaps increase your lead conversion rates.

Since they are our first point of contact with customers, it makes sense to have them contribute to our online material (such as blogs) when we are short on time. Our material, although not necessarily requiring extensive length, must be of high quality and relevant to your target demographic.

I. REVIEWS

'Reputation is income,' as the old adage goes. 81% of vacationers say that reviews are very essential when deciding where to stay, and 49% say that they won't book a hotel without first reading reviews. Using customer feedback on hotels and restaurants, we can boost business and make more money.

Trip Advisor, Expedia, your Google My Business page, social media, and our own site must all make it simple for clients to submit reviews.

You must remember to care about reviews and to reply appropriately when necessary. User-generated material like reviews may do wonders for our search engine rankings and conversion rates, in addition to boosting customer trust in our brand and products.

J. MOBILE MARKETING

Travel agencies and tour firms may reach a large audience for a small investment in time and money by using the tried and true method of text messaging. The vast majority of SMS messages are read within the first three minutes after being sent, making up 96% of all reads.

Keep in mind the cutting-edge smart phone technology such as Augmented Reality (AR) and Near Field Communications (NFC). Augmented reality is a fantastic new development that enriches the trip experience. For NFC, being close together is key to effective communication. Customers that utilise Pay Pass on their mobile devices benefit from the same technology. Using some imagination, we can add NFC functionality to printed materials like brochures and itineraries.

K. PROGRESSIVE WEB APPS-EASIER

PWAs have been called "the future of mobile" and something we should think about using in our company.

Plain and basic, PWAs are web pages that have the appearance and feel of a mobile app. They are easy to access, stylish, and don't need an app download. One of its many useful functions is the ability to notify site visitors instantly if anything important happens.

L. LIVE STREAMING- KEEP IT REAL

In the spirit of LIVE STREAMING, let's keep it real. The ability to see a broadcast in real time used to be reserved for the wealthy and technologically advanced. The proliferation of broadcasting apps for smart phones has made it possible for anybody with a mobile device to join the industry. Live streaming is far more effective than video since it allows two-way contact and instant feedback. Offering tours through Facebook Live allows viewers to witness tours in action and interact with guides in real time. A cruise firm may provide a live stream from a ship inspection, inviting customers to join them and ask questions as they go through the ship. This is a brilliant strategy for promoting our tour company.

M. CHATBOTS –KEEP AN EYE OUT

Making chatbots is a relatively new approach. For example, chatbots used by travel agencies may operate as a friendly point of contact for site visitors. They are able to communicate with tourists in their own tongue and provide specific, tailored recommendations.

N. CREATE A MONTHLY NEWSLETTER

Focusing your newsletter's content to the current travel season is a good idea. Send regular emails to our customers with holiday travel suggestions and ideas, whether it's engagement season, summer vacation, or the holiday season.

O. PARTNER WITH THE LOCAL BUSINESS

We can grow our company in the most cost-effective and strategic way possible by forming collaborations with other companies. Making connections with regional businesses and travel agencies is a great way to spread the news. Profits can be increased through mutual advertising and cooperation. It's possible, for instance, to form partnerships with various internet hotels. Alternately, we could put our automobiles to use in a travelling service, in which case we could form partnerships with other eateries along the way. This strategy is helpful since it gives us access to the customer bases of competing companies.

P. PROVIDE QUALITY SERVICES

Trust and loyalty are built on quality, which is why our customers keep coming back to us. Therefore, we must place a premium on offering first-rate service. If our customers are happy with us, they will spread the word via social media and word of mouth, which will inadvertently promote our business. With the help of word-of-mouth, we can get closer to creating the ideal brand.

Knowing what our consumers want, putting those plans into action, and listening to their comments will help us improve. When customers travel with our firm, they should not make the same complaint twice.

CONCLUSION

In short, we can summarize the marketing of travel agencies in the following listed bullet points:

- ❖ Analyze your competitors.
- ❖ Who are your Clients?
- ❖ Choice of your clients for destination
- ❖ How do they look for tours and tickets and how do they book their tickets?
- ❖ Customers Travel frequency and Travel history.
- ❖ How price-sensitive are they?
- ❖ Establish partnerships with service providers.
- ❖ Pricing strategy.
- ❖ Hot deals and discounts.
- ❖ Holiday specials.
- ❖ Run strength, weakness, opportunity, and threats on self to understand own status in the market.
- ❖ Set Goals, Monitor and Improve Your Travel Agency Marketing Plan.
- ❖ Advertise locally.
- ❖ Do a giveaway of even low costs to your customers which they possibly use them during journeys, it matters to the business. This is a very touch point for customers.
- ❖ Build a modern website.
- ❖ Mobile-friendly websites are a must.
- ❖ Optimize your site speed.
- ❖ Content marketing is king.
- ❖ Develop a company Blog.
- ❖ Make use of Email marketing.
- ❖ Social Media Marketing.
- ❖ Post about offers and sales.
- ❖ Share interesting Tourism Articles and videos.
- ❖ Highlight the benefits of your product/service
- ❖ Engage with customers on social media.
- ❖ Upsell products – provide an experience
- ❖ Package travel components into unique travel products

- ❖ Extend your B2B (Business to Business) Network.
- ❖ Partner with the local business.

4.12 MARKETING OF OTHER ANCILLARY PRODUCTS OF TOURISM

INTRODUCTION

One-third of all services are provided by the tourism sector, making it one of the world's largest and fastest-growing sectors. The business relies heavily on human labour and provides many people, especially in rural regions, with a steady income. Anyone from complete beginners to top-level architects and urban designers may find work there. The tourism business provides both direct and indirect employment. Insofar as the demand for tourism is proportional to per capita income, a gain in global wealth is a direct result of rising numbers of tourists from both at home and abroad.

Many nations' economies rely heavily on tourism, and for some, it's their only source of revenue. The spending of visitors helps local businesses, and if they come from abroad, they can help the local economy by bringing in foreign exchange. Additionally, the taxes levied by the tourism industry on a wide range of services and businesses help bring in revenue and create job opportunities for the local population. Simply said, tourism is any kind of travel that is undertaken for leisure, business, or pleasure.

To "travelling to and staying in places outside their usual environment for more than twenty-two hours but not more than one consecutive year for the purpose of leisure, business, and other purposes and not exercising activities that help in remuneration from the place visited," is to engage in tourism, as defined by the World Tourism Organization.

CONCEPT OF ANCILLARY SERVICES IN TOURISM

When it comes to the hospitality industry, "Ancillary Services" refers to the supplementary facilities and services that complement the main attractions. These are critical to the growth of the tourist industry. These "Extras" are an integral component of the tourist experience and contribute much to the satisfaction of everybody involved.

To put it simply, ancillary services are everything outside the core service that a traveller would want whether on vacation or on business. Numerous travel agencies profit handsomely from the sale of optional extras to their clients.

Your missing luggage at the airport is just one example of how travel insurance may come in handy and provide peace of mind. You need a valid driver's license to rent a car in a foreign nation. Therefore, if you need to go somewhere that is out of the way, you should consider making the trip by automobile.

When travelling to locations where renting a car makes sense, you'll need to arrange for insurance coverage before hitting the road. Car rentals from Herd, theatre tickets from Ticketmaster, and travel insurance from Marks & Spencer Travel Insurance, to name a few, all fall under the category of "ancillary services," as do many more.

4.13 MARKETING OF ANCILLARY SERVICES IN THE TOURISM INDUSTRY

A) TRAVEL INSURANCE

Overseas travel has become so problematic over the past decade that it is now mandatory for all passengers to have travel insurance. Even more so in Europe, where rigorous control has been placed on tourists, buying travel insurance in person at an insurance agency's office can be a hassle. As a result, the majority of insurance companies are now conducting their operations exclusively online. Customers today choose to buy forgiveness online, make a payment, and receive an electronic copy of their certificate in their inbox.

B) FOREIGN EXCHANGE

In the context of economics, "foreign exchange" refers to transactions in which one currency is exchanged for another. Exchange rate refers to the price of one currency expressed in terms of another. Exchange rate fluctuations have a significant role in international trade, particularly inbound and outbound tourism, since they impact the relative costs of products and services in various countries.

The fluctuating exchange rates have a major impact on tourism patterns. Because they provide an instantaneous price signal reflecting the relative worth of the offer, favourable exchange rates between a visitor's home currency and the currency of their destination can encourage tourism, increase spending, and extend a visitor's stay. Many developing nations rely heavily on tourism as a source of hard currency, and the industry's influence on travel from outside has drawn a lot of attention.

Q TOUR GUIDES

When a tourist or group of tourists meets a tour guide, the guide leads them to a location known as a tourist destination or attraction. As they go about, he gives them commentary on what they're seeing. He introduces his customers to the region's unique selling propositions and regional specialties while also connecting them to the area's history (such as Agra's). Furthermore, he can retell a narrative to fit the needs of any given circumstance.

On a journey, a guide is someone who provides direction and helps to organise the group. Now, a tour guide can operate in a certain city, a single province, or even the whole country.

The following qualifications are required for a position as a Tour Guide:

- Knowledge about the history, art, culture, cuisine, and architecture
 First aid skills
 Ability to speak multiple languages
 Knowledge of food, cuisines
 Ability to read a map
 Pleasant personality, patience, and interest
 A guide is regarded as an expert of his own area. He / She must know the place where he guides very well. Many people work as only tour managers but many work as both guides and managers.

Role of a Tour guide

- | | | |
|----------------|--------------------------|-----------|
| ❖ Adviser | <input type="checkbox"/> | Informer |
| ❖ Investigator | <input type="checkbox"/> | Organizer |
| ❖ Encourager | <input type="checkbox"/> | Reassure |
| ❖ Leader | <input type="checkbox"/> | |
| ❖ Motivator | <input type="checkbox"/> | Coordinat |
- or

Classification of Guides based on the nature of the tourist destination

- Heritage guide:** Tourism that provides information of the past, moreover found at Palaces, Forts, Museums, Battlefields, Temples, etc

Archaeological guide: Tourism that provides information on the ancient civilizations and the bygoneera, found at museums and archaeological sites like the Giza Pyramid s, Harappa & Mohenjo-Daro, Nalanda University, Machu Picchu, etc

Architecture Guide: One who describes the design and building methods of ancient temples, palaces, tombs/mausoleums, towers, etc. located in public spaces.

Culture Guide: One who imparts knowledge about the native culture of a place visited by tourists.

Cuisine Guide: A person who describes the region's agricultural practices, food production methods, staple foods, regional specialties, and when and where to get them. He or she shows the visitor about town and has them sample dishes from various eateries. Fams, restaurants, candy shops, chocolate and cheese factories, vineyards, orchards, and more are just few of the destinations. Vineyards, Orchards, etc

2. Religious Guide / Temple Guide / Pilgrim Guide

Guides that specialise in religion, mythology, customs, rituals, and the like are common at religious sites like temples and shrines, and they tend to get employed more frequently during holidays.

- ❖ Adventure Guide
- ❖ Mountaineering Guide
- ❖ Trekking Guide
- ❖ Skiing Guide
- ❖ Surfing Guide
- ❖ Scuba Diving / Snorkelling Guide

3. Forest / Wilderness Guide

- ❖ Hunting Guide
- ❖ Safari Guide

4. Business Guide

- ❖ Real Estate Consultant

5. Coach Guide

- ❖ City Tour Guide

6. Nature Guide

- ❖ Desert Guide
- ❖ Hill Station Guide
- ❖ Botanical Garden Guide

7. Special Interest Guide:

- ❖ Cruise Guide, Golf Guide, Shopping Guide, Hotel Guide, Wedding Guide, etc Let's break down the many kinds of Guides into the following categories:
- ❖ **On-site Attraction Guides** These guides specialise in a small number of locations, such as museums, gardens, or tourist hotspots. They should be well-versed in the area and be there to greet visitors when they arrive. They also need to know how to handle a large number of visitors simultaneously.
- ❖ **City Guides** Tour guides in a city are experts in showing visitors about that city. They take visitors on walks through the city, bicycle tours, and even specialised buses called "hobo" buses to see the sights. These hop-on, hop-off buses are operated as part of the public transit system and are solely for use by tourists. These tour guides frequently collaborate with government and quasi-government agencies.
- ❖ **Government Guides** People working with or receiving funding from the government are considered government guides. The government only recruits people who meet particular requirements before they can work there. These requirements could include certain levels of expertise and training in tour guiding, as well as state or federal licenses and permits. As the government has emphasised, they must also disclose and share information with the tourist. Because they work for the government, tour guides have an additional duty to point out significant government-owned landmarks and properties to visitors.
- ❖ **Specialized Guides** Action and adventure tours, cultural tours, eco-tours, wildlife tours, etc. are just few of the areas of expertise offered by these tour operators. These guides need to know everything there is to know about their respective fields, and they need to be prepared to answer any question or address any issue that a visitor could have.
- ❖ **Independent Guides** Self-employed guides are known as "independent guides," and they sometimes contract with tour companies, government organisations, and other businesses. In order to legally operate, these guides must first register with the appropriate local guidance authority. Additionally, they are obligated to adhere to requirements established by law or governmental bodies, including but not limited to:
 - ❖ Publicizing the establishment and its services
 - ❖ Following moral principles

- ❖ **Business and Industry Guides - The primary function of business and industry guides is to show visitors the best areas to network and do business while they are in town.** Companies may hire them, or they may work independently. During tours, they can also get commission off of sales made to groups or individuals under their care.
- ❖ **Duration Based Guides** These guides often accompany their clients for a set period of time, which might be anything from a single day to many weeks. These guides may be responsible for the transportation of their clients, either personally or by a paid driver, and they may also be asked to prepare meals, either personally or via a chef or kitchen facility.
- ❖ **Driver Guide Driver-guides can be any of the following, with the added skill of being able to take tourists about in their own car.** To operate a car, van, bus, or coach legally, they must possess the appropriate driving license.

4.14 CHARACTERISTICS OF A TOUR GUIDE

1. Strong Communication Skills

Guides need excellent communication abilities. It's fine to be shy, but if you often interact with others, you should get good at small talk. Having a strong voice that can be heard throughout a large group is a prerequisite skill for a guide, as is the ability to speak clearly and concisely. Knowing how to effectively interact with others is a crucial skill in any field.

2. Personable & Outgoing

Having this ability allows you to elevate your conversational skills to the next level. It's not enough for a guide to be fluent in English; they also need to have the "Star of the Show" characteristic of being a charismatic and engaging communicator. A guide should be able to instantly break the ice and get everyone in the group talking to each other and the guide when they first arrive. Then, if they have any questions or thoughts as they go, they'll feel comfortable raising them.

3. A Memory like a Steal Trap

Tour guides not only need to be knowledgeable about the place they're showing visitors around, but also fantastic storytellers. It is unacceptable for tour guides to give inaccurate information, take unnecessary detours to refresh their memories, or spend the whole trip reciting facts from a handout. Their recall should be so impeccable that it feels natural to them when they regurgitate the information. Above all else, though, the narrative must read like it was written by the speaker themselves.

4. Improvisational Skills

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5. Just Enough Enthusiasm

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6. Humor

Like exuberance, comedy may help ease awkward situations and provide an additional dose of fun for your visitors.

7. Punctuality

Tour guiding is impossible if the guide is not punctual. There will be confusion, annoyance, and dissatisfied tour-goers if the guide isn't there to greet the incoming guests at the designated meeting place on time.

8. A Keen Sense of Direction

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general directions from their guide to travel back to their hotels or other destinations.

9. **The Knowledge of a Local area**

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10. **Passion for their City**

Finally, genuine enthusiasm and engagement may elevate a journey from ordinary to extraordinary. Everyone may show off their knowledge and regurgitate statistics, but only those who are truly invested in their field can make visitors and locals experience what they are experiencing. And tour guides that are truly invested in their city will provide anecdotes from their own personal experiences.

Responsibilities of a Tour Guide

- ❖ Greeting and welcoming a guide
- ❖ Informing the visitor about the itinerary
- ❖ Planning itineraries in a way that relates to the weather and also deciding the length
- ❖ Scheduling time and buying the tickets of necessary things beforehand
- ❖ Already planning alternative if the event gets canceled, closures or weather forbids from going according to the schedule
- ❖ Gathering necessary equipment for the tour
- ❖ Getting familiar with the landscape and history of the place to be toured
- ❖ Getting the visitors to get familiar with the culture and language of the locals

- ❖ Encouraging guests to stay healthy and take necessary precautions
- ❖ Requirements of a Tour Guide
- ❖ High school diploma or equivalent
- ❖ Experience as a tour guide is of advantage
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- ❖ Following the prescribed safety codes
- ❖ Having excellent intra personal and communication skills
- ❖ Personable and being humble
- ❖ Organizational, management, and improvisational skills should be excellent
- ❖ Passion for travelling
- ❖ Willing to work on evenings and during weekends

D) Theme Parks

The ideal definition of a theme park is one that describes how it was created: as a man-made park with the specific intent of providing guests with a variety of novel and exciting activities. Many prominent theme parks have been developed all over the world, with the Disney lands being the most well-known, and these parks have a significant influence on the local economy and tourism.

There is no "off season" for theme parks, which helps them attract visitors year-round. This is because thrill-seekers of all ages, from kids to adults, can find something to enjoy at these parks.

Different kinds of theme parks fall under the umbrella word "theme parks," which itself encompasses a wide variety of subsets. Parks of various types are broken down further into their own subcategories. This includes zoological and botanical gardens, parks dedicated to science, parks with amusement rides and games, water parks with a wide variety of water-based attractions, and more.

The fact that residents and out-of-towners alike may have a good time in amusement parks is the primary reason for the term "amusement park." Bringing the whole family somewhere where they'll all have a good time might be a challenge. That's what sets amusement parks apart from the rest.

With so much to do, the whole family can relive their own childhood joys while watching their kids have a blast. Theme parks strive to provide the greatest possible experience for its visitors by constantly innovating and improving their rides, attractions, and other features. Here's a rundown of a few of India's top amusement parks so you can narrow down your search.

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quality amusement park experience. A variety of attractions can be found inside the park's 130 acres, including a theme park, water park, snow park, and game zone. You'll need all the guts you can muster to explore the eerie depths of Salimgarh's stronghold, where a princess has been locked for all time.

1) **Ramoji Film City, Hyderabad.**

Everywhere you look at Ramoji Film Metropolis, the largest film city in the world according to the Guinness Book of World Records, is a picturesque backdrop for your next photo. The property also features an amusement park for those who would rather spend their time there than at an Indian movie theatre.

2) **Kingdoms of dreams, Gurugram**

The Kingdom of Dreams in Gurugram is the place to fulfil all of your theatrical fantasies, and it's only an hour's drive from Delhi. Inside its massive walls, the kingdom brings together many facets of Indian art, craft, culture, tradition, and food. Experience a once-in-a-lifetime performance in the grand auditorium of Nautanki Mahal.

3) **Entertainment City, Noida**

The complex features many parks, including Kidzania, an amusement park, a water park, and a go-kart track, all in the middle of the city.

4) **Essel World and Water Kingdom, Mumbai**

Modern amusement park attractions are so focused on providing an exciting experience that they are no longer kid-friendly. Yet, Essel World Mumbai continues to welcome people of all backgrounds.

5) **Nicco Park, Kolkata**

Nicco Park Kolkata, often known as the Disneyland of West Bengal, is a wonderful place to take the kids for a day of fun and learning.

F) **Cruise**

Cruising means travelling from one location to another on a big, luxurious vessel. Being aboard the cruise is almost as much fun as visiting the destination. The length of a cruise might range from a few days to several weeks, depending on the itinerary, but no matter how long you go, you're guaranteed a sumptuous vacation. In contrast to ocean liners, which transfer passengers from one distant port to another, cruise ships make many stops at different tourist hotspots before returning to the starting location.

Tourists may enjoy the ship's fine dining, bar scene, casino, shopping, clubbing, relaxation, and other pampered amenities. Tourists may have a more convenient and stress-free vacation by booking a cruise that includes plane transportation. Yoga, dance, classical music, Ayurveda, astronomy, popular culture, etc. are just a few of the unusual subjects that some cruises explore these days. When a cruise line has a certain theme, they might transport its guests to locations that fit that theme.

a. **Types of Cruise Packages**

While many tour operators' advertised itineraries are quite similar, there are significant differences in the inclusions and amenities provided by these companies. Airport taxes, visa processing fees, and port handling fees are just a few examples.

As a result of what has been discussed above, the following are the most common types of cruise itineraries:

- ❖ Incentive Cruise Packages
- ❖ Group Packages
- ❖ Family Packages

- ❖ Business Cruise Packages
- ❖ Free Individual Travelers
- ❖ Honeymoon packages
- ❖ Special Interest Cruise Package
- ❖ Fly Cruise Package

b. Type of Cruise

i) Volume Cruises

As the name implies, the primary goal of these itineraries is to increase passenger throughput. Sixty-five percent of all cruises taken each year are considered to be mass market cruises. This style of cruise travel is quite popular in the Caribbean, Asia, and the Pacific Rim.

ii) Premium Cruises

Almost 40% of the total income generated by the cruise industry comes from premium cruises, which make up the second largest component of the business worldwide. These voyages may last anything from a week to three months.

iii) Luxury Cruises

Despite accounting for a tiny fraction of the overall cruise business, luxury cruises have widespread renown among the upper classes. These cruises often last between 6 months and a year and feature itineraries that go to far-flung, exotic locations.

These cruises may be costly, but they remain a popular option for newlyweds and other vacationers. A few examples of the finest cruise lines in the world include Royal Caribbean, Crystal, Star, etc.

iv) Specialty Cruises Cruising with a Focus on a Particular Interest.

Some cruise lines cater specifically to niche markets, such as those interested in oceanography, whale viewing, honeymooning couples, etc. While it does vary per package, these cruises often aren't as long as those that are included in more expensive vacation packages.

There are now around 150 cruise ships operating with over 90,000 rooms available for guests. The Royal Caribbean Cruise Line has nine ships with a combined capacity for 15,000 passengers, making it the largest cruise line in the world.

c. Facilities offered by Cruise Ships

The cruise ships provide an excellent dining experience among many other amenities. Open-air eating on the deck is available on certain voyages, and other ships include elegantly decorated dining rooms serving up exotic cuisine that is sure to wow.

Casinos, health clubs, and malls are just a few of the additional venues available. Movie theatres, day spas, theatres, nightclubs, and other entertainment venues. In addition, many cruises provide amenities such as swimming pools, libraries, gyms, lounges, hot tubs, etc., to meet the needs of its guests. Along with a breathtaking oceanfront setting, the greatest hospitality and service ever conceived of are also included.

d. Importance of Cruise in the Tourism Industry

A rapidly expanding part of the tourist market is vacations aboard cruise ships. Despite being a relatively novel idea compared to the others, it is quickly gaining popularity, first in the countries of North America and Europe and now in the Pacific. Even though cruises are on the decline, they nevertheless play a crucial role in the tourism industry and local economy. There is a great deal of opportunity and promise for the growth of the cruise industry in countries like India, which has a lengthy coastline. These are also the most efficient means by which to acquire second- language knowledge.

e. Souvenirs and Shopping

Although touring for shopping is a relatively new notion, the idea of shopping while visiting a foreign country or place is rather old. Although it was formerly considered a treat to go shopping while on vacation, nowadays practically all visitors want to bring home a memento from their trip. Some people will go to great lengths to ensure they get the real deal by only purchasing items at the country of origin rather than back home.

What this means is that customers are more likely to support small, locally owned shops that offer unique, high-quality wares made by skilled artisans. Inside the resorts that focus on India's cultural heritage, such as Club Mahindra GIR, Club Mahindra Kodagu Valley, Coorg, Club Mahindra Corbett national park, etc., you can find a Souvenir shop stocked with a wide variety of items made in the area, such as T-shirts depicting the Gir lion or Corbett tiger or showcasing local culture. Visitors frequently make purchases from these stores to take home as mementos.

Adding retail establishments to a vacation spot is a terrific way to draw in more visitors. A lot of nations are putting effort into building local malls to improve consumer satisfaction. Tourists tend to spend their money at restaurants and boutique clothing stores. Tourists are interested in visiting stores that sell authentic, locally made goods that accurately portray the area.

Tourists often look for shopping opportunities as both a draw and a need while choosing a vacation spot. It's possible to acquire anything from basic toiletries like shampoo to rare and expensive artisanal works of art.

g. Chauffeur Service

Since not everyone can bring their own vehicle on vacation, automobile rental is a popular alternative. Chauffeur service refers to the provision of a driver who may transport visitors throughout the nation in a private automobile.

Chauffeurs are trained professionals who may be able to assist a visitor, therefore the service is very individualised. The Chauffeur will be familiar enough with the area's roads and highways to get you where you need to go.

Priorities in the Tour**a. Timely Arrivals**

Getting at one's destination on time is the number one priority for each traveller. With any luck, the visitor will have plenty of time to sightsee if the chauffeur makes it there on schedule. The chauffeurs should be quite familiar with the region and familiar with every shortcut that may be taken to escape traffic.

b. Productive and Stress-Free Trips

In a strange city, hailing a taxi might be a challenge. The driver would take care of finding a taxi or a local who could point the way, giving the traveller more time to take in the sights. Because of the time they'll save, visitors may see more of the area.

c. Safety

To ensure the highest level of safety for their clients and themselves, Chauffeur companies only use the most qualified individuals in the field. The drivers will be able to operate both high-end and standard vehicles.

d. Good for Tour Operator Image

Promotes a Positive Public Perception of Tour Companies.

Professional chauffeurs are available around the clock, seven days a week, and are often more courteous and punctual than cab drivers. To put it another way, they carry themselves with grace and clearly care about the comfort of their guests. Having a professional chauffeur helps boost business since returning clients will be satisfied with the service they received.

H. Car Rental

Demand for car rental services is rising all around the world because to rising travel numbers. Vietnam, the Philippines, India, and China are just a few of the Asia-Pacific countries where tourism is predicted to increase at a rapid clip. As a result of their early stage of development, organised car rental businesses have enormous growth prospects in developing nations. Statistical projections indicate a meteoric surge in international visitors. There is a lot of room for growth in the local automobile e-rental sector in the nation.

The primary function of a car rental company is to provide customers with short-term vehicle rental, often for periods of a few hours to a few days. To increase revenue and customer satisfaction, a car rental company could partner with several travel agencies. Having a private driver is the best solution for many vacationers. Besides vehicles, you may also hire vans, buggies, motorcycles, and scooters.

Car rental firms provide automobiles as well as a variety of amenities for the convenience of their customers, including insurance, GPS, entertainment systems, mobile phones, Wi-Fi, and more.

The following are a few of the many benefits of automobile rental services:

- ❖ To put it another way: when travelling, travellers may go anywhere they want, whenever they want, thanks to the convenience of renting a car.
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- ❖ To see more of the country for less, rent a car for your whole trip instead of paying per day.
- ❖ Having the convenience of one's own vehicle while on vacation is something that many travellers seek.
- ❖ Without a driver, a road trip with the family may be a more intimate and unique experience. Plus, a leased automobile could help a visitor save money on transportation costs.

I. Tourist Publication and Information Centers

Books written for tourists and visitor centres dedicated to providing them with information both play crucial roles in the travel industry. Back in the day, your only choice was to print vouchers and hang a banner. As a result of the shift in culture and the proliferation of internet-connected devices, most advertisements are now distributed online through a variety of websites and social networking platforms.

Tourists require up-to-date information about the area's climate, public transit, attractions, currency exchange rates, etc. Lonely Planet publications and similar travel magazines and guides are widely read by visitors because of their useful information about recently found destinations, seasonal events, celebrated holidays, world-famous landmarks, and more.

Blogging is all the rage these days, and popular travel blogs play a crucial role in attracting new visitors and enlightening seasoned travellers alike about off-the-beaten-path attractions and cultural experiences. Additionally, it is quite helpful for a traveller to learn about the experiences of other visitors when arranging a trip.

There are now alternative ways to gather travel information, and podcasts are among them. This refers to the audios that may be found online and downloaded to be listened to on a car stereo, a laptop, or a mobile phone.

J. Travel SIM Card

Connect to a local network in over 200 destinations with a single SIM card. By doing so, you might save money by avoiding the high roaming rates that your home network provider can apply when you are overseas.

While it may be cheaper to purchase a local SIM card if you want to stay in one country for a lengthy amount of time, a travel SIM is the better choice for frequent travellers, especially those who plan to visit more than one location. Sim cards designed specifically for use while travelling are convenient in every way. Travel SIM cards, such as Transatel Data SIM, provide several benefits.

Having one SIM for multi-country trips is so much less hassle

- ❖ You can manage to spend in an online account and top up without any language barriers
- ❖ You get low rates for data worldwide
- ❖ You get more coverage than the average SIM as international SIM cards are designed specifically for travelling.

There is a data-only SIM card available called Transatel Data SIM. Mobile Internet access is possible with a data-only SIM, however voice and text messaging capabilities are unavailable. Skype, WhatsApp, Facebook Messenger, Viber, WeChat, etc. still allow users to make and receive calls and send messages.

K. Passport and VISA services

Those that specialize in visas will need to have a firm grasp of the tourist industry as a whole, as well as the specifics of visa applications (such as the necessary paperwork, fees, and health requirements), embassy and consulate processes, and international health standards. Therefore, a degree in the core subject is necessary, but students should also take the time to learn about these related items since they can enhance a career's potential.

A passport is a document provided by the government of a country to its inhabitants to prove their citizenship and identity while travelling abroad. In India, passports are distributed by the Ministry of External Affairs' Consular, Passport & Visa section to those who qualify.

L. Tour Escorts

When taking a "package tour," a group of tourists is accompanied by a tour guide and driver. When on a tour with an escort, visitors can relax knowing that their transportation, lodging, and sightseeing are all taken care of in advance. Facilities for touring groups vary depending to factors such as group size, age range, and travel budget.

M. Trip Cancellation Coverage

The non-refundable costs associated with a trip are covered by trip cancellation or delay insurance. Each organisation has its own policies about what constitutes a valid reason for a refund. Illness, death in the family, business disagreements, natural disasters, and bad weather are some of the most common causes for covering.

Activity 3: Mini Strategic Planning Task

Task:

Prepare a brief marketing plan (200–250 words) for promoting a new tourism product, such as eco-tourism or medical tourism.

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Expected Learning Outcome:

Learners will apply marketing mix concepts to tourism-related activities.

4.15 MARKETING OF HOTELS AND RESORTS

INTRODUCTION

One of India's most dynamic and competitive markets is the hotel industry, which is also seeing rapid expansion. To direct and facilitate the transfer of products and services from producers to consumers, marketing encompasses all of the resources and activities involved in doing so. Many people associate marketing with management because of its focus on bringing things to consumers. Marketing receives back-end help from other management areas like finance and human resources.

Two of the most important aspects of marketing are as follows:

- ❖ Tailoring the space (hotel, restaurant, etc.) to the specific demands of the clientele.
- ❖ Controlling the whole supply chain from raw materials to final consumers.

CONCEPT OF HOTEL AND RESORT

Introduction to Hotel

A hotel is "an establishment whose principal business is to provide accommodation amenities to a genuine traveller, together with food, beverage, and occasionally recreational facilities too, on a charged basis," according to one definition. It's true that there are certain places outside hotels that provide guests with a place to sleep; examples include hospitals, college dorms, jails, and sanatoriums.

A hotel is a place where people can stay for a fee, often for a brief period of time. Restaurants, bars, swimming pools, healthcare, retail stores, business facilities including conference halls, banquet halls, boardrooms, and space for private parties like birthdays, weddings, cat parties, etc. are just some of the extra amenities that hotels typically provide for guests.

In addition to the standard amenities (bed, dresser, nightstand, air conditioning/ heating, and bathroom), most contemporary hotel rooms now come equipped with modern conveniences such as a telephone with STD/ISD capabilities, cable television, and high-speed Internet access.

There may also be a tea and coffee making unit with an electric kettle, cups, spoons, and sachets containing instant coffee, tea bags, sugar, and creamer, with the cost of these items added to the guest's bill.

As a major economic driver (10% of global GDP), tourism is frequently named the world's top sector. More than 1.2 billion foreign visitors visited the world in 2016; this prompted a massive exchange of goods and services. Tourism is distinct from other exports in that its customers travel to the destination to enjoy the product directly. Let's start with the basics and define tourism before we go any further.

Many dollars are made from the tourism industry, and the two most significant sectors are hotels and resorts. The hotel industry is one of the most dynamic in the travel industry, and for good reason: visitors need a place to rest their heads before exploring a new destination. There is a direct correlation between the health of a region's economy and the number of hotels there are, therefore having enough of them is crucial. A hotel's presence isn't enough to increase a region's tourism on its own, but it does signal the possibility of health tourism.

SOME FACTS

One of the most promising sectors for expansion is the hospitality sector, to which the hotel industry contributes significantly. India's tourism industry has benefited greatly from the country's rich cultural history. Since different regions of the nation include different ecosystems, topographies, and aesthetic attractions, the country as a whole has enormous potential. Similarly, the hospitality industry, of which hotels are a vital component, may provide a substantial number of new jobs for the economy.

The hospitality and travel sector in India has been one of the country's most important economic growth

engines. While hotels' market share may be threatened by the proliferation of low-cost alternatives and other forms of accommodation, they remain an important part of the tourist sector in every country. The hospitality business and the tourism sector work hand in hand to meet everyone's needs. Because of the importance of their interdependence in the tourism sector, neither sector can thrive without the other.



Hotel

INSIGHTS ON THE HOTEL INDUSTRY FROM RECENT STUDIES

Let's get a handle on how the hotel industry in India's tourism sector has evolved and what it prioritises now. With the support of the hospitality industry, India has become the world's third largest exporter of goods and services and third in terms of foreign exchange earnings.

Hotels in India have contributed much to the country's recent tourism growth. As the economy has expanded, it has become a major export earner and a source of new jobs. Surprisingly, India's third-biggest source of foreign currency is the country's booming tourism industry. The rising occupancy rates and average room costs in the hotel business may be directly attributed to the increasing tourist industry. The World Travel and Tourism Council has named India as a top travel destination for the foreseeable future. The hotel business has benefited greatly from this, too. Similar to how the restaurants and shops revitalise the tourism sector, hotels do the same.

Foreign Direct Investment (FDI) and international tourists flock to India's hospitality and tourism business, which ranks among the country's top 10 industries. The hospitality sector in India has been a driving force behind the country's rising prosperity. This development, which has already begun to gain momentum, stands to benefit the travel industry as a whole. It's apparent that hotels and the hospitality industry are boosting the domestic economy by increasing the number of domestic tourists.

4.16 FUTURE EXPECTATIONS

A growing number of hotels would be required to meet the growing demands of India's tourism sector in the long run. Hotel rooms are in high demand, thus the availability of low-cost options is crucial. Indian hotels, especially those in the lower and middle price ranges, are in high demand since they improve the country's tourism infrastructure while remaining affordable for a wide range of visitors.

The B. Resort Overview Full-service hotels that cater to tourists and are located in popular tourist spots (beaches, seashores, scenic or historic locations, ski parks, spas, etc.) are referred to as resort hotels.

If you're looking for a "basic" hotel, you might want to go elsewhere; the variety of services and amenities offered here sets itself apart. Activities and amusements are standard at each resort hotel.

Resorts are places that provide everything a traveller may want right there on the property (lodging, food, drink, sports, entertainment, shopping, etc.).

Timeshare, fractional ownership, or management by a single corporation are only some of the ownership models that might be employed. Some resorts are only open during certain times of the year rather than always.

The convenience of having everything a visitor may need right there on the premises is one of the main draws of Resort Hotels. As a family-friendly destination, it provides a variety of services, including a kids' club, an evening entertainment programme, shopping, and more. Since the Resort is designed to function as a self-contained community, it may be situated far from any major urban hub without worrying about lack of basic services. In many cases, the happy couple chooses to have their wedding take place in a resort (with a wedding planner on the side, a photographer, a hairdresser, and a beauty salon, etc.). In the 1980s, when the tourism industry boomed, resorts sprung up all over the place.

First-time visitors from emerging economies took advantage of cheap flights and convenient proximity to airports to enjoy a vacation free of worry about the weather. Many hotels and resorts were built or expanded to meet the needs of travellers visiting the many additional sites that were part of tour companies' itineraries.

This resulted in the fast urbanisation of stretches of coastline in states like Goa, Kerala, Maharashtra, Tamil Nadu, etc. that had previously been undeveloped. "high density, low - grade holiday settlements, and were lacking not just aesthetic attractiveness but also fundamental amenities" best describes these shorelines. Similar to what was said previously, the low price was a major factor in its expansion.

Travelers and vacations reaped the short-term benefits of the price war, while resort owners, hotels, and tour operators also felt the effects of the decline in their profits. To anybody save a particularly sensitive elite, who are not the target customers of resorts, there was no apparent concern so long as the visitors continued arriving. This mentality can also provide light on why these resorts didn't employ product differentiation methods during their expansion.

REASONS FOR ITS SUCCESS IN PRESENT SCENARIO

Successful resorts cater to visitors whose first priority is rest and enjoyment in an atmosphere where they feel at ease with the locals. Simply being at the resort, with all its artificiality, makes you feel more removed from everyday life. Familiar symbols in a milder/hotter environment engender a state of mind in which typical social inhibitions can be temporarily set aside.

The resort serves as the primary service provider in this vacation package by providing leisure activities at reasonable rates made possible by decreased labour expenses and more favourable exchange rates. It also provides the trip with a foreign backdrop, which is typically viewed on the surface as being similar to that of a themed bar or restaurant. These do not include material mementoes depicting national or regional stereotypes such as landmarks, fauna, or traditions that have little to do with the purpose of the celebration. Like the timber products (Kerala), etc., they are often not authentic to the region where the resorts are located. If a resort is located in a far-flung region, guests might feel like bona fide tourists after they return home with their souvenirs and presents.

CHANGING PERCEPTIONS AND EXPECTATIONS

The need for resorts to set themselves apart from the crowd has become apparent in light of the rise of new travel destinations and the increasing affluence and sophistication of today's vacationers. Quality of the product has decreased, which might be seen as a discrepancy between what visitors were promised and what they got.

Marketing of Hotels and Resorts

- ❖ As a managerial process, it incorporates standard management practises including analysis, planning, execution, and monitoring and evaluation.
- ❖ It is defined as a procedure that detects, develops, and satisfies people's material requirements.
- ❖ Carefully crafted programmes are put into action in an effort to facilitate value-added, market-based trade.

MARKETING OF HOTELS AND RESORTS

Hotel and resort marketing plays a crucial part in bringing in guests and maximising profits. Customers will learn about your hotel and what makes it special through the communications you send them. Keeping up with the times is a must if you want your marketing efforts to succeed. However, the COVID epidemic has also altered the way hotels advertise their services.

How do you market a hotel or resort?

Marketing hotels as a whole encompasses a wide range of activities designed to raise awareness of the establishment and leave a favourable impression on potential guests. Make your hotel as attractive as possible to maximise your revenue. The marketing of hotels in the modern day takes place both online and offline, and hotel chains must make the most of their internet, social media, email, and other channels to reach their target audiences.

The Importance of Hotel and Resort Marketing

One of the most difficult things for hotels to deal with in the hotel and hospitality sector is competition. Marketers play a crucial role in the success of hotels since they help spread the word about what makes a particular establishment special, differentiate themselves from competitors, and convince potential guests to book a stay. The bottom line is that hoteliers may increase their bookings and income by staying abreast of marketing developments and actively pursuing guests' attention.

The key to successful hotel and resort marketing is goal setting.

Marketing is more effective when it contributes to the achievement of your company objectives. Revenue generation is a common goal, but pleasing customers and keeping them coming back are as important. In terms of business, could you please detail your most important objectives for the coming year? If not, then what might they be? Let's think about it for a second. The last year's performance and your primary measures for measuring success should be your starting point.

Potential areas for growth include:

- ❖ Boosting profits by increasing occupancy (during slower periods of the year or at the last minute);
- ❖ Boosting profits by boosting average daily rate (ADR) or revenue per available room; and (RevPAR)
- ❖ If you can cut back on expenses, you can run a more profitable business and boost your gross profit per available room (GOPPAR)
- ❖ With a clear understanding of the company's long-term growth strategy, marketers may focus their efforts where they will have the greatest impact.



Resort

Is there a magic number when it comes to hotel/resort marketing objectives?

Defining one's marketing objectives aids in the subsequent phases of strategy development, implementation, and evaluation. Do not make promises of success that you cannot fulfil; failing to do so lowers morale and, more significantly, puts the expansion strategy at risk. Don't try to do too much all at once; focus on no more than two or three primary goals at any given time.

To further improve results, it is recommended to set SMART (specific, measurable, attainable, relevant, and time-bound) objectives. The SMART format involves the following elements:

- ❖ **Specific:** State in detail what needs to be accomplished
- ❖ **Measurable:** Establish how progress and results will be measured
- ❖ **Achievable:** Define goals that are challenging, but feasible given available budget and resources
- ❖ **Relevant:** Confirm the goal is aligned with other priorities and the timing is right

- ❖ **Time-bound:** Establish a reasonable deadline to focus attention and energy

The following is an illustration of a SMART marketing goal that is in line with a company's overarching mission.

Who exactly are the people you're trying to reach?

If a corporation wants to maximise its profits, it needs to focus on a certain subset of consumers who share certain qualities.

You may define your ideal clientele as those whose expectations are closely aligned with those of your hotel, resulting in a high rate of guest satisfaction and a favourable online reputation. Another option is a group whose vacation habits are a perfect fit for your company's needs, such as spontaneous travels, extended stays, minimal cancellations, etc.

Why should you have a target audience?

By zeroing in on a certain demographic, you'll be able to explain them why your hotel is ideal for their trip by citing specific features, images, and testimonials from other guests who shared their interests. This increased allure will help you attract more of the kinds of customers you want to stay with you.

Sample Hotel target audiences

Given the sheer number of customers that routinely travel throughout the globe, there are several methods to break down the market.

Business travelers

Since their employers are footing the bill, business travellers don't have to worry as much about saving money as they do about getting to where they need to go quickly. Business travellers may be interested in staying at your establishment if you provide convenient services such as proximity to an airport or parking, a reliable internet connection, a dining option, and maybe even a fitness facility.

Families on holiday

Parents who are looking to unwind should place a premium on affordability and accessibility when it comes to finding activities for their children. Visitors travelling with children may be your greatest customers if your hotel has convenient parking or an airport shuttle, is close to popular attractions, features a garden, pool, and complimentary breakfast.

Adults-only vacationers

Most of the time, these vacationers are eager to kick back and have a good time. It's probable that guests will like the resort's spa, fitness centre, swimming pool, and other recreational amenities. The presence of vineyards, golf courses, hiking trails, bicycle paths, fine dining establishments, or must-see attractions, as well as proximity to the beach, the core of the city, or the ski slopes, may also attract leisure tourists.

Hotel Marketing Trends in General

Here are a few instances of current marketing tendencies. Regardless of your hotel's location or clientele, you should be aware of these tendencies. Keeping up with them may be crucial to maximising your earnings.

1 Marketing of the Customer Experience

Customer experience marketing refers to a collection of hotel marketing methods that are focused on the experience customers really have whether staying at a hotel or interacting with a company. The concept is predicated on the notion that people staying in hotels do not pay for commodities so much as they do for the experiences they provide.

Hotels may improve the customer experience in a variety of ways, such as via giving exceptional customer service, introducing unique features in hotel rooms, and providing a superior selection of facilities for visitors. By focusing on marketing efforts on the experience, hotels can truly tap into the reasons people stay in hotels in the first place.

2. Voice Search

A number of hotel marketing methods may take use of voice search, which has become one of the most prominent hotel marketing trends in recent years. For instance, using smart home devices, it is now feasible for clients to book hotels totally by voice commands and hotels could profit on this.

Hotels may attract more guests by implementing voice search functionality and publicising it to potential guests. To do this, hotels can install smart speakers or smart hubs in guest rooms, which visitors can use to access up-to-date tourist information and make in-room service reservations.

3. Improve Guest Experience & Satisfaction Through Chat-bots

When it comes to online customer service, customers have high expectations, and they want answers to their inquiries quickly. This is where chatbots shine. A chatbot may be programmed to respond to frequently asked inquiries, promote your most important marketing messages, boost direct reservations, and even assist clients in the booking process.

In addition to responding to consumers even when human agents are not accessible, chatbots may also automatically recognise a user's language and carry on conversations in that user's native tongue as well as any of a number of other supported languages. Chatbots may interact with customers at any point in the customer lifecycle, from initial contact to post-sale follow-up.

4. Usage of Artificial Intelligence (AI)

Artificial intelligence may play a pivotal role in the customer service interactions that are a vital aspect of the contemporary hotel's marketing mix. One solution to avoid frustratingly poor response times for guests using the live chat features of hotel websites is to implement AI-powered chatbots.

Yet AI's applications in the hotel industry go well beyond those described here. To better target individual guests, AI can help the hotel industry segment its clientele. It can also be used to speed up data processing, and hotels may use robots powered by AI to provide better customer service.

5. Marketing Through Influencers

Influencer marketing is the process of enlisting the help of well-known internet personalities in order to disseminate advertising messages to their respective fan bases. In most cases, those who are considered influential have already built up a loyal following among their target population.

The idea behind influencer marketing is similar to that of celebrity endorsements in that consumers are more likely to give a product or service a try if they know that it has been endorsed by someone they respect or look up to. When it comes to internet promotion, hotels may team up with influencers to produce videos, social media postings, articles, and more.

6. User-Generated Content (Review/ Feedback)

What we mean by "user-generated content" (or "UGC") in the context of the hospitality sector is any and all content that is created and shared online by guests. It might be anything from hotel photographs to vacation videos to customer reviews. Social media and individual blogs are the primary distribution channels for user-generated content.

Because it is generated by actual consumers rather than the company itself, audience trust is bolstered by this type of content. If hotels want to capitalise on user-generated content, they need to make it easy for guests to produce and share their own material, and digital photo booths are a great way to do just that.

7 Advertising Via Online Videos

One of the most effective methods of reaching out to potential guests, video marketing allows hotels to deliver their messages whenever and wherever their viewers happen to be. Video material, which may include both visuals and sound, has found particular success on social networking sites.

Live broadcasts of events, promotional movies showcasing the hotel's amenities, and client testimonials are just some of the marketing tools at a hotel's disposal. The proliferation of 360-degree video creates new possibilities for totally immersing viewers.

9. Re marketing

Finally, remarketing allows hotel management to contact those who have shown interest in their establishment by visiting their website or engaging with them on social media. Research shows that many consumers start making a hotel reservation before abandoning the process.

Maybe they've become sidetracked, or maybe they just want to go more into the topic.

To remind people of their engagement, remarketing enables for the delivery of hyper-specific marketing communications, such as a picture of the precise hotel room they were trying to book.

Hotels may target just those customers who have already expressed an interest in their property by using remarketing.

10. Loyalty Programs

Loyalty schemes are nothing new, but only a small percentage of hotels actually take use of them. Their potential to boost client loyalty is clear. These bonuses are a fantastic method to ensure repeat business from existing customers. Guests are more likely to buy from you if they are able to accrue and redeem loyalty points. All of the incentives should be something that your customers would actually want while yet turning a profit for your business.

For those who book many nights, you may throw in a freebie. Making use of a member's lounge that provides special pricing for alcoholic beverages is one way to foster a feeling of exclusivity. However, you may offer them the chance to bring a guest for free if they attend.

11. Early Bird promotions

Offers for early birds incentivize people to make reservations in advance. These incentives might help make sure people remember you when the first study period is complete. The likelihood of their making a reservation on the spot increases.

It's possible to entice early reservations with price cuts, but that's not your only choice.

12. Focus on guest engagement

Present-day lodging establishments place a premium on catering to each visitor with individualised attention. And that is one of the best ways to market a hotel. A happy customer is the finest advertising.

Firstly, if your personnel paid even a little bit of attention to the preferences of your visitors, it would go a long way toward improving their overall experience. In addition, send them an email before they arrive with information like how to contact you and whether or not they may improve their accommodation.

After they've checked in, you may invite them to any hotel-sponsored events or give them a tour of the local area. Let them know about the offers on that day. Customers will have a more positive experience overall, and will remember you for future business.

In a same vein, once they've checked out, it's a good time to advertise upcoming events, get feedback, and offer discounts on future stays.

13. Take Advantage of the Seasons

The neighbourhood around your hotel is ripe with potential marketing ploys. It might be clear to locals how to make the most of the city's natural attractions, but visitors could need some convincing.

Is your home, for instance, in close proximity to a beach? Package surfing lessons with a stay for those who desire more than simply a place to sleep. Set up a hotel offer that gives guests a discount for booking directly if your establishment is located in wine country. Talk to the winery's sommelier and set up a private tour of the vineyard.

Include outdoor activities in your hotel's marketing in autumn to take advantage of the season's mild temps. You may, for instance, organise a running club to appreciate autumn in all its glory, or encourage outdoor yoga in any nearby green spots.

Travel and Hospitality Marketing Trends

Despite its size and prominence, the travel and hotel sector is a cutthroat business. To succeed in the competitive travel and hospitality market, it is crucial for your company to be abreast of the latest developments in the field.

Recent studies from the Tippie School of Management, for instance, have shown that more and more people prefer to plan their vacations and hotel stays online. 53% of vacations are booked online at this time. In other words, you can't hope to attract your ideal customers until you have a web presence.

Furthermore, keep in mind that having a web presence is only half the battle. Knowing how to sell to your audience is essential if you want to maintain a competitive edge. In order to maintain a competitive edge in the travel and hospitality industries, it is important to be aware of the latest marketing trends in these sectors.



Trends in Hotel Industry

1. Mobile marketing is the norm.

There is a rise in the prevalence of mobile shopping experiences across all sectors, but e-commerce in particular. Specifically, mobile has been responsible for 94% of the rise in e-commerce traffic seen between 2016

and 2017. A whopping 1700% rise was observed for mobile travel and hotel reservations between 2011 and 2015, with those bookings now accounting for 18% of all internet sales. To add, as of late, mobile devices accounted for 21% of all hotel reservations. In recent years, e-commerce in particular has seen a dramatic increase in the prevalence of mobile shopping experiences.

As more and more businesses prioritise mobile marketing, travellers will begin to experience its full potential, according to Deloitte's 2017 Travel and Hospitality Industry Outlook. This year, smart phone booking, checking in, and itinerary changes will become the standard.

2. **Customers expect personalization.**

Data-driven marketing is a tried-and-true method for grabbing consumers' attention since it allows you to tailor your offerings to each individual. Even while this can be challenging due to the infrequent nature of travel and hospitality bookings, there are still a number of methods to make the experience unique. To far, the following have proven to be some of the most efficient forms of personalization: Adopt social logins to collect and profit from social media data, Market to your customers in a way that is most relevant to them by automating your emails, and tailor their in-person experience based on data you already have on file (their booking details, check-in details, preferences, etc.). Your marketing efforts will be more successful if you can find ways to make your consumers feel distinct and unique.

3. **Video reigns supreme.**

We've all heard that content is king, but in the travel and hospitality industries, video content is the most popular form of dissemination.

We may gain a better understanding of the importance of video marketing material in the tourism and hospitality sectors by looking at some of the most striking figures from 2017 provided by Invisia, which are as follows:

Over a billion people regularly use YouTube (YouTube).

To the tune of 74% of all internet traffic in 2017, online video will have taken centre stage (KPCB).

52% of marketers feel video is helpful in raising brand awareness (WowMakers). Fifty-two percent of all marketers agree that video provides the highest return on investment (Syndacast).

For whatever reason, subject lines that include the word "video" have a 19% higher open rate than those that don't (Syndacast). More than four times as many consumers would rather watch a video than read text explaining a product's features (Animoto).

If you want to take your marketing strategy to the next level this year, video is the way to go.

4. **Real-time or moment marketing pays off.**

Presently, 23% of all digital marketing expenses are allotted just for "in the moment" campaigns. The travel and transportation industry is the most successful in terms of moment marketing. Why? Because in the travel and hospitality sector, individuals tend to arrive at their destinations on time, and you are usually aware of their arrival in advance. This paves the way for a robust presence across all channels and platforms, as well as in your physical location, where you can provide individualised service to each of your guests. Connecting with clients in real time allows you to upsell items and services and encourage repeat business, in addition to strengthening your marketing approach.

5 **Emails with dynamic information help direct customers along their journey.**

Using a blanket email to reach all of your subscribers is a thing of the past. Email is a powerful marketing tool that may help you provide the kind of tailored service that travellers and hotel guests expect. A 2.5x increase in click-through rate and a 6x increase in sales are the fruits of your labour when you personalise your emails.

Personalization may be achieved in a number of methods, including but not limited to addressing subscribers by name, tailoring the subject line, and even switching out graphics to reflect the tastes of individual subscribers. However, you should know that dynamic content allows you to conditionally show material based on custom fields set up in your subscriber lists. Therefore, it is possible to replace entire chunks of material with something else depending on subscriber information. In the next email, recipients in France will be presented with an alternative vacation option.

You may tailor your messages to each individual subscriber in a number of ways, including using their first name, tailoring the subject line, and even switching the graphics. Surely you can think of another! Now imagine you are hosting a girls' night and you have access to the gender of your subscribers. Using dynamic content, you may tailor your message to different demographics, such as males and women. If this is done, your campaign's copies will be sent to the relevant subscriber without any more intervention. This aids in targeting the relevant audience and ensuring that the appropriate subscribers receive your messages.

6. Booking retargeting is effective.

An acknowledged difficulty in the hotel sector is increasing direct reservations. Abandoned hotel reservations have been reported at rates as high as 81%. The impact on your bottom line would be enormous if you could close more sales on the first try or guarantee yourself a second opportunity.

There is a method, and it entails wiring up your booking channels to incorporate do-overs. That is to say, you ought to give attention to retargeting bookings.

It's not necessarily game over when a potential consumer backs out of your booking funnel. Retargeting allows you to reconnect with cart abandoners on other marketing channels, so you don't have to say goodbye. As an illustration, supposing a consumer expressed interest in making a reservation but then abandoned their cart before completing the purchase; you might try to get them back by promoting your business on other websites. This include sponsored links, pop-ups, and other similar features.

7. Invest in and serve millennials.

To reiterate, millennials are the most invested generation in the hospitality and tourism sector. The millennial generation is far more likely to travel for work and pleasure than previous generations.

Furthermore, millennials demonstrate devotion and participation once they find a brand they adore. Because of this, loyalty programmes are an excellent method of encouraging millennials' continuous interest in and patronage of your brand.

8. Ride on the wings of earned media.

You should use earned media to help you go where you need to go. There are two forms of media that should be used by marketers. The first and most prevalent is owned media, which refers to the promotional content that companies themselves produce. Although it may have had some impact in the past, paid media is losing ground to the more sustainable earned variety.

In contrast to paid media, earned media consists entirely of contributions from ordinary people. So why is user-generated content crucial in successfully promoting your travel and hotel business? 50+% of millennials place greater faith in earned media than in their own media, studies show.

Implementing a strong social media marketing plan is one of the finest methods to leverage user-generated content in hospitality marketing. Travelers rely heavily on social media sites like Facebook and Instagram because of their visual content. Utilize this, and give your consumers a place to tell their own tales on your feed.

The inclusion of customer reviews is another another useful kind of user-generated content. Add some visuals, like photos or videos, to go along with these.

9. Voice search

When it comes to finding information online, voice search is one of the most rapidly developing technologies. As technology improves, hands-free gadgets will become the standard, with users able to pose questions and receive spoken responses from virtual assistants like Siri and Alexa.

This is great news for anyone working in the field of travel and hospitality marketing, especially those specialising in the latter's hospitality sector. Creating material tailored to a certain area increases the likelihood that people will book a room at your hotel or use your other local hospitality services.

How can digital marketing for hotels and resorts benefit from voice search?

Make up some chatty text: Individuals don't "type" the way they "speak," thus it's crucial to provide content that reflects how people would "voice" a search.

You should focus on long-tail keywords while writing content: Long-tail keywords are more suited for targeted advertising and e-commerce. It's crucial since it increases reservations by attracting more high-quality visitors to your site.

Indicate with precision where you are: In light of findings that the vast majority of voice searches are location-based, it makes sense that your material should be tailored to your audience's actual location.

10. Run a contest or giveaway.

There is nothing more exciting than winning a contest where the grand prize will enhance your next vacation. One of the most effective strategies to both retain your current clientele and draw in new ones is to host a contest. One of the most effective methods of doing both (rewarding loyal customers and drawing in new ones) is to host a contest.

In addition to expanding your email list, competitions may help you connect with similar firms, which can lead to mutually beneficial partnerships. To expand your influence and reach, you might forge strategic partnerships with influential individuals and organisations in return for publicity and other benefits. They will also promote your offer to increase awareness of their own business. It's a situation in which everyone benefits.

Finally, to sum up: Brands that adapt to shifting consumer preferences in the travel and hospitality business will have a leg up on their less innovative competitors. Keep in mind that if you want to increase your customer base, you must adapt your marketing to reflect the wants and needs of your target demographic.

Email marketing is one travel marketing strategy that will never go out of style. Don't forget to read up on our advice for developing successful email marketing campaigns targeted for vacationers. The global push for vaccinations is picking up steam in 2021, and with it comes the gradual resumption of business travel.

Safety of employees is the top priority when trying to forecast changes in the business travel market in light of current uncertainty. Although it will be a cautious and steady comeback, business travel will begin again in 2021 as the global immunisation campaign picks up speed. However, this requires a well-thought-out strategy to implement in order to make business trips more secure, convenient, trouble-free, and flexible than ever before.

A special rate is available on AirAsia India that allows for unlimited rescheduling and has cheaper cancellation penalties. Trends in outdoor tourism, animal safaris, jungle safaris, adventure tourism, MICE travel, and bookings via Thomas Cook (India) India, Diwali, travel fads, itinerary planning, wildlife, Corbett, Ranthambore National Park, Bandhavgarh National Park, Kaziranga National Park, finest national parks in India, greatest jungle safari experiences in India, best jungle safaris India, top jungle safaris India. Spend the night beneath the stars while you go on a wildlife safari and see Mowgli, a tiger, and a hyena. How to organise a safari in the woods after the celebration of Diwali.

Experts in the field of travel planning can use their technological know-how to assist companies in arranging for their workers' safe return to travel. As a result of the global pandemic, significant travel trends throughout the world are being redefined, and new rules are being implemented to ensure the safety of employees, provide them with unique and memorable experiences, save expenses, and increase output.

Following developments, bolstered by new technology, are expected to significantly alter the travel sector in the near future:

Precautions for Safety and Security (Responsibility to Take Reasonable Precautions)
Companies will have a responsibility to ensure the safety of their workers on business trips after a major incident such as the COVID-19 epidemic. After all, every business should prioritise the welfare of their workers above anything else. Organizations are seeking to decrease contacts throughout the customer experience, despite the persistence of safety measures such as mask use and maintaining physical distance. To provide just a few examples, business travellers will increasingly want to stay in certified homes and travel insurance will become standard practice. In addition, businesses want TMCs to handle tasks including passport renewal, consular assistance requests, health form submission, foreign currency acquisition, and pre-departure check-in. To further ensure the safety of their staff in the event of an emergency, more companies will begin to implement 'duty of care programmes', which include monitoring travel warnings, integrating technology to track employee whereabouts, and more.

The uptick in business travel has both good and bad aspects. Business travel is predicted to increase significantly, particularly for companies in the fields of e-commerce, food processing, logistics, delivery, and event management. But there will be others who have had a terrible year and wish to reduce discretionary travel spending by permitting travel solely based on a solid business rationale — in many situations, the trips would be demoted from Business to Economy by change in policy. Therefore, it is possible that the excursions themselves may be unaffected, but the cash value would decrease. In addition, spending on travel is anticipated to become increasingly division-specific, with certain divisions, like Sales & Marketing, continuing to subsidise the costs of others. Several meetings will be encouraged to be combined into one trip to save money. The expenditure and reimbursement policies will be

adjusted to reflect the newfound preference for car travel over air travel for shorter distances.

Many businesses have experienced financial setbacks as a result of the epidemic, hastening their transition to controlled business travel. With this, savings and increased output are guaranteed. Businesses are increasingly moving toward managed travel, even though 60% of business travel is still supplied by a disorganised, fragmented industry. Because of improved coordination and lower prices, this will help them save money and boost output. The second reason to switch to managed travel is the positive effect it has on an organization's travel policy, discretionary spending, and the rigour with which budgets are controlled in real time.

Sales pitches will be integrated into every aspect of business travellers' tech: In the previous several years, merchandising sales have contributed a growing share of total sales. This entails promoting extras like branded fares and add-on services. While the industry is still developing, it might pick up steam as we emerge from the epidemic and more companies perceive a chance to increase their profits by differentiating themselves from the competition. In addition to giving business travellers more control over their flight selections, including legroom, Wi-Fi, and entertainment options, it also gives airlines and TMCs another way to upsell their services. The NDC programme established by the International Air Transport Association is a move in the right direction.

Increased use of automated processes: Business travel is not immune to the widespread use of automation that is occurring across many industries. With businesses suffering through the pandemic years, there will be a high need for the rapid adoption of new technology that may increase productivity and adaptability. To meet this need, a slew of new companies in the travel industry are beginning to adopt cutting-edge technology like machine learning, artificial intelligence, and robots. Organizations will place a greater emphasis on using cutting-edge analytics to steer and inform their speedy decision-making.

Leisure/personal use airport: Workers require time apart from their regular duties. The epidemic has only made things worse. More companies would be willing to change their policy to allow employees to combine work and leisure travel in response to the pent-up demand for vacation time. In addition to helping the employee financially and emotionally, this also increases the likelihood that they will remain with the company. More and more companies will want to use tools that help facilitate policies like offering flexible itinerary options.

If the epidemic has shown anything, it is that the travel industry is adapting rapidly to the "new normal" requirements of customers. There will always be wide variations in the rules and regulations tourists must follow from country to country. In order to improve productivity and save costs without sacrificing employee well-being, businesses will prioritise new policies and programmes that prioritise traveller safety, technological advancement, and partnerships with travel management firms. As could be expected from a pandemic of this scale, many things have changed, and some of them are likely to be around for a while. The bright side is that this experience will better equip us to respond quickly and effectively the next time it opens.

CONCLUSION

Since marketing acts as a conduit between a hotel and its clientele, it is incumbent upon the hotel chain to use this medium wisely by communicating only relevant information to its clientele. Ultimately, marketing should help the hotel and its guests come out on top. Management at hotels and resorts should implement customer-centric marketing campaigns that are profitable for the business but don't put guests at risk.

Consequently, the following bullet points sum up this chapter on hotel and resort promotion:

- ❖ Be Easily Searchable Online.
- ❖ Remarket, Remarket, Remarket.
- ❖ Ensure You're Targeting the Right Audience.
- ❖ Allocate More Marketing Budget during Peak Booking Seasons.
- ❖ Provide Incentives to Get People Interested.
- ❖ Build Local Partnerships.
- ❖ Don't Just Market the Hotel or Resort, Market the Location too.
- ❖ Ensure Your Website is both Simple and breathtaking
- ❖ Go above and beyond in Customer Service before, during, and after their Stay.
- ❖ Build a Customer Loyalty Program.
- ❖ Make the Most of Your Social Media.
- ❖ Don't Forget Email Marketing.
- ❖ Evolve Hotel Operations Based on Guest Feedback.
- ❖ Tell Your Story through Video.
- ❖ Practice the trend: Chat-bots.
- ❖ Maintain your online reputation.
- ❖ Negative feedback is just as valuable as positive feedback.
- ❖ Create hotel employee ambassadors.
- ❖ Get new local marketing ideas for hotels.
- ❖ Partner with airlines.

- ❖ Personalize the guest experience from start to finish.
- ❖ Create a guarantee or promise for hotel guests.
- ❖ Answer hotel related travel questions on Quora.
- ❖ Don't forget local.
- ❖ Create Experiences.
- ❖ Improve your advertising.
- ❖ Turn your guests into advocates.
- ❖ Ensure the technology supports the guest's experience.
- ❖ Attract the right guests. Delight them. Repeat.
- ❖ Optimize your hotel's website for voice search.
- ❖ Create a virtual tour on your hotel's website using photos, videos, or a 3D diagram.
- ❖ Post reviews and testimonials on your hotel's site.
- ❖ Do a Question & Answer with an industry expert at your hotel to drive marketing results.

Case Study for Self-Assessment

Case Study:

Medical Tourism in India and Marketing Challenges

Background

India has emerged as a global hub for medical tourism, attracting patients from Asia, Africa, and the Middle East due to high-quality healthcare services at relatively low costs. Hospitals such as Apollo, Fortis, and AIIMS have developed specialised international patient departments and global marketing strategies. According to reports by the Ministry of Tourism and WHO, medical tourism contributes significantly to India's service sector and foreign exchange earnings.

Contextual Problem

Despite its growth potential, India's medical tourism sector faces challenges such as intense competition from countries like Thailand and Singapore, concerns about service quality consistency, regulatory issues, and the need for integrated tourism-healthcare packages.

Hospitals and tourism agencies must understand diverse patient expectations, cultural differences, and service quality requirements to design effective marketing strategies.

Stakeholders

- Hospitals and healthcare providers
- International patients and their families
- Travel agencies and facilitators
- Government and regulatory bodies
- Insurance companies

Managerial Issues

Managers face key questions:

- How should India position itself in the global medical tourism market?
- What marketing mix strategies are appropriate for medical tourism?
- How can service quality and trust be enhanced?
- How can tourism and healthcare services be integrated effectively?

Relevance to the Lesson

This case demonstrates the complexity of marketing tourism-related activities, particularly in service sectors where intangible and experiential factors play a dominant role.

Analytical Questions

1. Analyse the factors influencing the growth of medical tourism in India.
2. Apply the tourism marketing mix to the medical tourism sector.
3. Identify the challenges faced by India in marketing medical tourism.
4. Explain how understanding tourist (patient) behaviour can improve marketing strategies.
5. Suggest strategies to strengthen India's position in the global medical tourism market.

Improvements in Self-Assessment Questions

A. Short-Answer Questions (with Answers)

1. **Define tourism marketing.**
Answer: Tourism marketing refers to the application of marketing principles to promote tourism products, services, and destinations.
2. **What is a tourism product?**
Answer: A tourism product is a combination of tangible and intangible elements such as attractions, accommodation, transport, and experiences offered to tourists.
3. **List any two characteristics of tourism services.**
Answer: Intangibility and perishability.
4. **What is destination branding?**
Answer: Destination branding refers to creating a unique identity and image for a tourism destination.
5. **Mention any two types of tourism.**
Answer: Leisure tourism and medical tourism.
6. **What are intermediaries in tourism marketing?**
Answer: Intermediaries are organisations such as travel agents and tour operators that connect tourists with service providers.
7. **State any two challenges in tourism marketing.**
Answer: Seasonality and intense competition.

B. Essay-Type Questions (with Hints)

1. **Explain the concept and scope of tourism marketing.**
Hints: Meaning of tourism marketing, stakeholders, economic significance, scope.
2. **Discuss the characteristics of tourism products and services.**
Hints: Intangibility, inseparability, variability, perishability, implications.
3. **Analyse different types of tourism-related activities.**
Hints: Leisure, business, medical, cultural, eco-tourism, examples.
4. **Explain the application of marketing mix in tourism services.**
Hints: 7Ps, role of people and processes, service quality.
5. **Evaluate the role of destination branding in tourism development.**
Hints: Brand image, competitiveness, sustainability, case examples.

C. Multiple Choice Questions (Analytical)

1. Which of the following best describes a tourism product?
 - A. Only hotel services
 - B. Only transportation facilities
 - C. A bundle of experiences and services
 - D. Only natural attractions

Correct Answer: C

2. Which of the following is NOT a characteristic of tourism services?
 - A. Tangibility
 - B. Intangibility
 - C. Perishability
 - D. Variability

Correct Answer: A

3. The “People” element in the tourism marketing mix refers to:
 - A. Tourists only
 - B. Employees and service providers
 - C. Physical infrastructure
 - D. Government policies

Correct Answer: B

4. Destination branding primarily aims to:
 - A. Increase government control
 - B. Create a distinctive identity for a destination
 - C. Reduce tourist inflow
 - D. Eliminate intermediaries

Correct Answer: B

5. Seasonality in tourism refers to:
- A. Uniform demand throughout the year
 - B. Fluctuations in tourist demand across seasons
 - C. Increase in government regulations
 - D. Elimination of tourism activities

Correct Answer: B**References and Suggested Readings****A. Text Books**

1. Philip Kotler, John Bowen and James Makens, *Marketing for Hospitality and Tourism*, Pearson Education, New Delhi, 2016.
2. David Weaver and Laura Lawton, *Tourism Management*, John Wiley & Sons, Brisbane, 2014.
3. Alastair M. Morrison, *Marketing and Managing Tourism Destinations*, Routledge, London, 2013.
4. C. B. Gupta and N. Rajan Nair, *Marketing Management*, Sultan Chand & Sons, New Delhi, 2019.
5. Philip Kotler and Kevin Lane Keller, *Marketing Management*, Pearson Education, New Delhi, 2016.

B. Other Reference Material

1. Ministry of Tourism, Government of India, *Tourism Statistics and Reports*.
2. World Tourism Organization (UNWTO), *Global Tourism Reports*.
3. World Health Organization (WHO), *Medical Tourism and Global Health Reports*.
4. Economic Times, *Reports on Indian Tourism Industry*.

Unit-5

DEVELOPING MARKETING SKILLS FOR TOURISM

Objectives of the Lesson

After studying this lesson, the learner will be able to:

- ❖ Explain the concept and importance of marketing skills in tourism.
- ❖ Analyse key professional skills required in tourism marketing.
- ❖ Distinguish between technical, interpersonal, and strategic marketing skills.
- ❖ Apply marketing skills in designing tourism products and services.
- ❖ Evaluate the role of digital and communication skills in tourism marketing.

Structure

- 5.1 Creativity
- 5.2 Team Building
- 5.3 Integrated Marketing Strategies

5.1 CREATIVITY

The subject of what exactly constitutes creativity has been brought up repeatedly in the context of recent debates over methods of product creation

and advertising. The term "creativity" is rarely defined in the discourse around it. It might be because originality is viewed as elusive since it is mysterious and complex (Florida 2002). However, there are a few staples of creative thinking that are consistently employed.

It appears in the numerous existing definitions. For instance, "inventive, imaginative; demonstrating imagination as well as a regular ability" is how the Oxford English Dictionary characterises creative people. It is when one "goes beyond established methods of doing, knowing, and producing" that "[individual] creativity develops," as argued by Chartrand (1990: 2). It is because of these concepts that many people equate creativity with innovation. In this context, innovation in the tourist industry might take the shape of the introduction of novel products or experiences, alternative modes of consumption, or even entirely new destinations. Some may classify as "creative tourism" any type of travel that requires some degree of creativity on the part of the tour operator or traveller. Cloke, in Chapter 2, expands the creative spectrum to encompass the creativity of nature, and Evans, in Chapter 4, argues that this spans a wide variety of sectors including design, architecture, and the media. As the chapters in this collection demonstrate, however, creativity may be understood and put to use in a broad variety of contexts, including cultural development more generally and the tourist industry in specifically. The term "creativity" has been used in a variety of contexts throughout this course, including but not limited to the following:

- ❖ creativity as a product
- ❖ creativity as an experience
- ❖ creativity as innovation
- ❖ creativity as a marketing strategy
- ❖ creativity as an industry sector

- ❖ creativity as a social development strategy
- ❖ creativity as a landscape
- ❖ creativity as problem-solving
- ❖ creativity as a blanket term for heritage and cultural tourism
- ❖ creativity as a challenge to identity
- ❖ creativity as difference and diversity

Creativity is still a topic of intense controversy, and this conversation is likely to continue for some years. Meanwhile, our goal in this collection is to look beyond the merely creative substance of ideas to consider the myriad ways in which the concept of "creativity" has been used in the tourist industry and the varied results that have resulted.

What is creative tourism?

Creative tourism emerged in the 21st century and is described as "tourism that provides opportunities for guests to actively participate in courses and learning experiences that are distinctive to the holiday place they are transported to."

Activity 1: Self-Assessment of Marketing Skills

Task:

Identify your current strengths and weaknesses in marketing-related skills such as communication, digital literacy, and customer orientation. Prepare a brief self-evaluation report.

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Expected Learning Outcome:

Learners will develop awareness of the skills required for professional success in tourism marketing.

Learning to think creatively Everybody appears to agree that a critical mass of creative creation is necessary for creative development methods to bear fruit, and that in turn requires a significant volume of creative consumption. The 'new methods of consuming' are taking centre stage in the evolving (post) modern consumer economy, according to Rider (1999). Fast food joints, cruise ships, casinos, and even museums are all examples of the new ways that individuals engage in their consuming activities (and increasingly the mixture of different settings). The Disney Corporation and other major experience providers have long grasped the creative requirement of "enchant[ing]" such fundamental settings to attract customers. But today, even the most seasoned producers of experiences must figure out how to include consumers so deeply in the creative process that they become "prosumers," or creators of their own experiences.

This evolving promotional environment fosters a variety of creative tourism development strategies, such as:

- ❖ tourism based on the consumption of creative media;

This evolving promotional environment fosters a variety of creative tourism development strategies, such as:

The creative industries have gained significance as a way of producing and disseminating destination images because to the centrality of pictures in the new means of assumption. A good example of this is the rise of "film-induced tourism" that has recently emerged (Beeton 2001). Film and television productions, as explained by Cloke are becoming increasingly essential as vehicles for destination marketing, drawing tourists to the regions where they are set or produced. When movies are made from novels, for example, they might help foster the growth of what are called "literary landscapes" as a form of tourism (VisitBritain 2007). Sometimes it's only the fact of filming there that draws tourists, even if the tale has little to do with the region. This is the case with the Almera province of Spain, which often doubles as the 'Wild West' in "spaghetti westerns." According to Vanolo (2006:), "the construction of the image of the creative city lies in the building up of visual symbols — landmarks — of creativity," as well as "specific narrations" that highlight the creative milieu of the cities and the location of connected functional and, above all else, cultural references. Vanolo claims that this method is grounded in several central ideas that are increasingly used in the fields of creative development and marketing strategy.

- ❖ The 'buzz,' or scenes involving human interaction, in particular social encounters, with a focus on multiethnic settings. 'Official' and 'popular' art in the area are both included in this category.
- ❖ Nightlife, including both high-end dining options and hip hangouts frequented by the cool kids. Representations of high-quality education, both for youth and professionals, are commonly held to be a vital component of urban competitiveness, along with public spaces, especially natural surroundings and parks, outdoor athletic scenarios, and iconic structures.



CREATIVE TOURISM

Source: <http://www.tourism-master.com/2016/03/29/thesis-publication-creative-tourism-in-balis-rural-communities/>

Embedding creativity has also enabled and encouraged the formation of concentrated hubs of innovative endeavour. These hubs are increasingly significant to the local economy and the development of a city's creative identity (Florida 2002). Therefore, the study of clusters and networks in the past 30 years provides a foundation for much of the present thinking on the "creative" (e.g. Simmie 2001). Creative hardware, Edgware, and software may help towns and regions create new opportunities for people and visitors alike. These mash-ups, as summed up by Richards and Wilson (2006), fall into three broad categories of "creative tourist experiences:" Convergence of creative spectacles and creative places may also suggest that visitors actively participate in creative activities, acquire new skills, and/or are challenged creatively.

Skill Development Programmes of AP Tourism

India Tourism Development Corporation (ITDC) is an autonomous public sector initiative under the Ministry of Tourism, Government of India. The state of Andhra Pradesh has

asked ITDC to help train its residents for jobs in the hotel industry. Andhra Pradesh's Minister of Commerce, Industry, Information Technology, and Skill Development Mekapati Goutham Reddy met with ITDC's Chairman and Managing Director G Kamala Vardhana Rao in New Delhi to discuss the idea.

At the meeting, the AP minister asked for ITDC's help in putting into action the state government's ambitions to create a Skill Ecosystem in the Hospitality and Tourism industries. The state government has expressed interest in signing an MoU with ITDC to establish a Centre of Excellence for Tourism and Travel Curriculum, and the relevant minister has communicated this interest.

A. Srikanth, MD & CEO, APSSDC, electronically inked MoUs with IBM India, Singapore Polytechnic International (SPI), India Tourism Development Corporation (ITDC), and L.V. Prasad Film & TV Academy (LVPA).

Attendees included G. AnanthaRamu, Special Chief Secretary (skill development and training), and ChallaMadhusudhan Reddy, chairman of the APSSDC. An IT Center of Excellence (CoE) is the stated goal of the MOU between IBM India and the Indian government. The APSSDC plans to use the global computing major to provide advanced education in areas such as

AI, programming, cloud computing, the IoT, blockchain, data science and analytics, cyber security, big data, and the whole stack.

Profession-oriented education

With the help of SPI, the government's projected skill colleges will be able to provide sophisticated manufacturing, food innovation, food processing, and entrepreneurship programmes taught by experts from across the world. SPI will aid in the construction of industry-specific laboratories, design and implement curricula, and refine a quality assurance framework to ensure that all educational materials are of the highest possible standard. LVPA will establish and run a CoE in the media and entertainment industry in the Visakhapatnam region. It will give apprenticeship support through the National Apprenticeship Promotion Scheme in addition to offering courses in 2D animation, digital photography, editing, VFX, and digital restoration. The goal of the collaboration with ITDC is to establish a hospitality-focused CoE. Training programmes in the hotel industry and event planning will be developed and provided by the ITDC.

On Friday, the government of Andhra Pradesh unveiled a new strategy that would use a theme-based approach to transform the state's tourist industry into a global leader. The primary goals of the Andhra Pradesh Tourism Policy 2020–25 are to encourage sustainable tourist practises among all industry players and to create a strong tourism infrastructure that can adapt to the dynamic tourism industry. The new strategy was agreed by the state Cabinet during its meeting here on Friday. It is intended to encourage large private investments through various incentives. Foremost among the new policy's goals is the construction of five- and seven-star resorts and hotels in the state's most popular tourist spots.

KEY WORDS

- ❖ **Marketing skills:** Skills in marketing are those that are useful in any aspect of marketing. Having these abilities is crucial for success in marketing. A company's priority while searching for a new employee is to locate someone who is qualified for the role and can provide results as expected.
- ❖ **Digital Advertising:** Marketing and advertising that takes advantage of the World Wide Web to reach customers is described variously as online advertising, Internet marketing, Internet advertising, digital marketing, web marketing, or simply web advertising.

- ❖ **Search Engine Optimization:** Search engine optimization, or SEO, refers to the methods used to increase the amount and quality of visitors to a website or web page via organic or unpaid search results on search engines. Unlike paid advertising or direct traffic, organic search engine optimization does not directly target users.
- ❖ **Social media:** Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks

and communities. By design, social media is Internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smart phone via web-based software or applications.

- ❖ **Analytics:** This refers to the use of computers to conduct statistical analysis in a methodical manner. Finding, understanding, and conveying insights from data patterns is what it's utilised for. It also involves using data pattern applications to make smarter choices. Analytics is useful in fields where there is a lot of recorded data because it uses a combination of statistics, computer science, and operations research to put a numerical value on results.
- ❖ **Stress management:** The term "stress management" refers to a "collection of approaches and programmes intended to assist individuals cope more effectively with stress in their life by assessing the particular stressors and taking positive action to lessen their impact."

Case Study

Introductory Case Study:

Skill-Based Transformation of Tourism Services in Dubai

Background of the Sector

Dubai has emerged as one of the world's leading tourism destinations due to its strategic investment in infrastructure, service quality, and human resource development. The Government of Dubai and tourism organisations have emphasised continuous skill development in areas such as customer service, digital marketing, intercultural communication, and experience design. According to reports by UNWTO and global tourism industry publications, Dubai's success is strongly linked to the professional competence of its tourism workforce.

Contextual Trigger or Problem Situation

In the early 2000s, Dubai faced intense competition from established tourism destinations such as Paris, London, and Singapore. While infrastructure development was significant, policymakers realised that infrastructure alone could not guarantee tourist satisfaction. Tourists increasingly expected personalised services, seamless digital experiences, and culturally sensitive interactions.

The challenge was to develop a highly skilled tourism workforce capable of delivering superior customer experiences and sustaining Dubai's global brand image.

Stakeholders Involved

- Government tourism authorities and policymakers
- Tourism organisations (hotels, airlines, travel agencies)
- Tourism professionals and service employees
- International tourists and local communities
- Training institutions and professional bodies

Behavioural and Managerial Issues

Managers faced several issues:

- Identifying critical skills required in tourism marketing
- Training employees in customer-centric and digital competencies
- Aligning individual skills with organisational marketing strategies

- Managing service quality across diverse cultural contexts

Importance of the Case for the Lesson

This case demonstrates that marketing success in tourism depends not only on strategies and infrastructure but also on human skills and competencies. Developing marketing skills is essential for delivering value, building brand reputation, and achieving sustainable competitive advantage.

Linkage to Lesson Concepts

The case is linked to:

- Concept of marketing skills in tourism
- Professional and interpersonal competencies
- Digital marketing skills
- Strategic application of skills in tourism marketing

5.2 TEAM BUILDING

Team building is an approach to management that involves a wide range of actions aimed at fostering a more cohesive and productive work unit. Competence, analysis, and keen observation are all required to put together a formidable team. The ultimate goal is to fulfil the mission statement of the company.

Now, you must be wondering; How to Build a Great Team?

It takes a lot of talent and foresight to put together a winning squad. Some managers are sought after by businesses due to their demonstrated expertise in fostering productive teams. The manager in charge of putting together the team has to know how to assess the members' skill sets and shortcomings so that they may assemble a group with complementary talents. He has to work on building trust and rapport among his team members. Managers may assist their teams bond via stress-relieving activities that promote open dialogue and collaboration.

He is responsible for communicating the organization's vision and mission to his team. In order to guide his team to success in reaching the organization's objectives, he must also delineate for them their individual responsibilities.

TEAM BUILDING PROCESS

Building a strong team takes more than just a single event. It's a methodical strategy for bringing about change in an organisation for the better. Typically, groups work together for a certain amount of time on a specific assignment.

Following are some of the many stages that go into putting



together a cohesive team:

Define Objectives and Required Set of Skills

The manager must first determine what kind of team is needed to carry out a specific assignment. Before creating a team, it is important for the group to learn more about the task at hand, including its significance, the talents needed to do it, and the level of difficulty involved.

Establish Goals and a Competency Profile

The next step is to document the organization's goals and the resources it will require to achieve them.

Consider Team Roles

Managers take into account a number of factors when putting together a team, including how members will get along with one another, what skills they bring to the table, and how the team as a whole will function.

Determine a Team Building Strategy

At this point, it's imperative that the manager have a firm grasp of the operational structure to foster productive teamwork. He has to be confident in the team's goals, roles, duties, timeline, resources, training, information sharing, feedback loops, and trust creation.

Develop a Team of Individuals

The next step is to bring everyone together to work as a unit. Everyone on the team is made aware of what is expected of him.

Establish and Communicate the Rules

The guidelines for team members' reporting, meeting frequency, and making decisions are outlined. People are urged to voice their opinions and seek clarification on issues in order to foster an environment of open communication and cooperation within the group.

Identify Individual's Strengths

Team members' strengths are highlighted through a variety of team-building activities. The members of the team may get to know each other and learn their own strengths and areas for improvement. Join the Squad!

Now is the time for the manager to join the team as an equal rather than a superior. It's vital that team members know they matter and that they're treated fairly. Everyone on the team should look up to the manager as a leader who is always there to help them out.

MONITOR PERFORMANCE

Assessing the overall efficiency and effectiveness of the group is the next phase. Discovering weaknesses and their causes is part of the process. In the long run, the team's performance and output will benefit from this measure.

Schedule Meetings

One of the most important things to do is to get the team together on a regular basis to talk about how they're doing, any issues they're having, and what they think the next step should be.

Dissolve the Team

At last, the management should assess the outcomes and provide appropriate compensation to the employees who contributed to the success. When the team's primary mission has been accomplished, its members will disband.

ADVANTAGES OF TEAM BUILDING

The practice of "team building" as a tool for creating and leading productive groups at work has undergone dramatic change in recent decades. The necessity for regular team-building exercises arose from the effort to meet the organization's long-term goals.

Now, we'll talk about how forming teams may help a business in a variety of ways.

Identify Strengths and Weaknesses: Strengths and weaknesses of each team member may be determined through team-building activities. Such an analysis is not feasible in normal, day-to-day operations. Managers may utilise these skills to build strong teams.
Vision and mission-oriented: Participating in team building exercises helps identify the team's purpose and value in realising the organization's mission. People are inspired to work toward the organization's success when they have a clear picture of what that success looks like.

Develops Communication and Collaboration: Develops Effective teamwork depends on good communication and cooperation, both of which are bolstered via team building exercises. Everyone feels more at ease and more at home. Trust and mutual comprehension are fostered when team members work together.

Clearly outlines and establishes the responsibilities of each team member. Furthermore, individuals are assigned

individual duties and are also motivated by the prospect of achieving team success.



Initiates Creative Thinking and Problem Solving: Motivates original thought and problem solving since members of a group are more likely to voice their own perspectives and provide their own ideas for resolving an issue. It encourages them to think beyond the box and discover their inner creativity.

Increases Confidence and Motivation Through team-building exercises, the company shows its employees that they care about them and their well-being. By helping them grow professionally and socially, it boosts team members' confidence in one another and their ability to work together effectively.

Introduces and Manages Change:

Facilitates New Initiatives Through Familiarity, Team Building Helps Leaders Ease Employees Into Organizational Changes That They Know Are Necessary The effects of such shifts on productivity and morale can also be mitigated with its aid.

Facilitates Delegation: Managers are more likely to assign tasks to a group than an individual because of this. Therefore, managers may better distribute tasks to their teams with the use of team building exercises.

Befler Productivity:

Improved Productivity if the team is well-formed and everyone works together to meet their goals, everyone's output improves. As a result, both the team and the company are more productive.

DISADVANTAGES OF TEAM BUILDING

Making a cohesive team is a challenge. If you have a high-performing team, you can achieve your goals. Nonetheless, ineffective teams can cause the company to lose valuable time and money.

Therefore, it is fair to state that team building also has a number of drawbacks, including the following:

Develops Conflict: The team's inability to communicate and work together occasionally leads to friction. This causes tension and friction on the team, which in turn lowers output quality. Conflict resolutions like this are quite inefficient.

Unproductive or Freeride Team Members: Occasionally, team members do not do their part to help the team succeed. People like them are called "freeriding team members" since they don't contribute anything to the team. They end up being a drain on the team's resources and effectiveness.

May Lead to Non-Cooperation: There is no such thing as a "typical" person. Members of the team have difficulty working together. The team's overall effectiveness suffers as a result of the individuals' inability to work together.

The Challenge of Assessing Individual Performance: The success or failure of a team may be defined by the results it produces for the organisation. When an organisation recognises and rewards the work of a team, it often fails to recognise the individual contributions of its members.

Involves Cost: Team-Building Efforts Require Both. Furthermore, a lot of time, money, and resources are used up making sure that teams have proper coordination, balance, feedback, decision making, and conflict management.

Accountability and Credibility Issues: If anything goes wrong, figuring out why might be a challenge. Sometimes team members will accept responsibility for their actions, blaming others on the team for an adverse outcome.

When the team achieves success, individuals tend to claim it for themselves, rather than acknowledge the group's contribution.

TYPES OF TEAMS

A team is established when people with a shared vision, mission, values, and needs work together. To complete challenging endeavours, individuals must assemble into cohesive teams. Every team member should make an equal contribution and work tirelessly toward the team's predetermined goal.

No one ever does their job alone in a company. Each member of staff contributes to the success of the business by working closely with his or her fellow employees to achieve shared goals. All members of the team should work to support one another.

When working on a task that is even slightly complex, it is always possible to organise a team. Let's go down the many kinds of groups that exist.

Permanent teams-Teams that are permanent in nature continue to function even after their initial mission has been completed. Let's have a look at a concrete example to better grasp the idea.

As a result of their interest in branding and marketing, Mike, Peter, Joe, and Ana were all placed on the branding team at a top company. Marketing their product or service was their top priority. They put in long hours and hit their goals early every time, yet their team never broke apart. Their squad was never disbanded or asked to quit the company. These groups are known as "permanent teams."

Human resources, operations, and administration are permanent teams since they operate efficiently all year round, regardless of whether or not there is any active activity.

Temporary teams - The value of temporary teams declines once the assigned mission is over, in contrast to the value of permanent teams. Short-term teams are often put together to help out the regular crew or get things done when everyone else is preoccupied. When businesses have more projects than they can handle, they often organise temporary teams to assist the regular employees in getting everything done on schedule.

Task Force - A task force is a group put together with the express aim of completing a certain project or solving a pressing issue.

When dealing with serious problems like bombings, terrorist attacks, etc., the government typically forms special teams to conduct investigations. When faced with a pressing issue, the task force investigates all potential causes and works to find a solution before the deadline.

Committees are groups of people who get together to complete a certain project or task. Committees are formed when people with same interests and a similar worldview or set of experiences convene on a single platform to tackle a problem.

Commiflee -Committees are sometimes formed in order to generate money, invite notable guests, and carry out the myriad other responsibilities necessary to pull off a cultural event. The members of the committee collaborate to devise plans for carrying out the mission. Students with same interests often band together at school to establish committees that plan events like cultural celebrations and extracurricular activities that are essential to their well-rounded growth.

Organization/WorkForce - Groups like this are common in workplaces, where employees collaborate under the direction of a knowledgeable manager. A leader or supervisor is chosen from inside the group, and everyone works together toward a common objective under his or her watchful eye. In order to get the most out of his team, a leader must show unwavering support for everyone on it. He should not undervalue anyone on his team and should always travel with his team to minimise potential problems.

At the top advertising agency where Samuel worked, he had two subordinates. Samuel had unwavering faith in his teammates, and by working together, the group consistently outperformed the competition.

Self-Managed Teams -The members of a self-managed team collaborate once more toward a shared goal, but this time they do it without the oversight of a manager or other designated team leader. As the term "personal responsibility" implies, in this setting each participant is held solely responsible for his or her own results. Members of self-managed teams should treat one another with dignity and remain focused at all times. There is no designated leader, and everyone in the team is expected to pitch in. People learn to take charge of their own lives and act as their own teachers and mentors.

Cross-Functional Team - Let's take a look at a real-world use of cross-functional teams to have a better grasp of the concept. The branding team included both Maria and Andy. They were given a task that needed to be finished in two days by their supervisors. The doctors have recommended that Andy stay in bed for the foreseeable future after his injury. To keep things moving forward, Peter was transferred from the operations team to Maria's marketing team. Cross-functional teams are ones that have members from different departments. Having staff who are all roughly on the same level helps keep things professional. A cross-functional team is made up of people who normally wouldn't work together to achieve a similar goal. Teams like this are effective because they pool the knowledge, skills, and preferences of a wide range of individuals to provide fresh perspectives on a problem.

Virtual Teams - In the context of "virtual teams," members may be geographically dispersed yet still work together via electronic means. The people here use the internet to have virtual conversations with one another.

Sam in Los Angeles, Mandy in Mexico, and Sara in Denver may work together toward a shared goal using only digital means of communication established over the internet. When workers in distant locations need to communicate with one another, such teams become useful. Supporters of a community on a social networking site like Facebook or Orkut are also a virtual team since they are spread out geographically but are united in their support of that community. They are united in wanting to better their neighborhood.

KEYWORDS

Team: come together as a team to achieve a common goal.

Team Building: A team is established when people with shared values, goals, and interests join forces to achieve them. Everyone in the team does his or her part and gives 110% to help the group succeed. Team members work diligently to meet and exceed the standards set by their superiors. Each member of the team must be committed to doing his part and contributing to the team's success. Every member of the team should put the needs of the team ahead of his own interests. Personal goals need to take a back seat.

Team Building Process: Team development refers to the process by which a group of people learns to work together efficiently. Educational psychologist Bruce Tuckman found that high-performing teams often progress through five stages of growth. Forming, storming, norming, performing, and disbanding are the phases he identified.

Team Roles: Successful teams feature members who take on certain roles, which are defined as "tendencies to behave, contribute, and interact with others in a particular way."

Team Productivity: Productivity in a team can be understood in a variety of ways. Team productivity refers to the amount of work accomplished by a group in a given time frame that results in a desired level of quality in the output. It also entails enhancing team members' sense of accomplishment and giving them the resources they need to do their jobs effectively.

Activity 2: Tourism Service Evaluation Exercise

Task:

Observe the service quality of any tourism-related organisation (hotel, travel agency, airline, or tourist destination). Analyse the skills demonstrated by employees during service delivery.

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Expected Learning Outcome:

Learners will understand the practical application of marketing skills in tourism services.

5.3 INTEGRATED MARKETING STRATEGIES

INTRODUCTION

Integrated marketing is a term that was originally used by Don E. Schulz, a professor (emeritus-in-service) at Northwestern University's Medill School of Journalism, in the early 1990s.

Many marketers have sought to update the phrase "integrated marketing" with new words like "multichannel marketing" and "Omni-channel marketing" to account for the proliferation of consumer devices and the rise of new technology. However, these contemporary expressions do not share a common meaning.

When trying to contact as many potential buyers in a specific demographic, multi-channel marketing employs more than one method. There is a "inside- out" emphasis on the campaigns.

Omni-channel marketing is a new approach of utilising many channels. When attempting to reach consumers through various channels and devices, it is essential that all of these systems work in tandem. Each channel's interaction with the others is being scrutinised. It is not necessary to run the same campaign on all channels, but they should "play nicely" together. This kind of promotion has a consumer-centric, "outside-in" perspective.

To use an integrated marketing approach,

According to Northwestern University, "integrated marketing" is "a strategic marketing strategy expressly designed to guarantee that all message and communications strategies are united across all platforms and are centred around the customer." To eliminate waste and turn marketing from a cost into a profit centre, the IMC process places a premium on discovering and analysing customer prospects, crafting messages for customers and prospects that are both useful and lucrative, and measuring the results of these efforts.

I found it helpful to realise that all of our communications must be consistent and focused on the customer or prospect, but I was most intrigued by the concept of adapting that message to maximise service and revenue generation.

Therefore, integrated marketing communications (IMC) is the planning and implementation of advertising, public relations, sales, and other marketing activities across many media channels to achieve a certain set of objectives for a business. The goal of interdisciplinary teamwork, or IMC, is to pool the resources of several fields to make a bigger effect than any one field could do alone. It has intrinsic multiplicative benefits, such as a unified brand voice and experience, cost savings from innovation in manufacturing, room for growth, and the potential to increase both brand value and return on investment.

Consider the fact that not all of your consumers engage with your brand in the same ways and through the same channels. Millennials, for instance, are more likely to engage with your company on social media and mobile devices than baby boomers are, who may choose desktops, phones, and snail mail.

Marketing communications, including advertising, sales promotion, public relations, direct marketing, and social media, each have their own unique set of tactics, methods, channels, media, and activities, but integrated marketing aims to make them all work together to create a unified and seamless experience for consumers interacting with the brand/enterprise. It's a method for making that your brand's messages and communications are consistent and customer- focused no matter what medium you're using.

Do the components make up less than the whole? In the context of integrated marketing, the response is without question in the affirmative.

Domino's Pizza, for instance, has recently turned around its image after admitting that their pizza used to taste like cardboard and ketchup. Domino's took a bold approach to advertising by centering their efforts on actively hearing their consumers' feedback. They featured both positive and negative client feedback, as well as things developed by staff from different locations, on television. They opened up a dialogue for comments and suggestions on their social media pages. Customers may customise their pizzas and have them delivered via an app. The campaign was well-planned, coordinated, cohesive, and fruitful.

Due to the increased global connectivity enabled by technological advancements, modern marketing efforts must use a wide variety of media. Consumers nowadays expect to be able to interact with a brand at any time, from any location, thanks to their continual connection to their mobile devices. They anticipate a fully functional website to be ready for them if they hear a humorous commercial on the radio and immediately whip out their cell phones to investigate. Scan a QR code on a poster, and they anticipate being sent to a page that looks similar to others they've visited.

The cumulative effect of such widespread branding can help establish a company's credibility. Having to coordinate across different areas of marketing to implement a brand refresh at the last minute can also be problematic. And yet, the benefits of brand awareness and reduced expenses more than outweigh any potential drawbacks of integrated marketing.

Integrated marketing means:

Integrated marketing refers to an approach to promotion that aims to provide consumers with a unified, cohesive, and varied impression of a brand across several touch points. This ensures that the brand's ultimate message is consistently conveyed in all branding efforts, whether they take place on television, radio, print, the Internet, or face-to-face.

Think about Apple, a popular computer manufacturer. Their marketing plan is straightforward: highlight how their cutting-edge product outperforms the competition in ways that its contemporaries could never have imagined. Every element of the Apple brand adheres to this 'no gimmick' policy. Their boxes are white and pristine, with minimal lettering advertising the goods within. There is an emphasis on ease of use, therefore all of the items in their stores are displayed in plain sight. Their ads are compelling because they are direct, witty, and contagious. Apple is able to command premium rates for its devices by positioning its offerings as exclusive, user-friendly, and cutting-edge.

Since consumers have become numb to advertising due to media saturation and fragmentation, this kind of promotion is gaining ground. People are subjected to such a flood of commercials on a daily basis that only the most unified and consistent companies stand noticed.

Being consistent is not the same thing as being unimaginative when it comes to integrated marketing. Using the same slogan on a billboard along a major thoroughfare and on the product's webpage is hardly a shining example of integrated marketing.

Instead, behind-the-scenes effort by a marketing team is required to develop a consistent, appealing voice for the brand and then implement it effectively across all touchpoints with customers.



Integrated Marketing Communications Who implements integrated marketing?

Companies that want to keep up with the competition in the rapidly evolving advertising and marketing landscape of today should prioritise integrated marketing.

Distribute your ads across several platforms. Aim at certain groups of people. Value empirical evidence and transparency in their marketing efforts propose your wares to the public or the competition.

Multibillion dollar corporations are in a prime position to adopt integrated marketing tactics, as their televised and online advertising campaigns often reach the greatest audiences. The fact that integrated marketing generates competitive advantages and increases sales means that even smaller businesses should employ the strategy.

Successful businesses may still reap the rewards of integrated marketing strategies. IKEA's integrated marketing effort first targeted enticing customers to make larger purchases beyond the kitchenware and throw pillows for which they were known and loved. IKEA's unified advertising strategy across television, print, and the web encouraged customers to utilise the company's products to create their ideal living spaces. Living room furniture sales increased by 9 percent, while kitchen appliance sales increased by 12 percent, owing to their efforts at IKEA.

DEVELOPMENT OF AN INTEGRATED MARKETING PLAN

Modern integrated marketing initiatives are more than just carbon copies of one another spread across many channels. Instead, the brand's story is built upon a foundation of several platforms. Corporations require a solid strategic understanding of their product and target market to build a solid foundation for their brand, which is the first step in creating a successful integrated marketing strategy.

First, a marketing team may figure out the best way to contact potential consumers by learning about their perspectives on the product, the competitive landscape, and the state of the art in terms of technology. They should be familiar with the brand's central mission, company ethos, and the character that the brand seeks to project in its advertising.

The next step is for the marketing team to plan out how they will put their integrated marketing strategy into action. They will think about how to effectively represent their brand in all forms of advertising, beginning with the messages they send and continuing through the visuals and interactions with customers and the products themselves.

Take Old Spice deodorant, for instance, which was firmly positioned as a staid and dull hygiene product for decades but has recently had a renaissance in popularity. Once the wild Old Spice capitalised on the success of a comedic, classic TV advertisement starring "the person your boyfriend could smell like" by expanding the character's odorous capabilities. When the firm's Facebook and Twitter followers were given the opportunity to pose questions to "the man," the corporation shot and uploaded hundreds of near-real-time video replies to their YouTube channel. This exemplifies the successful combination of a television commercial with an online marketing initiative.

Once an Integrated Marketing strategy is in place, it may be adjusted to fit the needs of a certain group or event. Macy's Department Store, whose name has become inextricably linked with the winter holidays (and all the commercialism that goes along with it), shifts its marketing strategy around this time of year. They'll stop worrying about saving money for the future and start thinking about buying presents for Santa and their loved ones. In spite of this, the brand's core values, including its integrated positioning, characteristic red colour, and core message, have not changed.

IMPORTANCE OF INTEGRATED MARKETING COMMUNICATION

When trying to get your brand's message through to more people, integrated marketing communication is key. To effectively convey a consistent message to both new and current customers, integrated marketing communication brings together all of the necessary marketing channels.

Integrated marketing communication does a great job of raising consumers' consciousness of a brand with relatively little outlay of resources. Both B2B marketing and CX (customer engagement) rely heavily on integrated marketing communication. Companies who use integrated marketing communication to sell their products or services find that they not only reach their intended audiences more effectively, but also earn the loyalty of customers who will remain loyal to them no matter what. Customers are more likely to respond positively to a consistent message that they get through integrated marketing communication. If the qualities and benefits of Brand A are well explained, the consumer will not consider purchasing Brand B. When advertising, public relations, direct marketing, and other forms of marketing are combined into one cohesive whole, the results are exponentially better.

When compared to conventional marketing methods, integrated marketing communication excels because it prioritises not just acquiring new consumers but also keeping the ones you already have happy and loyal. Having a two-way conversation with clients is essential for any firm, and integrated marketing communication makes it possible. If your business is going to succeed in the long run, you need to keep a close eye on customer comments. Always keep in mind that their comments should be carefully considered. The days of relying solely on advertising and straightforward promotions to increase brand awareness among consumers are passed. The contemporary climate of intense competition necessitates that marketers promote their brands by making strategic use of all available marketing resources. Delivering a consistent message to consumers across several platforms increases the effectiveness of integrated marketing communication. All forms of advertising (television, radio, banners, billboards, etc.) present the same message to consumers. The success of a brand (product or service) among consumers may be guaranteed via the usage of integrated marketing communication. Moreover, it fosters customer loyalty and sentiments of connection.

Marketers also don't have to put much thought into deciding which promotional method will have the most impact on raising brand recognition. Time is money, and with integrated marketing communication, you don't have to waste either. Smarter blending and integration of all marketing platforms is possible through integrated marketing communication. In plain English,

the possibilities available through integrated marketing communication allow for more effective engagement with a company's target audience. With integrated marketing communication, the appropriate message is delivered to the right person at the right time. Newspaper inserts, hoardings, and banners placed in the most advantageous locations, pamphlets, brochures, radio or television advertisements, press releases, discount coupons, loyalty clubs, membership clubs, public relations (PR) activities, sales promotional activities, direct marketing initiatives, social networking sites (Facebook), and e-mail marketing campaigns are just some of the tools used in integrated marketing communication to promote brands among customers. Twitter, Orkut, blogs, etc.

INTEGRATED MARKETING COMMUNICATION TOOLS

When promoting a brand, it may be beneficial to use a number of different promotional strategies, such as advertising, web marketing, public relations activities, direct marketing, and sales campaigns, all of which share a common goal: increasing brand awareness and sales. Promotion of goods and services is accomplished by the strategic use of several channels of brand communication.

Organizations need efficient customer communication in order to successfully deploy integrated marketing communication. It's important to understand who you're selling to and how they'll use your merchandise. If you do a good job of advertising your product, consumers will buy more of it. Find out who you're trying to reach. Keep in mind that there will always be those who have no need for your goods. To put it another way, why would someone put their money into your brand if it doesn't stand out or provide something new and exciting? The brand's value must be successfully communicated.

Here are some examples of interdisciplinary approaches to marketing communication: To efficiently promote diverse goods and services among customers and, ultimately, create more profits for the business, integrated marketing communication integrates and leverages all means of brand communication concurrently.



Integrated Marketing Communications

Advertising

Advertising is a very efficient method of promoting a product or service. Marketers can now reach more people in less time because to the proliferation of online media. Newspaper, TV, and radio commercials, as well as outdoor billboards, may instill confidence in your brand and encourage consumers to continue buying and supporting your product. Customers' familiarity with a company's brand rises as a direct result of advertising, which also serves to boost sales of the advertised product or service. It is crucial for marketers to target their messages to the appropriate audience at the optimal moment. The substance of the advertising should be carefully considered because it will cost money regardless of how long it runs.

Sales Promotion:

Coupons, loyalty clubs, membership coupons, incentives, profitable schemes, appealing packages for loyal consumers, carefully created offers, and so on are all great ways to market brands (products and services) through sales promotion. Newspaper inserts, dangling ads, strategically placed banners, glorifiers, wobblers, etc., may all do wonders for a brand's exposure.

Direct Marketing

Through direct marketing, companies may have one-on-one conversations with their target audience. Emails, texts, catalogues, brochures, promotional letters, etc. are all examples of direct marketing methods. Direct marketing allows messages to be sent straight to the people who will be receiving them.

Personal Selling

Personal interactions are a powerful method of marketing and advertising. When a marketer or sales professional has direct, one-on-one contact with a customer, they are engaging in personal selling. Relationship building between a company and its customers is greatly aided by salespeople making personal contact with them.

Managing Integrated Marketing Communication-

Marketing Communications Management with a Focus on Integration. The goal of integrated marketing communication is to ensure that customers receive a consistent message regardless of the channel via which the advertising of a product or service is delivered (brand promotion). To better promote companies among end-users, integrated marketing communication has all forms of marketing communication work together. Advertising, sales promotions, banners, hoardings, public relations, social networking sites, and so on are all used in tandem to boost brand recognition among consumers. '

Successful brand promotion relies heavily on clear and compelling messaging. In addition to reaching out to new clients, businesses should maintain open lines of communication with their current clientele. In addition to cementing already strong client relationships, cutting-edge communication strategies provide businesses a leg up on the competition. Keep in mind that getting your message out and getting the information you need to the right people requires good communication. Why would a buyer buy your product if they were unaware of its value to them? The USPs of brands need to be properly communicated to the end-users by combining various brand promotion methods.

The following are some of the channels that facilitate efficient consumer interaction for businesses.

- ❖ Public Relations (PR), Internet, Emails, Billboards, Hoardings, Banners, and other forms of online and offline advertising.
- ❖ To be successful, marketers must encourage interaction between themselves and their target audience. If you care about being in business for the long haul, you need to pay close attention to what your consumers are saying. If you want your consumers to feel connected to and devoted to your brand, you need to make it easy for them to get in touch with you.
- ❖ Brand communication occurs in many forms, and all of them need to be coordinated well so that customers receive the same message. If you want to advertise the eco-friendliness of your products, all of your marketing materials, including billboards and banners, must convey this same message. Integration must be carried out in an efficient and effective manner.

INTEGRATED MARKETING COMMUNICATION PROCESS

- ❖ Finding out who you're trying to reach is the first step in managing your company's integrated marketing communications. You must identify who your ideal buyers are in order to sell effectively to them. Take into account what it is they want and anticipate from you.
- ❖ The second stage is to have a clear idea of what you want to say. If you aren't sure of the message you want to convey to new and existing clients, then no amount of brand marketing tools can assist.

- ❖ Create your message with care. Verify the accuracy of the communication by looking through its contents, structure, format, misspelling, etc.
- ❖ Finding all the ways people can talk to one another is the next stage. To ensure that the intended message reaches the intended client at the intended time and location, great attention must be taken in the selection of the communication route.
- ❖ Spend time and money wisely to promote your business. Plan out your budget for advertising and public relations efforts. Advertisements, public relations efforts, banners, and other forms of marketing promotion all require their own budgets, which the savvy marketer will carefully allot.
- ❖ The effectiveness of integrated marketing communication can only be determined by tracking its outcomes. Investigate whether or whether the integration of all marketing channels has increased brand awareness and sales.

Integrated marketing strategies

To successfully integrate a brand across all platforms, it is essential to make the digital component fluid and specific, as modern marketing is inherently interactive. To keep up with the ever-evolving landscape of social media and internet marketing, integrated marketing professionals need more than just a marketing education and background.

Marketing managers

A well-executed integrated marketing campaign requires a marketing manager who is well-versed in the intricacies of campaign management and has the strategic foresight to implement a plan that will provide the desired results. As the name implies, a marketing manager is in charge of the whole marketing, advertising, and promotions division of a business. Brand guidelines and expansion goals are developed, client demands are assessed, and marketing strategies are fine-tuned based on results. This role is crucial to creating a consistent brand presence across all platforms.

Most marketing managers have a bachelor's degree, usually in marketing but sometimes in a related field like communication, advertising, or business. Managers in marketing often start their careers in lower-level marketing jobs and rise through the ranks.

Social Media Manager

In bigger organisations, a social media manager may function as the voice of more than one brand. Every day, you'll be responsible for things like coming up with and executing on social media and community marketing plans, adhering to brand rules, and keeping an ear to the ground to track brand sentiment through active listening and social intelligence collecting.

In most cases, a bachelor's degree in marketing or a closely related discipline is necessary for a position as a social media manager. But social media management is different from traditional management positions since it typically calls for social media knowledge and a younger viewpoint rather than years of experience. Although social media management is not yet considered an entry-level position, a dedicated worker might likely advance to that position in a short amount of time.

Marketing Coordinators

A marketing coordinator is responsible for planning and carrying out the day- to-day operations of representing a brand in all mediums. Oftentimes, the marketing coordinator is the only one who genuinely understands the brand and its message because they are responsible for communicating it to everyone involved in the campaign.

A bachelor's degree in marketing, event planning, or a similar discipline is often required for a marketing coordinator post, although less experience is usually required. They should be able to handle several projects with competing priorities and strict deadlines, therefore good time management and organisational abilities are essential.

Given the importance of synchronising various forms of advertising and branding in an integrated marketing strategy, it makes sense to enroll in a programme that provides a comprehensive education in the marketing discipline as a whole.

KEYWORDS

Integrated Marketing: It's a kind of advertising where the focus is on giving customers a unified, stress-free experience across all touch points with the company. This ensures that the brand's ultimate message is consistently conveyed across all mediums (TV, radio, print, online, and in-person).

Integrated marketing communication: It's the practice of using many channels of advertising to raise awareness of a brand among a certain demographic. Increased sales and more efficiency in marketing budget allocation are the goals of integrated marketing communication.

Integrated marketing communications process-By focusing on the needs of their customers, companies can increase their return on investment through the process of integrated marketing communications (IMC), which involves coordinating the organization's messaging and public relations efforts to achieve its larger business or institutional goals.

Integrated Marketing Communication tools - When promoting a brand, it may be beneficial to use a number of different promotional strategies, such as advertising, web marketing, public relations activities, direct marketing, and sales campaigns, all of which share a common goal: increasing brand awareness and sales. Promotion of goods and services is accomplished by the strategic use of several channels of brand communication.

An integrated marketing communications plan- Allows you to run a unified campaign across all of the channels where your target audience congregates.

PERSONALITY

The term "personality" is often used interchangeably with "charming grin" or "outlook" because of this common misconception. Psychologists, however, see the idea as dynamic and concerned with the ongoing change and improvement of a person's entire psychological system. Individuals' interactions with people and the world around them are shaped by their personalities, which are a set of stable psychological traits. Individuals' ideas, emotions, and actions are all determined by their personalities, which are characterised by their stability and persistence. Because of its complexity, personality has been studied from many different angles. The constant psychological tendencies within an individual that influence their interactions with others and the events they face is one frequent and basic definition of personality.

PERSONALITY

The Latin verb "personare" is the source of our English term "personality." To express one's mind; to get one's point through. Overall, it paints a picture of the individual. It includes all of a person's actions and responses in social situations. Ruch argues that an individual's "personality may be represented as the pattern of inner and outside quantitative features," including their perception of themselves and their place in the world.

COMPONENTS OF PERSONALITY

Many things go into the making of who we are as individuals. Heredity, environmental context, and life circumstances are three of the most important.

BIOLOGICAL FACTORS

HEREDITARY

It's possible that traits of character can be passed down from generation to generation in the same way physical traits are. Animal studies have provided support for this idea, but it's still unclear if it would be effective in people. To a greater extent than is commonly assumed, heredity alone affects human temperament.

BRAIN

Psychologists have a hard time correlating brain physiology with personality traits in an experimental setting. However, they have learned from experiments with electrical brain stimulation that neuroscience may provide new insights into human character.

DESCRIPTION OF THE PHYSICAL FEATURES

The way a person looks greatly affects how they act and think. Height, weight, beauty, skin colour, gender, etc. are all examples of physical attributes.

CULTURAL AND FAMILY CIRCUMSTANCES

Childhood experiences and interactions with parents, as well as other social processes, may have significant effects on who we become as adults. We

absorbed our parents' mannerisms through observation and imitation. There is a lot of research that shows how much of an impact parents have on their kids' personalities by creating a certain atmosphere at home. A youngster who is exposed to domestic violence may develop aggressive tendencies. The things that surround us and change on a daily basis shape who we are. The community we are a part of, the culture we are exposed to on a daily basis, and the society we live in all contribute to this. Personality is heavily influenced by factors such as relationships, coordination, cooperation, interaction, and the context in which one is raised, worked, and lived.

ASPECTS OF CULTURE AND RELIGION

An individual's character is heavily influenced by the cultural milieu in which they were raised, including its traditions, conventions, customs, processes, rules and regulations, antecedents, and ideals. In addition, one's religious or philosophical convictions and philosophical stances can have a significant impact on one's character.

DUE TO THE FOLLOWING SITUATIONAL FACTORS

Situations people are put in have a significant impact on who they become. An individual's personality, for instance, might be influenced by their exposure to and experiences during a job interview.

Like going on a picnic with friends, which may have a positive or negative effect on an individual's character depending on how they react to the many experiences they had.

KEY PERSONALITY TRAITS

Personality Development

An individual's personality evolves as a result of their experiences and interactions with the world around them. Or To put it simply, a person's personality consists of their established, long-term patterns of emotion, motivation, and action. When people talk about someone's "personality," they usually mean their distinctive traits and quirks that set them apart from the rest. Personalities are the aggregate of an individual's observable and measurable psychological qualities, drives, routines, attitudes, beliefs, and worldviews.

Personality determinants: What we call "hereditary" are the characteristics that are set at the time of conception. It is widely held that one's physical build, face beauty, gender, temperament, muscle composition and reflexes, energy level, and biological rhythms are all heavily impacted by one's parents' physiology and psychology. The culture in which we are reared, early conditioning, the customs among our family, friends, and social groups, and other influences all play a role in shaping our personalities as we grow up. The environment we grow up in has a significant impact on who we become as adults.

Situation: The interplay between genetics and upbringing is complicated by a third variable: the circumstances in which one finds themselves. Although typically steady, an individual's personality might shift depending on the

circumstances. Personality traits emerge in response to the unique demands of each scenario. Therefore, we must not consider personality traits in a vacuum

Self Awareness

Awareness of one's own motives, preferences, and personality, as well as a grasp of how these aspects affect one's decision-making, social interactions, and perception of the world around them, constitutes self-awareness. Self-awareness is "learning to recognise your own emotional states and the causes and consequences of your own actions." However, this requires the ability to recognise and reign in the subtle biases that plague us all and distort our judgement. An individual's self-awareness includes their understanding of their own emotions, thoughts, values, interests, strengths, weaknesses, objectives, talents, leadership style, and preferred mode of communication.

Benefits: In order to be productive at work, it is necessary to first have a solid grasp on one's own identity. Observant author and statesman Niccol Machiavelli once said, "To lead or strive to lead without first having a knowledge of self is reckless and guaranteed to bring catastrophe and fa Self-awareness has many benefits.

- ❖ Understanding yourself in relation to others
- ❖ Developing and implementing a sound self-improvement program
- ❖ Setting appropriate life and career goals
- ❖ Developing relationships with others
- ❖ Understand the value of diversity
- ❖ Managing others effectively
- ❖ Increasing productivity

❖ Increasing your ability to contribute to Organizations, your community, and your family.

Knowing one's strengths allows one to pursue satisfying work in an area of interest. Putting too much stock on the opinions of others about our own well-being is a surefire recipe for both professional and personal dissatisfaction. How well can we know where we stand if we don't know our own strengths, flaws, loves, and dislikes? Managers and organisations benefit from cultivating self-awareness because workers with a high level of self-knowledge are more likely to excel in their roles. This is due to their enhanced capacity to empathise with and comprehend others, which in turn makes them more adept at minimising conflict. In general, this type of individual will be receptive to criticism and willing to make changes in order to foster situations where people feel safe sharing ideas and contributing to group efforts.

Management and organisational efficiency will improve as a result of better teamwork. As we may all see ourselves as tools for evaluation and improvement, self-awareness is equally essential for comprehending the organisation in which we work. If you ask us a series of questions, we can figure out what's wrong and come up with a plan to fix it. To do this, one must

have exceptional insight into their own motivations, thoughts, and feelings at the moment. If you don't know who you are, how you think, and what you're capable of, you're more likely to make bad choices and maybe wreck your career. Where Can I Find Success? The first stage towards self-awareness is to take stock of one's own strengths and shortcomings, biases and prejudices, attitudes, beliefs, and perspectives. Self-awareness may be improved in several ways. Self-reflection, self-disclosure, exposure to new situations, broadening one's horizons, and developing one's emotional quotient all fall under this category. When engaging in self-analysis, one must take a step back and view oneself as an outside observer of one's own experience. To do this, one must take a step back and consider the potential good and bad effects on one's own actions, beliefs, and interactions. Although it may be challenging at times, the ability to conduct an in-depth study of oneself is essential for making informed decisions that improve one's career or personal life. Consider and investigate your reactions to positive experiences as a starting point for your self-analysis.

Through introspection, people can gain insight into how these events have shaped their perceptions on many aspects of life. Individuals can improve their efficacy by making adjustments to their behaviour and thought processes as a result of gaining new information and viewpoints. Reflection, examination, and analysis of one's own conduct, personality, views, and impressions of others is a great way to learn more about oneself. Behavior is defined as actions and attitudes. Our actions are impacted by our internal and external environments, including our thoughts, emotions, values, beliefs, motivations, needs, experiences, and the views of others around us. Over time, our responses to particular situations and activities shape our habits.

Behaviour consist of four components:

The four main parts of any behaviour are:

Motivation: Defined as the inner push that makes one choose one course of action over another, motivation is crucial to success. Understanding the origins of our behaviour and making the required changes may be accomplished through an increased awareness of our basic drives, or the things that inspire us in positive and bad ways.

Modes of thinking: How you think depends on the mental processes you employ to make sense of the world around you. Knowing your own process of information intake might shed light on why you sometimes choose one action over another.

Modes of acting: Behavior patterns i.e how you typically respond to different scenarios. Understanding your options in response to a given situation requires first being aware of the way you now react to it.

Modes of interacting: the means through which one conveys and receives information from others. You may learn a lot about how well your chosen communication and working style match with the people you live and work with by paying attention to how you interact with them. Personality is the sum

of one's enduring traits, habits, and temperaments, shaped by both biological and nonbiological influences. These characteristics shape our relationships with others and our responses to different situations. Some components of personality, like the ones we inherit from our parents, are thought to be hardwired from birth. It is generally accepted that our exposure to various individuals and experiences throughout our life determines other aspects of our personalities. An individual's personality qualities are the constants that characterise their demeanour and actions. Agreeableness, hostility, dominance, and timidity are all personality traits. Studies have shown that these characteristics are remarkably consistent across time. This suggests that a person's icy demeanour in one context is indicative of future behaviour in other contexts. Because it simplifies a wide range of potential contributors to happiness and success down to a manageable "shortlist," the "Big five" model is an effective tool.

Extroversion, agreeableness, emotional stability, conscientiousness, and openness to experience are the five pillars of the Big Five.

Extroversion: Extroversion is a measure of how outgoing, sociable, forceful, energetic, chatty, and quiet a person is in comparison to their introverted counterparts. To summarise, those who score highly on the first attribute in each pair are extroverted, while those who score well on the second trait are introverted. Extremes of extroversion or introversion, while neither in and of themselves pathological, can be just as problematic. Too much extroversion might come across as aggressive, whereas introversion suggests a lack of social skills.

Agreeableness: Agreeableness is the degree to which someone is outgoing, agreeable, cooperative, flexible, trusting, cautious, good-natured, emotional, soft, and judgemental. People who are high on the first component of these paired qualities are thought to be more unpleasant and challenging to deal with. One danger of being pleasant is that they may end up being overly accommodating, which might leave them vulnerable to taking advantage of.

Emotional Stability: Emotional stability refers to a person's propensity to respond in predictable ways in response to a variety of situations, whether they tend to act quickly or deliberate, whether they take things personally or see situations dispassionately, and so on. Those who score well on emotional stability are seen as level-headed, confident, optimistic, able to control their emotions, joyful, and objective. Those with low scores are more vulnerable to experiencing emotional distress, anxiety, depression, anger, insecurity, worry, and so on.

Conscientiousness: Carefulness, thoroughness, organisation, persistence, accomplishment orientation, hard effort, and perseverance are all traits associated with "conscientiousness," which is defined as "the extent to which an individual is trustworthy, consistent, able to be depended on, and follows through on promises." Low scorers on this scale are more likely to be labelled as careless, impolite, disinterested, disorganised, quickly frustrated, and lethargic.

Openness to experience: A person's degree of openness to experience may be defined by the extent to which they are interested in expanding their horizons, acquiring new knowledge, forming new relationships, visiting unfamiliar locations, or confining themselves to the company of those already familiar with them. High scorers on this characteristic are likely to be well-educated and open-minded. Creative, well-read, and open-minded. Those that score lower tend to be more insular, uninterested in other cultures, and uneasy in novel circumstances. Professionals who are teachable are more apt to use criticism as a springboard for growth.

Self-monitoring: 'Self-monitoring' refers to the inclination to regulate one's own actions in response to the shifting norms of one's social environment. Keeping tabs on our own personalities might help us accept and work on the aspects of ourselves that we value most. By understanding the significance of self-monitoring, we may take stock of our actions and thoughts, make a determination as to which areas we're happy with and which we'd want to alter, and set about making those changes. It's crucial to wish to establish one's own benchmarks in line with generally acknowledged criteria if one is to engage in any form of self-monitoring at all. People who are excellent at self-monitoring are highly attuned to the social environment and continuously adjusting their authentic selves to fit in. People with low self-monitoring tend to show their emotions, thoughts, and actions regardless of the context.

Attitudes are assertions of evaluation or taught predispositions to react favourably or unfavourably to an item, person, or concept. As a result, people's perspectives are quite limited. They are context-dependent and so open to variation. One's professional and personal connections might be affected by one's attitude. Depending on our outlook, we may either feel empowered to make changes or respond to a given circumstance, or we may feel hopeless and unable to do so. Our outlook has a significant role in how productive we are at work. The way we feel can affect the way we treat those around us. Being self-aware and able to choose the attitude we wish to project to others is crucial to our success as people and as leaders. How we feel may have a significant impact on how we act and how we relate to others. There is no doubt that the way we think and feel about things has an effect on the people around us, including our friends, significant others, family members, coworkers, and others. Understanding that our attitudes as managers have an impact on the way our staff members feel about themselves and the task they are being asked to complete is also crucial. The way a manager acts greatly influences the way their employees feel about their work. Generally speaking, if a manager is positive and encouraging most of the time, employees will respond positively and work hard to achieve the required goals. When a boss is negative and insulting, though, it has a negative effect on employee morale and productivity. Opinions: The term "perception" is used to describe the mental activity through which humans interpret data from their senses.

We utilise our senses to take in information about the people and environments we meet. The next step in the process is for our brains to draw upon previously acquired knowledge and draw relevant details for processing and organisation. After all the data has been processed, our brains make an evaluation of the person or scenario. Individuals' perceptions are only the perceiver's interpretation of the world and are not guaranteed to be accurate. Culture, environment, inheritance, the media, peers, prior experiences, intelligence, needs, emotions, attitudes, and values are only few of the many influences on our perceptions. One's perception may be the product of several different factors. Inherently biased human beings generate opinions based on such preconceived notions. If we don't recognise our own prejudices and double-check our knowledge with others, we risk missing out on useful data and opportunities. Stereotypes, biased perception, expectations based on past experiences, and personal interest are only a few examples of the most frequent cognitive biases. Other people's impressions of us are considered significant since we may deduce the extent to which they influence our own identities and actions. The term "social mirroring" describes this phenomenon. Understanding our own merits and flaws through the perspective of others is a powerful tool for growth. Accurately reading the perspectives of others helps us refine the mental "maps" we use to visualise and evaluate who we are.

Self-disclosure: Self-awareness may also be achieved by the practise of self- disclosure, or being honest about one's own feelings, thoughts, and ideas when communicating with others. When we communicate with people, we may open up about our experiences and reactions. To better understand ourselves, we need to share details about ourselves and engage in conversation with others.

Diverse Experiences: Self-awareness may be cultivated in a number of ways, including through exposing oneself to a wide variety of environments and people. While adapting to novel circumstances, we hone existing abilities and learn new ones, form new relationships, visit exciting new locations, and gain first-hand experience with topics previously covered only in books. The more we are willing to put ourselves out there, the more we may learn and grow. It broadens our perspective by providing fresh data about ourselves and our potential for social engagement. As a result, we feel more secure and motivated to expand our horizons.

What is self-motivation?

In order to achieve our goals, we rely on the energy of self-motivation. No matter what the circumstances, it promotes growth and achievement. One of the most important ways to achieve success and go forward in life is to motivate oneself. Most of the time, we have to find ways to inspire ourselves.

Or

The urge to succeed, create, grow, and advance comes from inside, and this is what we call self-motivation. Self-motivation is what keeps you going even when you want to give up or don't know where to begin.



Source:<https://digitalsparkmarketing.com/steve-jobs-self-motivation/>

Examples

I am aware of my own intrinsic motivation. I am very driven and always thinking about the next thing to do, thus I always manage to get things done. No one in my family went to college, but that never stopped me from trying...

Yes, I am a very motivated individual.

Most of us have to exert some effort to break out of demoralising ruts while we're in them. When we're motivated, we tend to stay that way for a while, but eventually burn out and have to start all over again.

Self-motivation may be greatly enhanced by adopting the proper mental outlook. While your situation is out of your hands, your outlook on life is entirely up to you.

When you need to be motivated, I believe it will come to you naturally as you practice these mental procedures.

When it comes down to it, I find that the last step, "Share With Others," is the most crucial. To a certain extent, helping people in need may be both rewarding and energising for the helper.

Using a method like Ian McKenzie's eight stages is a great approach to maintain your motivation for doing things like working out on a regular basis. I felt Ian's post was interesting, but it lacked clarity around how to create a sustained motivational force. Here is an updated set of suggestions for inspiring oneself:

1. Start Simple

You should always have some form of inspiration close by as you work. The stimuli here will serve as triggers to prompt you into action.

2. Keep Good Company

Hang out with upbeat and ambitious folks more frequently. This may be as easy as an instant message conversation with a buddy who also enjoys exchanging viewpoints. People who are upbeat and driven are

considerably different from those who are perpetually gloomy. Through them, you will learn to adapt to adversity and identify new possibilities.

The following are some further arguments against hanging around with naysayers: Here are 10 good reasons why you should steer clear of people who are always down on you.

3. Keep Learning

You should read as much as possible and attempt to learn as much as you can. The more you know, the less nervous you will be about taking on new challenges.

Here are some ways you might cultivate a thirst for knowledge that will last a lifetime: Tips for Making Learning Part of Your Daily Routine

4. Look for the Positive Side of Adversity

It is important to make it a habit to figure out how to overcome difficulties whenever they arise, whether in the form of roadblocks or particularly difficult goals.

Here are some ways that make it simpler to maintain an optimistic outlook.

5. Stop Thinking

Do it. In the event that you're having trouble getting started on a certain endeavour, switching gears may help. You might start with anything little to build momentum for the bigger tasks.

Too much contemplation and anxiety are fruitless activities. Here are some methods that have been shown to be effective in reducing anxiety.

6. Know Yourself

Take note of the low points and high points in your motivation. You can learn to adapt to and improve upon the established pattern.

See how recording your feelings may work its magic by reading this.

7. Track Your Progress

Don't lose track of ongoing work; keep a running total or progress metre. People have an innate need to tend to everything they perceive flourishing.

Here are four easy methods to monitor your development and keep you motivated to complete your projects.

8. Help Others

The best way to assist your pals stay motivated is to share your thoughts with them. It's human nature to want to emulate success, so when you see others succeed, it's hard not to want it for yourself, too. Put your accomplishments in writing and see what others think. When you help others, you're truly helping yourself.

Activity 3: Mini Skill Development Plan

Task:

Prepare a short skill development plan (200–250 words) for a tourism organisation to improve its marketing performance.

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Expected Learning Outcome:

Learners will apply theoretical concepts to practical skill development strategies.

Case Study for Self-Assessment

Case Study:

Skill Development Challenges in the Indian Hospitality Industry

Background

India's hospitality industry has grown rapidly with the expansion of domestic and international tourism. Hotels such as Taj Hotels, Oberoi Group, and ITC Hotels have invested heavily in training and skill development programmes. According to reports by the Ministry of Tourism and industry associations, the quality of human resources plays a decisive role in shaping tourist satisfaction and brand reputation.

Contextual Problem

Despite growth, many hospitality organisations face skill gaps in areas such as digital marketing, customer service, intercultural communication, and crisis management. The rise of online booking platforms and social media has further increased the need for advanced marketing skills among tourism professionals.

Hotel managers must design systematic skill development strategies to ensure service excellence and competitive advantage.

Stakeholders

- Hospitality organisations and tourism enterprises
- Employees and management teams
- Tourists and customers
- Training institutions and government agencies

Managerial Issues

Managers face key questions:

- What skills are most critical for tourism marketing professionals?
- How can organisations identify and bridge skill gaps?
- How can digital skills be integrated into tourism marketing strategies?
- How can continuous learning be institutionalised in tourism organisations?

Relevance to the Lesson

This case highlights the strategic importance of marketing skills in tourism. It demonstrates that skill development is a continuous process essential for organisational success in service-based industries.

Analytical Questions

1. Identify the major skill gaps in the Indian hospitality industry.
2. Apply the marketing skills framework to the hospitality sector.
3. Analyse the role of digital marketing skills in improving tourism services.
4. Suggest strategies for bridging skill gaps in tourism organisations.
5. Evaluate the impact of skill development on customer satisfaction and brand reputation.

KEYWORDS

- ❖ **Personality development:** Individuality emerges through the cultivation of a unique set of habits of thought and action. In order for a person to grow and change through time, their temperament, character, and environment must all interact with one another.
- ❖ **Self-motivation** is what keeps us going; it's what compels us to work hard and make progress; it's what makes us who we are. Self-motivation is what keeps you going even when you want to give up or don't know where to begin.
- ❖ **Self-monitoring** is a characteristic of one's personality that entails keeping tabs on one's outward appearance, feelings, and actions in social settings.
- ❖ **Extraversion:** A personality attribute or style defined by a propensity for or orientation toward engaging socially with others; also, the condition or tendency toward being primarily interested with and gaining fulfilment from what is beyond the self.
- ❖ **Emotional Stability:** Emotional steadiness is a quality worth cultivating. It signifies that you are resilient and able to keep working even when faced with difficulties.

Self-Assessment Questions:

- ❖ What is Personality Development?
- ❖ What do you mean by Self-Motivation?
- ❖ List out the factors of Personality Development?
- ❖ What are the influencing factors of Self-Motivation?
- ❖ Discuss the concept of emotional Stability?

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INDIAN STATES TOURISM - WITH THEIR TAGLINES

Sl. No.	State	Tourism Tagline
1	Andhra Pradesh	he Essence of Incredible India
2	Arunachal Pradesh	The Land of Dawn-lit Mountains
3	Assam	The Awesome Assam
4	Bihar	Blissful Biha
5	Chhattisgarh	Full of Surprises
6	Goa	A Perfect Holiday Destination
7	Gujarat	Vibrant Gujarat
8	Haryana	A pioneer in Highway Tourism
9	Himachal Pradesh	Unforgettable Himachal
10	Jharkhand	A New Experience
11	Karnataka	One state Many Worlds
12	Kerala	God's Own Country
13	Madhya Pradesh	The Heart of Incredible India
14	Maharashtra	Unlimited
15	Manipur	Jewel of Incredible India
16	Meghalaya	Half Way To Heaven
17	Mizoram	Peace Pays
18	Nagaland	Land of Festivals
19	Odisha	The Soul of Incredible India
20	Punjab	India Begins Here
21	Rajasthan	The Incredible State of India
22	Sikkim	Small But Beautiful

23	Tamil Nadu	Enchanting Tamil Nadu
24	Telangana	It's all in it
25	Tripura	Visit Agartala
26	Uttar Pradesh	Amazing Heritage Grand Experiences
27	Uttarakhand	Exploring Uttarakhand
28	West Bengal	Beautiful Bengal

THE INDIAN UNION TERRITORIES WITH THEIR TOURISM TAGLINES

1	Andaman and Nicobar Islands	Emerald, Blue and You
2	Chandigarh	The Hub of North India
3	Dadra and Nagar Haveli & Daman and Diu	The Land of Natural Beauty
4	Delhi	Dilli hain hum
5	Jammu and Kashmir	Chalo Kashmir
6	Lakshadweep	99% fun and 1% land
7	Ladakh	Land of High Passes
8	Puducherry	Give Time a Break

SELF-ASSESSMENT QUESTIONS

1. Define the Team Building and its process.
2. Explain the various roles & responsibilities of the Team.
3. What are the advantages & disadvantages of Team Building?
4. Discuss the various types of Teams.

Improvements in Self-Assessment Questions

A. Short-Answer Questions (with Answers)

1. **Define marketing skills in tourism.**
Answer: Marketing skills in tourism refer to the abilities required to design, promote, and deliver tourism products and services effectively.
2. **List any two interpersonal skills important in tourism marketing.**
Answer: Communication skills and empathy.
3. **What are digital marketing skills?**
Answer: Digital marketing skills involve the ability to use online platforms and tools to promote tourism products and engage customers.
4. **Distinguish between technical skills and soft skills.**
Answer: Technical skills relate to specific job-related knowledge, while soft skills relate to interpersonal and behavioural abilities.

5. **What is customer relationship management (CRM)?**
Answer: CRM refers to strategies and skills used to build and maintain long-term relationships with customers.
6. **Mention any two benefits of skill development in tourism organisations.**
Answer: Improved service quality and enhanced customer satisfaction.
7. **What is experiential marketing in tourism?**
Answer: Experiential marketing focuses on creating memorable experiences for tourists rather than merely promoting services.

B. Essay-Type Questions (with Hints)

1. **Explain the concept and importance of marketing skills in tourism.**
Hints: Meaning of skills, role in service industries, impact on competitiveness.
2. **Discuss the key skills required for tourism marketing professionals.**
Hints: Communication, digital, analytical, intercultural, leadership skills.
3. **Analyse the role of digital skills in modern tourism marketing.**
Hints: Social media, online platforms, data analytics, e-commerce.
4. **Examine the relationship between skill development and service quality in tourism.**
Hints: Training, customer satisfaction, organisational performance.
5. **Evaluate strategies for developing marketing skills in tourism organisations.**
Hints: Training programmes, continuous learning, performance evaluation.

C. Multiple Choice Questions (Analytical)

1. Which of the following is most critical for effective tourism marketing?
 - A. Physical infrastructure alone
 - B. Skilled human resources
 - C. Government regulations only
 - D. Natural attractions only

Correct Answer: B

2. Digital marketing skills in tourism primarily involve:
 - A. Manual record keeping
 - B. Use of online platforms and data tools
 - C. Only offline promotions
 - D. Government policy formulation

Correct Answer: B

3. Interpersonal skills in tourism marketing mainly help in:
 - A. Reducing service quality
 - B. Enhancing customer relationships
 - C. Eliminating competition
 - D. Increasing operational costs

Correct Answer: B

4. The skill development cycle emphasises:
- A. One-time training
 - B. Continuous improvement
 - C. Elimination of feedback
 - D. Avoidance of evaluation

Correct Answer: B

5. Experiential marketing in tourism focuses on:
- A. Selling products only
 - B. Creating memorable customer experiences
 - C. Reducing service interactions
 - D. Ignoring customer feedback

Correct Answer: B

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