

Project Report On  
**(PROMOTION AND DEVELOPMENT OF TOURISM)**

Submitted by  
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Roll NO: **213**

Submitted to



**UNIVERSITY OF MUMBAI**

**MASTER OF COMMERCE**

**( MANAGEMENT )**

Semester- IV

(2020–21)

Project Guidance by

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***Certificate***

This is to certify that (**NEHA KIRAN PHATAK**) has worked and duly completed her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of (**TOURISM MANAGEMENT**) and her project is entitled, (**PROMOTION AND DEVELOPMENT OF TOURISM**) under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her/his personal findings and investigations.

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***Declaration by learner***

I, the undersigned (**NEHA KIRAN PHATAK**) declare that the work embodied in this project work hereby, titled (**PROMOTION AND DEVELOPMENT OF TOURISM**), forms my own contribution to the research work carried out under the guidance of (**DIPIKA GUPTA**) is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner: Neha Kiran Phatak

Signature:

**Certified by**

Name of the Guiding Teacher: Dipika Gupta

Signature:

### **Acknowledgment**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **Principal, Dr. Ajay M. Bhamare** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator (NAME OF COORDINATOR)**, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **(DIPIKA GUPTA)** whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

**Signature of the Student**

**(NEHA KIRAN PHATAK)**

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

When people think of tourism, they think of a vacation, a new destination, a new culture, a beautiful vineyard or a destination for hiking in the mountains. Tourism is rarely thought of as a means to reduce poverty or a method of economic growth, which will be added to the host country of the tourist site. Tourism is not only a growth engine but also a generator of employment. It contributes extensively to the foreign exchange earnings of any country. It not only adds to the economy but also creates a global image and provides the host country of the tourist destination with an added advantage and thus Tourism Growth is an important aspect of Tourism.

The role played by the tourism sector especially in the developing countries is important. For e.g. India is a tropical country and the only country in the world that contains such world famous natural magnificence. Ranging from the Himalayas to the Sunderban Forests, from the beautiful deserts of Jaisalmer to the serenity of the Kashmir, India is also the host to one of the Seven Wonders of the World 'Tajmahal'. A country with such enigmatic surroundings is poverty stricken and not able to bank upon its striking surroundings due to lack of developed tourism activity. India is yet on a fast track in building the infrastructure to attract tourists around the world to visit and has low foreign exchange earnings. Seeing the benefits of its location, a developing country like India can grow at a faster rate if it starts to make use of its boundless potential and work towards a better-developed tourist industry in the future.

A famous man once said, 'If traveling was free, you would never see me again!' Traveling is therapy; travel is a rejuvenation of the mind and food for the soul. One

forgets all his worries and tensions and goes for an exciting sojourn on an unfamiliar or familiar territory to get a taste of its scenic beauty, a glimpse of the people and their culture and to devour its local cuisine.

While traveling brings man pleasure and relaxation, it brings bread and butter to the millions who are dependent on tourism. The tourism industry is a flourishing industry all over the world. There are thousands of places around the world which are blessed with mesmerizing natural beauty. There are thousands of other places which have become famous due to manmade inventions and tourists from around the world flock to such places to enjoy the fabulous inventions. Tourism employs millions of people every year who cater to the needs of the tourists be it in the entertainment industry, food industry, and hospitality industry.

Every city has some distinct places, food, profession, entertainment zones or man-made inventions. The government of that city should encourage tourism by promoting it in the newspapers, media, and other means.

Tourism also improves the relations of countries. As a responsible citizen of the world and our country, we as individuals should conserve and protect our tourist places. We should respect tourists with respect and care and they are the ones which provide employment to millions in our country and promote Tourism Growth.

The tourism industry is the only industry in the world where the good or service is consumed where the product is produced. Due to this, the local population is both at the benefit to reap the benefits of the sector as well as at the risk of exclusion due to negative publicity. A well planned and regulated tourism industry can act as an important catalyzer in transferring resources from the rich to the poor even at a large scale. The local population is given an opportunity to participate in the direct employment activities in providing goods and services to the tourism businesses as well as through opening up employment opportunities by the way of direct interaction with the tourists. Tourism Growth can be used as leverage by the developing countries in providing opportunities to its entrepreneurs through the development of new products and

services. It provides an easy way for the local entrepreneurs to develop new products and test in the international markets without any extra expenditure as the tourists are directly coming to them for a new experience.

Tourism tries its level best to alleviate and reduce poverty and promote Tourism Growth as well. Countries which have snow-capped mountains, volcanic mountains, and other interesting tourist locales are seeing a heavy inflow of tourists and foreign currencies which are a positive trend.

## **1.1 BACKGROUND OF THE STUDY**

INDIA is a multi-destination country with a variety of tourist attractions and facilities. India's rich religious and cultural past has created distinctive architectural styles, temple towns and famous monuments. With Himalayas as back drop, India's mountain hideaways offer some of the best places in the world to literally chill out and rejuvenate the body and soul... The stunning beaches that line India's vast coast line; offers unique experience, apart from the inevitable tan. RURAL TOURISM is emerging as one of the best options available with its proven results in west, to promote incredible India both for domestic and foreign tourists. In absence of any promotional activity for rural tourism, thousands of foreign tourists visit rural areas in Rajasthan, Gujarat and south India every year. Rural tourism covers "a range of activities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business." In Indian context, any form of tourism that showcases the rural life either real or recreated , and that which involves rural folk (as artists and guides etc.) at such locations, there by benefiting the local community economically and socially, as well as enabling interactions between the tourists and locals for a more enriching tourism experience would classify as rural

tourism. Rural tourism in Maharashtra is in its infancy stage. Maharashtra started moving in this direction, though late and slow.

Marketing becomes a major problem for the promotion of Rural Tourism in Maharashtra. This is because the local bodies are either not aware about the developmental role of tourism or are constrained by their own politics or lack of funds. While marketing a rural tourism destination (region, village or leisure spots) there is need of developing a perfect marketing mix . In nut shell there is a need of thorough research on “MARKETING STRATEGIES FOR RURAL TOURISM IN MAHARASHTRA”. If proper research has not been done in this area, there is a possibility for wrong tourism policies by blind imitation of outside concepts and models of development without taking into consideration of the local needs, customs, attitudes and constraints. Proper research and implementation of its findings will certainly help Maharashtra, in tapping the almost untapped, untouched, unsullied and unlimited potentialities Rural Tourism

## **1.2 RESEARCH OBJECTIVES**

1. To find out the opportunities available for Rural Tourism in Maharashtra
2. To develop a marketing mix for Rural tourism in Maharashtra.
3. To develop a marketing strategy for Rural tourism in Maharashtra by studying the existing projects and their strategies inside/ out side Maharashtra.

Aims in isolation cannot be achieved. The aims need to be broken into objectives. Therefore, following several and specific objectives were decided:

### **A) General Objectives:**



These are the broad objectives and general in nature. The efforts of MTDC in developing tourism in the State can broadly be judged on the following considerations-

**a) To study the impact of tourism on economy of the State:**

Tourism contributes to a greater extent on the economic impact which can be viewed from various angles as mentioned below-

**i) Tax Collection:**

The tourist pays various types of taxes to the State as well as to the Central Government right from his entry to a particular destination till he reaches to his home town. For example, Entry Tax, VAT, Sales Tax, etc. All these taxes are paid by him while entering a particular destination, while spending on purchase, while staying at the accommodation and even while he is having his meal. Thus, the governments get huge amount of taxes from the tourists.

**ii) Infusion of Money in the Economy:**

The tourist start spending on tourism even much before he arrives to the tourism destination. As mentioned earlier, the spending made by the tourist on local transport, staying, boarding, shopping etc., is nothing but the net infusion of money in the economy of the state. It helps to increase the purchasing power of the local people. It also triggers economic activity in the state.

Both these aspects are very true as far as Maharashtra State is concerned. Hence, it can be said that, this boarder objective is achieved.

**b) To study the impact on unemployment problem:**

One of the important benefits of tourism has been considered as employment provider; rather it creates Employment Multiplier Effect. There are various suppliers and service providers in the tourism industry.

For example- Hotel Industry, Transport Industry, Tour Operators, Tour Organizers, Travel Agents, Ticketing, Airlines, Cruise Companies, and number of other allied service providers. All these industries require large number of staff, both technical and non-technical, for smooth functioning of the concerned industries.

Thus all such industries employ large number of staff and reduce the overall unemployment. Apart from such direct employment, there is a large section of employment that is connected to the tourism industry indirectly. For example, when hotel or accommodation resort is being constructed, many people get employment, at the same time, the raw material used for construction of the hotel, is purchased from various industries. These industries also employ the workers to produce such materials. Therefore, it can be said that, there is direct relationship between tourism and the reduction in the employment problem.

**c) To study the impact on regional development:**

Tourism provides income to the local entrepreneurs, businessman etc., due to which, their income and ultimately, their purchasing power increases. It also helps in providing employment for the sectors, associated with tourism, by creating Employment Multiplier Effect. In order to attract the tourist, the local, state and national governments take various decisions, such as, construction of roads, creating infrastructural facilities, communication networks, etc. These developments directly help the local and regional people. It acts as a booster to the economy.

Due to such developments, many other developments do take place. It results in the overall regional development. As far as Maharashtra State is concerned, Konkan region can be considered as the best example for regional development. Thus it can be viewed that, no doubt, the State Government is taking efforts in order to boost tourism in the state and thereby bringing in regional development. However, it must also be said that the current efforts and pace need to be increased.

**d) To study and identify other tourism promotional tools:**

The study of current efforts taken by MTDC to promote the tourism in the state indicates that, it is below average in comparison with the other states like Goa, Kerala, Madhya Pradesh, Uttar Pradesh, Jammu and Kashmir and even Gujarat.

The current methods are age old and traditional ones. The efforts are limited only to brochures, pamphlets, websites, information centers at various places and the travel agents.

But the promotional tools such as television commercials, hoardings, advertisement in magazines, tourism journals, news papers, participation in the national and international tourism etc. are not being used effectively as the other state corporations.

More than that, the unconventional ways of promotional tools such as-organizing cultural events, marketing of high ways, marketing of historic and pilgrim places, seminar hall located on the important places and on highways etc. needs to be utilized effectively.

## **B) Specific Objectives:**

Following specific objectives were defined for the study-

- a) To study tourism promotional strategies of MTDC and GTDC:

Tourism promotion can be done by various ways and means. Infrastructural developments such as roads, airports, railways, increase in number of hotels etc., can be long term strategy of the tourism organisation. Apart from the same, there can be marketing and tourism promotional strategy of MTDC and GTDC, in order to promote tourism industry in a systematic manner.

Therefore, the researcher wishes to study the strategies of MTDC and GTDC by focusing more on the marketing and promotional strategies.

**b) To study the Tourism Policies of MTDC and GTDC:**

Well thought out tourism policies can certainly give better results to the states. The Department of Tourism of both the states has prepared the tourism policy documents. The scholar intends to study those policies and make use of the same wherever required in the research.

**c) To study the Contributions made by MTDC to develop Tourism in Maharashtra:**

The very existence of MTDC is to develop tourism in the state of Maharashtra. Since its inception, MTDC has been doing a very commendable job of boosting the tourism in state. It has taken following efforts in this direction-

**i) Construction of Accommodations:**

The very important task that has been done by MTDC is to construct the accommodation centers at various places in Maharashtra. The detailed list has been given. The location and overall facilities have been appreciated by the tourists as can be seen from the booking of these resorts. Certain resorts like Ganpatipule Resort have recorded the occupancy rate well above the hotel industry occupancy rate which is 80% per year.

**ii) Various facilities at the Accommodation Center:**

The facilities like landscape garden, canteen, room service facility, good ambiance etc. are provided in order to attract the tourist.

**iii) Use of Various Promotional Tools:**

In order to reach out to the potential tourists, various promotional tools are used by the MTDC. The detailed list is provided.

**d) To compare GTDC with MTDC in terms of its contribution towards the states as well as national economy:**

Both the states are undertaking number of activities to develop tourism in the respective states.

As a result, tourism development has been taking place. The numbers of tourists are increasing every year. Therefore, both the states are contributing to the state as well as to the national economy in a big way.

**e) To study and identify the Motives Behind the Travelling of the Tourists:**

No tourist in the world travels without a motive. Starting from hunting for food, to business the tourists used to travel. Recently number of new motives have been identified such as – education, pilgrim, knowledge gaining etc. As far as Maharashtra is concerned, we find all kinds of categories of modern tourism.

Pleasure seekers lead top all types of tourists. Apart from pleasure seekers, we find the tourists like – adventure sports persons, trekkers, beach lovers and pilgrim. There are tourists who wish to gain knowledge about the historical monuments like forts, caves, etc. Thus we can say that there are all types of tourists who wish to visit Maharashtra.

**f) To identify the needs and requirements of the booking centers and booking agents:**

We should separate booking centers from the booking agents. Booking centers are the official offices of the MTDC, where as booking agents are the Tour Operators, who are working for the commission from the tourists. The staffs working at the booking center is the permanent employee of the MTDC.

The study shows that booking agents are the important persons who provide maximum business to MTDC. However, in return and as compared to other state corporations, MTDC offers lower rate of commission.

Apart from commission, there are no visits or performance appraisals, training facility etc. for the booking agents. It shows that there is absolute absence of a clear cut positive policy with related to the booking agents.

**g) To identify specific needs of the tourists about particular spot:**

MTDC has got locational advantage. Almost all the properties of MTDC are located at the prime locations of tourism. Due to such locational advantage tourists prefer to stay at the accommodations of MTDC, hence MTDC does not face much problem of accommodation bookings. But at the same time, there are certain major issues, especially about the infrastructure and quality of service, where tourists may have certain positive suggestions to improve the same. From this perspective, it is intended to collect the feedback from the tourists about the specific requirements related to a particular spot. Thus in order to carry out the research study in a scientific manner, the above mentioned general as well as specific objectives were defined.

## **1.2 RESEARCH METHODOLOGY**

In order to collect the required data and to carry out the research work in a scientific and systematic manner, a research methodology was designed in advance and accordingly the research activity was carried out as mentioned. The present study is based on the data collected from primary and secondary sources. Primary data was collected through intensive field work by visiting various destinations in the study region.

1. Questionnaire was prepared and filled up by the tourists and the local people at the tourist places in the study region.
2. Tourist, local people, tourist guide and tourism related authorities were interviewed.
3. Arc GIS, Global Mapper software are used for the preparation of maps.

Secondary data was collected through District Census Hand Book, Sandarbha Maharashtra, District Gazetteer, Published and unpublished materials, Travel books, newspapers, periodicals, etc. Different statistical methods and cartographic techniques are used wherever necessary. A random sample survey of tourist was conducted during the year 2009. The information related to geographical background, origin of tourists, economic status, mode of transport, infrastructural facilities etc used by tourists, was collected through the questionnaire. The behavioural attitude of tourist at tourist destination in Raigad district and tourist's opinion and impact of tourism on residents are calculated with the help of percentage method.

From the point of tourist, Satisfaction Index and Likert Scale methods can be applied. For the assessment of behavioural and functional attitude of the tourists, levels of tourist satisfaction was calculated by applying the following formula:

$$St_i = \frac{\sum M_i N_i}{N}$$

Where,  $St_i$  = Satisfaction Index for the  $I$ 'th factor.

$M_i$  = Numerical values for particular level of satisfaction for the  $I$ 'th factor.

$N_i$  = Number of respondents deriving the particular level of satisfaction for the  $I$ 'th factor.  $N$  = Total number of respondents for that factor for all level of satisfaction.

For the measurement of economic, socio-cultural and physical impacts of tourists on residents can be measured by a seven point Likert Scale .The details of methodology,

whenever required had used and discussed in appropriate chapter. The collected information is finally tabulated, analyzed and the result presented in the form of maps, tables, photographs etc. It should be easier to analyze and draw conclusion from them.

## **CHAPTER 2**

Tourism development has not achieved in a short time and still it is developing. The development of tourism is facing competition all over the world between the tourist destinations and attempt to fascinate more tourists through marketing procedure and policy.

Promotion is one of the most important elements which include several action plans to inform the current or prospective customers about the development of a good product, its price and availability. This chapter will discuss about the promotion and development of tourism in India.

### **2.1 Promotion In Tourism Development**

Tourism promotion means trying to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation. According to Mill and Morrison (2009), the following three types of promotion help to modify the consumer's behaviour



in the stages of buying process. Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension. Secondly, persuasive promotions work well at intermediate buying process stages which assist with attitude, intention, and purchase. Finally, after the first visit or usage the services, reminder promotions are effective to use. It is quite clear from this statement that promotion plays a vital role to advertise any destination and can help to modify the tourist behaviour by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination. Promotion in tourism helps to draw the attention of the potential tourists, modify the behaviour of the existing buyers and influence them to visit a destination. Every destination country should extend its efforts to discover the needs and follows necessary promotional strategies to raise interest among the potential tourists. It is very important for the decision makers to understand how customers acquire information especially for tourism related services and products. Research has proven that tourist information is an important element to have a positive image about the destination and the decision making process of tourists. The information about a specific destination which is mostly demanded by tourists is considered as an important means of promotion for tourism industry. (Academic Journals 2010, 722-723. Destination marketing is identifying what tourists would like to see which means product and the variety methods are used to attract tourist which means promotion.

Generally, the potential tourists like to know in advance about the products, services and facilities at the destination. Using various forms of promotional activities can lead the organization to carry out different promotional measures in order to provide the message to the potential tourists and influence them to visit the destination. However, certain diversified, unpredictable and unsteady factors such as political, social, cultural, economic which are related with pre-purchase information can interrupt to make the decision.

Corporation commonly abbreviated as MTDC, is a body of the Government of Maharashtra responsible for development of tourism in the Indian state of Maharashtra. It has been established under the Companies Act, 1956, (fully owned by Govt. of Maharashtra) for systematic development of tourism on commercial lines, with an

authorized share capital of Rs. 25 crore. The paid up share capital of the Corporation as on 31 March 2013 is Rs. 1538.88 lakhs.

## **2.2 Development Strategy**

At the beginning of the 2000s the central based tourism development strategy in Maharashtra has showed effective and tourism has immense development in the last decade. The previous tourism strategy mainly focuses the quantitative and strategic goals of the tourism trade according to the sub-areas such as strong, intermediate, developing and others tourist areas. During the tourism strategy 2007 to 2010 tourism development projects mainly allocated the funding for the sub-regions. Public financing support was used to promote the intermediate and developing tourist centers. This priority will also continue in the current strategy. However, strong centers also have the opportunities to continue the development operation. Tourism Strategy 2011 to 2014 is a short term project which is strongly based on Tourism Strategy to 2020. Tourism Strategy setting for the goals to develop the tourism industry, highlights image and strengthen the industrial policy. Tourism Strategy also co-related with Lapland's regional plan 2030. regional plan is a long term development project which aim is to reach the objectives by increasing tourism income and employment. The purposes of the new strategy will be developed by the growth of the tourist areas, new product development, increasing experience, improving accessibility, maintaining safely and quality.

Summit-2005 in New Delhi  
World and Tourism Council  
Travel and Tourism Council

## **CHAPTER 3**

### **3.1 World Tourism Organization**

World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. Tourism has contributed to increase awareness about conservation of the environment and the

cultural heritage. Tourism is the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. The term tourist was firstly used as official term in 1937 by the League of Nations. Tourism was defined as people travelling abroad for period of over 24 hours.

The word tour gained acceptance in the 18th century, when the Grand Tour of Europe became part of the upbringing of the educated and wealthy British noblemen. Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeably though literally there is a difference. A person who indulges in tourism is known as tourist. Tourism is multi-faceted phenomenon which involves movement to and stay in destination outside the normal place of residence. Tourism is composed of three basic elements-

- a) A dynamic element which involves travel to a selected destination or destinations.
- b) A static element which involves the stay in the destination.
- c) A consequential element resulting from the two preceding elements, which is concerned with effect on the economic, physical and social subsystems with which the tourist is directly or indirectly in contact.

Swiss Professor Walter Hunziker and Kurt Krapf (1994), describe the concept of tourism “Tourism is the sum of phenomena and relationship arising from the travel and stay of non- residents, in so far as they do not lead to permanent residence and are not connected with any earning activity” As per the International Union of Official Travel Organization (IUOTO), now called as World Tourism Organization (WTO), has defined tourist as a temporary visitor staying for at least 24 hours in a country visited when the purpose of the journey can be classified under one of the following headings -

- a) Leisure:- recreation, holiday, health, study of religion and sports or
- b) Business, family, mission meetings.

As per the IASET and Tourism Society of Cardiff in 1981, "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home. "Herman Von Schullard, An American Economist, defined it as, "The sum of the total operations, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region."

According to Tourism Society in Britain, "Tourism is the temporary short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at their destinations, includes movement for all purposes, as well as day visit or excursion".

In 1981, the International Conference on Leisure-Recreation-Tourism, held by Tourism Society in England, defined it as, "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home". This definition was subsequently accepted by the IASET (Burkart & Medlik, 1974). All the above definitions bring out the following distinct features of tourism.

- (a) Involvement of a mobile population of travelers who are stranger to the place they visit.
- (b) Their stay is of a temporary nature in the area visited.
- (c) It is essentially a pleasure and recreational activity.
- (d) Their stay is not connected with any remunerated activity or an activity involving earnings.

WTO has taken the concept of „tourism“ beyond a stereo type image of „holiday making“. The official accepted definition in the report is: "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment not for leisure, business and other purposes".

WTO has classified three types of tourism-

a) **Domestic Tourism:** It consists of residents visiting within their own country. No formalities are required in this kind of travel.

b) **Inbound Tourism:** Comprises non- residents travelling into a country of their choice.

c) **Outbound Tourism:** Comprises residents of a nation travelling out to foreign country. dynamic element which involves travel to a selected destination or destinations.

These three basic forms of tourism can be in turn being combined to derive three categories of tourism.

a) **Internal Tourism:** This comprises domestic and inbound tourism.

b) **National Tourism:** domestic and outbound tourism.

c) **International Tourism:** inbound and outbound tourism.

Geographers study the spatial expression of tourism as a human activity, focusing on tourist generating and tourist receiving areas. The study can incorporate a variety of scales, climate, tourist recourses to local landscape, resorts etc. From the geographical point of view, tourism has three main components-

1) The tourist from one country to another country is known as generating areas.

2) The destination area of tourist receiving countries or region or local areas.

3) The route travelled between respective destinations.

Tourism flow depends on pull and push factors. Push factors depend on the stage of economic development in generating market, number of holidays available and income. Also pull factor influence on tourist flow, it includes accessibility and the relative cost.

Due to growing economic significance of tourism, it has a spectacular increase in tourism worldwide and increase in tourist earning.

That money is absorbed by the local economies of the nation, and helps to increasing jobs as well as opportunities. Tourism mostly depends on the range and types of accommodation available at the destination.

Accommodation is a core of the tourist industry, and plays a distinctive role in the development of this ever - expanding industry. Tourism also tends to give support to local handicrafts and cultural activities; both in urban and rural areas. Expenditure by tourists has a multiplier effect and also generates considerable tax revenue for local economy.

Tourism has become a major and an integral part of economic, social and physical development. It comprises complete system of nature, the universe, the space and the galaxy which includes the man and his activities, wildlife, mountain and valleys, rivers and waters, forest and trees, social and cultural system, flora and fauna, weather and climate, sun and the sea. The whole system requires an environmental and ecological preservation, which can be expressed in terms of following equation

$$\text{Tourism} = (\text{N} + \text{W} + \text{M}) \text{EE}$$

Whereas,

N = Nature, W = wildlife, M = Man and his activities, EE = Environment and Ecology.

The environment and ecological aspect on all the components as regard to the development of tourism. The equation can further simplified in nature-

$$\text{Tourism} = (\text{Wildlife} + \text{Man})\text{EE}$$

Without planning and controlling mechanism the development of tourism may end by having social cultural and economic distortions, which will be reflected in the relationship between tourists and local people. As soon as tourism grows and expands,

it brings the social and economic changes in the respective region. This can be positive as well as negative.

Tourism 2020 vision is the World Tourism Organization long -term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the Tourism 2020 vision is quantitative forecasts covering a 25 years period, with 1995 as base year and forecasts for 2000 and 2020. Tourism 2020 vision calls these motivating factors the three E's - Entertainment, Excitement and Education.

Attraction, accommodation, supporting facilities, and infrastructure are the basic elements of tourism. For the better development of tourism, these facilities should be developed in respective areas and for this public as well as private sector should take a lead. The flow of domestic tourists will depend on the location of tourist spot and population density of an area. Accessibility is an essential factor for better development of tourism.

### **3.2 TOURISM IN INDIA**

India's glorious traditions and rich cultural heritage are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as tourist paradise. In ancient India, there were no travel formalities for travelling in the period of Chandragupta - II, and that time the famous Chinese pilgrim Fa Hien travelled between A.D. 401 and 410 without a passport. But in the 3rd century B.C. a passport or mudra was essential, according to Kaushalya's Arthashastra, for all travelers. During the Vedic period, the tourists were accommodated at 'dhams' or holy place of the country.

There was a remarkable increase in the traveler coming to India, as a result of the discovery of the new sea route by Vasco - de - Gama.

When Alexander the Great reached in India, he found well maintained roads lined with trees and wells, and rest houses. Along with the royal highway which is 1920 km long and 19 meters wide, men travelled in Chariots, palanquins, bullock- carts, on donkeys, horses, camels and elephants.

During the British period, tourism in India becomes more organized. They built Dak Bungalows on the road side for the convenience of dark traveler. The finest of India's cuisines is as rich and diverse as its civilization. In Sanskrit literature the three famous words "Atithi Devo Bhava" means „the guest is truly god“ are a dictum of hospitality in India.

India is a storehouse of art, paintings; crafts appeared on pots found in the Indus valley civilization as early as the 3rd century B.C. The cave paintings of Ajanta and Ellora date back to the 1st to 5th century A.D.

The British setup the Archaeological survey of India in the 19th century to document the wealth of material available in the country. Viewing Indian art and culture as an integral part of the century's heritage.

India, a land of geographical diversity, blessed with a long history of rich civilization and culture. It is a potential tourism paradise with a wide variety of attractions ranging from beautiful beaches, hill stations, scenery, forts, monuments, fairs, festivals, art, crafts, culture, forest, wildlife, and religious centers etc. India has one of the world's richest natural heritage: 65,000 species of fauna including 350 of mammals(7.6 per cent of the world's total), 408 of reptiles (6.2 per cent), 197 of amphibians (4.4 per cent), 1244 of birds (12.6 per cent), 2546 of fishes (11.7 per cent) and as well as 15000 species of flora (6 per cent) attract the tourists for the development of tourism. India's forest, rivers, streams are bursting with rich wildlife. In India, there are 80 national parks and 441 sanctuaries. The largest wildlife sanctuaries in Asia viz. Kanha National Park – Madhya Pradesh ( Tiger project), Jim Corbett National Park (Uttar Pradesh) Gir (Gujarat) (Lion), Ranthambor (Rajasthan) (Peacock), Kaziranga (Assam) (Rhinoceros), Bandipore ( Karnataka) etc. The temples trails in India like Gurudwara in Amritsar,



Tripati Balaji, Mathura, Ayodhya, Badrinath, Haridwara and Rishikesh. The hill stations like Simla, Kulu, Manali, and Massoorie in the north, Shilling and Darjeeling in the east, Ooty, Kodaicanal, and Munnar in the south and Mahabaleshwar, Matheran, Chikaldara, and Amboli in the central. All these tourist places are most popular, which attract large number of tourists.

The tourist organization of India had its beginning from the year 1945. A committee was appointed in 1945 under the Chairmanship of Sir John Sargent, Educational Advisor, and Government of India. The Sargent Committee submitted their interim report in October 1946, but implication of the suggestions given by this committee was implemented after independence. As per the report of Sargent Committee, Tourist Traffic Committee was appointed in 1948. On the recommendation a Tourist Traffic Branch was setup in 1949 with regional offices at Kolkata and Chennai. The tourist traffic branch was further expanded in 1955-56 from one branch to four branches and hand over a function to them viz 1) Tourist Traffic 2) Tourist Administration 3) Tourist Advertisements 4) Distribution Section.

On March 1, 1958, a separate Department of Tourism was created in place of a Tourist Traffic Branch under the Ministry of Transport and Communication which provides services such as accommodation, food facility, hospitality, etc. One committee was appointed in March, 1963 under the Chairmanship of L. K. Jha. This Committee made several recommendations to improve tourist flow in India, especially in regards to facilitation; three new corporations were setup in 1965, viz. Hotel Corporation, Indian Tourism and India Tourist Traffic Corporation but they did not work well and therefore merged to make a single unit as India Tourism Development Corporation (ITDC) on October, 1966. ITDC is the main agency of the Ministry of Tourism and Civil Aviation, which promoted tourism in India. Regional offices are located in all capital cities in India. Besides, there are several other offices at focal point of international tourist interest. Tourist destination in the country are improved and provided more facilities to attract the foreign tourists. India is a land of great variety and contrast. Its unique cultural mystique, exotic heritage, aesthetic environment and outstanding natural resources have attracted international tourists. Tourism has emerged as one of India's important

industry. Today tourism is a major source of foreign exchange earnings and employment. India is a huge market for tourism for outbound and inbound tourists. The main elements of culture which attract tourist to a particular destination fall under following categories: 1) Pleasure climate 2) Scenic attraction 3) Historical & cultural attraction 4) Accessibility 5) Shopping 6) Adventure 7) Variety of cuisines 8) Accommodation 9) Relaxation & recreation 10) Health - care projects. Therefore, it has been rightly said that the core concept of tourism revolves around for 4 A"s (a) Attraction (b) Accessibility (c) Amenities (d) Ancillary services.

### **3.3 IMPORTANT HIGHLIGHTS OF INDIAN TOURISM**

1) The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 11.8 per cent as compared to (-) 2.2 per cent during 2009 over 2008. The growth rate of 11.8 per cent in 2010 for India was better than UNWTO's projected growth rate of 5 per cent to 6 per cent for the world in 2010.

2) The share of India in international tourist arrivals in 2010 was 0.61per cent, which is 0.02 per cent improvement over 2009. However, India's rank improved to 40th in 2010, from 41st in 2009. India accounted for 2.83 per cent of tourist arrivals in Asia Pacific Region in 2010, with the rank of 11.

3) Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were 64889 crore as compared to Rs. 54960 in 2009, registering a growth of 18.1 per cent.

4) Number of domestic tourist visits in India during 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8 percent.

### **3.4 TOURISM IN MAHARASHTRA**

Maharashtra has recognized tourism as a major thrust area for economic growth in the state because Sahyadri Mountain is the backbone of Maharashtra. Maharashtra is a land of rich culture, tradition and festivals and is a major trade and tourist destination of India, attracting thousands of tourists from across the world every year. As a result Maharashtra is the first state to declare “Tourism District” for the tourism development.

Marathi is the language of Maharashtra. Maharashtrian take great pride in their language and history, particularly the Maratha Empire; its founder Shivaji Maharaj is considered a folk hero across India. There are many temples in Maharashtra, some of them being hundreds of years old, and are constructed in a fusion of architectural styles borrowed from North and South India. The temples also blend themes from Hindu, Buddhist and Jain cultures. The temple of Lord Vitthal at Pandharpur is the most important temple for the Varkari devotees of God. Other important religious places are the Ashtavinayaka temples of Lord Ganesh; Shirdi is famous for Shri Sai Baba, Bhimashankar which is one of the twelve Jyotirlings (Lord Shiva temples). Ajanta, Ellora caves near Aurangabad and Elephanta caves near Mumbai are UNESCO World Heritage Sites and famous tourist attractions. Mughal architecture can be seen in the tomb of the wife of Aurangzeb, called Bibi Ka Maqbara situated at Aurangabad. Maharaja Ranjit Singh's endowment saw the construction of a beautiful Gurudwara at Nanded around 1835 A.D. The Gurudwara features an imposing golden dome with intricate carving and a breath taking Gurudwara. Maharashtra, like other states of India, has its own folk music. The folk musical programme like Gondhal, Lavani, Bharud, Powada stands popular especially in rural areas.

The state has a separate department for tourism, set up in 1969, but the Maharashtra State Tourism Development Corporation (MTDC), a government body to promote

tourism was established in 1975. The offices of the MTDC's are located in most of the major cities of the state, and also outside state as in New Delhi, Goa and other places. There is opportunity to develop tourism industry on large scale in Maharashtra. The government of Maharashtra has shown keen interest to promote tourism activities in all over Maharashtra since 1989.

Under the aegis of the corporation a number of tourist homes, resorts, and hotels operate from several tourist sites to accommodate visitors and provide information and also arrange guided tours. The corporation also organizes numerous festivals at some of the well-known tourist places like the culture and traditional performances, dance, and music providing visitors an opportunity to experience the land, its heritage, its people and their customs. Some of these festivals are the Ellora festival, The Pune Ganesh festival, The Gharapuri festival, Paryatan Mahotsav in Murud (Raigad) and others. Maharashtra contains a number of sites of historical importance. Of these, some monuments also figure in the list of World Heritage Sites recognized by UNESCO. These sites are Ajanta, Ellora and Elephanta, providing support to the state's tourism initiatives; the Central Government has promised ` 50 crore worth of aid in Vidarbha for developing ecotourism and ` 25 crore to develop the tourism sector in Aurangabad. The construction of airport, Tourist Information Centers and other basic amenities are also in full swing. At the state level, with the active support of Hon. Chhagan Bhujbal, the Minister of Tourism, there has been an all round increase in the resource funding, the implementation of people friendly and employment generating projects has been made possible. In another forward looking endeavor, in October 2004-05; MTDC joined hands with Indian Railways and launched the Rs.32 crore luxury trains, Deccan Odyssey, to promote Maharashtra's history, culture and cuisine. The luxury train travels the Konkan coast on a week-long journey through Maharashtra and Goa. On a 720 kms long strip between the Western Ghats and the Arabian Sea, lie a host of hidden beaches and creeks. Only a few of them are known to the regular beach hopper. These solitary beaches, alongside the wild and verdant Western Ghats, are a quiet alternative to the more boisterous goan counterpart. During a drive between Mumbai, Ratnagiri, and Goa, one can spot dozens of unexplored beaches with white sands, turquoise blue sea and

calm and cooperative people. There is no dearth of beautiful things to buy in Maharashtra: Kolhapuri-Saaj and Chappals, Paithani-Sari, Solapuri-Chaddar, Irkali-Sari, Sawantwadi-toys, Warli- Paintings etc.

### **3.5 TOURISM POTENTIAL IN MAHARASHTRA**

Maharashtra is the third state of India, both in area and population, located on the western coast of India with a 720 km long coastline along the lush green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. The Vidarbha region of Maharashtra, with its dense forest, is home to several wildlife sanctuaries and nature parks. Thus all three regions of Maharashtra offer considerable tourism potential. Maharashtra abounds in numerous tourist attractions ranging from ancient cave temples, unspoiled beaches, ancient historical forts and monuments, forests and wildlife, unique hill stations, pilgrimage centers, and a rich tradition of fairs and festival, art and culture. So, the campaign slogan for Maharashtra Tourism is “MAHARASHTRA UNLIMITED”

### **3.6 MAHARASHTRA’S TOURISM POLICY - 2006**

The Government of Maharashtra has declared new Tourism Policy in January 2006 for the unlimited scope of Tourism Development. This new policy will be effective for the period of ten years. Tourism has the potential to change the economic face of a region. The benefits of planned tourism development are manifold. Promotions of tourism would bring many direct and indirect benefits to the people. Some of the direct benefits accruing to the local community of a region as a result of tourism development are-

- Employment opportunities in tourism and hospitality sector

- ☐ Development of private enterprise
- ☐ Improved the standard of living
- ☐ Social upliftment and improvement in quality of life
- ☐ Better education and training
- ☐ Sustainable environmental practices
- ☐ Foreign exchange earning
- ☐ Invisible export.

Some of the indirect benefits accruing to the local community of a region as a result of tourism development are :

- ☐ Infrastructure development – power, water, sanitation, hospitals, roads, etc
- ☐ Employment in infrastructure sector
- ☐ Economic upliftment due to income multiplier effect.

The main features of the policy areas under- Highlights of the Tourism Policy

1. Development of infrastructure for tourism and tourist destination.
2. Providing fast and safe tracks with highway based facilities to reach various tourist places of the state.
3. Determining development rules for the development of tourist destination and nearby tourism.
4. Strengthen the existing scheme of accommodation and breakfast.
5. Development of entertainment, folk art and adventurous facilities at tourist destination.
6. Availing support from private sector for the development of State Tourism.

7. Developing and decorating world heritage destination of the State.
8. Giving extra age weight to the folk art music, sculpture art museum and food culture of Maharashtra in respect to tourism.
9. Making efforts for handicrafts as a tourism object.
10. Making circle wise development of pilgrim places.

### **3.7 TRENDS OBSERVED IN MAHARASHTRA'S TOURISM**

□ Total number of tourist / visitor arrivals in the state of Maharashtra during the period of 1st July 2019 - 30th June 2020 was 11,47,76,687.

□ Out of the total number of visitors, domestic tourists in Maharashtra accounted for 98% (11,26,49,754).

□ Total number of foreign tourist arrivals in Maharashtra during the period of 1st July 2019 - 30th June 2020 was 21,26,933. Foreign tourists in Maharashtra accounted for only 2% of the total tourists/ visitors to the state.

□ Maximum domestic overnight tourists visited Maharashtra in the month of January 2020 (63,78,229).

□ Same day domestic visitors were highest in Maharashtra in the month of January 2020 (57,70,744).

□ Maharashtra saw the highest number of foreign tourist arrivals in the month of January 2020 (2,41,555).

□ 11% of the total number of domestic visitors/ tourists to the state visited the state during the month of January 2020.

□ 11% of the total foreign tourists to the state visited it during the month of January 2020.

□ 25% of the total domestic visitors to the state visited Mumbai during the study period.

□ 79% of the foreign tourists / visitors to the state of Maharashtra visited Mumbai. The next favorite is Pune (14%).

□ 36% of the domestic overnight visitors/ tourists to the state of Maharashtra belong to the state of Andhra Pradesh. 11% of domestic overnight visitors are from Gujarat. This data is from the accommodation survey.

□ 16% of the foreign overnight tourists / visitors are from the USA, while 13% are from United Kingdom. This data is from the accommodation survey.

□ The most visited destination is Juhu Beach in Mumbai.

□ Amongst packaged components, majority of people had opted for Travel accommodation. Domestic visitors spend more on accommodation than anything else.

## **CHAPTER FOUR**

### **4.1 REVIEW OF LITERATURE**

The literatures on the various aspects of tourism are quite enough. But literature on the various aspects of travel, tourism, recreational and hospitality are found only in the western



country. Many scholars have written books dealing with their views with different issues of tourism. A book written by Cooper C. (1999) entitled „Tourism Principles and Practices“ was elaborating theoretical framework of tourism. He underlined concept and indicators of tourism demands. He also emphasized on economic, environmental and socio-cultural impact on tourism development. He highlights issues pertinent to the future of tourism development.

Romila Chawla (2003) wrote an important book entitled „Tourism in the 21st Century“. She emphasized on important features of the tourism industry, its contribution to the national integration and creation of harmonious social and cultural environment and also suggests the promotion of arts, crafts and culture and brings about prosperity and sustainable development. Twenty first century is the age of information technology and tourism. She gives aspects and challenges of tourism in the Twenty first century. J. K. Sharma (2000) wrote his famous book „Tourism Planning and Development: A New Perspectives“. He attempts the basic foundations of tourism planning and development caters to tourism designers, planners and developers of varied experiences and knowledge for planning of tourism industry in near future. He describes the concept of tourism planning, approaches, techniques and principles applied at various levels. He emphasizes on integrated approach and incremental increase in quality of tourism services and effective management of tourism. He gives transportation, services, information and promotion, physical environment and tourism organizations as the basic components for tourism planning and development in a particular region. He not only attempts to present an alternative tourism planning and development process which is sustainable, but also recommends for conceptualizing sustainable development.

Dr. O. P. Kandari and Ashish Chandra (2004) wrote a book entitled “Tourism Development Principles and Practices”. He noted that planning and assessment are important parts of sustainable development of tourism. He focused on issues of tourism development, particularly from economic, ethnic and environmental perspectives and also explained the Goals and strategies for effective tourism practices, I identified and key issues of carrying capacity and community participation. He also stated that role of tourism in rural

development is fundamentally an economic one and can help to sustain and improve the quality of life in rural areas.

M.A. Khan (2005) wrote a book on “Principles of Tourism Development” which deals with hotel industry and tourism, these are the two significant sectors of modern day economy, tourists are honoured guests and the hotels offer them the demanded hospitality. He also focused on the role of information technology in tourism industry. Manish Ratti (2007), in his „Tourism Planning and Development“ book which deals with the tourism industry also provides a number of job opportunities to the local people, adverse effect on the destinations; it contains vital information on tourism planning and management, crucial issues are given an elaborate treatment. Dr. Kulwant Singh Pathania and Dr. Arun Kumar (2008), „Tourism in India“ focused on all aspects related to the tourism and outdoor recreations as resources based have been useful for the development of any tourist destination in India.

Dr. M.M. Khan (2009), wrote an important book series on “Encyclopedia of Tourism”. He emphasized on theoretical framework of tourism development such as fundamental aspects, salient features and various organization. He gives the role of tourism organization at the international and national levels for the development and promotion of tourism industry, all phenomenon has been explained in Vol-I. In Vol-II, he stated the origin of tourism, types of tour operations, system of social organizations, different theories of criminality, relation between tourism and hotel industry. Vol - IV deals with the basic aspects of ticketing and booking, global ticketing, complete history of ticketing and booking of air, rail, water and road transportation for travelling.

M. B. Potdar (2003) in her research work (Unpublished doctoral Thesis) entitled „Tourism Development in South Konkan“ reveals a treasure of tourism, beaches, horticulture, scenic beauty, historical monuments, temples and churches, local folk arts, handicrafts, food and festivals, biotic life are the resources available for ideal tourism in South Konkan. Therefore there is tremendous scope for tourism development in South Konkan. She studied economic and socio-cultural impact on local people by considering case studies in study region. In her research work, she lighted on some problems and suggested remedial measures for better development of tourism in south Konkan. Subhash N. Nikam (2003),

has presented in his research work (unpublished doctoral thesis) entitled “Potential and Prospects for Tourism Development in Nasik District”. His attempt has been made to understand for the tourism development by considering four case studies and find out the potential and prospects for the planning at different destinations in the district. His also gave valuable suggestions for tourism development in the Nasik district. These studies have been beneficial to the researcher for identification of potentials and prospects for tourism development in the Raigad district.

## CHAPTER FIVE

### **5.1 USES OF ONLINE AND SOCIAL MEDIA**

This chapter will introduce and discuss about online promotion and how tourism and online promotion are related with each other. Here will be examined the role of online in tourism industry and what tools are used and relevant for tourism communication. In addition, there will be a brief overview on what is social media and the role of social media in tourism promotion.

#### **5.1.1 Online Promotion**

The revolution of the information technology has reshaped the communication system by making it faster, wider and more accessible for everyone. Internet has created a vast chances and opportunities in different sectors for instance, business world, leisure time activities, networking, and in social communities. The more use and development of the internet there is the more chance to connect the world and people together. The revolution of internet has more impact on marketing practice and there is no other business form, which has enjoyed radical changes as marketing business. However, marketers should be extremely careful to designing the brand message. It is true that nowadays customers have more control on their decision making process when it comes to the internet.

Online promotion is a part of the marketing mix, including internet advertising, internet branding, e-mail, direct marketing, sales promotion, and customer support through the internet. Internet provides information to millions of potential clients in the world with cost-effective and labor-efficient way. It is very necessary to use the available tools and innovation.

## **Combine Social Media and E-Commerce**

Companies have tried to mesh social media and e-commerce before, most notably in 2012 when everyone from Gap to GameStop to JC Penney ended up shuttering their social media stores. Audiences weren't ready to buy from Facebook or other platforms. Pioneering companies are bringing social e-commerce back by integrating sites like Instagram with websites that look similar to the social sites users are familiar with (e.g., Pinterest).

Blurring the lines among social media, websites and e-commerce means these important marketing methods are no longer stand-alone components. Instead, they're one large, fully branded push to increase sales.

Tourism marketing has changed a great deal over the last few years. Among these changes we have seen a trend towards depersonalization and diversification of supply, with the aim of increasing demand. To meet this challenge, online promotions play an important part in publicizing tourist destinations to potential customers. Below, we outline some successful examples that have been developed in this area.

The tourist industry offers a wider range of holidays than ever before, and is continually seeking out newly-emerging or potential niche consumer groups, such as:

- Amusement and theme-park related tourism
- Sustainable tourism
- Rural tourism (gaining a lot of ground in recent years)
- Adventure tourism (canoeing, cycling, climbing, skydiving, etc.)
- Health or relaxation tourism
- Gastronomic tourism
- LGBT tourism
- Sports tourism (golf, nautical, ski and winter tourism)

To this list we could add many alternatives which have arisen as a consequence of the drive towards diversification and whose objective is to attract tourism to specific destinations via a variety of methods.

The same thing happens with campaigns to promote tourism. Digital marketing and, above all, social networks are important channels in tourism marketing.

At Easy promos we see creative and successful actions every day – campaigns that are focused on promoting tourist destinations. We'd like to share some of these with you below.

### **Classify and segment leads while sharing personalized messages**

We all respond better to ads that are personalized to our likes and preferences, every we're all more likely an email that starts by saying "Hello..." followed by your name.

But email marketing is not the only way to share some personalized messages with your audience. Here's an example of Travel Up, a UK based travel agency that launched a Personality Quiz with one main objective: to persuade their audience to book holidays. Participants answered a series of questions about their traveling preferences. After submitting their responses each participant saw a personalized message with a recommendation for their next travel destination.

If you're looking to increase sales and decide to launch a Personality Quiz, then sharing discount coupons would be a great idea. It would tap into customers' loyalty and encourage them to book their vacation with you.

### **Collect user-generated content and promote tourist destinations**

Video contests that permit users to upload videos they've created themselves are very popular. They offer the chance to combine both image and sound, and they elicit a high level of involvement from fans, increasing the overall brand engagement. Brand followers create their videos and share them across social media channels, automatically becoming new brand ambassadors. By submitting their entry they normally fill in a registration form and opt-in for emails meaning that they happily become subscribers to a hotel, or to a

specific destination. In this contest, the proposal was for users to upload a video of their best experience in Seville.

The main purpose of the Video Contest was to collect user-generated content and use it to promote Seville, as UGC is known as the most authentic content brands can share on social media; online communities prefer to see pictures and videos from real customers rather than standard promotional content.

### **Launch a Photo Contest to create buzz around tourist destinations**

Just like Video Contests, Photo Contests are a fantastic way to collect user-generated content and engage online communities. And organizing photo competition around tourist destinations is always a great idea, simply because we all snap hundreds of pictures whenever we go away. Here's an example of a Photo Contest organized to promote Guernsey, and to be exact summer in Guernsey.

The owner of the picture with the highest number of votes walked away with £750 cash. Enabling the voting option is a great choice if you're looking to reach a wider audience. It encourages social media sharing, as participants ask family and friends for votes.

### **Reinforce social media presence with Instagram Photo Contests**

Social media is where your customers are. And that's the reason why tourism marketing should also focus on social media channels.

The following example is of a Photo Contest organized by the Sun Gardens Dubrovnik, whose objective, as well as promoting the destination, was to reinforce their social media presence. The brand turned to a Mention + Hashtag Contest.

In order to participate, the Instagram users upload pictures of their visits to the Sun Gardens. In the description, they mentioned the @brandname and #brandhashtag. All entries were then displayed in a public gallery where the public could vote for their favorite submissions. The winner got to visit Dubrovnik for 5 nights!

## **Social media giveaways to increase brand and product awareness**

This example has been much talked about and given as an example by many digital marketing professionals and specialists in social networks, for its efficiency and virality, and because it has been repeated various times and is a landmark in promotions of this type. The airline company Vueling, using the Instant Win application, raffles 100 flights to their principal destinations with the aim of promoting them among their customers. The result has always been a success, in terms of the level of virality achieved and the element of fun provided, as well as in the increase in the number of fans and achievement of the set objective: promoting a service.

## **Reward your customers for their creativity**

Gran Canaria Tourism and Viajes Nautalia carried out a joint action to search for a slogan for their new campaign. They did so via a Writing Contest. The dynamic consisted of asking participants to propose a slogan that could form part of the “Gran Canaria Inspires Me” campaign. Thanks to this campaign Gran Canaria Tourism found a new slogan for the island. Another benefit of the campaign was that users included everything that drew attention to the island in their slogans, meaning that the slogans **served as destination recommendations to other users**.

### **5.1.2. Online Promotion in Tourism Industry.**

The new entry of many tourist destinations into the market has created the challenge for many countries and forced them to go for promoting tourist places. In recent years, internet has become the most used channel in tourism promotion as well as destination marketing. Therefore, in order to effective use this new form of communication, new strategies have been created. Consequently, it is necessary to highlight the advantages of the web, resources, as well as the best strategies which might help tourism managers to be aware and promote a destination. Tourism promotion can be more effective through word-of-mouth marketing. Word of mouth (WOM) communication is a big part of online connections within the online tourist communities. Particularly, tourism specialists are interested in WOM communication because of its popularity, growth and influence on that communities. In addition, web 2.0 and user generated contents are the most renowned



marketing methods of tourism business. Web 2.0 has played a role to express an experience and feedback of a product by sharing photo, blogs, travel review and video sharing. Marketers can observe this sharing and contract with the interested people who have a positive experience at related products. The new technology growth increases the efficiency of the companies to communicate with the customers and their operation process such as booking, distribution and tour management. The appearance of the information technology also increases the power of the consumers. In the past decade, most of the tourism products such as destination choice, flight tickets, accommodation, and car rental service were handled by the travel agencies. The wide range of usages of the internet and search engines make it easier to the customers to select a travel option from a wider selection rather than limited offered by the travel agency or tour operator.

Internet marketing is bigger than marketing through brochure as in a brochure the number of page is limited therefore, the amount of information are also limited than a web page. Online usage enable customers to access more photos and videos of destinations and services, which helps to make a right decision on a trip. Moreover, consumers can also compare price on the internet because there are a plenty of options are available on internet.

## 5.2 PROMOTION THROUGH SOCIAL MEDIA



Social media is an online application tool, which allows the user to make co-operation and collaboration on the internet. People with a common interest can gather to share their

thoughts, comments and opinions. Social media sites enable companies and firms to advertise and promote their products with better possibilities. The advertiser can create their own website with interesting content and do not have to pay huge sum of money for publishing and distributing. On the other hand, consumers now just not receive the information, but also can interact with other consumers to express their ideas and experiences.

Today's travel companies are more active in social media specially the international ones. Social networks are one of the fastest and most effective ways of communication to spread information to a large group. Social media allows companies to get closer as well as to receive both positive and negative feedback. This feedback helps companies to know about how a product or service is considered in the marketplace. Social media has an enormous impact on travel and tourism business. Tourism business Mostly depends on word-of-mouth communication to share opinions and recommendations. Through Facebook and Twitter customers can share trips and suggestions which are most valuable for tourism promotion. A survey founded that more than half (52 per cent) of travelers plans were affected after seeing friend's pictures of trips. Using social media helps to provide latest promotional offers for instance, short time promotion can be announce on social media when it is not possible in printing media due to limited time.

Social media is a "two- way street media" where people communicate and hold conversations with each other online. Instead of traditional one-way communication used in media channel, social media is the mean of two-way communication. According to Sterne (2010), there are six different social media tools such as forums and message boards, revive sites, social networks (Facebook), Blogs, micro-blogs (Twitter), bookmarking and media sharing (YouTube). Almost all of these sites enable the user to interact with each other. Some of them using to ask questions or express opinion, where others using to answer them. While some of these are to give feedback on product for instance, commenting on Amazon.com.

### 5.3 TYPES OF SOCIAL MEDIA



**Facebook** is a popular social networking website which can connect people together. Almost 1.5 billion people have a Facebook account and 700 million people use Facebook more frequently every day. Companies can create their own official Facebook page where they have the possibility to upload photos and videos as well as to promote their products. Facebook is an effective media of marketing because of vast number of members and followers who know that the business exists.

**Twitter** is one of the most popular and growing social media networks. There are about 232 million users who are very active on Twitter. It is micro-blogging network of real post. Users can send a short message which is called “tweets”. Twitter user can follow other users and see the tweets of the persons. The tweet could be about anything, it could be business marketing. Company can tweet the customers and customers can tweet the company back. Tweets also helps companies to share and promote a product, events and special offers through uploading pictures, videos and links. Using Twitter is not a hard method for the company as the company can customize their Twitter page according to their business design temple. Even small with limited users company can expand the amount of users through Twitter.

**YouTube** is an international social media tool with video sharing possibility. Individuals and companies can upload their own videos or others videos which can be seen, commented, and downloaded. YouTube is also a good search engine which can search any

type of video with keywords. Many organizations and businesses use YouTube for their advertising by uploading ads and commercial videos of their products. Customers can see the video, comment on it and even share it in other social media. Advertisements can be published on YouTube in different formats. The most used and effective type of adverts are video adverts. Video adverts play when the main video is loading. Some adverts are shippable after 5 sec. A company also can purchase display ads which appears in a small portion with another videos.

**Google+** is one of the Google's features which are operating within the Google. Google plus is a widely used social media network in the world. It allows the individual users to keep in touch with friends and families and the companies with their customers. Users can post different types of multimedia posts on Google+ page or can see others posts. One of the Google+ features—Hangouts are made for groups with video chat facilities. Many users can participate at the same time in Hangout. Companies can see customers review and rating points that were posted on their Google+ page. It is very important for the business to know customers thought about their business. Google+ is an effective way of business communication because it delivers the news to a large amount of people at the same time.

**Instagram** is a social networking application where users can upload their photos and videos. Similar to Facebook or Twitter, an Instagram user has a profile and news feed. Posted photos on Instagram can also share on Facebook or Twitter from Instagram. As Instagram is a visual sharing, travel and tourism companies can upload attractive images for marketing campaigns. Many country's destination marketing organizations have recognized this trend and started sharing pictures on their Instagram page.

**Pinterest** is an online pin board that allows to sharing pictures, recipes, articles and small types of information. Users can create an account by registering a new one or using the existing Facebook account. In a pin board user can collect and organize their pin in their

own way. Every pin is linked with the source of image that leads the readers to the main site. The important of Pinterest is not only in personal usage but also in business promotion.

## CHAPTER SIX

### **Conclusion**

In line with the decision of the Central Government, the State Government has established MTDC as a State body to take care of state tourism, professionally. To increase the efficiency, the government has set up a separate Ministry, and given one State tourism minister and an IAS officer as a Principal Secretary of Tourism, for assistance and smooth functioning of the same. As a result of this, MTDC has done an excellent and noteworthy job, within its permitted range of activities. The task of developing tourism in the State has been done very effectively and efficiently. The figure shows that Maharashtra is the third choice of the foreign tourists.

To march little ahead and excel in its functioning, MTDC has done its SWOTs. It has helped in identifying the objectives, constraints and the chances of achieving the expected targets.

To conclude, it can be said that, though MTDC has not achieved 'the brand' status, and has not reached all the tourist destinations in the State, the work done so far by it is certainly satisfactory and encouraging. Like MTDC other states have also started their state agencies for the promotion and development of tourism. In spite of size constraints, GTDC has exploited all the possible opportunities in the field of tourism.

The tourism industry has a significant role to play in the national economy and it has been growing in the whole world. Every country has been taking initiative to attract more tourists by adopting an active marketing strategy. Promotion plays an important role in achieving a marketing strategy as it is one of the vital elements of the marketing mix. On account of, tourists like to know about the product, offers and facilities in advance. Active marketers always try to provide all the required information through different promotional activities to attract tourists towards the destination.

Every country has its own characteristics such as climate, natural beauty and location that make the attractions of a destination. Finland also has some strong features. The tourism industry of Finland is increasing but not any big changes have been seen. In this case the responsible authority can take effective promotional measures to develop this industry. Indian tourism is looking for progress in the international tourism market and is trying to develop its product quality. The product supply of India is seasonal, focused on the winter season and the accessibility is not sufficient especially in the winter and Christmas season. In addition, India is well known globally. There is a need to introduce more tourism publicity.

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