

Destination Marketing: Hamper of Opportunities for Tourism Industry

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Abstract

The new buzz word of success of tourism industry is Destination Marketing. We cannot neglect the role of marketing in finding out the needs, wants, selling and promotion of a product or a service. As we all are aware that tourism is one of the fastest growing service industry which requires consonant efforts because of many reasons likewise the ever-changing demand of tourists, change in climate, changes in the desires of tourists etc. When we talk about the success factors for making tourism industry incredibly growing one we can notify the changing promotional strategies of the Tourism Organizations .We have good examples in India like – Rajasthan Tourism ,Goa Tourism ,Kerala Tourism ,Gujarat Tourism ,Madhya Pradesh Tourism etc. They all using the Destination Marketing for attracting more tourists towards their states .The present paper is an attempt to highlight the importance of Destination Marketing, the process and life cycle of the same .For making it more informative the researcher has stressed upon some major Destination Marketing strategies adopted by different states of India.

Key Words: Marketing, Tourism, Destination, Destination Marketing, Promotion.

Introduction

To understand what is destination marketing .It is important to define the meaning of these two words Destination + Marketing = Destination Marketing. The word Destination can be understand as a place set for the journey or a place where a tourists wants to travel and the term Marketing can be defined as a continuous process of satisfying needs and wants through the exchange . If we merge these two terms we can say that Destination Marketing is a continuous process of identifying and satisfying the needs and wants of the tourists who wants to travel to a set place (destination). World Tourism Organization (2004) defined destination ,”a destination is a geographical area consisting of all the services and infrastructure necessary for the stay of specific tourists or tourism segment .Destinations are the competitive units of incoming tourism .Destinations are therefore an important part of tourism product. According to the New Shorter Oxford Dictionary ,destination can be defined as, “the place to which a person or thing is going ,the intended end of a journey .Buhalis (2000) defined destinations as places that offer an amalgam of tourism products and services ,which are consumed under a brand name of the destination .The WTO (2003) defined destination as ,”a physical space in which visitors spend at least one night and is made up of tourism products such as support services and attractions and tourism resources with physical and administrative boundaries that define its management, image ,perceptions of market competitiveness .Destinations are places that attract visitors for a temporary stay, and range from continents to countries to states and provinces to cities to villages to purpose built resort areas (Pike 2004).Destinations are places with some form of actual or perceives boundary ,such as the physical boundary of an island ,political boundaries ,or even market –created boundaries (Kotler ,Bowen ,Marken,2006) .

According to the business strategist and futurist Dr .Karl Albrecht, destination marketing is,” a proactive, strategic, visitor-centered approach to the economic and cultural development of a location, which balances and integrates the interests of visitors, service providers and the community.” The same definition endorsed by the Destination Marketing Association International, in the report of the 2008 DMAI Futures Study, conducted for DMAI by Karl Albrecht International

Destination Marketing Organizations (DMO) are providing lot many assistance to promote the marketing of the places The DMOs are the business entity either governmental, corporate or nonprofit .They are responsible for leading and coordinating all of the marketing efforts on behalf of a particular destination .The DMAI futures study recognize five primary types of destinations, each with its unique marketing challenges:

1. Megacity: : a city so large that it has become a unique destination unto itself; people who go there think of it as a primary destination, with the parent country as an associated option.
2. Large city: a city large enough to have become a "name" destination, and one of the primary choices when visiting a particular country.
3. Mid-sized city: a city of substantial size which is typically less well-known to foreign visitors; the DMO has to tell and sell its story and continually build a brand.
4. Regional/natural attraction: a geographic area or extended region that attracts visitors for reasons other than the typical urban experience.
5. Unique/boutique destination: typically small and localized destinations that capitalize on a specialized "best known for" appeal

Paper Structure

The research paper involved the following steps _

1. A review of literature was undertaken to define tourism, destination and destination marketing.
2. The sampling procedure was established
3. A questionnaire was prepared
4. The methods of data collection and analyses were identified

Review of Literature

Destination marketing is an integral part of developing and retaining a particular location's popularity. Too often, however, tourism planners focus only on destination developments without paying attention to retaining and preserving the attributes that attracted travelers to the destination in the first place (Kotler et al., 2006). Burkart and Medlik defined destination, "the geographical unit visited by a tourist may be a self-contained centre, a village or a town or a city, a district or a region, an island, a country or a continent. This geographical unit may be described as the tourist destination. The tourist destination however defined geographically, provides a convenient focus for the examination of the tourist movement and of its manifold impact and significance. How important any geographical unit is as a tourist destination, or how it is potentially, is determined by three prime factors: attractions, accessibility and amenities which may be termed the tourist qualities of a destination. The definition of Mill and Morrison (1992) says, "at a destination there is a mix of interdependent elements. The elements are interdependent, because in order to produce a satisfying vacation experience, all elements must be present. The destination is composed of: Attraction – Facilities – Infrastructure – Transportation – Hospitality. According to Jensen, Hanson and Metz (1993), "a tourist destination is a geographical area which contains landscape and cultural characteristics and which is in the position to offer a tourism product, which means a broad range of facilities in transport – accommodation – food and at least one outstanding activity or experience. Wahab et al. (cit in Pike, 2004) given the definition of tourism destination marketing as the management process through which the National Tourist Organization and/or tourists enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes, on local, regional, national and international levels and to formulate and adapt their tourist products accordingly in view of achieving accordingly in view of achieving optimal tourist satisfaction thereby fulfilling their objectives. Bannett (1999) wrote, "tourism destination marketing is a particularly challenging form of marketing art. There is no one product over which the producer has total control; rather, the product is made of a combination of government, business large and small and the natural environment. According to the WTO (2004:10), "destination marketing covers all the activities and processes to bring buyers and sellers together; focuses on responding to consumer demands and competitive positioning

is a continuous coordinated set of activities associated with efficient distribution of products to high potential markets; and involves making decisions about the product, branding, price, market segmentation, promotion and distribution. Horner and Swarbrooke (1996) said that, "destination marketing involves using tourism as a means to an end rather than an end in itself for reasons including: improving the image of an area to attract industrialists; increasing the range of facilities and amenities available to the local community; giving local residents more pride in their local area; providing a rationale and funding for improvements to the local environment; and trying to make the destination politically more acceptable to outsiders. Tourism destination marketing encompasses the activities involved in sustainably developing a region with tourism appeal and in its promotion through appeal and in its promotion through a marketing strategy. Destination Marketing is an activity that involves a large number and diversity of stakeholders, who together provide the overall destination product (Heath and Wall, 1992; Kastenholz; 2006), however working within dissimilar business contents, with distinct specific objectives and strategies. The traditional view of a destination is based on a geographical concept, so, a destination is seen as a limited geographical area – a town, region or country – attracting tourists (Buhalis; 2000). Lundberg (1990:141) integrated destination marketing as, "the overall effort to identify what it is a destination has to offer (the product), what groups of people would have the time, money and desire both to travel to and to enjoy the destination (the target markets), and how best to reach and convince those people to come to the destination (marketing)". Wang (2008:151) stresses the relevance of collaboration action suggesting that, "destination marketing is a collective effort that requires various organizations and businesses in a geographically limited area to harmoniously work together to achieve a common goal.

Research Methodology

Sampling size: 150 tourists were selected after considering time and cost.

Sampling Method: Convenience method of sampling is used to collect the data from the respondents.

Data Collection: The data is collected from both primary and secondary sources. Primary data is collected through structured questionnaire and the secondary data is collected from books, magazines, and websites etc.

Sampling Technique For the purpose of research study, the method of simple random sampling is undertaken.

The collected data has been analyzed by using Percentage analysis

Hypothesis

H0 Destination marketing has no impact on tourism development.

H1 Destination Marketing has impact on tourism development

Limitations of the Study

The study is limited to Hadoti region of Rajasthan only. The findings and observations made in the study are purely based on the respondents' answers which may be biased.

Sample

To carry out a successful research a survey was conducted through the help of a structured questionnaire. Respondents are selected who are engaged in the destination marketing and who are visited to the destinations. The sample size of this research paper consist of 150 adults tourists from Hadoti region mainly from Kota, Bundi, Sawai Madhopur. Respondents were asked to give their true opinion about a

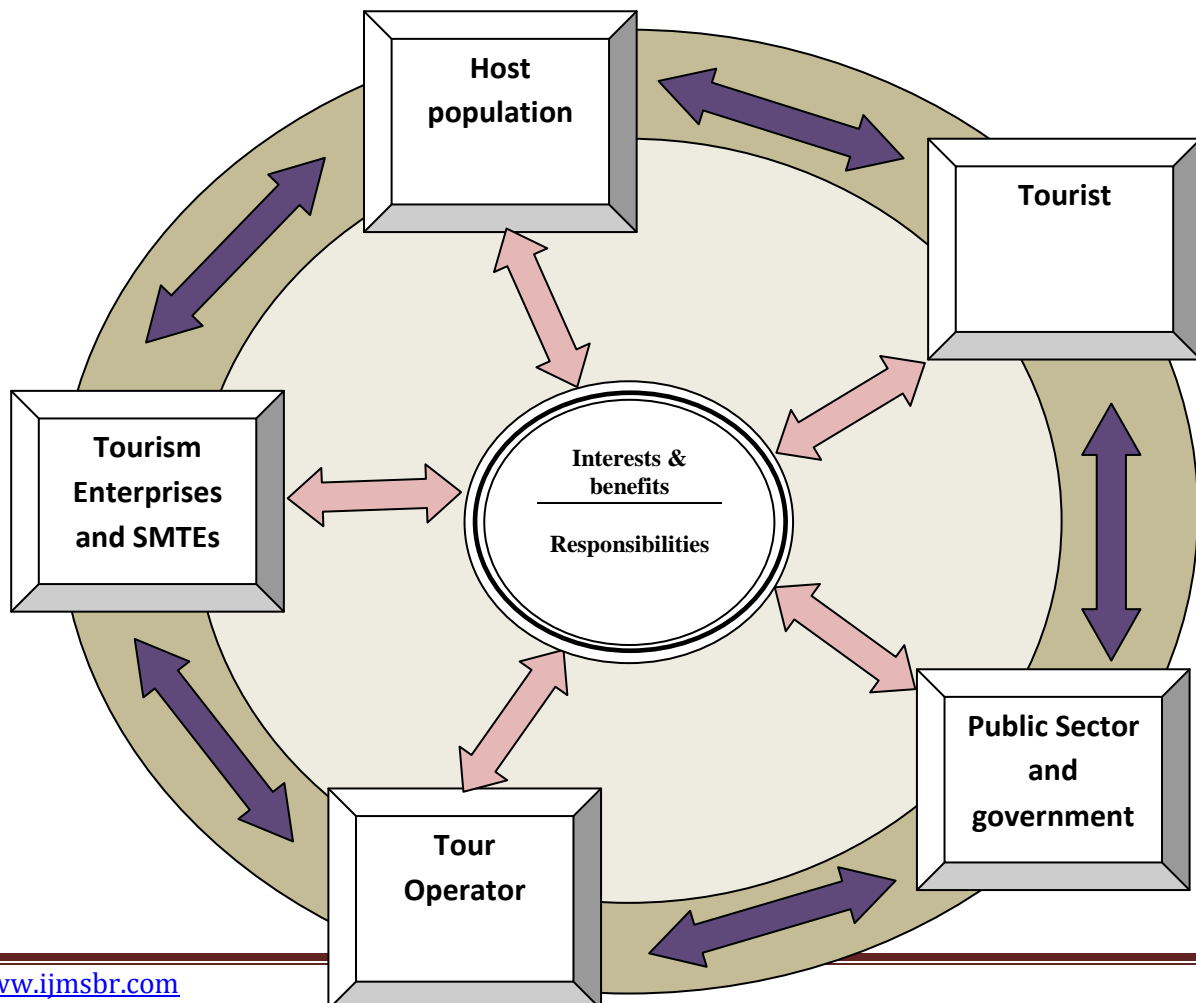
given tourists destination they had already visited. The basic questions were –

1. Had they visited any of the destinations after seeing the advertisement?
2. Were your experience is same as mentioned in the advertisement / brochure ?
3. Comparative impact of different destination marketing on respondents .
4. Impact of destination marketing based on gender
5. Impact of destination marketing based on educational level
6. Impact of Destination marketing based on profession

Stakeholders of Destination Marketing

There are different stakeholders which are associated with the functioning of destination marketing and benefited through it. The following figure is showing the different stakeholders which are contributing in destination marketing

Figure1 : The dynamic wheel of tourism stakeholders

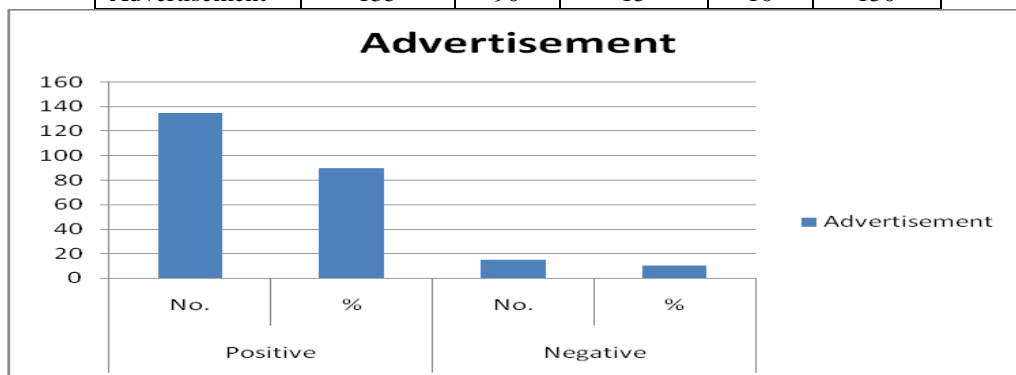


Source: Adapted from Buhalis and Fletcher, 1995

ANALYSIS AND INTERPRETATION

Table 1 : **Had they visited any of the destinations after seeing the advertisement ?**

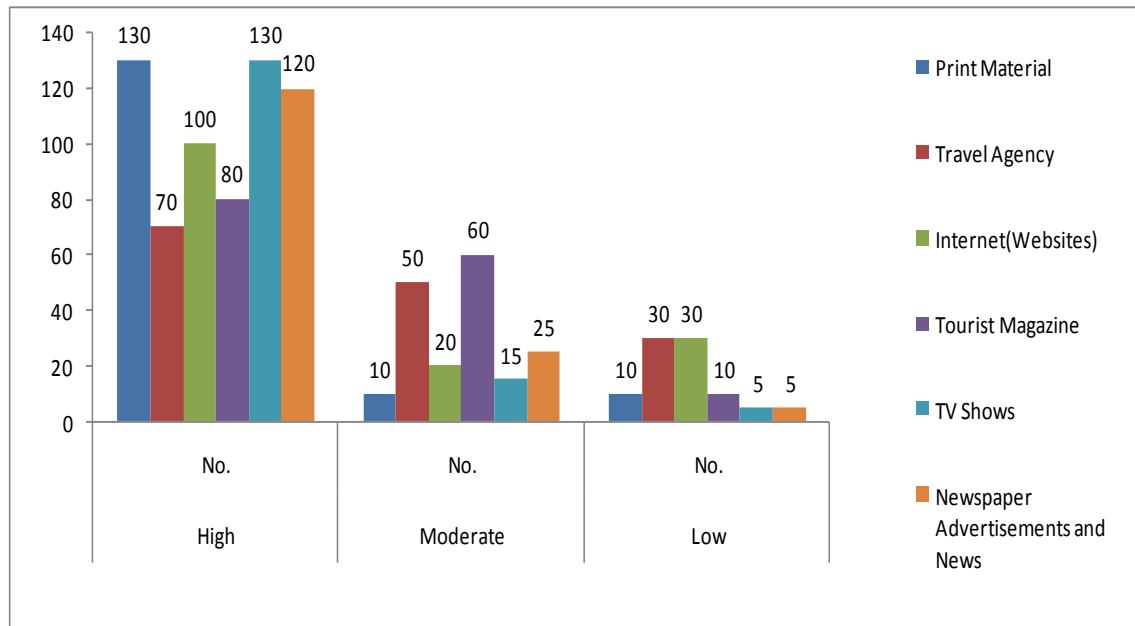
	Impact				
	Positive		Negative		Total
	No.	%	No.	%	
Advertisement	135	90	15	10	150



The above table and graph revealed that many of the respondents had visited the tourist places after seeing the advertisements. Among 150 respondents, 135 have visited the tourist places after going through the advertisement.

Table 2: **What is the Impact of Media Source on the choice of selection of the Tourists Places**

Media Source	Impact						Total
	High		Moderate		Low		
	No.	%	No.	%	No.	%	
Print Material	130	86.67	10	6.67	10	6.67	150
Travel Agency	70	46.67	50	33.33	30	20	150
Internet(Websites)	100	66.67	20	13.33	30	20	150
Tourist Magazine	80	53.33	60	40	10	6.67	150
TV Shows	130	86.67	15	10	5	3.33	150
Newspaper Advertisements and News	120	80	25	16.67	5	3.33	150



The above table revealed that print material such as brochures etc. and T.V. shows of tourism are the most important and demanding sources of making destination marketing and promotion of the tourism products. The second major source of destination marketing are newspapers advertisement.

Table 3 Were your experience is same as mentioned in the advertisement /brochure ?

Response	Respondents	Percentage
Yes	125	83.33
No	25	16.67
Total	150	100

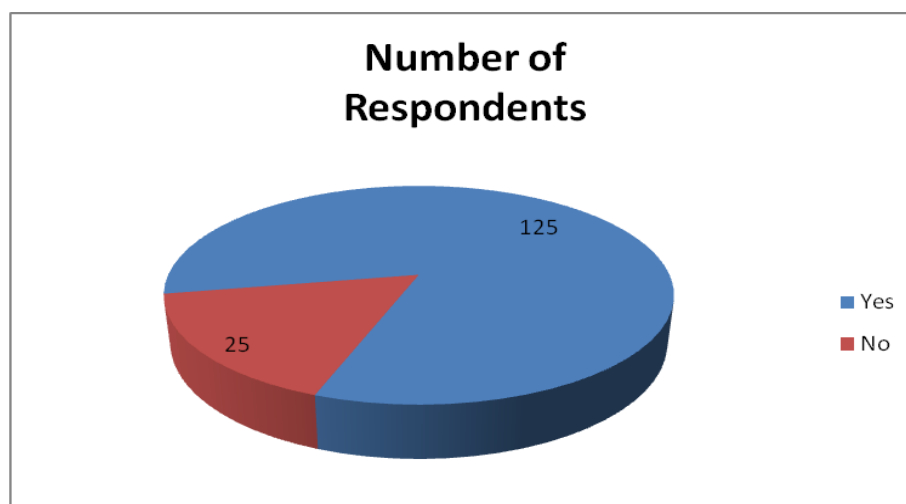
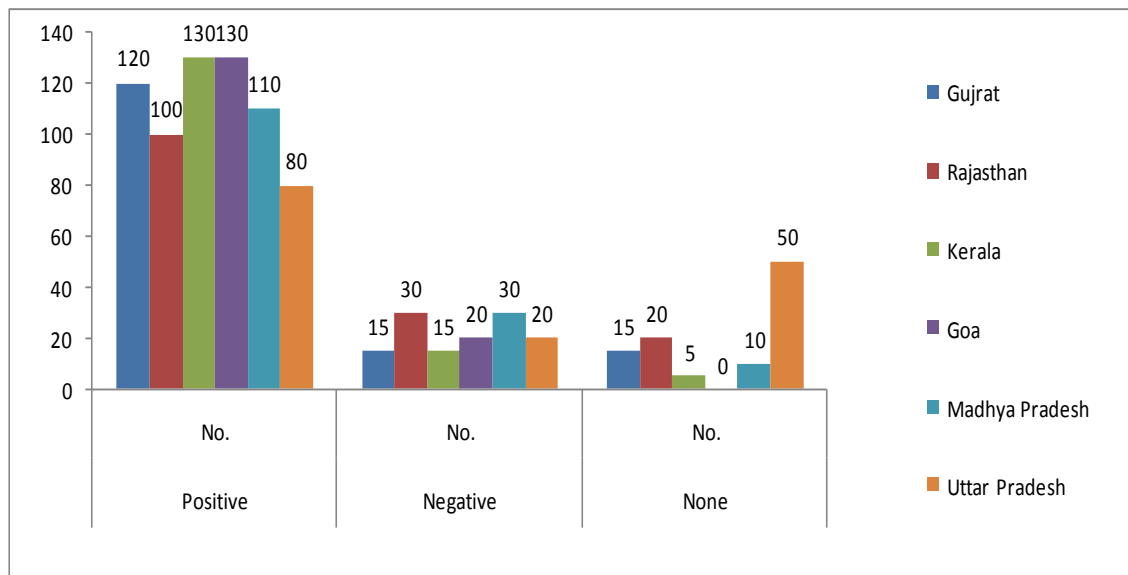


Table 3 revealed that maximum respondents are agree that what ever they have seen /read in the advertisement regarding the tourist places are actually like that only as advertise

Table:4 Comparative Impact of Destination Marketing on Respondents of Different Tourists States

Tourist Places	Impact						Total
	Positive		Negative		None		
	No.	%	No.	%	No.	%	
Gujrat	120	80	15	10	15	10	150
Rajasthan	100	66.67	30	20	20	13.33	150
Kerala	130	86.67	15	10	5	3.33	150
Goa	130	86.67	20	13.33	0	0	150
Madhya Pradesh	110	73.33	30	20	10	6.67	150
Uttar Pradesh	80	53.33	20	13.33	50	33.33	150

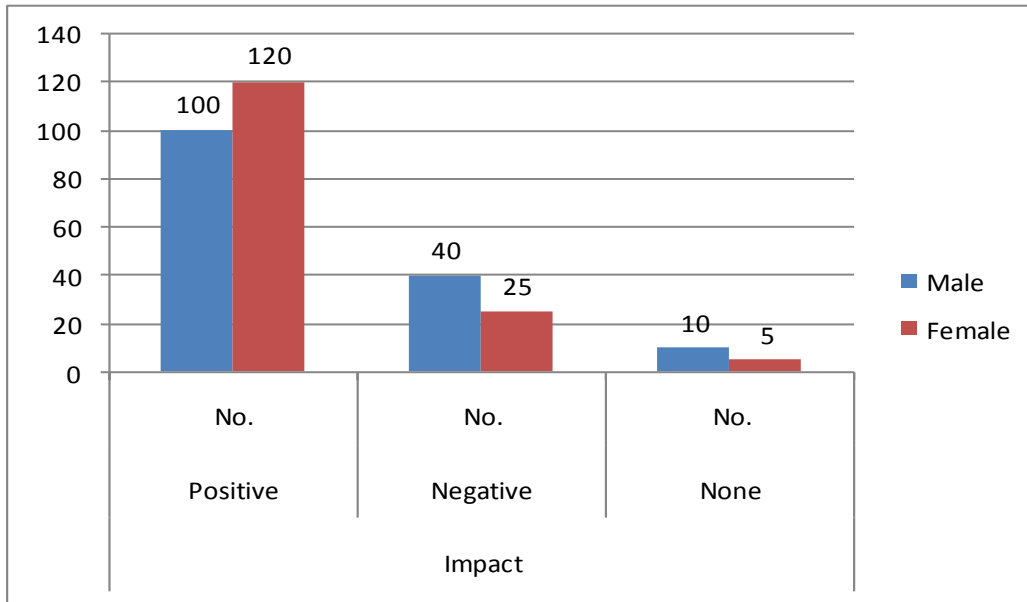


The table 4 revealed that Kerala and Goa are the most effectively doing the process of destination marketing as most of the respondents are positive and aware about the tourists products of both the places .Second and Third in destination marketing are Gujart and Rajasthan according to the responses .

Table 5: Impact of Destination Marketing Based on Gender

Gender	Impact						Total
	Positive		Negative		None		
	No.	%	No.	%	No.	%	

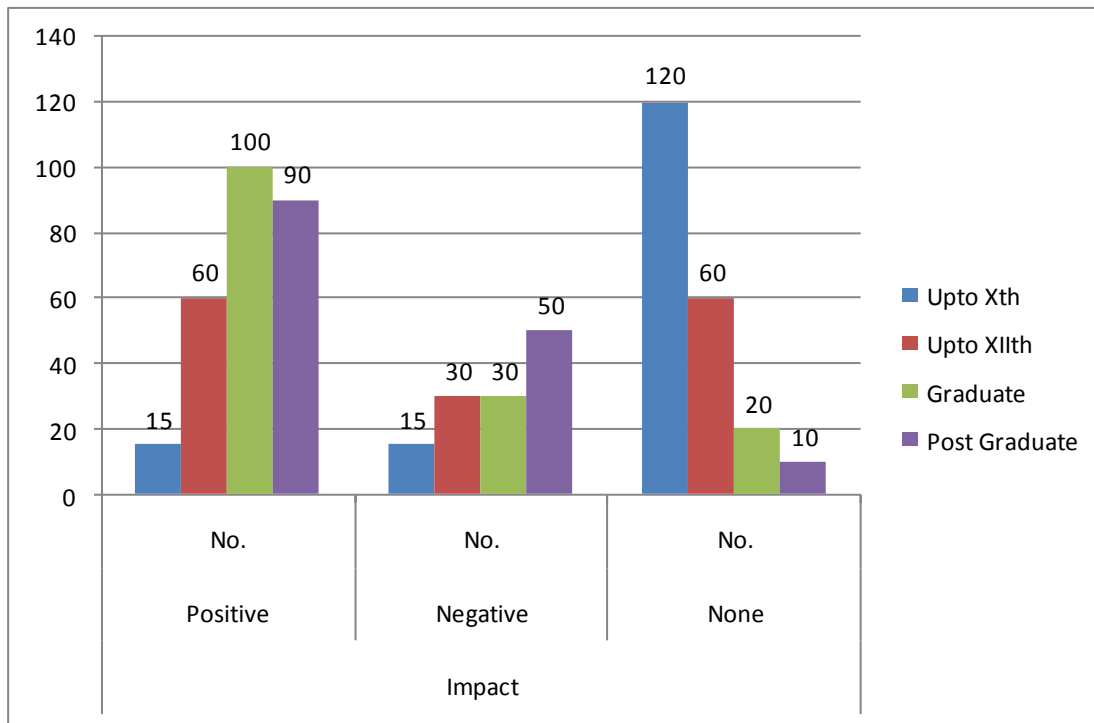
Male	100	66.70	40	26.67	10	6.67	150
Female	120	80	25	16.67	5	3.33	150



The above table revealed that most of the females are positive regarding the destination marketing strategy .

Table 6 : **Impact of Destination Marketing Based on Educational Level**

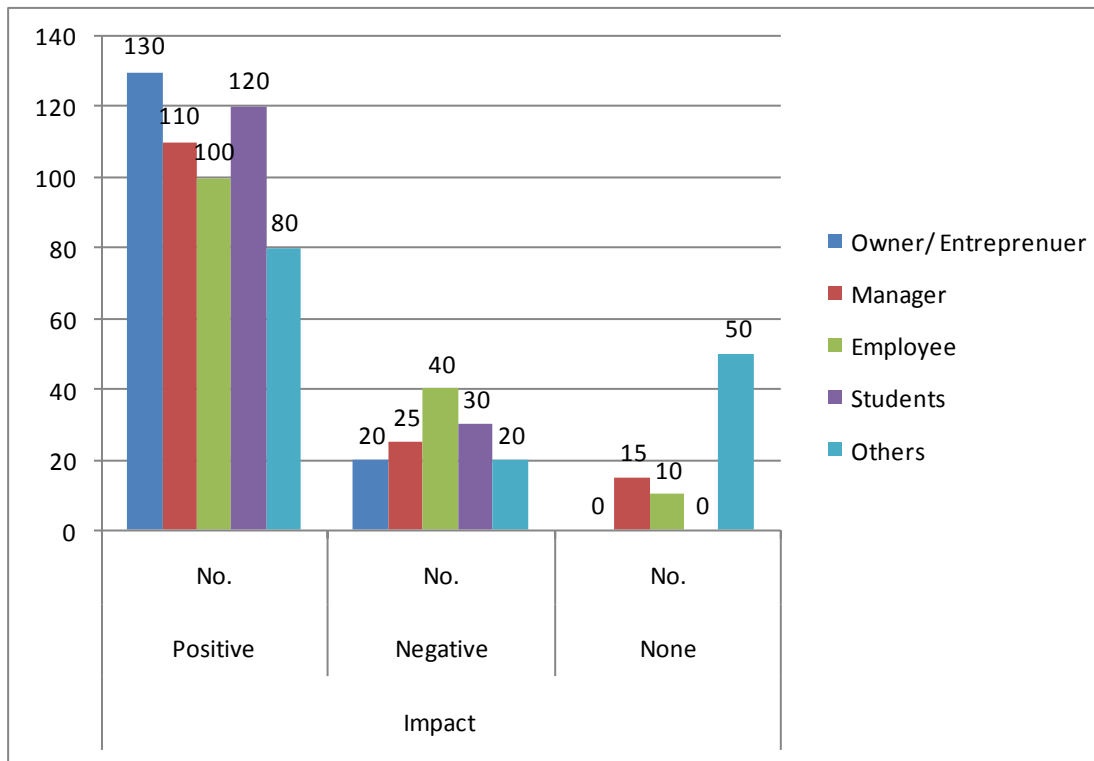
Education	Impact						Total
	Positive		Negative		None		
	No.	%	No.	%	No.	%	
Upto X th	15	10	15	10	120	80	150
Upto XII th	60	40	30	20	60	40	150
Graduate	100	67	30	20	20	13.33	150
Post Graduate	90	60	50	33.33	10	6.67	150



The above table revealed that the maximum respondents are graduates who have an impact of destination marketing while selecting a tourist place to visit.

Table 7 :Impact of Destination Marketing Based on Profession

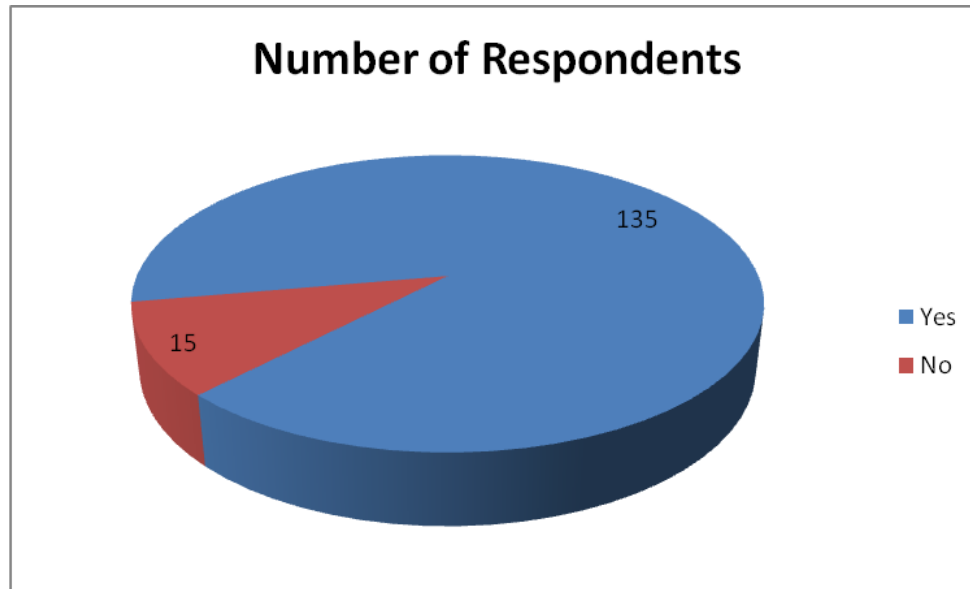
Profession	Impact						
	Positive		Negative		None		Total
	No.	%	No.	%	No.	%	
Owner/ Entrepreneur	130	86.67	20	13.33	0	0	150
Manager	110	73.33	25	16.67	15	10	150
Employee	100	66.67	40	26.67	10	6.67	150
Students	120	80	30	20	0	0	150
Others	80	53.33	20	13.33	50	33.33	150



The table revealed that the business owners and entrepreneur have an immense effect of destination marketing. The vary reason could be the growing importance of MICE tourism for promoting the business and making good contacts.

Table 8 :Impact of Destination Branding on Tourism Places

Response	Respondents	Percentage
Yes	135	90
No	15	10
Total	150	100



. The last table revealed that destination marketing is important for tourists places as branding is major part of every destination marketing strategy .

Conclusion

From the responses of the respondents it is concluded that destination marketing strategies can be of great help for tourism industry . The media sources must be used in more effective and efficient manner to grab the attention and to provide knowledge to more and more potential tourists .While making the research the researcher also came to know about the language problem which is faced by many of the respondents (tourist) with the print sources about the tourists places it is difficult to understand the language .Because of the growing importance of MICE tourism most of the business people are paying attention on the branded places of tourist to conduct their meetings ,conferences ,exhibitions etc,

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