

BTTM 702-18

TOURISM PROMOTION

SYLLABUS

UNIT-1 Tourism Attractions: Definition. Characteristics, Typology, Criteria for tourist attractiveness. Development and design of tourist attractions. Destination Life Cycle. Tourism Promotion Mix

UNIT-2 Advertising Decisions: Meaning and advertising process, Role of advertising in tourism, Advertising objectives and budgets, Copy formulations and advertising appeals and their execution, media alternatives and media selection.

UNIT-3 Personal Selling – Meaning and its role in tourism promotion, Tourist Information Centres & their management, Sales force decisions. Personal selling in tourism.

UNIT-4 Public Relations – The concept of Public Relations, Significance, Methods & techniques of public relations, Role of various promotional units. Sales promotion – Meaning & Scope in tourism industry. Various sales promotional techniques.

UNIT 1

Tourism Attractions

TOURISM PRODUCT

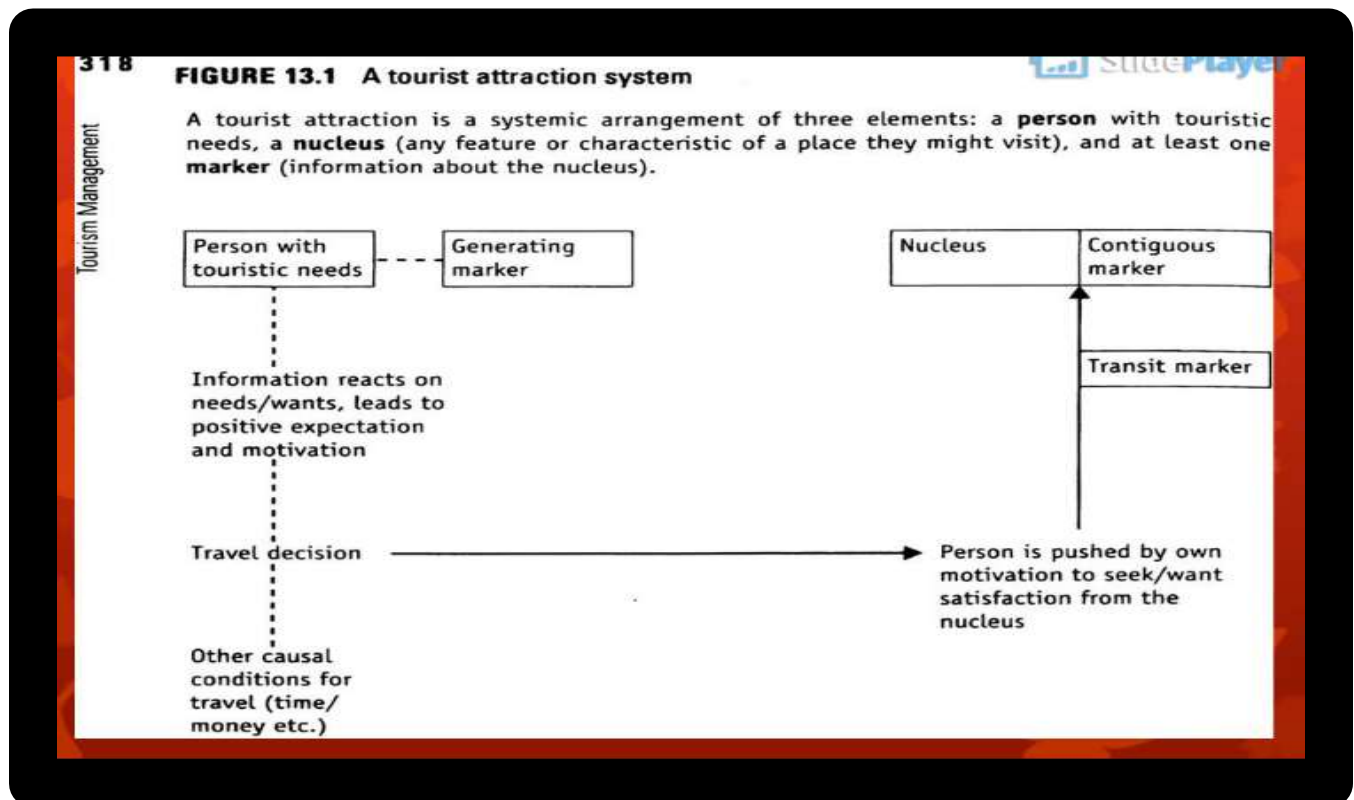
- The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc. The tourist product can be analysed in terms of its attraction, accessibility and accommodation.

Of the three basic components of a tourist product, attractions are very important. Unless there is an attraction, the tourist will not be motivated to go to a particular place.

Tourist attractions are by definition anything that attracts tourists.

Any site that appeals to people sufficiently to encourage them to travel there in order to visit it can be judged a visitor attraction.

A tourist attraction is a system comprising three elements: a tourist or human element, a nucleus or central element, and a marker or informative element. A tourist attraction comes into existence when the three elements are connected.



A visitor attraction is a feature in an area that is a place, venue, or focus of activity and does the following:

1. Sets out to attract visitors (day visitors from resident and tourist populations) and is managed accordingly.
2. Provides a fun and pleasurable experience and an enjoyable way for customers to spend their leisure time.
3. Is developed to realise this potential.
4. Is managed as an attraction, providing satisfaction to its customers.
5. Provides an appropriate level of facilities and services to meet and cater to the demands, needs, and interest of its visitors.

VISITOR ATTRACTIONS

Importance of visitor attractions:

Visitor attractions are important to tourism for a number of reasons:

- 1.) Attract visitors from overseas

- 2.) Stimulating domestic tourism
- 3.) Supporting the regeneration of areas
- 4.) Contributing to the local and national economy
- 5.) Promoting cultural change
- 6.) Conservation

Natural	Man-made but not originally designed primary to attract visitors	Man-made and purpose-built to attract tourists	Special events
Beaches	Cathedrals and churches	Theme parks	Sporting events
Caves	Architecture monuments	Amusement parks	Art festivals
Rock faces	Archaeological sites and objects	Open air museums	Fairs and markets
Rivers and lakes	Historic parks and gardens	Heritage centres	Traditional customs
Forests	Relics of technology	Marinas	Religious festivals
Wildlife – flora and fauna	Steam railways	Exhibition centres	Historical anniversaries
	Reservoirs	Garden centres	
		Factory tours	
		Safari parks	
		Leisure centres	
		Casinos & spas	
		Recreation centres	
		Picnic sites	
		Museums and galleries	

An Attractions main purpose is to grab the customer's attention so they come to a certain place and explore the different attractions on holiday. There are 4 different types of attractions in the travel and tourism industry. These are purpose built attractions, natural attractions, events and heritage attractions. In the travel and tourism sector, attractions are an important part as this is what bring in tourist from all over the world.

Attractions are the reason why people globe-trot to foreign lands to see something unique and different to what they are accustomed to. An attraction is an object or symbol of interest that people visit for its inherent uniqueness, beauty, value and significance.

The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc. Tourist demands are also very much susceptible to changes in fashion.

Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another.

Although the classification of attractions differs, there are four main dominant categories. These are Natural, Heritage (Cultural), Purposeful-Built (Man-Made) and Events. Knowing and understanding the different types is fundamental for successful targeting and effective promotion in a highly competitive, very congested

Purpose Built:

Purpose built attractions are attractions that have been built purposely to attract tourists into that area. Tourist attractions make people automatically think about purpose built attractions as they are fun, enjoyable and designed for many different reasons. In the UK there are many purpose built attractions such as leisure and theme parks such as Alton Towers, Historic properties, Buckingham Palace and wildlife attractions.

Natural attractions:

A Natural attraction is an attraction that has been created by nature. Many of these areas have been given a status to protect their environment and provide facilities so that people who visit are able to enjoy the sites. Natural attractions are also known as areas of outstanding natural beauty (AONB). They often provide the sites for activity based attractions such as Climbing, hill walking, mountain biking, mountaineering and potholing. Some examples are Lake District and Rivington Pike.

Events as attractions:

Events are attractions that often bring a lot of tourist into the area and are often staged to increase the appeal of attractions. These are attractions such as small events like the Blackpool illuminations, Glastonbury Festival and huge events like the Olympics. Events play an important part in the tourist attractions and also bring in a lot of income which creates jobs and wealth in the area.

Heritage attractions:

Heritage attractions are attractions that are old and have been in place for many years. In the UK, a lot of the attractions are heritage attractions. These are attractions such as canals, places of worship, Historic properties and visitor heritage Centres. These attractions are in place so that people can gain an appreciation of the past. Some example are The Museum of Science and Industry in Manchester, Smithills Hall and The East Lancashire Railway.

CHARACTERSTICS of Tourism (Services)

Intangible

- Unlike a tangible product, say, a motor car or refrigerator, no transfer of ownership of goods is involved in tourism. The product here cannot be seen or inspected before its purchase. Instead,

certain facilities, installations, items of equipment are made available for a specified time and for a specified use. For example, a seat in an aero plane is provided only for a specified time.

Psychological

- A large component of tourism product is the satisfaction the consumer derives from its use. A tourist acquires experiences while interacting with the new environment and his experiences help to attract and motivate potential customers.

Highly Perishable

- A travel agent or tour operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost i.e. if tourists do not visit particular place, the opportunity at that time is lost. It is due to this reason that heavy discount is offered by hotels and transport generating organizations during off season.

Composite Product

- The tourist product cannot be provided by a single enterprise unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to this experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.

Unstable Demand

- Tourism demand is influenced by seasonal, economic political and others such factors. There are certain times of the year which see a greater demand than others. At these times there is a greater strain on services like hotel bookings, employment, the transport system, etc.

Fixed supply in the short run

- The tourism product unlike a manufactured product cannot be brought to the consumer; the consumer must go to the product. This requires an in-depth study of users' behavior, taste preferences, likes and dislikes so that expectations and realities coincide for the maximum satisfaction of the consumer. The supply of a tourism product is fixed in the short run and can
- Only be increased in the long run following increased demand patterns.

Absence of ownership

- When you buy a car, the ownership of the car is transferred to you, but when you hire a taxi you buy the right to be transported to a predetermined destination at a predetermined price (fare). You neither own the automobile nor the driver of the vehicle. Similarly, hotel rooms, airline tickets, etc. can be used but not owned. These services can be bought for consumption but ownership remains with the provider of the service. So, a dance can be enjoyed by viewing it, but the dancer cannot be owned.

Heterogeneous

- Tourism is not a homogeneous product since it tends to vary in standard and quality over time, unlike a T.V set or any other manufactured product. A package tour or even a flight on an aircraft can't be consistent at all times. The reason is that this product is a service and services are people based. Due to this, there is variability in this product.

Risky

- The risk involved in the use of a tourism product is heightened since it has to be purchased before its consumption. An element of chance is always present in its consumption. Like, a show might not be as entertaining as it promises to be or a beach holiday might be disappointing due to heavy rain.

CLASSIFICATION OF TOURISM PRODUCT

- Natural tourism products- Beaches, islands, mountains, hills, desert, wildlife (flora and fauna), caves, glaciers, lakes, waterfalls, rivers.
- Examples: palm fringed beaches of Goa, snowcapped mountains in Kashmir, the flora and fauna of Kaziranga National Park in Assam, Dudhsagar fall in Goa, Thar Desert in Jaisalmer etc.
- Man made tourism products- The manmade tourism products are those which are built by humans. There can be manmade tourism products which are purposely built for tourists. They can be museums, casinos, theme parks. There are manmade attractions which are not originally designed to attract tourists. They are forts, palaces, temples etc.
- The manmade attractions also include customs and traditions of a destination. Folk dance, classical dance, music, handicrafts, fairs and festivals etc are other manmade attractions.
- Examples: Taj Mahal, Red Fort, India Gate, Lothal in Gujarat is an important archaeological Indus Valley Site; National Museum in New Delhi, Bhangra of Punjab, Madhubani paintings of Bihar, Brass work of Muradabad etc.
- Site based tourism products- When attraction is a place or site then it is site based tourism product. Site of Taj Mahal, sunset at Kanyakumari etc.
- Event based tourism product-Events attract tourists as spectator and also as participants in the events, sometimes both. Kite flying in Ahmadabad attracts tourist both as spectators and participants. Tourists can be spectators for events like Olympics, Khajuraho dance festival.

The crucial function of generating markers

Without generating markers, information pre-trip, nobody would become motivated to be a tourist.

Pre-trip information about “attractions” can react with needs, lead to motivation and to a decision to depart on a trip.

Three locations of markers in a tourist attraction system

- Generating markers (pre-trip, before departure to the “attraction”)
- Transit markers (on the way to a known “attraction”)
- Contiguous markers (located at the site, sight, object, event etc.)

Functions of markers in tourist attractions

1. Trigger motivation to travel
2. Help decide where to go
3. Plan itineraries
4. Decide each day’s activities
5. Use to locate the nucleus
6. Tell tourists they have arrived
7. Enable image formation
8. Assist memory of previous experiences
9. Give meaning to tourism

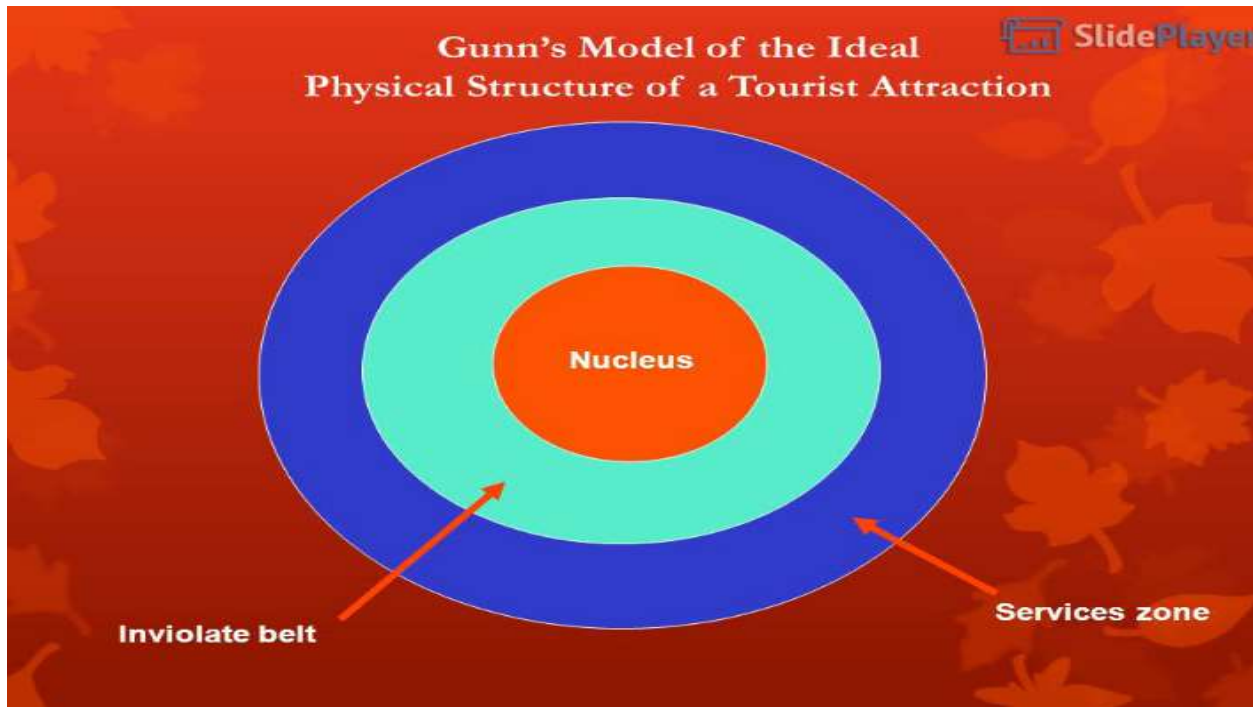
How do tourist attractions “attract” tourists?

- Tourists are pushed toward places that seem capable of satisfying their touristic needs
- They are pushed by their own motivation, via relevant information reacting on tourists’ needs.

Gunn’s theory of three elements in every successful attraction

An effective tourist attraction requires three effective components. If one is defective, the whole is not successful:

- Nucleus
- Inviolable Belt
- Services Zone



Gunn's model consists of three concentric rings representing:

- A. The nucleus – the core resource upon which the attraction is based;
- B. The inviolable belt – the space needed to give meaning to the attraction; and
- C. The zone of closure – the collection of services and facilities which support the attraction (such as toilets, information centres, transport and so forth).

Inviolable Belt The immediate surrounds of the nucleus

It should provide an empty space, with no disturbance, an anticipatory experience

Functions of an inviolable belt

Tourists experiences can be improved by undisturbed anticipation as they approach the nucleus via an inviolable belt

A fragile nucleus can be protected from damage by an inviolable belt

A nucleus – reaching a mountain top

A nucleus – reaching a mountain top. Climbing to the top, away from unnatural intrusions, is the inviolable belt

Services zone

Popular sites for tourists need public services and facilities: toilets, car parks, shops.

These are best located outside an inviolable belt.

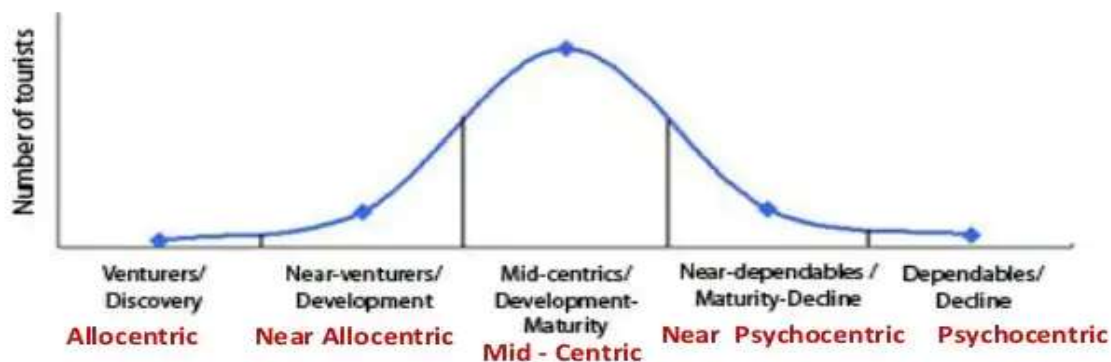
Kotler's framework the three levels of a product

1. The core product – the problem-solving services or benefits obtained by consumers
2. The actual product or secondary service – the product's parts, styling, features, brand name, packaging and other attributes that combine to deliver the core product benefits
3. The augmented product – the additional consumer services and benefits built around the core and actual products

The Elements of a Successful Tourist Attraction

1. Resource elements – a successful tourist attraction needs a striking and/or distinctive physical or cultural resource as its core.
2. Public conceptions/understanding – the successful tourist attraction should be readily appreciated by the public or offer interpretive facilities so that the public may understand and appreciate the resource.
3. Visitor activities – the successful tourist attraction will provide scope for visitor experience and activities which are responsible, accessible and excite public imagination
4. Inviolable belt – the successful tourist attraction will be presented in a context which preserves the resource and enables the visitor to appreciate and reflect on the resource qualities.
5. Services zone – the successful tourist attraction will provide visitor services (toilets, shopping, etc.) but not to the detriment of the resource
6. Price – The successful tourist attraction will be priced to reflect the quality of the resource and its management, visitors' length of stay and a healthy return on public or private investment.

Stanley Plog's psychographics model (1967)

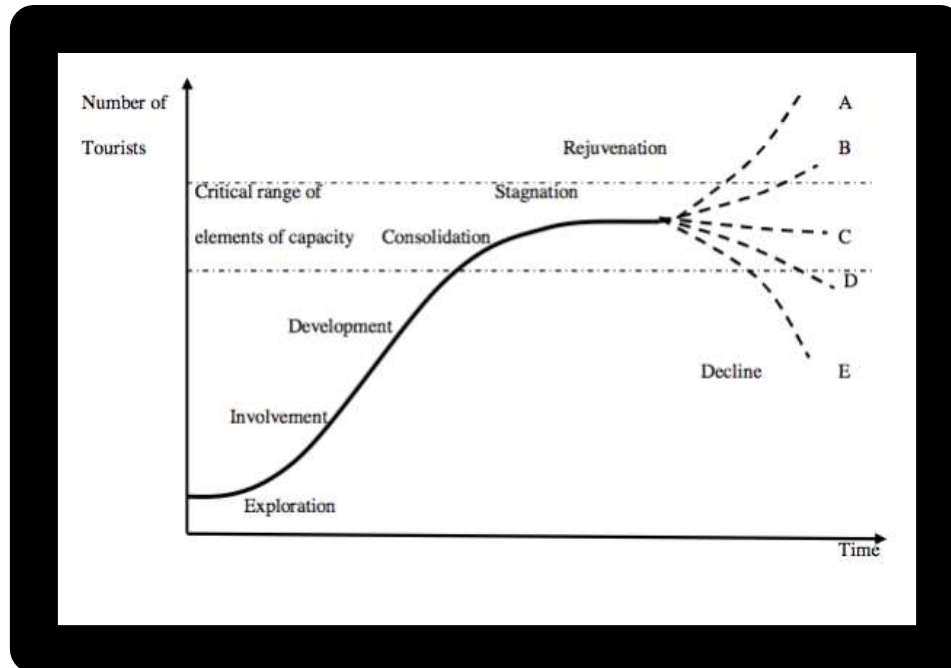


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Stanley Plog's has proposed a model of tourist destination life cycle according to the traveler's personality. The model is based on five personality types, in terms of level of comfort tourist desire and how intrepid is their level preferences. In this model he proposed following type of traveler's personality.

- 1. Ventures/ Discovery:** They are outgoing and highly confident in their behavior about their trip. They are adventurous and explorer, they accept unconventional accommodation. Spend more per day.
- 2. Near-ventures/ Development:** they are excited about the new places, prefer comfort in their tour, they are desiring because they can ask for better services.
- 3. Mid-Centric/ Maturity:** They have fixed tourist area. They travel to the places which have reasonable infrastructure that was built to meet the needs of the near venture.
- 4. Near dependable/ Maturity- Decline:** they are similar to the dependable but not so apprehensive the dependable. They generally travel for short time and stay for few hour at a destination, generally prefer fixed tour package for their travel. Spend little amount on their trip, generally seasonable tourist.
- 5. Dependable/ Decline/ Rejuvenation:** they are unadventurous, generally show conservative behavior, they want same comfort as they get in their home. They prefer famous locations but desire little activities. Generally prefer family or group tour.

BUTLER'S TOURIST AREA LIFE CYCLE



Butler proposed that most tourist destination go through the Six Stage Model. He termed this destination a destination life cycle.

Butler suggested that tourist numbers be used for the “S” shaped life cycle. Butler’s model used to the study of evolution of tourism destination to the decline and rejuvenation of the destination.

Following stages of the area life cycle has been proposed by the butler.

1. Exploration: During this stage few people visit the area, they are generally explorer or adventure tourist. They are generally interested to know about the nature and different culture, negative impact on the destination in less.

2. Involvement: During this phase the number of tourist start increase day by day but they are still under the control of local people/ host. At this stage destination started tourist market and season, changes some in social life and infrastructures because e of the tourist’s demand.

3. Development: During this phase number of tourist increased rapidly at a destination, infrastructure of destination developed rapidly during this stage because local government also participate to attract more tourist so they did heavy advertisement.

4. Consolidation: In this phase growth rate declines because of frequently visit of tourist, environment badly affected, in this phase tourism become major economic sector because more of the localities involved in tourism they are providing each and every facility to the tourist according to their demand.

5. Stagnation: in this phase tourist place is full of tourist, the carrying capacity of the destination get disturbed during this phase, fixed tourist packages are sold by tour operators for this

destination. Social, environmental and economic disturbance has started during this period of life cycle of a destination.

6. Decline: During this phase tourist market lost because of total disturbance of environment and nature of the destination. Vacation decline only weekenders and day visitor visit destination during this phase.

7. Rejuvenation: during this phase of the area life cycle trying of resettable and they started to stable new attractions and trying to make new market place for the tourist.

Rejuvenation towards A&B: With increases in technology and infrastructure, there is an increase in the carrying capacity and the destination can hold more travelers.

Decline towards C&D: With increased congestion and unsustainable development at a destination, tourists are less likely to travel to a place that is always full. This congestion also leads to a decrease in resources and an increase in corruption. It is also led by the law of diminishing returns (see below for definition).

Decline towards E: This is usually the result after a disaster, either natural or manmade.

Promotion Mix

Definition: The Promotion Mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services.

The fourth element of the 4 P's of Marketing Mix is the promotion; that focuses on creating the awareness and persuading the customers to initiate the purchase. The several tools that facilitate the promotion objective of a firm are collectively known as the Promotion Mix.

The Promotion Mix is the integration of Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing. The marketers need to view the following questions in order to have a balanced blend of these promotional tools.

Elements of Promotion Mix

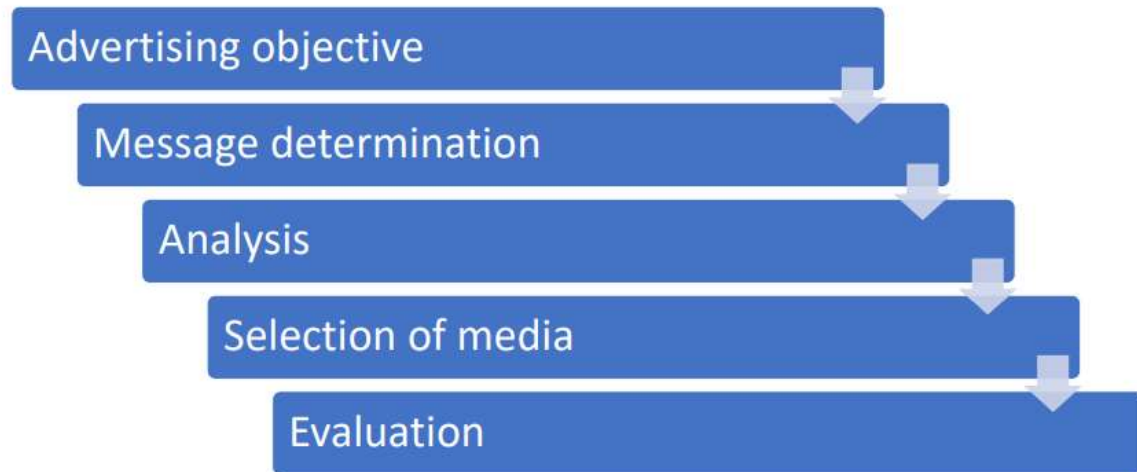


Advertising: The advertising is any paid form of non-personal presentation and promotion of goods and services by the identified sponsor in the exchange of a fee. Through advertising, the marketer tries to build a pull strategy; wherein the customer is instigated to try the product at least once. The complete information along with the attractive graphics of the product or service can be shown to the customers that grab their attention and influences the purchase decision.

Five Ms of advertising

- Mission- Objective, aim of Advertising
- Money- Budget Spend on Advertising
- Message- What Message to be convey through advertisement
- Media- Which platform to use for Media –Print Media, Electronic Media, Social Media
- Measurement- What impact your advertisement has create

Advertising Process



Characteristics of advertising

- Advertising is non-personal or mass communication.
- It is a paid form of communication.
- It is a one-way communication.
- Identifiable entity/sponsor-company or person gives advertising.
- It is costly option to promote the sales.
- It can be reproduced frequently as per need.
- Per contact cost is the lowest.

Personal Selling: This is one of the traditional forms of promotional tool wherein the salesman interacts with the customer directly by visiting them. It is a face to face interaction between the company representative and the customer with the objective to influence the customer to purchase the product or services.

Characteristics of Personal Selling

- An oral, face-to-face, and personal presentation with consumers.
- Basic purpose is to promote products or increase sales.
- It involves two-way communication.
- Immediate feedback can be measured.
- It is an ability of salesmen to persuade or influence buyers.

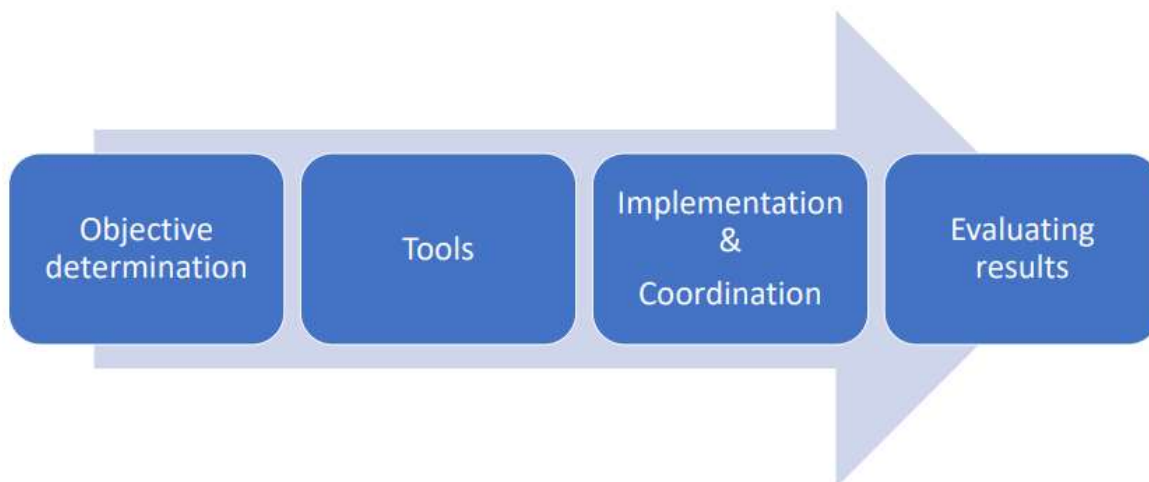
- It is more flexible way of market communication.
- Per contact cost is higher than advertising.
- It involves teaching, educating, and assisting people to buy.

Sales Promotion: The sales promotion is the short term incentives given to the customers to have an increased sale for a given period. Generally, the sales promotion schemes are floated in the market at the time of festivals or the end of the season. Discounts, Coupons, Payback offers, Freebies, etc. are some of the sales promotion schemes. With the sales promotion, the company focuses on the increased short-term profits, by attracting both the existing and the new customers.

Characteristics of sales promotion

- The primary purpose of sales promotion is to induce customers for immediate buying or dealer effectiveness or both.
- Excessive use of sale promotion may affect sales and reputation of a company adversely.
- It is taken as supplementary to advertising and personal selling efforts.
- It involves all the promotional efforts other than advertising, personal selling, and publicity.

Sales Promotion Process



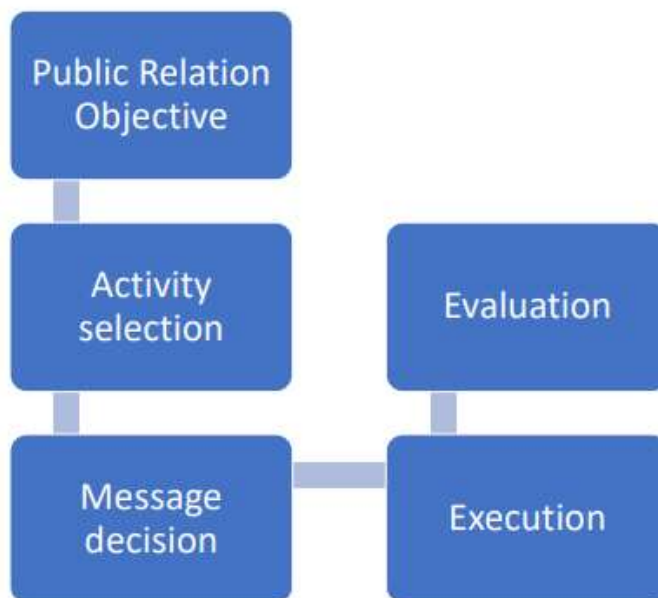
Public Relations: The marketers try to build a favourable image in the market by creating relations with the general public. The companies carry out several public relations campaigns with the objective to have a support of all the people associated with it either directly or indirectly. The public comprises of the customers, employees, suppliers, distributors, shareholders, government and the society as a whole. The publicity is one of the form of public relations that the company may use with the intention to bring newsworthy information to the public.

E.g. Large Corporates such as Dabur, L&T, Tata Consultancy, Bharti Enterprises, Services, Unitech and PSU's such as Indian Oil, GAIL, and NTPC have joined hands with Government to clean up their surroundings, build toilets and support the swachh Bharat Mission.

Characteristic of PR & Publicity

- It is a non-paid form of market promotion. However, several indirect costs are involved in publicity.
- It may include promotion of new product, pollution control efforts, special achievements of employees, publicizing new policies, etc., for increasing sales.
- It is primarily concerns with publishing or highlighting company's activities and products.
- It is targeted to build company's image

Public Relation Process



Direct Marketing: With the intent of technology, companies reach customers directly without any intermediaries or any paid medium. The e-mails, text messages, Fax, are some of the tools of direct marketing. The companies can send emails and messages to the customers if they need to be informed about the new offerings or the sales promotion schemes. E.g. The Shopperstop send SMS to its members informing about the season end sales and extra benefits to the golden card holders.

Thus, the companies can use any tool of the promotion mix depending on the nature of a product as well as the overall objective of the firm.

Direct Marketing Process



Unit 2

Advertising Decisions: Meaning and Advertising Process

Major Advertising Decisions

We define advertising as any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Such presentation and promotion are done through a message called advertisement, which is disseminated through one or more media. The definition of advertising provides us with some important considerations.

- First, advertising differs from an advertisement. The advertisement is the message, while advertising is a process that consists of a program or a series of activities necessary to prepare the message and send it to the target market.
- Second, the public understands who is behind the advertising because the sponsor is openly identified in the advertisement.
- Third, the cost of media is paid for the message by its sponsor. These last two considerations distinguish advertising from propaganda and publicity.

Although advertising is done mostly by business enterprises, it is also used by various nonprofit organizations, professionals, and social organizations that promote their objectives to various target people.

Organizations vary in the task of handling advertising. Small companies handle advertising by someone in the sales department.

In large companies, advertising is handled by a separate department. This department performs functions like setting advertising budget, working with the agency, handling direct-mail advertising, dealer displays, and other advertising.

Most large firms employ outside advertising agencies to implement their advertising programs because these agencies offer several advantages.

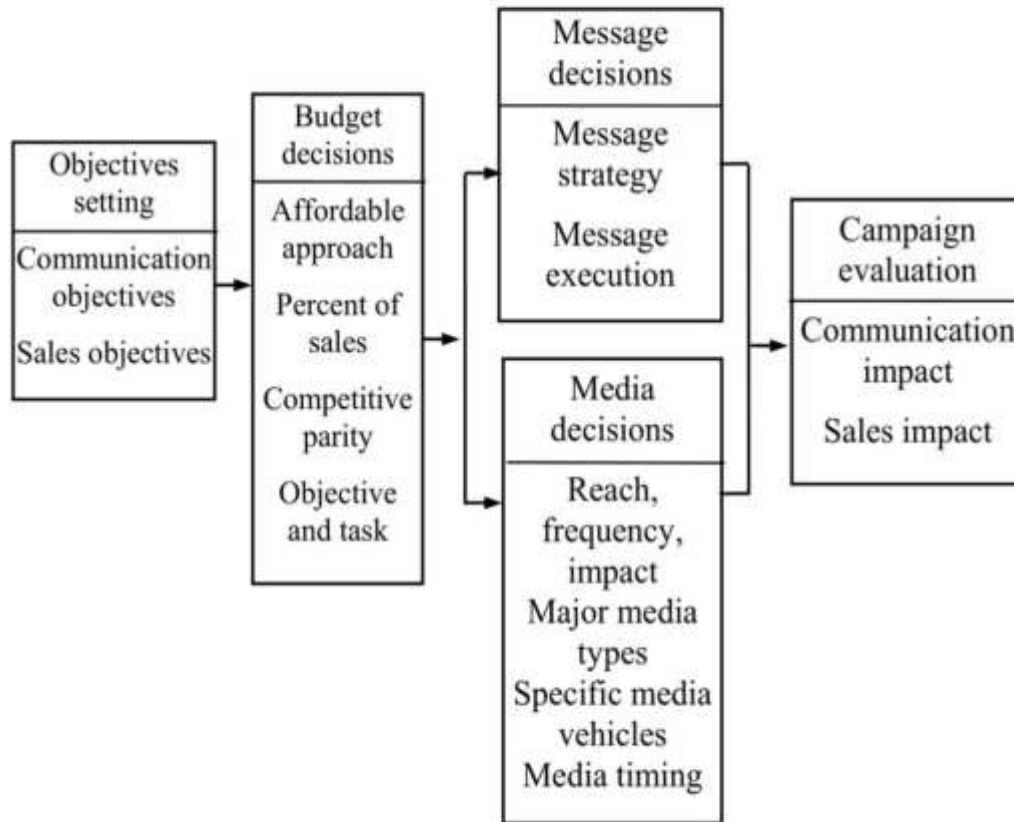
5 Major Decisions in Advertising

In developing an advertising program, marketing managers must take five important decisions.

1. Objectives Setting
2. Budget Decisions
3. Message Decisions
4. Media Decisions
5. Campaign Evaluation

The following figure shows major advertising decisions.

Major Decisions in Advertising



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1. Objectives Setting

Developing an advertising program begins with setting advertising objectives. These objectives should be determined based on earlier decisions about the **target market**, positioning, and **marketing mix**. The marketing positioning and mix strategy dictate the role that advertising must play in the whole marketing program.

An advertising objective is a particular communication task directed towards a definite target audience within a specific time period. Advertising objectives can be classified by basic purpose-to inform, persuade, or remind.

Examples of each of these objectives are shown in the table given below:

Possible Advertising Objectives	
<i>To Inform</i>	
Telling the market about a new product Suggesting new uses for a product Informing a price change market.	Describing available services Correcting false impressions Reducing buyers' fears.
Explaining how the product works.	Building a company image.
<i>To Persuade</i>	
Building brand preference.	Persuading buyers to purchase now.
Encouraging switching to your brand Changing buyer perceptions of product attributes.	Persuading buyers to receive a sales call.
<i>To Remind</i>	
Reminding buyers that the product may be needed soon.	Keeping the product in buyers' minds during off-seasons.
Reminding buyers where to buy the product.	Maintaining top-of-mind product awareness.

Informative advertising is used to inform consumers about a new product or feature and to build primary demand.

For example, producers of compact-disc players first informed consumers of the sound and convenience benefits of CDs.

Persuasive advertising is used to build selective demand for a brand by persuading consumers that it offers the best quality.

For example, when compact-disc players became established, Sony began trying to persuade consumers that its brand offered the best quality for their money.

Some persuasive advertising has turned into comparison advertising, in which a company directly or indirectly compares its brand with one or more other brands.

For example, Procter & Gamble positioned Scope mouthwash against Listerine, claiming that minty-fresh Scope "fights bad breath and doesn't give medicine breath."

Comparison advertising has also been used for soft drinks, computers, automobiles, deodorants, toothpaste, and pain relievers.

Reminder advertising is especially important for mature products. Reminder advertising is used to keep consumers thinking about a product. Coca-Cola ads on television are designed primarily to remind people about Coca-Cola, not inform or persuade them

2. Budget Decisions

After outlining its advertising objectives, the company moves on setting its advertising budget for each product. Advertising aims at manipulating demand for a product. The company tries to spend the amount required to achieve the sales goal.

We will discuss some specific factors that should be considered when setting the advertising budget; these factors can be stated as under :

- **Stage in the Product Life-Cycle:** A product in the introduction stage needs large advertising budgets to create awareness and gain consumer trial. In contrast, products in the maturity stage usually require lower budgets as a ratio to sales.
- **Market Share:** Brands that enjoy high-market share need more advertising budget as a percent of sales than low-share brands. Building the market or taking share from competitors requires larger advertising budgets than simply maintaining the current share.
- **Competition and Clutter:** In a highly competitive market where advertising spending is also large, a brand should be advertised heavily to attract buyers.
- **Advertising Frequency:** The advertising budget must be larger in a situation where advertising frequency is higher.
- **Product Differentiation:** A brand that closely resembles other brands in its product class requires heavy advertising to maintain its distinctive image. If the product differs significantly from competitors, advertising can be used to project the differences to consumers.

Budgeting Decision Rules

There are several decision rules on which many firms draw in making budget decisions. Four such rules will be described. The rules are basically justified by arguing that budgets based on them are unlikely to be far from the actual optimal budget if a marginal analysis could be performed. In some cases, the rules are used in combination, the net budget being a compromise among several.

* Percentage of Sales

One rule of thumb used in setting advertising budgets is the percentage of sales. Past sales or a forecast of future sales can be used as the base. A brand may have devoted 5% of its budget to advertising in the past. Thus, if the plan calls for doing \$40 million worth of business next year, a \$2 million advertising budget might be proposed. A similar decision could be based upon market share. For example, a brand could allocate \$1 million for every share point it holds.

The percentage-of-sales guide is the most common approach to setting advertising budgets. If a firm or brand has been successful over several years using the percentage-of-sales approach, it might be assumed that the decision rule yielded budgets reasonably close to the optimal, so there is little incentive to change to another approach in setting budgets. The rule does tend to make explicit the marketing-mix decision, the allocation of the budget to the various elements of the marketing program. Furthermore, it provides comfort to a prudent financial executive who likes to know that her or his firm can afford the advertising. Finally, if competitors also use such a rule, it leads to a certain stability of advertising within the industry, which may be useful. If there is a ceiling on the size of the market, it is wise to avoid precipitating a war over advertising expenditure.

* All You Can Afford

Firms with limited resources may decide to spend all that they can reasonably allocate to advertising after other unavoidable expenditures have been allocated. This rule usually ensures that they are not advertising too heavily, that advertising moneys are not being wasted. It thus does have some logic. Of course, if the value of more advertising could be demonstrated, extra money could usually be raised, so the limitation may be somewhat artificial.

* Competitive Parity

Another guide is to adjust the advertising budget so that it is comparable to those of competitors. The logic is that the collective minds of the firms in the industry will probably generate advertising budgets that are somewhat close to the optimal. Everyone could not be too far from the optimal. Furthermore, any departure from the industry norms could precipitate a spending war.

* Objective and Task

Objective and task, more an approach to budgeting than a simple decision rule, is used by two-thirds of the largest advertisers. An advertising objective is first established in specific terms. For example, a firm may decide to attempt to increase the awareness of its brand in a certain population segment to 50 percent. The tasks that are required to accomplish this objective are then detailed. They might involve the development of a particular advertising campaign exposing the relevant audience an average of the five times. The cost of obtaining these exposures then becomes the advertising budget. This approach assumes that there is a causal flow from advertising to sales. In effect, it represents an effort to introduce intervening variables such as awareness or attitude, which will presumably be indicators of future sales as well as immediate sales.

Steps:

1. Task Definition: The objective of the advertising programme, are to be defined. The objectives may be to

- Close an immediate sale
- Increase sales
- Create awareness
- Building company goodwill and corporate image.

2. Determining the type of strategy, media, and amount of exposu

3. Message Decisions – Advertising Strategy

Advertising strategy has two important components; creating advertising messages and selecting advertising media.

Traditionally, most companies developed messages and media plans separately. Media planning often was considered secondary to the message creation process. The creative department first created quality advertisements.

Then the media department selected the most appropriate media for carrying these advertisements to target audiences. This, in many cases, resulted in conflict between creatives and media planners.

Today, media fragmentation, increasing media costs, and more concentrated target marketing strategies have recognized the importance of the media planning function.

An advertising campaign might begin with a great message idea, followed by choice of appropriate media.

Reversely, a campaign might begin with good media potential, followed by advertisements designed to take advantage of that potential. Companies increasingly realize the benefits of planning these two important elements simultaneously.

Messages and media should blend properly so that the overall advertising campaign can be made most effective.

Creating the advertising message

A big advertising budget does not necessarily ensure the success of an advertising campaign. The same amount of spending on advertisement by more than one advertisers might produce varying results.

Studies reveal that creative advertising messages are more important than the money spent on advertising for advertising success.

Regardless of the size of the advertising budget, the success of advertising depends on the advertisement's capacity to gain attention and communicate well.

The changing message environment

With the increase in the number and availability of media due to amazing technological advancements, the environment in which advertising message is given is also changing.

In mind, advertising messages must be better planned, more imaginative, more entertaining, more appealing, and more rewarding to the target consumers.

It goes without saying that creative advertising will assume an increasingly important role in the success of advertising.

Message strategy

Creating an advertising message starts with deciding what general message will be communicated to consumers. This requires planning a message strategy. Advertising aims at getting consumers to think about or react to the product or company in a particular way. Consumers will react only if they feel that they will benefit from doing so.

Therefore, what customer benefits can be used as advertising appeals should be identified first to develop an effective message strategy.

One approach to identify customer benefits is to talk directly to dealers, experts, and competitors. Another approach is to try to imagine consumers buying or using the product to figure out the benefits they seek. Ideally, the advertising message strategy will start directly from the company's broader positioning strategy.

Message strategy statements should highlight the benefits and positioning points simply and directly. These strategy statements must be transformed into advertisements capable of persuading consumers to buy a product or accept some idea.

The advertiser must now develop a convincing and creative concept that will transform message strategy into distinct and appealing advertisements. Thus, simple message ideas take the shape of big ad campaigns.

The creative concept will guide the selection of specific appeals to be used in an advertising campaign. **A good advertising appeal should have three characteristics.**

First, it should be meaningful- indicating benefits that make the product more desirable or interesting.

Second, an appeal must be believable; consumers must believe that the product or service will give the benefits that have been claimed. However, the most meaningful and believable benefits may not be considered the best ones to feature.

Third, appeals should also be distinctive. They should clearly indicate how the product is better than the competing brands.

For example, owning a wristwatch is the most meaningful benefit because it keeps accurate time, yet few watch ads feature this benefit. Instead, watch advertisers select any of several advertising themes based on the distinctive benefits they offer.

For years, Timex has been the affordable watch that "Took a licking and kept on ticking." In contrast, Swatch has featured style and fashion, whereas Rolex stresses luxury and status.

Top Advertising Appeals that really work

Advertising appeals refers to the approach used to attract the attention of customers or to influence their feelings towards a brand, product or service. It is the central idea of an advertisement and

speak to an individual's need, wants or interest and entice her to take the desired action which generally is "Buy me". Here are the top 10 advertising appeals that really work.

1. Emotional appeals - Emotional appeals relate to the consumers social or physiological needs for purchasing a product or a service. Many consumers' purchase decisions are emotional and are made on what they feel about a particular brand more than its features. They are designed to make an audience associate positive feelings with your brand. These appeals generally focus on trust, joy, love, loyalty and happiness, which you can leverage through the use of powerful music and imagery. Examples – Jewellery ads, Ariel share the load ads

2. Humor Appeals - Who doesn't like something that's funny? Humor appeals make consumers laugh and create an emotional link with the product. It is a proven appeal type for grabbing attention. When consumers find something humorous, it has value because it causes them to watch, laugh and, most importantly, remember. By capturing the viewer's attention, humor appeals cut through advertising clutter and allow for enhanced recall and improved moods of the viewers. The challenge with humor however is to keep the brand *in the humor* – so your market associates the humor with your brand. Often it's the humor that is remembered more than the product. Examples – Mentos ads, Center shock ads, Fecicol ads.

3. Musical Appeals - Like humor, music is a great way for brands to get noticed and make an audience remember their products. In addition, musical appeals can bring up positive memories whenever someone hears a catchy tune in an ad, which goes a long way toward making them feel good about the product being presented. The use of musical appeals allows for a connection between the product or service and a catchy jingle or piece of music. Examples – Airtel jingle ad, Lifebuoy "Lifebuoy hai janah tandaroosti hai wahan", Washing powder Nirma.

4. Rational appeals - Rational appeals use logic, facts, and data to convince consumers to buy products, and are often found in advertisements for medications, cookware, and cleaning products. They focus on the consumers practical, functional need and utility for the product or service. It emphasizes on either product features or its functional benefits or its problem removal or problem avoidance attribute. Examples – mobile phone ads showing features, detergent ad showing superior stain removal property.

5. Fear Appeals - Fear appeals focus on the negative outcomes that can happen because of an action or inaction. Another fear tactic involves isolation. People will purchase a product to avoid isolation from others because of bad hygiene for example in the case of toothpastes and Deodorants. Fear appeals fit particularly well with certain types of goods and services, particularly those products that can eliminate threats or provide a sense of personal security. For example, fear is often used in insurance company ads, focusing on the consequences of an untimely death. Examples – anti tobacco ads, toothpaste ads focusing on germ fighting property.

6. Scarcity appeals - Scarcity appeals tap into people's fear of missing out, so they're a great way to convince people to take advantage of a sale or a limited edition product. However, make sure that scarcity actually applies to what you're selling and sale is indeed a sale and is not

a permanent offer. Examples – Toothbrush Free with Toothpaste ads, ads giving gifts or lucky coupons.

7. Bandwagon appeals – Bandwagon appeals, also known as FOMO appeals (Fear of missing out appeals), make consumers believe that they are missing out by addressing the consumer's need to belong. This type of message says buy this product because everyone does. Examples – ads showing “India's no. 1 or most preferred brand”, “Desh ke 80% logon ne ise chuna”.

8. Favourable Price appeals – Favourable price appeals make price as the dominant point of the message. It can be used to announce a lower price product, low prices every day. Examples – 5 Rs. Chhota coke, Vodafone's 10 ka chhota recharge, Mc Donalds “I'm Loving it” ads

9. Competitive advantage appeals – Competitive advantage appeals make either a direct or indirect comparison to another brand and usually claim superiority on one or more attributes. This is also known as comparative advertising. Examples – Detergent ads showing a particular product cleaning a cloth better than competition product, health drink ads showing more or higher nutrients than the competition product.

Message Execution

The impact of the message depends on two things – what is said and how it is said. The advertiser now has to transform the creative concept into an actual ad execution that will attract the target market's attention and interest.

The advertiser must find the style, tone, words, and format for executing the message. Different execution styles may be adopted for presenting any message, such as the following:

- **Slice of life:** This style shows one or more “typical” people using the product in a normal setting. For example, two mothers at a picnic discuss the nutritional benefits of Jif peanut butter.
- **Life-style:** This style shows how a product fits in with a particular life-style. For example, a National Dairy Board ad shows women exercising and talks about how milk adds to a healthy, active lifestyle.
- **Fantasy:** This style creates a fantasy around the product or its use. For instance, Revlon's first ad for Jontue showed a barefoot woman in a chiffon dress coming out of an old French barn, crossing a meadow, meeting a handsome young man on a white horse, and riding away with him.
- **Mood or image:** This style builds a mood or image around the product, such as beauty, love, or serenity. No claim is made about the product except through suggestion. Bermuda tourism ads create such moods.

- **Musical:** This style shows one or more people or cartoon characters singing a song about the product. Sears intones, “Come see the softer side of Sears.”
- **Personality symbol:** This style creates a character that represents the product. The character might be animated (the Jolly Green Giant, Cap’s Crunch, Garfield the Cat) or real (the Marlboro man, Betty Crocker, Morris the I-Lives Cat).
- **Technical expertise:** This style shows the company’s expertise in making the product. Thus, Maxwell House shows one of its buyers carefully selecting the coffee beans, and Gallo tells about its many years of wine-making experience.
- **Scientific evidence:** This style presents a survey or scientific evidence that the brand is better or better liked than one or more other brands. For years, Crest toothpaste has used scientific evidence to convince buyers that Crest is better than other brands at fighting cavities.
- **Testimonial evidence:** This style features a highly believable or likable source that endorses the product. It could be a celebrity like Bill Cosby (Jell-O Pudding or Kodak film) or ordinary people saying how much they like a given product (“My doctor said Mylanta”).

4. Media Decisions – Selecting Advertising Media

The advertiser also must choose a tone for the ad. Procter & Gamble always use a positive tone. Its ads say something very positive about its products. P&G also avoids humor that might take attention away from the message. In contrast, Little Caesar’s “pizza, pizza” ads use humor- in the form of the comical Little Caesar character – to drive home the advertiser’s “Two for the price of one” message.

The advertiser must use memorable and attention-getting words in the ad. For example, the following themes on the left would have much less impact without the creative phrasing on the right:

Message Theme	Creative Copy
7-Up is not a cola A BMW is a well-engineered automobile We don’t rent as many cars, so we have to do more for our customers. Hanes socks last longer than less expensive ones Through the United Way, you can give to many charities with one donation.	“The Uncola” “The Ultimate Driving Machine” “We are number two, so we try harder”(Avis) “Buy cheap socks, and you will pay through the toes.” We are putting all our begs in one ask it.”

Conclusively, format elements of an ad account for a difference in its impact and cost.

A minor change in ad design can have a major influence on its effects. The reader of an advertisement first notices its illustration.

So, the illustration must be powerful enough to draw the readers' attention. The headline must effectively allure the reader to go through the copy.

The copy, which is the main block text in the ad, must be clear, lucid, powerful, and convincing. In the end, these three elements must go together to ensure maximum effectiveness.

Media selection involves four major steps which are:

1. deciding on reach, frequency, and impact;
2. Choosing among major media types;
3. selecting specific media vehicles; and
4. deciding on media timing.

These four steps can be stated elaborately as under:

Deciding on reach, frequency, and impact

For media selection, the advertiser must decide on the reach and frequency needed to accomplish advertising objectives. Reach is a measure of the percentage of people in the target market exposed to the ad campaign during a given span of time.

For instance, the advertiser might try to reach 80 percent of the target market during the first four months of the campaign. Frequency is the number of times the average person in the target market is exposed to an advertising message during a given period.

For example, the advertiser might expect an average exposure frequency of four. The advertiser must also decide on the expected media impact. The qualitative value of a message exposure through a given medium has to be assessed.

For example, for products needing demonstration, advertisements on television will have more impact than advertisements on the radio because television is an audio-visual medium. The same advertisement in one newspaper may be more believable than in another.

Suppose that the advertiser's product might appeal to a market of 100,000 consumers. The goal is to reach 80,000 consumers (80 percent of 100,000).

Because the average consumer will receive four exposures, i.e., 320,000 exposures (80,000 x 4) must be bought.

If the advertiser wants 1.5 impacts (assuming 1.0 impact is the average), a rated number of exposures of 480,000 (320,000 x 1.5) must be bought.

If a thousand exposures with this impact cost \$100, the advertising budget will have to be;

= $(480,00 / 1000) \times 100 = \$48,000$. The more the reach, frequency, and impact the advertiser wants, the higher the advertising budget will have to be.

Choosing among major media types

The advertiser needs to know the reach, frequency, and impact of each of the major media types for media planning. The major media types are newspapers, television, direct mail, radio, magazines, and outdoor.

In making media choices, media planners take into account many factors. The media habits of target consumers will influence media choice. For example, radio is the best media for reaching the rural population. The nature of the product also affects media choice. Detergents are best advertised on television.

Different types of media are suitable for different types of messages. A message announcing a major sale tomorrow should go through radio or newspapers. A message containing a lot of technical data might require magazines or direct mailings. Cost is also an important factor in media choice.

For example, newspaper advertising is cheaper than television advertising. The media planner considers both the total cost of using a medium and the cost per thousand exposures (the cost of reaching 1,000 people using the medium). Media impact and cost must be reviewed regularly.

This will enable the advertiser to switch over to more cost-effective media. After considering the various media characteristics, the media planner will decide how much of each medium type to use.

For example, in launching a new biscuit product, Nabisco may spend \$5 lacs advertising on radio, \$3 million on television, and \$2 million in newspapers.

Advantages and Limitations Major Media Types		
Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptance; high believability	Short life; poor reproduction quality; small pass-along audience
Television	Combines sight, sound, and motion; appealing to the senses; high attention; high reach	High absolute cost; high clutter; fleeting exposure; less audience selectivity
Direct Mail	Audience selectivity; flexibility; no ad competition within the same medium; personalization	Relatively high cost; “junk mail” image
Radio	Mass use; high geographic, demographic selectivity; low cost	Audio presentation only; lower attention than television; nonstandardized rate structures; fleeting exposure
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass-along readership	Long ad purchase lead time; some waste circulation; no guarantee of position
Outdoor	Flexibility; high repeat exposure; low cost; low competition	No audience selectivity; creative limitations

Evaluating Alternative Types of Advertising

Advertising, when properly understood, is a powerful tool for marketing. It can be most effective with products that can be differentiated from similar products based on consumer accepted quality differences. However, regardless of the quality of a product’s advertising, it is important to remember that a product has to compete on its own. For example, brand preference cannot be established if the product fails to meet consumer expectations.

Below are forms of advertising you may want to consider.

1) Newspapers

- Advantages - short lead time, flexible, reach large audience, community prestige, intense coverage, reader control of exposure, coordination with national advertising, merchandising service, segment consumer by geography.
- Disadvantages - short life span, may be expensive relative to other media, reading, poor reproduction, lack of creativity.

2) Radio

- Advantages - audio capacity, short lead time, low cost relative to other media, reach demographic and geographic segmented audience, reach large audience.
- Disadvantages - don't have visual capacity, fragmented and inflexible, temporary nature of message.

3) Magazines and journals

- Advantage - selectivity for demographic and geographic segments, high in quality reproduction, lasts as long as magazine is kept, prestigious advertisement if credibility of magazine is high, extra services, issue may be read by more than one person.
- Disadvantages - long lead time, lack of flexibility in gaining attention, often limited control over location of advertisement.

4) Outdoor advertising

- Advantages - inexpensive relative to other media, quick communication of simple ideas, repetition of exposure to customers, ability to promote products available for sale nearby.
- Disadvantages - brevity of the message, short exposure time, cannot target customer, public concern over esthetics.

5) Television

- Advantages - impact mass coverage, repetition, flexibility in getting attention of consumer, prestige, visual and audio capabilities, short lead time.
- Disadvantages - temporary nature of message, high cost relative to other media, high mortality rate for commercials, evidence of public distrust, lack of selectivity, hard to target customer, requires production specialists.

6) Direct mail

- Advantages - flexibility in reaching target audience, short lead time, intense coverage, flexibility of format, complete information, easy to personalize.

- Disadvantages - high cost per person, dependency on quality of mailing list, consumer resistance, may be considered as junk mail, may be difficult and expensive to access mailing lists.

Selecting specific media vehicles

At this stage, the media planner must select the best media vehicles. Media vehicle is the specific media within each general media type, such as specific magazines, television programs, or radio programs

For example, television vehicles include “Drama Serial.”

If the advertisement is given in magazines, the media planner must consider circulation figures and the costs of different ad sizes, color options, ad positions, and frequencies for specific magazines.

The planner must then evaluate each magazine based on credibility, status, reproduction quality, editorial focus, and advertising submission deadlines. The media planner finally decides which vehicles give the maximum reach, frequency, and impact of the money.

Media planners also calculate the cost per thousand persons reached by a vehicle.

For example, if a full-page advertisement in a magazine-A cost \$5,000 and a magazine-A’s readership is 40,000 people, the cost of reaching each group of 1000 persons is %125.

The same advertisement in magazine-B may cost only \$3,000 but reach only 15,000 persons, the cost of reaching each group of 1000 persons is \$200.

The media planner would rank each magazine by cost per thousand and prefer those magazines with a lower cost per thousand for reaching target consumers.

The media planner must consider the costs of producing ads for various media. Newspaper ads may cost hundreds, while television ads may cost thousands.

So, intelligent media planners should balance media cost measures against several media impact factors such as vehicle quality, audience attention, and vehicle’s editorial quality.

Media timing

The advertiser must also make decisions on scheduling the advertising over a specific time period – generally one year. Suppose a product's sale reaches the maximum in October and the minimum in February.

The seller can make variations in his advertising. Advertising can be done to follow the seasonal pattern, oppose the seasonal pattern, or be the same all over the year. Most firms do some seasonal advertising while some do only yearly advertising. Bombay Sweets advertises its vermicelli only before Eids.

Finally, the advertiser has to decide on the pattern of advertisements. The advertiser may go for either 'continuity' or 'pulsing.' Scheduling ads evenly within a given period means continuity.

Scheduling ads unevenly over a given time period means pulsing. Thus 104 ads could either be scheduled at two per week during the year or pulsed in several bursts.

The objective is to advertise heavily for a short period to create awareness that carries over to the next advertising period. Advocates of pulsing maintain that it can be used to achieve the same impact as a steady schedule at a lower cost.

5. Campaign Evaluation – Advertising Effectiveness Evaluation

To ensure the maximum effectiveness of advertising, the advertiser should regularly evaluate both the communication effects and sales. This can be discussed in the following sections:

Measuring the Communication Effect

The communication effect of an ad is measured through copy testing, which tells whether the ad communicates well. Copy testing can be conducted either before or after an ad is released. There are three major ways of advertising – direct rating, portfolio tests, and laboratory tests.

1. **Direct Rating:** Indirect rating, the advertiser exposes a consumer panel to alternative ads and asks them to rate the ads. These direct ratings indicate two things; how well the ads get attention and how they affect consumers. Although this is not a perfect measure of an ad's actual impact, a high rating indicates a potentially more effective ad.

2. **Portfolio Test:** In portfolio tests, consumers view or listen to a portfolio of advertisements taking sufficient time. They then are asked to recall all the ads and their content. In this process, they can be aided or unaided by the interviewer. Their recall level indicates an ad's ability to be distinctive and its message to be understood and remembered.
3. **Laboratory Test:** In laboratory tests, equipment is used to measure consumers' physiological reactions to an ad such as heartbeat, blood pressure, pupil dilation, perspiration. Advertising pretests measure an ad's attention-drawing ability. But these tests can not tell anything about the ad's impact on beliefs, attitudes, or intentions.

Methods of post-testing ads are of two types; recall-tests and recognition tests.

1. **In recall tests**, the advertiser asks people who have been exposed to newspapers or television programs to recall everything they can about the advertisers and products they watched. Recall scores indicate the ad's power to be noticed and memorized.
2. **In recognition tests**, readers are given a particular issue of a magazine. Then they are asked to point out what they recognize as having seen before. Recognition scores can be accepted as indicators of an ad's impact in different market segments and can also compare the company's ads with those of competitors.

Measures the Sales Effect

In reality, measuring the sales effect of advertising is harder than doing the same for communication. Advertising is not the only factor that affects sales. **Product features**, price, and availability are other factors that have a significant influence on sales.

One method of measuring the sales effect of advertising is to compare past sales with past advertising expenditures. This can be done by correlation analysis. Another method is through experiments.

For example, to test the effects of different advertising spending levels, "Keya" could vary the amount it spends on advertising in different market areas and measures the resulting sales levels' differences.

It could spend the normal amount in one market area, half the normal amount in another area, and twice the normal amount in a third area.

If the three market areas are similar, and if all other marketing efforts in the area are the same, then differences in sales in the three market areas could be related to the advertising level.

Other variables, such as differences in the ads or media used, could be included to design more complex experiments.

Importance Role of Advertising in Tourism Industry

We live in a marketing and media-driven world. Any organization involved in the leisure and tourism business; arts centers, museums, sports clubs and small hotels to the largest theme parks, airlines and cruise companies, is interested in advertising. Many companies think that they should cut expenditure on advertising and redirect it into sales promotions, direct mail, public relations and other forms of marketing communications. Advertising is not an expensive but, rather, is a strategic activity which should be regarded as an investment in the product or brand.

Reducing advertising spend may yield short-term savings but may well lead to long-term loss of market share. In the late 1970s Adidas cut advertising spend on its sports shoes and found that the brand was not strong enough to maintain market share in the face of new competitors. It has struggled to recover its former position. Advertising must be sustained to maintain a brand's market presence since people only buy those products they talk about. "Out of sight is out of mind for the customer" Effective advertising cannot guarantee success, but it certainly increases its chances.

Advertising plays an important and limited role within the process of marketing. Advertising has three basic objectives:

- To inform customers about new products, experiences, services and other information that they need to be know.
- To persuade customers to purchase a destination or product, to perceive a destination or product differently or change a brand preference (as an example to perhaps change a customer's preference for a destination or change of accommodation at a destination) or,
- To remind customers about a destination or product, where it may be purchased or how it may be purchased (booked). Good marketers see their business from the customer's viewpoint and organize their entire enterprise to develop relationships with the customer based on trust. Marketing is the ability to develop a mix of marketing strategies to influence customers to buy products and services.

This mix consists of a set of four decisions: Product decisions, Pricing decisions, Distribution decisions, Promotional decisions. A product may be a tour package, an airline seat, a destination, a hotel, a meal. The product should provide benefits to the customer; the price ensures the product is priced at a level that reflects consumer value.

The distribution component ensures access to the product in the right place at the right time in sufficient quantities to meet customer needs.

PROMOTION

Advertising is only one element of the promotional mix. Advertising is defined and is taken to mean mass communication via newspapers, magazines, radio, television, billboards, the Internet, or direct-to-consumer communication via direct mail. Promotion: can be a short-term activity, but also, when seen at a strategic level, it is mid- and long-term investment aimed at building up a consistent and credible corporate or destination identity.

THE IMPORTANCE OF ADVERTISING IN TOURISM:

In the tourism and hospitality sectors, where the product is a “service” promotion is more vital than other industries. The tourism product is “intangible”, “inseparable”, “variable” and “perishable”. There is nothing tangible for the customer to examine beforehand or to take away afterwards. The service is inseparable from its production. The experience is variable and subject to factors beyond marketer’s control. The product is perishable and cannot be stored for sale.

The customer buys a holiday on the basis of symbolic expectations established promotionally through words, pictures, sounds . tc. Tourism experiences are constructed in our imagination through advertising and the media. The tourism product is also a discretionary (optional) product, which will be competing for both the customer’s time and money against essential items of expenditure and other discretionary purchases.

These 5 attributes “intangible”, “inseparable”, “variable”, “perishable” and “discretionary” mean that the skill in tourism and leisure marketing lies in creating the perceived value of the product. HOW ADVERTISING WORKS IN TOURISM AND LEISURE Advertising is a process of communication.

Ads should persuade and suggest things that the consumer may not previously have considered and the persuasion process is achieved through ads. Advertising must create immediate and measurable effects. When effective, advertising (communication) moves customers along a way from “awareness of a product” to “reinforcing post-purchase satisfaction”.

Stage 1: Awareness:

Target market to be aware of product.

Stage 2: Comprehension:

Potential customers to understand its features and benefits.

Stage 3: Acceptance:

Potential customers must decide that the product can meet their needs. Advertising plays a vital role here.

Stage 4: Preference:

Advertising must offer for Potential customers a compelling reason to think that the product meets their needs.

Stage 5: Purchase:

Advertising motivates customers to action or to buy the product. This objective is always linked to sales promotions.

Stage 6: Reinforcement:

To confirm customers' choices and create a sense of satisfaction about their actions or purchase.

How Advertising Works?

4 key models are used in planning advertising today:

Sales response model: Sales response model is a very simple price-based model. It encourages the purchase of a product purely on the basis of its price.

Persuasion model: Persuasion model takes the advertisement as a starting point and if it is effectively compiled, its impact and message should persuade the audience that the product presented is the best one. Brand advantage is secured by highlighting a specific benefit of a product. Brand: product characteristics + added value.

Involvement Model: It aims to interest and engage the consumer. Once the interest is there, a relationship is created with the audience, to feel good about the product. The next step is the commitment to the product, resulting in increased sales.

Saliency model: It depends on innovative brand, product- awareness. It moves the audience emotionally closer to the brand product. It generates a feeling of "that product is for me".

International Tourism Advertising

International tourism advertising is tourism-related marketing on the part of a private or public entity directed towards audiences abroad, and might target potential travelers and non-travelers alike. Wholly private firms such as travel agencies, hotel chains, cruise agencies, non-governmental organizations.

When planning tourism advertising it is essential to consider customer buying patterns when planning a holiday (even tourism industry staff). These are the usual steps for most people.

- **STEP 1: Type of holiday** Usually the first question is "what type of holiday do we want? " This may be a seaside holiday, a touring by car holiday, perhaps a fishing trip, a restful quiet break in a mountain retreat, a houseboat holiday or one of many other options.

- STEP 2: Location “Where is the best place for our chosen type of holiday? Will it be within the same state, interstate, perhaps New Zealand? ”
- STEP 3: Other activities “What else will we do while there? ” What other attractions or activities are available to enjoy? Other activities of appeal may be bushwalking, visiting wineries, playing golf, water skiing, river cruises, shopping, etc” While there may be a main reason for visiting a destination, usually customers want to know about other features.
- STEP 4: Accommodation “Where shall we stay? ” “What options are there in type, standard and tariff? ”
- STEP 5: Dates and travel method “When do we want to travel? ” “How will we travel? ”
- STEP 6: Bookings “How do we make bookings? ” “Do we need to book in advance? ”Booking is also a major concern. Assistance with information: When formulating travel plans, frequently customers need information to assist with their decisions.

The most popular sources of information are:

- Visitor Information Centres (reached by phone, e-mail or writing)
- Internet, websites are very popular with both Australian customers, particularly in capital cities, and overseas visitors Destination brochures
- Travel agents (particularly for some destinations reached by air services or cruises)
- Automobile clubs (for touring customers)
- Friends and relatives who have previously visited the intended holiday destination. It is important to note that selection of the destination is a significant part of the process of planning leisure travel.

If customers know little about the destination, it is not likely to be high on their list of preferred places to visit. The various steps above need to be kept in mind when designing tourism advertising.

As the global travel market continues to expand with yearly increasing flights among international destinations, advertising efforts on the part of the major actors in this market are also increasing. Advertising campaigns to promote travel to destinations abroad are particularly prevalent in western countries where the general public's expenditures on tourism tend to be consistently high, even in light of the economic recession.

Many advertisers, which include both private entities and foreign governments themselves, share the intended goal of increasing their own revenue by popularizing their service (e. . , airline or hotel chain) or destination to boost receipts from travelers; however, some travel campaigns have additional or alternative purposes, such as promoting good public sentiments or improving existing ones towards them among the target audience.

Sometimes, states may use the branding of a product or service, itself, as a means of conveying a specific message without explicitly stating the message; this tactic is often used to soften the

implied message itself, thus allowing the brander to sidestep or minimize controversy and/or opposition.

DESTINATION ADVERTISING

A great degree of ads promoting foreign countries are produced and distributed by the tourism ministries of those countries, so these ads often serve as vehicles for political statements and/or depictions of the destination country's desired foreign public Perceptions. Following are only a few of the many examples of government-produced tourism destination advertising that also serve political or social functions.

BAHAMAS:

The Bahamas are commonly considered to be a focal point of leisure and recreational travel in the Caribbean and the island nation advertises itself as such.

Television ads and website produced by the government of the Bahamas specifically foster the image of the islands providing a care-free, exciting, culturally rich, and even romantic experience for travelers; a recent slogan for the marketing campaign was "It's better in the Bahamas" to reinforce the contrast between the desired perception as a low-stress getaway and the hectic nature of whatever living environment tourists would be leaving behind.

The Bahamas have, however, actually traditionally seen high violent crime rates, so the tourism marketing attempts to focus the audience's attention on the azure water and beaches and draw it away from any negative elements of life there. Managing perceptions is a common part of advertising of many consumer products and services, focusing the audience's mind solely on the desirable aspects of whatever is being sold and away from any possible drawbacks or consequences.

INDIA

The common impression of India in the West has long been either negative—including perceptions of widespread poverty, lack of sophisticated hygiene, and violent ethnic and religious clashes—or ambivalent, so the Indian government's Ministry of Tourism began a marketing campaign, "Incredible India," to emphasize the country's rich culture, historic sites, tourist attractions, and general sense of excitement and dynamism to western audiences.

Tourism is an extremely lucrative and growing global industry so it is no surprise that India, a developing nation, is striving to capitalize on that market to boost its economy. In addition, India is also looking to strengthen its international security and diplomatic ties while broadening and deepening its trade relationships, especially with the U. S , so it is in India's interest to promote a positive light for itself among the American and western voting populations in order to garner future international support and aid.

MEXICO

Recently in 2010 the Tourism Board of Mexico, a public office that aggregates the resources and interests of the federal, state, and municipal governments, launched a tourism advertising campaign in the United States and Canada—the new campaign's purpose is expressly demonstrated by its marketing slogan, "Mexico, the place you thought you knew. " The print and television ads feature views of Mexico's beaches, natural wonders, cultural festivities, and historical artifacts like Mayan pyramids and Spanish churches in order to provide a counterbalance to the less preferable popular preconceptions.

The eventual goal of tourism board is likely to increase tourism revenue for the country, but, for now, the Tourism Board is focusing on managing perceptions among the general populations of Mexico's two major neighboring trade partners.

MALAYSIA

In 1999, Malaysia launched a worldwide marketing campaign called “Malaysia, Truly Asia” which was largely successful in bringing in over 7.4 million tourists. The extra revenue recently generated by tourism helped the country’s economy during the economic crisis of 2008.

However, it is mainly Malaysia’s heavy government Regulations of the economy which enabled it to be barely affected by the recent 2008 global economic crisis. In recent years tourism has been threatened by the negative effects of the growing industrial economy. Due to the large amounts of air and water pollution along with deforestation, tourism has decreased in affected areas.

EMIRATES

Through advertising for the Emirates airline, one of the major themes that Dubai promotes is its evolving status as a key geographic and economic player in the Middle East.

Emirates advertising describe Dubai as "The perfect hub for an expanding global network"

THAILAND

Tourism is a major economic factor in the Kingdom of Thailand, contributing an estimated 6.7% to Thailand's GDP in 2007. The main marketing slogan for promoting Thailand internationally was "Amazing Thailand", but, in reaction to the 2009 tourism crisis, it was relaunched as "Amazing Thailand, Amazing Value ". By contrast, the main marketing slogan for promoting Thai tourism to the Thai is Unseen in Thailand.

ABOUT TOURISM INDUSTRY

Tourism is the largest service industry in India. It contributes 6.23% to the national GDP. According to World Travel and Tourism Competitiveness Report 2011 ranked tourism in India sixth in terms of price competitiveness and 39th in terms of safety and security in 2011, total Foreign Tourist Arrivals (FTA) in India were 5.78 million. The majority of foreign tourists come to India from USA and UK, Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five states to receive inbound tourists.

Domestic tourism in 2011 was 740 million. Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Maharashtra received the big share of domestic visitors. Ministry of Tourism is the nodal agency. It formulates national policies and programmes for the development and promotion of tourism. Concerted efforts are being made by them to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry of Tourism also maintains the Incredible India campaign.

However inspite of these achievements, India's tourism industry faces a number of problems such as:

- India has a worker shortage.
- Insufficient accommodation
- Unclean rooms effect tourism adversely.
- Food problems concern the foreign tourists.
- Many places in the interior of the country are not well-connected by proper roads, railways or airways.
- Excessive bureaucracy also delays new hotel and transportation projects, Tourists are often exploited economically
- Criminal elements in India can make visits to India unsafe for women and elderly tourists.

The tourist attractions in India are also being damaged by pollution. Oil refinery smoke is damaging the TajMahal, while ecosystems of the coasts, Rann of Kutch and the Himalayas are being battered by pollution. Areas Where Problems are Acute

- Tourism problems are more common in the rural interior of the country. Orrisa is one of such places where problems are more.
- These areas are rich in natural beauty, but they often lack basic infrastructure and accommodations for tourists.

Often these regions are highly agrarian. The Government is often unable to secure enough land for developing tourism infrastructure, because it adversely affects local farmers.

EFFECT OF TOURISM PROBLEMS IN INDIA

- Tourism problems have contributed to India's low share of 1 percent of the world's total tourist arrival percentage.
- It also leads to concentration of tourist attention to certain parts of the country. For example, the transport and communication industries of Delhi, Jaipur, Agra in northern India and Bhubaneswar, Konark, Puri in Orissa are preferred over other equally attractive Indian destinations. These problems also shorten the tourist season in India, which in turn leads to unemployment in off-seasons Future of Tourism
- Despite all the problems with tourism in India, the industry has a bright future.

- Tourist arrivals in 2012 are expected to rise 22 percent
- Foreign exchange earnings from this industry are predicted to rise 33 percent above 2004 earnings.
- The positive expectations have been based on the current growth rate of the industry which is being attributed to the fast-growing Indian economy for the past three to four years. Despite short- and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42% from 2007 to 2017
- India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism.

TOURISM IN VARIOUS STATES OF INDIA

ANDHRA PRADESH

The state of Andhra Pradesh has scenic hills, forests, beaches and temples. It is one of the most developed cities in the country and a modern hub of information technology, ITES, and biotechnology.

Hyderabad in Telegana is known for its rich history, culture and architecture representing Its unique character as a meeting point for North and South India, and has a multilingual culture. It is called as city of nawabs Andhra Pradesh has many famous temples: * Tirupati -the abode of Lord Venkateswara is the richest and most visited religious center (of any faith) in the world. Srisailam- the abode of Sri Mallikarjuna is one of twelve Jyothirlingalu in India.

Amravati's Siva temple is one of the Pancharamams.

ATTRACTIONS:

- Charminar – Center of the Hyderabad Old City.
- Golkonda Fort – Largest and 400 years oldest fort.
- Makka Masjid– Masjid in Hyderabad City.
- Ramoji Film City– Largest Film City in the world situated in Hyderabad City.

The golden beaches at Visakhapatnam, picturesque Araku Valley, hill resorts of Horsley Hills, are some of the natural attractions of the state.

ARUNANCHAL PRADESH

Arunachal Pradesh is a serene land tucked into the North Eastern tip of India.

ATTRACTIONS:

- It has picturesque hills and valley

- There are places of worship and pilgrimage such as Parasuramkund and 400 years old Tawang Monastery. There are also sites of archeological excavations like Malinithan and Itanagar, the serene beauty of lakes such as Ganga lake or Sela lake or the numerous variations of scenic beauty of the snow clad silver mountain peaks and lush green meadows. ASSAM Assam is the central state in the North-East Region of India and serves as the gateway to the rest of the Seven Sister States.

ATTRACTIONS

Assam has famous wildlife preserves – The Kaziranga National Park, which is home to the Great Indian One-Horned Rhinoceros. Manas National Park which is one of the most famous place of Assam Tezpur, tea-estate. ,bazaars, temples, and wildlife sanctuaries.

BIHAR Bihar is one of the oldest continuously inhabited places in the world . The rich culture and heritage of Bihar is evident from the innumerable ancient monuments that are dotted all over this state in eastern India.

ATTRACTIONS

- Patna – Patna is the capital of Bihar, famous for its rich history and royal architecture.
- Gaya –Gaya is known for Bodh Gaya the place at which Gautama Buddha attained enlightenment.
- Muzaffarpur – Muzzaffarpur is Famous for its education.
- Sasaram – Sasaram is famous for Tomb of Sher Shah Suri, the great Emperor of medieval India.

CHHATTISGARH

Chhattisgarh is a new state but with an ancient civilization and is one of the richest bio-diversity areas in the country. There are many tourist attractions worth seeing.

ATTRACTIONS

The state is blessed by nature with magnificent waterfalls, mountains, forests and wildlife Chitrakot Waterfalls, Kutumsar Caves, Ramgarh and Sita Bengra, Bhoramdeo temple, Sirpur, Rajim, Ratanpur and Malhar. DELHI Delhi is the capital city of India.

New Delhi is famous for its British colonial architecture, wide roads, and tree-lined boulevards. Delhi is home to numerous political landmarks.

ATTRACTIONS

- It currently has many renowned historic monuments and landmarks such as the Tughlaqabad fort, Qutub Minar, Purana Quila, Lodhi Gardens, Jama Masjid, Humayun's tomb, Red Fort, and Safdarjung's Tomb.

- Modern monuments include Jantar Mantar, India Gate, Rashtrapati Bhavan, Laxminarayan Temple, Lotus temple and Akshardham Temple *
- It also has national museums, Islamic shrines, Hindu temples, green parks, and trendy malls.

GOA

Goa is one of the most famous tourist destinations in India. It is a former colony of Portugal.

ATTRACTIONS

Goa is famous for its excellent beaches, Portuguese churches, Hindu temples, and wildlife sanctuaries. * The Basilica of Bom Jesus, Mangueshi Temple, Dudhsagar Falls and Shantadurga are famous attractions in Goa.

Recently a Wax Museum (Wax World) has also opened in Old Goa housing a number of wax personalities of Indian history, culture and heritage.

GUJARAT Gujarat is the seventh largest state in India, located in the western part of India.

It is the tenth most popular state in the country for tourists . It is also known as World's largest Temple Complex, there are more than 3000 temples located on the Shatrungaya hills, exquisitely carved in marble.

ATTRACTIONS

- Gujarat offers scenic beauty from Great Rann of Kutch to the hills of Saputara.
- Gujarat is the sole home of the pure Asiatic Lions.
- Gujarat offers many types of tourism like Business Tourism, archeological & heritage Tourism, cultural Tourism, religious Tourism, wildlife Tourism, medical Tourism and much more.

HARYANA

Capital of Haryana is Chandigarh ,which is a union territory. Haryana Pilgrim Destinations offers the devotees with a wide range of sacred places which are of considerable religious and historical significance. The pilgrim places of Haryana are thronged by devotees all over the year, who visit the important religious places in order to seek divine blessings and eternal happiness. The state of Haryana has a long historical and cultural tradition which is manifested in the numerous religious places which fills the tourist with an intense sense of satisfaction.

Some of the notable "Pilgrim Destinations" of Haryana are:

ATTRACTIONS

- Kurukshetra- The historical place of "Kurukshetra" is the cradle of Hindu civilization. The fierce battle field of the holy land of "Kurukshetra" is a witness to the discourse between the mighty and valiant ruler "Arjuna" and his divine charioteer "Lord Krishna.
- Jyotisar- The ancient place of "Jyotisar" is the nurturing ground of the values and principles that guide the oldest religion of the world, the "Hindu" religion. The significance of the place lies in the fact that the holy religious text of the "Hindus", the "Bhagwad Gita" was compiled in this sacred place
- Thanesar- The sacred place of "Thanesar" has two important religious temples of the Sthanesvar Mahadev Temple and the "Ma Bhadra Kali Temple that draws several devotees throughout the year
- Pehowa- The holy land of "Pehowa" is an important religious place among the Hindus, who pray to the deceased member of their family and offer "Pind Daan" o release them from the cycle of birth and re-birth
- Panchkula- The beautiful place of Panchkula offers the tourist with numerous places of religious and historical importance, including "Morni hills" and "Tikkar Taal".

HIMACHAL PRADESH ATTRACTIONS

Himachal Pradesh is famous for its Himalayan landscapes and popular hill-stations. Many outdoor activities such as rock climbing, mountain biking, paragliding, ice-skating, and helicopter-skiing are popular tourist attractions in Himachal Pradesh.

- Shimla, the state capital, is very popular among tourists. Shimla is also a famous skiing attraction in India. Other popular hill stations include Manali and Kasauli.
- Dharamshala, home of the Dalai Lama, is known for its Tibetan monasteries and Buddhist temples. Many trekking expeditions also begin here.

JAMMU AND KASHMIR

- Jammu & Kashmir is known for its scenic landscape . Jammu and Kashmir is the northernmost state of India. It is also called as "Paradise on Earth".

ATTRACTIONS

- Jammu is noted for its scenic landscape, ancient temples and mosques, Hindu and Muslim shrines, castles, gardens and forts.
- The Hindu holy shrines of Amarnath in Kashmir Valley attracts about Vaishno Devi also attract thousands of Hindu devotees every year. Notable places are Dal Lake, Srinagar, Phalagam, Gulmarg, Yeusmarg and Mughal Gardens etc.
- Ladakh has emerged as a major hub for adventure tourism. It consists of naked peaks and deep gorges. Leh, the capital, is also a growing tourist spot.

KARNATAKA

Karnataka has been ranked as fifth most popular destination for tourism among states of India. It has the second highest number of protected monuments in India, and 507 Kannada dynasties like Kadambas, Western Gangas, Chalukyas, Rashtrakutas, Hoysala Vijayanagara and the Kingdom of Mysore.

ATTRACTIONS

- Gol Gumbaz, Bijapur, has the second largest pre-modern dome in the world after the Byzantine Hagia Sophia. Karnataka has two world heritage sites, at Hampi and Pattadakal.
- Jog falls of Shimoga District is one of the highest waterfalls in Asia.
- Karnataka has 21 wildlife sanctuaries and five National parks and is home to more than 500 species of birds.
- Karnataka has many beaches at Karwar, Gokarna, Murdeshwara, and Surathkal. Karnataka is a rock climber's paradise.
- Fort in Chitradurga, Ramnagaram district near Bangalore, Shivagange in Tumkur district and tekal in Kolar district are a rock climber's heaven.

KERALA

Kerala is a state on the tropical Malabar Coast of southwestern India.

Its unique culture and traditions, coupled with its varied demography, has made it one of the most popular tourist destinations in India. It is also called "Gods own country".

ATTRACTIONS

- Popular attractions in the state include the beaches at Kovalam, Kappad, Muzhappilangad, Cherai and Varkala.
- The hill stations of Munnar, Thekkady, Nelliampathi, Ponmudi and Wayanad.
- The National Parks/ Wildlife sanctuaries at Periyar and Eravikulam.
- The "backwaters region"—an extensive network of interlocking rivers, lakes, and canals that centre on Alleppey, Kumarakom, and Punnamada also see heavy tourist traffic. Cities such as Kochi, Thrissur, Kozhikode and Trivandrum are popular centres for shopping and traditional theatrical performances.

MADHYA PRADESH

Madhya Pradesh is called the "Heart of India" because of its location in the centre of the country. Madhya Pradesh is also known as Tiger State because of the tiger population.

ATTRACTIONS

- Innumerable monuments, exquisitely carved temples, stupas, forts and palaces are dotted all over the state.
- The temples of Khajuraho are world-famous for their erotic sculptures.
- Gwalior is famous for its fort, Jai Vilas Palace, the Tomb of Rani Lakshmi Bai, Md. Ghaus & Tansen.
- National parks like Kanha, Bandhavgarh, Shivpuri are famous for tigers.

MAHARASHTRA

Maharashtra is the most visited state in India by foreign tourists. Mumbai is the capital of Maharashtra which was earlier called Bombay. Mumbai is the most popular cosmopolitan city in India, and a great place to experience modern India. Mumbai is famous for Bollywood, the world's largest film industry. In addition, Mumbai is famous for its clubs, shopping, and upscale gastronomy.

ATTRACTIONS

- Ajanta Caves, Ellora Caves and ancient Elephanta Caves are in Maharashtra. Islamic Haji Ali Mosque, to the colonial architecture of Bombay High Court and Chhatrapati Shivaji Terminus are in Maharashtra.
- It also has numerous adventure tourism destinations, including paragliding, rock climbing, canoeing, kayaking, snorkeling, and scuba diving.
- Maharashtra also has several pristine national parks and reserves, some of the best ones are Tadoba with excellent accommodation and safari experiences.
- The city of Pune the seat of the Maratha Empire and the fantastic Ganesh Chaturthi celebrations together contribute for the Tourism sector of Maharashtra.

MANIPUR

Manipur as the name suggests is a land of jewels. Its rich culture excels in every aspect as in martial arts, dance, theater and sculpture. The charm of the place is the greenery with the moderate climate making it a tourists' favourite place.

ATTRACTIONS

The beautiful and seasonal Shirui Lily at Ukhrul (district), Sangai (brow antlered deer) and the floating islands at Loktak Lake are few of the rare things found in Manipur.

Other main tourist attractions are:

1. Imphal Churachandpur Keibul Lamjao National Park,

2. War cemeteries and Loktak Lake.

MEGHALAYA

Meghalaya has some of the thickest surviving forests in the country. Therefore constitutes one of the most important ecotourism circuits in the country today. The Meghalayan subtropical forests support a vast variety of flora and fauna. Shillong is the capital of Meghalaya.

ATTRACTIONS

The Umiam Lake has a water sports complex with facilities such as rowboats, paddleboats, sailing boats, cruise-boats, water-scooters and speedboats.

- Cherrapunjee is one of the most popular tourist .
- The popular waterfalls in the state are the Elephant Falls, Shadthum Falls, Weinia falls, Bishop Falls, Nohkalikai Falls, Langshiang Falls and Sweet Falls. The hot springs at Jakrem near Mawsynram are believed to have curative and medicinal properties.

ORISSA

Orissa has been a preferred destination from ancient days for people who have an interest in spirituality, religion, culture, art and natural beauty.

Ancient and medieval architecture, pristine sea beaches, the classical and ethnic dance forms and a variety of festivals at Udayagiri.

ATTRACTIONS

Khandagiri Caves, Lalitagiri as well as Ratnagiri, on the banks of river Birupa are very famous. Precious fragments of a glorious past come alive in the shape of stupas, rock-cut caves, rock-edicts, excavated monasteries, viharas, chaityas and sacred relics in caskets and the Rock-edicts of Ashoka.

Orissa is also famous for its well-preserved Hindu Temples, especially the Jagnath Temple at Puri, Konark Sun Temple and The Leaning Temple of Huma.

WEST BENGAL

Kolkata is the capital of West Bengal . It is called "City of Palaces" and the "City of Joy". This comes from the numerous palatial mansions built all over the city. It is famous for sarees and sweets and leather bags and shoes.

ATTRACTIONS

It is famous for howrah bridge which is very uniquely constructed * Metro train and planetariums are other tourist attractions

PONDICHERRY

The Union Territory of Pondicherry comprises four coastal regions viz- Pondicherry, Karaikal, Mahe and Yanam. Pondicherry is the Capital of this Union Territory and one of the most popular tourist destinations in South India.

ATTRACTIONS

The city has many beautiful colonial buildings, churches, temples. It has statues, combined with the systematic town planning and the well planned French style avenues.

PUNJAB

The state of Punjab is renowned for its cuisine, culture and history.

Punjab has a vast public transportation and communication network. Chandigarh is the capital of Punjab. Some of the main cities in Punjab are Amritsar, Chandigarh, Patiala and Ludhiana. Punjab also has a rich Sikh religious history and tourists visiting on a daily basis.

ATTRACTIONS

Amritsar is a big tourist spot, a lot of five star hotels are there. It is famous for Wagha border which is border of India and Pakistan and Jallianwalla Bagh. Chandigarh has famous Sukna lake, rose garden, rock garden where monuments are made of waste articles.

RAJASTHAN

Rajasthan known as pink city of India, is one of the most attractive tourist destinations in Northern India. The vast sand dunes of the Thar Desert attract millions of tourists from around the globe every year.

ATTRACTIONS

- Jaipur – The capital of Rajasthan, famous for its rich history and royal architecture.
- Jodhpur – Jodhpur is the Fortress-city at the edge of the Thar Desert, famous for its blue homes and architecture.
- Udaipur – Udaipur is known as the "Venice" of India.
- Jaisalmer – Jaisalmer is famous for its golden fortress.
- Bikaner – Bikaner is famous for its medieval history as a trade route outpost.
- Mount Abu – Mount Abu is the highest peak in the Aravalli Range of Rajasthan.
- Pushkar – Pushkar has one of the very fast Brahma temples in the world.

- Ranthambore –It has one of the largest national parks in India.

SIKKIM

The capital of Sikkim is Gangtok, it is located approximately 105 kilometers from New Jalpaiguri, the nearest railway station to Sikkim. Sikkim is considered as the land of orchids, mystic cultures and colorful traditions.

ATTRACTIONS

- Sikkim is well known among trekkers and adventure lovers.
- Places near Sikkim include Darjeeling also known as the "Queen of Hills" and Kalimpong. Although, an airport is under construction at Dekiling in East Sikkim, the nearest airport to Sikkim is Bagdogra which is famous for imported items at cheap price.
- The popular sightseeing places include Baba Mandir, Nathula Pass, Rumtek Monastery, Handicraft Shops and Tsangpo Lake.

TAMIL NADU

Tamil Nadu is the top state in attracting the maximum number of foreign tourists in India it is famous for many temples and other tourist spots. It is also known for medical tourism and has some of Asia's largest hospital.

ATTRACTIONS

- It has Great Living Chola Temples and Mahabalipuram. Tamil Nadu has some great temples like Madurai, Meenakshi, Amman Temple and Brihadeeswarar Temple.
- Kanyakumari is the southernmost tip of India provides scenic view of sunset and sunshine over the Indian ocean.. Hill stations like Kodaikanal, Ooty, Valparai, Yelagiri are widely visited.

UTTAR PRADESH

It is Situated in the northern part of India, bordered with the capital of India, New Delhi. Uttar Pradesh is the most popular tourist destination in India. Uttar Pradesh is important with its wealth of historical monuments and religious fervour.

Uttar Pradesh is the historical heart land of India, where each part of the state is attached with ancient history, civilization, religions and culture.

ATTRACTIONS

- Varanasi- It is the origin of Hinduism and the world's one of the oldest cities. It is also known as City of Temples. It is Most popular holy place of Lord Shiva devotees. Some of the finest Textiles are produced here.

- Agra – Taj Mahal and several others historical monuments and gardens.
- Allahabad or Prayag - It is the place where Indian national rivers, Ganges , Yamuna and Saraswati rivers meet. A mass Hindu pilgrimage in which Hindus gather at the Ganges river. Akbar forts. One of the most popular religious center of ancient and modern India for Hinduism.
- Uttar Pradesh administrative and education capital.
- Kanpur – It is Uttar Pradeshs commercial and Industrial hub. Has several historical places from Mughal, British era. * Mathura- It is the birth place of Lord Krishna of Hinduism and Neminath of Jainism.
- Ayodhya- It is the birth place of Lord Rama of Hinduism.
- Jhansi-It is a historical place. This city was centre of Rani Lakshmibai's battlefield against British.
- Sarnath-Gautama Buddha first taught the Dharma here. The eleventh Jain Tirthankar of the Jainism.
- Noida and Greater Noida- These are the IT, Electronics and education hub of Northern India. India's biggest city with planned and high teck residential area.
- Gorakhpur –is famous for Jim Corbett National Park and Nainital.

Unit 3

Personal Selling in Tourism industry

Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.

Personal selling is a face-to-face selling technique by which a salesperson uses his or her interpersonal skills to persuade a customer in buying a particular product. The salesperson tries to highlight various features of the product to convince the customer that it will only add value. However, getting a customer to buy a product is not the motive behind personal selling every time. Often companies try to follow this approach with customers to make them aware of a new product.

The company wants to spread awareness about the product for which it adopts a person-to-person approach. This is because selling involves personal touch, a salesperson knows better how to pitch a product to the potential customer. Personal selling can take place through two different channels – through retail and through direct-to-consumer channel. Under the retail channel, a sales person interacts with potential customers who come on their own to enquire about a product. The job of the salesperson is to make sure that he understands the need of the customers and accordingly shows various products that he keeps under that category. Under the direct channel, a salesperson visits potential customers in an attempt to make them aware about a new product that the company is launching or it may have a new offer which the customers may not get from the open market.

Personal Selling is based on the personal skill of an individual. The travel and hotel business depend considerably on the personal selling. The development of travel and tourism has been possible due to well-educated and trained sales personnel. The development of tourism business has been influenced by the services rendered by the travel agents and travel guides since they work as information carriers. Personal selling is the personal presentation of a tangible product or intangible services or ideas to the customers. It is important to mention that in the tourism industry, the personnel who attend tourists form an essential ingredient of the product, such as sales personnel are found responsible for dealing with customers behind the counter, the resort representatives cater to the need of tourists when they reach the destination etc. all of them play a vital role in ensuring that the tourism products satisfy the tourists. The phrase- the customer is always right applies specifically to the tourism industry. No reduction in price would compensate for impolite and indecent travel guide, a solvent waiter and a surly or a haughty coach driver. These facts are testimony to the proposition that the travel business is linked with the performance and behavior of sales personnel or travel staff.

Personal selling is important to initiate and build the commercial face-to-face relationship with customers. The advantage of personal selling compared to other promotional methods is that it is a two-way form of communication. In selling situations the salesperson can adjust the message since they are receiving feedback from the customers. In case a customer does not understand the product, a salesperson can react directly and make adjustments to address concerns. Personal selling minimizes wasted effort, promotes sales and boosts word of mouth marketing effectively

Keeping in view this kind of role of sales personnel, the qualities of sales personnel that sales man must possess or look for while recruiting them. Though, it is believed that salespersons are born but training, of course, can help in making good salespersons. Irrespective of this fact salesperson should have following qualities to perform at best in selling tourist transport products. These are:

- a) Ability to estimate customer's needs and desires,
- b) Should appear neat and organised,
- c) Must possess awareness about ins-and-outs of the organisation,
- d) Should be courteous,
- e) Should have imagination, vision and ability to create ideas,
- f) Should have the mathematical ability to calculate (figure sense) and fill up order form correctly,
- g) Should be flexible because each contact may require adapting the sales talk, speech habits and even appearance,
- h) Should meet customer in a friendly manner,
- i) Health is another important quality because good health generates energy and energy is needed to sell,
- j) Must possess thorough knowledge of the product,
- k) Must be able to impress upon his/her customers the idea that his/her company is the best in business,
- l) Should be persuasive. Very few products of any type actually sell themselves. They must be sold through persuasions of sales people,
- m) Should be able to handle difficult people and situations calmly,
- n) Should be a self-starter, i.e., he/she is able to make decisions on his/her own, o) He or she can emphasise sales points with sincerity and friendliness.

Personal selling is oral presentation to a buyer for the purpose of making sales'.

Basically, it is an art to persuade the customer to buy the product. A sales person should have the persuasive power. In addition a good sales person must have a detailed knowledge about four things :

1. Company

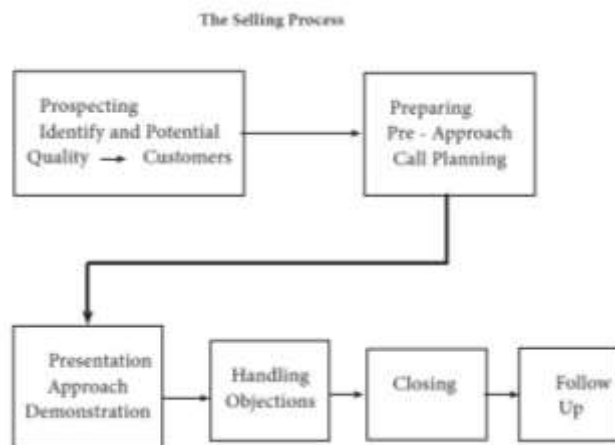
2. Competitors
3. Consumer
4. Product

A sales person should have positive attitude. Personal selling involves personal confrontation, i.e., presentation should be lively. We can make changes according to the feedback and therefore it is a bit flexible tool as compared to advertisement.

In personal selling, some kind of a lasting and social relationship develops. This personal touch can only come in personal selling. Another advantage in the personal selling is that it can be used for consumer as well as for industrial goods.

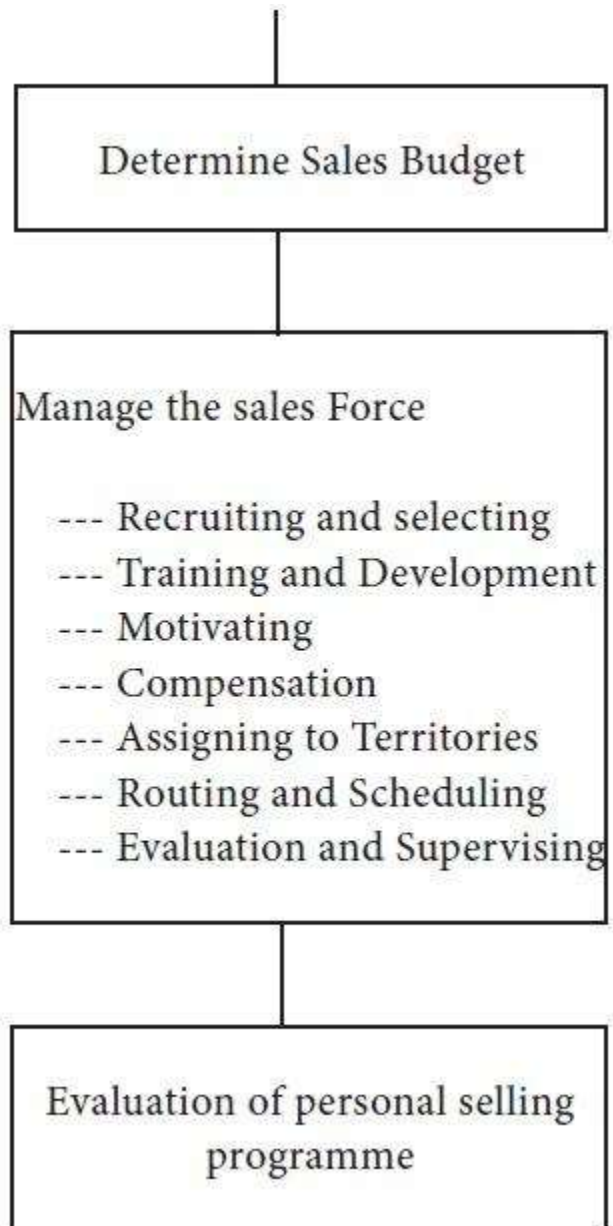
When Personal selling is required

1. When the product requires some kind of demonstration.
2. When the market under consideration is comparatively smaller.
3. For the specific needs of the customer, i.e., in case industrial goods.
4. For selling a service, e.g., five star hotels, banking etc., sales people have got an edge.
5. When you have got an edge.
6. When you have got big orders.
7. When confidence is to be built up in the minds of customers.



PERSONAL SELLING MANAGEMENT CHART





Individual Sale (Personal Sales) and its Importance in Tourism

Individual sale is an element of promotion mixing. When developing individual sale strategy, marketing mixing elements are taken into account. Individual sale must be evaluated one by one, according to goods, price, distribution as well as other mixing strategies. In the past, individual sale employees and sale managers didn't have quite a role in goods planning and developing decisions. Based on the developing marketing concept, when deciding goods 'feature and benefit, sale employees' knowledge is given a consideration as they are close to the market.

Individual sale is an effort aimed to selling, which is done by speaking, meeting, and concluding. For tourism companies, on the other hand, individual sale is an effort, spent by the sale employees, by meeting with potential customers to sell. Individual sale is a primary promoting technique for tourism companies. Marketing actions of touristic companies is mostly depended on the individual sale relationships. Because trip and tourism is an activity for people. In other words, trips and tourism require human relationships and behaviors that are performed face to face in all aspects. Touristic product cannot be separated from the person who sells, presents, or serves it.

Thereby, the success of the tourism company depends mostly on individual sale. Even though promoting techniques have their individual benefits and features, none of them can be replaced with individual sale. Also, the fact that tourism activity is an intensive effort required activity, it brings individual sale to the foreground. The fact that consumers have to go to the place where the service is presented, makes individual sale more important compared to the other elements of promoting techniques.

All marketing efforts are devoted by gathering together the sellers and buyer to provide buyers with knowledge about the products and to realize the sale. Even though buying process might seem to be easy, in fact it is a pretty complex process. Companies, in order to promote the product or/and services that they produced or present, they have to plan the promoting mixing elements systematically, and apply these plans, and check these applications. Individual selling is presenting the goods or services in such a short time, and is the effort done by meeting and speaking one by one in order to sell the product.

Consumer must be convinced to pay for the product or service. And in order to be convinced, feeling of the customer who will try the product or service for the first time must change. Considering the fact that feelings about the products are hard things to change, sale employee facilitates the consumers information gaining process, by providing customer-product knowledge. Thereby, s/he provides the environment for the feeling change. During the sale introduction, by asking questions and including the customer in the communication process, s/he provides the opportunity for the customer to clear the question marks in mind. Sale representative, as well as determining the demands and needs of the customer, has the possibility to state customer's interests and values. And then, it is easier for a customer whose attitudes and values are taken into account, and who receives a message according to his/her demands and needs, to be convinced.

Customer, first gives a look at the quality of the service, and by evaluating the criteria such as suitability (time, price, installments, sale point etc.), ease of use, ease of access, delivery speed, and effective distribution, decides whether the service is appropriate to pay for or not. For this

reason, it is necessary to know that the customer wants and to reflect this knowledge to business action. In this respect, it is necessary that companies create a competency advantage by presenting customer values as a priority, as well as creating a difference.

The key point about customer loyalty is satisfying the customer. A satisfied customer, keeps paying for a long time, as the company creates new services and improves the present ones, pays more, makes compliments about the company and its services, does not mind other companies and their services, and does not mind price, gives recommendations to the company about new services. As the process cost falls into a groove, serving the present customers is much easier than finding new customers.

As it is clear in the statements above, individual selling is vitally important for providing consumers' permanency, and making chain-sells. Another important fact here is the sale employee who will realize the sale.

Aims of the sale employee are briefly:

- Contributing the image of the company and brand
- Increasing consumers dependence to both brand and their choice
- Providing the opportunity for the product and brand to be distinguished
- Providing the opportunity to reach more and exclusive customers
- Realizing sale by convincing the customer and maintain it.
- Providing customer satisfaction and increasing it
- Providing the appropriate service for the customer
- Increasing the frequency and quantity of sale. Earning more to the company.
- Increasing the knowledge about the products and services
- Creating a conscious customer audience
- Supporting postsale services.

When realizing the aims of the company and promoting activities, individual selling aims we mentioned are devoted to increase the sales volume. In this respect, aims such as conserving market share and trying to enlarge it, catching the sales value that can increase the profit, earning new customers with certain specifications, detecting individual sale expenses must be regarded.

Touristic Consumer

When marketing any product or service, the first thing to take into consideration is the fact that not everyone is the buyer we are looking for. The first thing we try to do is, on the other hand,

detecting people who can possibly our clients. Later on, getting to know potential clients in detail, and developing strategies according to these details.

Every consumer is not same. Everybody has different feature. As well as they can be financial, cultural, interests, age, health condition they can also be personal features. Touristic consumers form the focus of the tourism marketing activities. People who buy or have a tendency to buy all the tourism goods which are produced in tourism companies and tourism regions; on the other hand people who join the tourism activities are called touristic consumers.

In tourism market sale it is quite important to be a good listener as well as an effective speech. A good sale employee must listen to the customer carefully. Too much speaking sometimes affects person or people in a negative way. That everybody has a different view must be taken into consideration. To control its truth, the comments of person who is speaking must be repeated in the process of speaking. Repeating what he or she says in a simple way shows that speaking is paid attention, understood, and given importance to the person. In tourism market, asking many questions to customers their needs are detected and must be presented alternative products.

Tourist Information Centers & Their management

After a destination has successfully attracted a visitor, the next opportunity to serve the market is through a Destination Visitor and Information Center, sometimes referred to as a “welcome center”. That provide a one-stop, physical location from which travelers can connect to local businesses and services.

These centers provide a welcoming environment for travelers to collect, learn about available tourism products and services in the region, and make reservations. In addition, tourism information centers can provide a space to generate revenue through the sale of merchandise and local handicrafts as well as capture and analyze important traveler information and statistics.

At the core of the Destination Visitor Center concept is its dual mission. Visitor centers not only provide information and reservation services to travelers, but can also service local tourism suppliers and the greater community. Aside from training the staff of the tourism information centers,

Overseeing the daily operations of the center, they are involved with marketing the destination, networking with the local travel trade, planning events, and serving as a liaison with the local community.

Management

- Information Center Development – Tourism Information Center is a well presented and accessible physical space to educate visitors about the assets available in the destination— as well as serve as a local hub and meeting place for local residents and stewards.
- Management Training –Training Tourism Information Center Managers to identify, implement, and monitor commercial opportunities and additional services to raise

revenue—including booking accommodations, making tour reservations, and selling local crafts and merchandise.

- Local Engagement – A proven ability to engage multiple stakeholders – including public sector, industry representatives, NGOs and communities – to work collaboratively to ensure the future of their destination.
- Data Collection – A process for gathering, interpreting, and supplying tourism data.
- Successful visitor centres understand their centre is one of many touch-points that visitors are accessing to learn more about how to experience the destination
- Successful visitor centres who add real value to their local visitor economy understand the reality of their location.
- Successful visitor centres embrace the many online opportunities to help Visitors who prefer to find their information online.
- Successful visitor centres understand their role in the visitor economy food chain, and keenly identify new opportunities where gaps exist to support the experiences available in the destination.
- Successful visitor centres understand how important residents, retail traders and supporting service providers are when it comes to influencing visitors to their region.
- Successful visitor centres have both strong leadership and management in their centre.

Tourist information centre managers oversee services that promote the local area and provide information to both visitors and local residents

Tourist Information Centres (TICs) are traditionally the first point of contact for thousands of tourists and visitors every year who rely on them for up-to-date information and advice on what to see and do on their trips. Tourist information centre manager provide information to visitors, as well as community, business and leisure customers, about the local area and will ensure resources are available to help them find the information they need. You will promote the local services available, including:

- accommodation
- amenities
- events
- leisure facilities
- transport
- visitor attractions.

Book accommodation, sell tickets for local events, order and sell gifts and souvenirs, run special events and generate marketing opportunities.

Tourist Information management duties will include the daily running of the centre, networking, staff management and recruitment, and ensuring targets are met.

Tourist information centres are also known as visitor information centres, so jobs may be advertised as visitor information centre manager.

Responsibilities

Tourist information centre manager will need to:

- Publicise the centre's services and implement marketing strategies to raise the profile of the centre, increase footfall and sales, and generate more income
- Control and monitor the centre's budget to make sure targets are met in the most cost-effective way
- Gather information on, and work with, local businesses and visitor attractions
- Buy merchandise and souvenirs for the tourist market to sell in the gift shop
- Ensure that staff keep the centre well-stocked with leaflets and posters about local events and attractions and that regular stock checks are undertaken
- Research and visit attractions and accommodation
- Keep up to date with changes in tourist activities and events
- Ensure the centre is well presented, organised, easy to use and accessible
- Plan and organise events
- Produce guides and other marketing literature
- Communicate information to members of the public and deal with enquiries in person and by post, email, social media and phone
- Operate accommodation and other booking services, selling tickets for travel and local events
- Prepare reports for senior management and attend meetings with senior managers and tourism businesses
- Manage the recruitment and training of staff
- Supervise staff and volunteers, working out staff rotas and cover for the centre.

Skills that an Information center Manager need to have:

- excellent communication skills for dealing with customers and contacts in local businesses and visitor attractions
- good interpersonal and management skills to lead a team of staff
- a methodical, motivated and customer-focused approach to work
- an enthusiastic, friendly and confident manner
- problem-solving ability and negotiating skills to successfully run the centre
- knowledge of the Area ,State , especially the area where the tourist information Centre is
- IT skills to help with website development, social media, e-commerce and online booking
- Business or commercial awareness.
- Different Language skills may also be useful.
- As this is a public-facing role you'll be required to dress smartly, possibly even in uniform.

Sales Force Decisions

Personal selling is a face-to-face communication between seller and buyer to make a sale. Simply put, Personal selling is selling personally. A personal presentation or demo is given by the seller to the potential buyer.

It is a direct presentation of a product to a potential customer by a representative of an organisation selling the product. Personal selling is an important arm of business-to-business promotion activity as the buyers need detailed demo of the product. The products are generally expensive and complex in their functioning. For example, generators, rotary encoders, PLC machine, and the likes.

This mode helps the seller to come in direct contact with the buyer. It is carried out by the sales people or agents of the seller and can have one or more prospect buyers. It is a personal conversation and may not result in sales but the organisation is greatly benefitted by getting first-hand information from the customers (interested or not, feedback, expectations, etc.).

For example, sales representatives from an organisation personally meeting potential buyers by visiting their offices or homes.

It becomes highly important part of promotion strategy if the market is highly concentrated, product has high unit price, is complex and requires demonstration. Furthermore, when a new product is launched or product is to be as per the individual needs (tailor made), personal selling is given more priority than other promotion tools.

Sales people are organisations representatives. But they also act as customer's messengers when they go back to the organisation with the customer's request of some product modification, faster delivery, price changes, etc. A sales person fulfils a social responsibility when he acts as a responsible medium between the seller and the buyer. If the product doesn't meet the customer's requirement, the sales person should not make false claims and make a sale. Instead, he/ she should uphold ethical responsibility as a sales person.

Generating income and revenue are the primary roles of the sales force. A sales team must work together to increase brand awareness and drive sales forward. Small businesses hiring salespeople for the first time must overcome the challenges of finding a cohesive team to work well together.

Sales Force management is the planning, analysis, implementation of the plan and evaluation of the sales force functions in the target market.

The major steps involve –

- 1) Designing sales force objective and strategy
- 2) Sales force size
- 3) Recruitment and selection
- 4) Training, Supervision and motivation
- 5) Compensating
- 6) Evaluation and control of sales people

1) Designing sales force structure and strategy – The objectives give foundation to the individual objectives of the salesmen. The objectives layout details on what the organisations focus will be. It can be focussing on new customers, new product, existing

customers or existing products. Not only should the management focus on sales targets, but also market performance, customer relations and service, supporting the marketing functions. The objectives give platform for measuring the performance of the sales function and the salespeople. Today the sales people are not just responsible for generating sales but are the “account managers” who are a single point of contact for an existing customer with the organisation. For example, an insurance agent maintains a long term relationship with a client educating about the insurance policy, collecting payments, resolving any issues, etc.

2) Sales force size – the size of the sales force is determined based on the market attractiveness, competition, budget allotted to sales function and other environmental factors. It becomes difficult to analyse these elements in the form of data to arrive at an exact size of the sales force but it definitely gives direction in arriving at a certain figure. Basis these influences, the management can make changes to the salespeople deployed.

3) Recruitment and selection – For a successful sales function it is imperative to have good salespeople. A perfect sales person can increase the customer base and profits for the organisation. The human resource department seeks applications via company’s website, print ads, contacting recruitment agencies, etc. The selection process mostly focuses on the enthusiasm and self-confidence of the applicant. The person should have a pleasing personality and should be always ready to get into a conversation. The customers trust a person who is knowledgeable, helpful and appears trustworthy.

4) Training, Supervision and motivation – It is important that the salespeople are given ample training not only on the product but also on how the organisation functions. Once a salesperson associates himself/ herself with the organisation there is self-drive in the efforts. They need to identify with the organisation. The training should be effective to ensure the salesman is knowledgeable about the company’s product and the competition in the market. They need to be well versed in making sales pitch, handling customer’s queries and their key performance metrics.

The management has to direct and motivate the sales force to give it right direction. An efficiently managed salesforce successfully meets its responsibilities and tasks. The management needs to create a comfortable working environment and there should be flow of effective communication among the management, salesperson and the customers. Sharing complete company policies and procedures with the salespeople, and training of the salespeople should be done when necessary.

Mostly financial rewards are considered the best rewards to keep the sales people motivated. The organisation has to decide which factor keeps the sales person motivated. These could be financial rewards, recognition or a promotion.

5) Compensating – To ensure right sales people get selected there should be an appropriate compensation plan. Compensation involves elements like (1) fixed salary, (2) variable components like commission, rewards, bonus, etc., (3) expenses incurred in the field, and (4) fringe benefits (health benefits, company vehicle, club membership, etc.). The

weightage to each of these elements should be assigned so as to give fair compensation as well as keep the salespeople motivated. It should justify the efforts and results given by the salesman and his/ her team.

6) Evaluation and control of sales people – The management has to evaluate and control the entire sales function as well as individual salespeople. For the sales function as a whole the management has to work on the training as well as proper allocation of resources to the assigned territories. If the results are not been met, an analysis needs to be done to ensure the correct strategy is being followed. For individual salesperson's evaluation, the organisation should maintain a database on the performance of individual salesperson as well as the team. The performance is measured according to a set performance standard determined by the management. The management should always analyse if the performance of an individual salesperson is correctly aligned with the compensation given. Else the organisation stands a risk of losing a quality salesperson to a competitor with a better compensation criteria. The communication should always be open between the management and the sales people for proper exchange of feedback and solutions.

Unit 4

Some people see Ivy Lee (1877-1934) as 'the father of public relations' while to some it is Edward Bernays (1891-1995).

Public relations (PR) refer to the variety of activities conducted by an Individual or a company to promote and protect the image of the company, its products, Services and policies in the eyes of the public.

Public relation is an important element in the promotion mix. In the era of globalization, the most of the multinational companies make concrete efforts to manage and maintain its relationships with its customers. Most of the multinational companies have its public relation department that makes all effort to monitor the attitude and perceptions of customers.

The primary purpose of public relations is to create understanding and build reputation. Unlike advertisement which aims at generating awareness and promoting sales, Public Relations makes effort to develop mutually beneficial relationships between organisations and the public.

It is used to distribute and communicate all the necessary information to build up good reputation in the mind of the public. An efficient and good public relation department use to adopt positive programs for this purpose and always emphasize to eliminate negative publicity arises due to questionable practices.

Thus it aims to manage public opinion of the organization. Public relations encompasses a broad range of activities.

Public relations have now become an important marketing function. The total process of building goodwill towards a business enterprise and securing a bright public image of the company is called public relations. It creates a favourable atmosphere for conducting business.

“The art and social science of analysing trends, predicting their consequences, counselling organisational leaders and implementing planned programme of action which will serve both the organisation and the public interest.”

According to Edward Bernays, one of the founders of PR, “The three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people.”

Thus, in this sense, Public Relations are a mode of getting public support for an activity or a movement.

Mr. John E. Marston has developed Public Relations as a management function. According to him, “Public Relations are the management function which evaluates public attitudes, identifies the policies and procedures of an organisation with the public interest and executes a programme of action and communication to earn public understanding and acceptance.”

Thus, Public Relations is a form of communication. Public Relations, as with advertising is carried on with target groups.

Department of public relations aims to develop the positive image of the company, its products and policies.

It achieves following objectives for the organisation:

(i) It facilitates smooth functioning of business and achievement of organisational objectives.

(ii) It builds corporate image and creates a favourable impression and creditability of company's products.

(iii) It helps in launch of new products and maintain interest and confidence in the existing products.

(iv) It acts as a supplement to advertising in promoting existing and new products. Thus, it helps business and its associates to sell products easily.

(v) It lowers the promotional cost as it has to simply maintain staff to develop and circulate information with media or manage events.

What is Public Relations – Functions

Function # 1. Community Relations:

A business should be seen as a responsible citizen of the community it operates in. A comprehensive community relation programme should focus on building a respectable image for the company in the community in the long run. Many organizations implement educational and health related programmes for improving quality of life of the community members. Such activities help to build their reputation along with benefiting the society.

Function # 2. Employee Relations:

Employees are the most valuable assets of the company and the organization had to create employee goodwill for maintaining a loyal workforce. Loyal employees are more productive and interested in the well-being of the company.

Function # 3. Customer Relations:

The most important component of external public is the customer. The customer is the reason behind the existence of the organization. Public relations informs the customer about introduction of new products or changes in existing ones. Public relations plays a crucial role in attracting the attention of the buyer towards the company's offerings and helps to differentiate the product from those of its competitors.

Function # 4. Financial Relations:

A segment of the company's public consists of those individuals and institutions the company has financial dealings with. These include the shareholders, creditors, potential investors, banks, financial analysts, etc.

These parties have to be informed about the company's finances, plans for expansions, plans to raise share capital, etc. A well planned financial relations programme is necessary to improve the organization's image and increase the value of its stock.

Function # 5. Political and Government Relations:

The Company has to function under the control of government rules and regulations. It has to forge proper relations with various government officials and political parties to ensure smooth functioning of the enterprise.

Function # 6. Crisis Communication:

The role of public relations takes on vital significance during crisis situations like an accident, financial scams, bankruptcies, etc. It is the responsibility of the public relations

to give the honest and accurate information to the concerned publics and assure them of remedial measures taken to control the crisis.

The Broad Objectives of Public Relations Function are:

- ◆ Establishing, maintaining and projecting the organisation's corporate character and identity
- ◆ Creating and sustaining awareness about the Company, its goals, products and services.
- ◆ Winning trust and confidence of various stakeholders and getting their acceptance
- ◆ Responding to criticism of the organisation
- ◆ Establishing an effective channel of communication between public and the organisation
- ◆ Getting Cooperation from various stakeholders for achieving business objectives
- ◆ Generating positive publicity in media
- ◆ Earning awards, certification and endorsement from various organisation, individuals or associations
- ◆ Reinforcing the by maintaining positive relationships with key audiences, and thereby aiding in building a strong image

Why Public Relations in Tourism?

Public Relations succeed better at brand and image building as it is mainly third-party endorsement. Most of the public prefers believing an article/blog rather than trusting the self-indulgent advertisements. Also, when it comes to Travel industry, a personal connection is better, which PR can provide effortlessly.

Public Relations consultancy is used alone or with other elements such as marketing communications and advertising. The main goal of Public Relations is to create desire to travel, persuade to take action and provide a pleasant experience during the visit.

Here are the various ways Public Relations consultancy is employed in the Travel and Tourism industry:

- PR is actively used as a promotional tool. Through third-party endorsement, the organizations are successful at pitching their stories without seeming too salesy. Through press releases, write-ups and blogs, they gain credibility and exposure.
- PR brings its valuable media connection which helps the Travel industry hugely. The media bring in credibility which helps in building positive image. For example, the media frequently release their own "Top list of places/hotels/restaurants to visit" which acts as a huge promotional platform for an organization.

- Through PR, creating awareness becomes easier. Whether its launch of new products, services or any promotions, organizations can easily promote themselves. Awareness can be brought in through media (press conference, press release), supporting charities or organizing any special events.
- PR can also help organizations to communicate with their publics, i.e. stakeholders, investors or money lenders.
- For any organization to sail through smoothly, a strong internal communication is essential. PR helps to bridge the gap between the organization and its employees.

PR Tools

Under tourism industry, PR focuses on travel, tourist destinations, hotels and restaurants. Each sector has a specific target audience and different tools must be implemented to portray different messages.

The major PR tools used in the Travel and Tourism industry are articles, brochures and social media. With the online trend speeding up, social media plays a major role in PR. For example, getting an article/blog about a ski resort on adventure loving communities or websites can be a huge promotion for the organization. Social media works mainly on word-of-mouth and sharing of experience which can benefit the tourism industry hugely.

PR has always been considered as a major part of the promotional mix to shape an organization's reputation and in the Travel and Tourism industry, the need for PR is inevitable.

Public Relations Tools and Activities

By using proven public relations (PR) tools and activities, you can promote positive attitudes and behaviours towards your business that will help convert interested consumers into customers.

PR tools are very cost-effective, and often give you a greater degree of control than more broadly targeted advertising campaigns. Consider using these PR tools to build your business's reputation.

Media relations

Media strategies focus on circulating messages through media channels to manage how your business is portrayed by the media. Your media tools might include releasing media statements and fact sheets, offering on-site media tours to encourage journalists to report positive messages about your business, and using social media to get the attention of journalists and track journalists who report in your market.

By developing good media contact lists and building relationships with key journalists to pitch media releases and story ideas to, you can use local, regional or state media to:

- promote your business
- manage risks, issues or crises affecting your business.

Media FAM Trip

A familiarization trip, often referred to as a FAM trip, is an organised visit of journalists to project, site, factory or other activities for their personal observation and coverage in media.

This gives opportunity for making the journalist understand and experience the topic and generate editorial coverage. Organisations often take media on FAM Trips to show their factory, facilities, new project, demonstration site or development sites. It is arranged to provide the journalists the opportunity to cover events or activity that are usually away from their hometowns.

Journalists are taken in a group of 5-15 for FAM Trip. They are given transport, lodging and boarding facilities. Arrangements are made to showcase the desired facility or activity. This can extend from one to two days.

While planning a FAM Trip, it's important to select the journalists. Combining print and electronic media helps in generating good coverage. Circulating information about the participating journalists among the group members helps in breaking the ice faster.

Before start of the trip, all the participants should be given backgrounder and briefing documents about the site or event they are going to visit. Story opportunities and ideas also could be suggested. The attendees should be given proper information about the programme schedule and logistics arrangements before start of the trip.

Advertorials

Advertorials are advertisements in the form of news stories or reviews in newspapers. Advertorials allow you to associate your advertising with the credibility of the newspaper.

Many businesses employ advertising or marketing professionals to help them develop TV advertorials — which are commonly used as a form of advertising and product placement.

Social media Social media lets you bypass the media and go straight to your customers. Using social networking sites such as Facebook and Twitter allows you to follow and be followed by journalists, drive web traffic, manage issues by responding quickly to criticisms or negative perceptions, and increase exposure for your business brand.

Newsletters

Print or emailed newsletters are a good way to promote your business, communicate with customers and keep them informed of new products and services.

Regular newsletters can strengthen your personal connections with customers and reflect your business brand and personality. A well written newsletter offers information of value to your customers.

Brochures and Catalogues

'Take home' or mail-out brochures or catalogues can help keep your customers thinking about your business and its products and services.

Properly designed brochures and catalogues give customers confidence in you and your brand, and help drive customers to your website or store. Information contained in business brochures and catalogues can be effectively reworked for your website, helping you do business online.

Business events

Events are opportunities for business people to gain exposure for their businesses, promote new products or services and make sure accurate information reaches targeted customers.

From a sales point of view, events are a chance to counter customer doubts and build customer confidence. They can also help you research your market and competitors, and build your mailing list. Make sure you go to the event prepared with marketing materials to disseminate and a way to collect information and customer details.

Trade shows are an opportunity for businesses to compete in their industry and share information with people in similar lines of work. Learn more about promoting your business at trade shows and exhibitions.

Speaking engagements

Speaking at events where customers are likely to attend helps position you as a leader or innovator in your field. As a business owner or leader, building your reputation as an expert also builds the reputation of your business - and draws new customers.

Events are valuable promotional opportunities even if you don't have top billing as a speaker. You will build reputation simply by having your business name or logo on the event listing, or delivering a presentation about a new product or innovation. Additionally, they provide valuable networking opportunities.

Sponsorships or partnerships

Partnerships and sponsorships are good for business. Supporting a not-for-profit cause can help build feelings of goodwill and loyalty towards your business. Community partnerships may involve an exchange of funds or in-kind benefits to grow a local community organisation in return for benefits that promote your business reputation.

Partnerships can help consumers identify your brand with good business practice and good ethics.

Employee relations

Your staff are ambassadors for your business and brand. Many larger businesses conduct employee relations - building their business culture and team relationships by sharing information, promoting involvement and instilling a sense of pride in business achievement. This can improve teamwork, staff retention and productivity, and ensure that staff are representing your business consistently and with the right messages.

Community relations

Building good relationships with members of the community where you do business helps build customer loyalty. Find out where the customers in your community live by collecting postcodes at point of sale.

Engaging local stakeholders and decision makers helps build your profile and level of influence, helping you to attract more customers through word-of-mouth and ensuring your business interests are factored into community decision making.

Sales Promotion

Of all the methods of promotion “Sales Promotion” is the only method that makes use of incentives to complete the ‘ push-pull’ promotional strategy of motivating the sales force, the dealer and the consumer in transacting a sale.

In the words of Philip Kotler, “Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade”.

Sales promotion is a catch-all for all such promotion activities which do not fall into the ambit of advertising, personnel selling, or publicity. In other words sales promotion refers to all activities other than advertising, personal selling, and publicity that motivate consumers to purchase and also involve offers of incentives that are non-recurring in nature. Cash discounts, free samples, exhibition, sales contests, free gift offers, and free sample distribution etc are all examples of sales promotion. Sales promotion includes short-term incentives which are designed to encourage the buyers to make immediate purchase of a product or service. In other words it includes all those activities except advertising, personal selling and publicity that are designed to persuade the consumers and increase sales.

In addition to increasing competition, sales promotion makes an immediate effect on sales. Measurement of the effectiveness of sales promotion is easier as compared to other promotional methods. Further, retailers play an important role in stocking, displaying and selling a product, and sales promotion helps in developing and maintain trade relationships. With a potential to complement and supplement the advertisement function, sales promotion helps realise a number of objectives, prominent among them include the following:

- Increase sales of all products and services in general specially those of slow-moving and new products in particular by increasing their usage,
- Attract new customers and retain old customers,
- Launch new products quickly and make them move faster through dealers,
- Educate customers regarding product improvements and encourage them to purchase from the same product line,
- Motivate dealers to stock and sell more and participate in sales contests and dealer displays,
- Motivate sales force to achieve targets, focus on new products and services and difficult territories,
- Improve manufacturer-dealer relationship.

Difference between advertising and sales promotion

Advertising	Sales Promotion
Advertising is impersonal in nature	Sales promotion is personal in nature.
It is aimed at creating demand	It is aimed at increasing sale
It targets a huge population at a time	Its scope is limited as compared to advertising
Advertising does not provide immediate feedback	Sales promotion provides immediate feedback to companies

Methods of Sales Promotion

Various sales promotion methods are built around consumers, dealers and members of the sales force. Some aim at producing immediate impact while others aim at delayed impact. Under immediate impact schemes a consumer, dealer and a sales person gets the incentive at the first contact, purchase or on performing a one-time act, like price discounts, free samples, large quantity packs etc. Under the delayed impact schemes he is called upon to comply with the scheme over a period of time, before receiving the full benefit of the scheme, like coupons, trading samples, contests etc. A brief description of some of these sales promotion methods mainly used in tourism sector are as follows:

Discount Coupons: This method is followed for consumer shopping goods such as textiles, household articles, etc. Consumers are allowed to avail discounts on their purchase when they surrender their coupons to the seller.

Free Samples: In this method the companies distribute samples of their product free of cost. This method is most effective in promoting consumers necessities and convenient goods. For example newspapers, medicines, etc.

Trade Shows & Exhibition: Trade shows and exhibitions are conducted to attract the attention of consumers and remind them of the product available in the market.

Of late a great deal of sales promotion activity on the part of hotels, travel agents, airlines, and financial service institutions has been noticed. Price discounts by airlines, chance to fly free through flyers club, premiums by hotels, incentives to travel agents and tour operators, etc are some common sales promotion schemes offered by tourism service providers. Tourism departments go in for destination promotion. They organise contests or offer incentives and awards for the tour operators for bringing the largest number of tourists, etc. Tourism services, like other services, are perishable and intangible and a service not utilised in time is an opportunity lost forever, be it an airlines seat or a hotel room. The situation, therefore, requires the use of sales promotion schemes particularly in services affected by seasonality or having intense competition. Tourism sector is seasonally affected and discounts are a means to initiate tourists. Tourism services provide tremendous opportunities for joint sales promotion. For example, airlines join hands with hotels and car rentals promoted through travel agents and tour operators.