

# A Study On Tourism Marketing Development: Literature Review

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## Abstract

India has reasons to be proud of its democratic traditional in any part of the world, you'll find Indian. The people of the country need the future citizens to be good with strong moral and ethical values. Times have certainly changed. Today more and more graduates from the science, engineering, management and other streams are making their way. The more mechanical and competitive life we need some relaxation, choose any tourism (tour) plan to protect us. Learning a new skills and the joy of new discoveries, choose tourism. Accepting leisure without guilt and enjoying it, choose tourism. The most exciting treat you will ever have Where ever you are. Whatever you do life both precious and fragile need to be predicted as well as to be allowed to flourish.

**Keywords:** Tourism, Marketing, Tourism development

## I. INTRODUCTION

Tourism can be domestic or global, and international tourism has both returns and gregarious implications on a country's balance of payments. Nowadays, tourism is a foremost source of income for many countries, tourism in India is economically important and rising quickly the world travel & tourism assembly calculate that tourism generate the nation's GDP. Tourism designs general policies for improvement and encouragement of tourism.

### **A. Tourism**

Tourism means the practice of touring or travelling for pleasure or recreation or understanding.

### **B. Tourist**

Tourist is a temporary visitor residing at least twenty four hours in the country visited and the purpose of whose journey may fall under recreation, holiday, health, study, religion, sports, business, family and meeting and conferences.

### **C. Tourist Centre**

Tourist centre is a village or town with a definite concentration of tourist resources, material base and infrastructure of tourism development.

### **D. Tourism Facilities**

Facilities which include accommodation like hotels, boarding houses, guest houses, and youth hostels. They also include recreational and sport facilities of wide variety and also all the necessary infrastructure like transportation, banks and some other utilities.

### **E. Tourist Product**

A sum product of country's tourism infrastructure and tourist services which hopefully result in consumers' satisfaction.

### **F. Domestic Tourist**

A local person who makes a tour, travelling from place to place for pleasure, business, missionary, sports and political activity within the country.

### **G. International Tourist**

A person who makes a tour, travelling from place to place for pleasure to areas, foreign to his residence.

### **H. Cultural Tourism**

It is the form of tourism whose object is, among other things, discovery of monuments and sites. It contributes to their maintenance and protection and in doing so, brings in social, cultural and economic benefits to people.

### I. Objectives of the study

The main objective of the study is to analyze the satisfaction of the tourists towards tourism development. The study intends to find answers to the problems and shortcomings in tourism infrastructure development in the study area and tourism sustain services such as quantity and quality of public transport, accommodation, food, bank, parking facility, shopping, and medical facilities and so on. The opinion and the suggestions from the tourist respondents included herein would provide guidelines for future course of study.

### J. Character and types of tourism

On the additional offer, a tourist belong to mass tourism is a companionable tourist, with the guide intuition. He burden services to which he is familiar and does not want a modify in his living fashion, but from a achievable dealings involving persons. Tourists may often shift in official and unofficial groups. There are unusual types of group tourists. There are special group like married couples, principally honeymooners, family groups, friends circles or groups of students studying in the same class. Only just accommodating holidays are enjoyed also by a group of human resources belonging to a ordinary business organization. People may from different group in the course of trip itself. For case, pilgrims may start their journey independently but different position and the strain of the passage may often bring them together. Tour operators similar to Thomas cook with their prepaid enclose tour usually from the largest and most various multilingual people. A single tourist might be a social transient in search of treatment, sexual characteristics or other pleasure. He could also be a high business administrative or government official who comes to the tourist spot to shed his inhibitions. A great of them would, still perform like a few added tourist.

### K. Motives for Tourism

Starting the motivational position of outlook, a division knows how to be made between a recreational tourist and a aggravated tourist. The major support of the first type of tourist is to travel for enjoyment with amusement worth or play as an end in itself. Traveling for pleasure is there, but not as a chief motive. For case, a commercial tourist activity generally from one place to another to starting or replenish his business associates. The sense of achievement of his religious advice may increase with the need of the journey. A student going abroad for upper study or to be present at a summer train selects the university or college as his place of study not by the same kindness that would control supreme for a holiday tourist. The declared incentive is not only pure pleasure but educational reason also. But, in carry out, such educational tours may often be concealment for an excursion or picnic. It may be pertinent to add here that different motives for a tour need unavoidably lead to different types of tour. A businessman or a government official or an educationist. Equally the same motive for tourism may lead to different types of touristic activities guide. The nature of tourism of an educationist presence a seminar would be different from that of a replace study.

## II. CONCEPTUAL FRAMEWORK

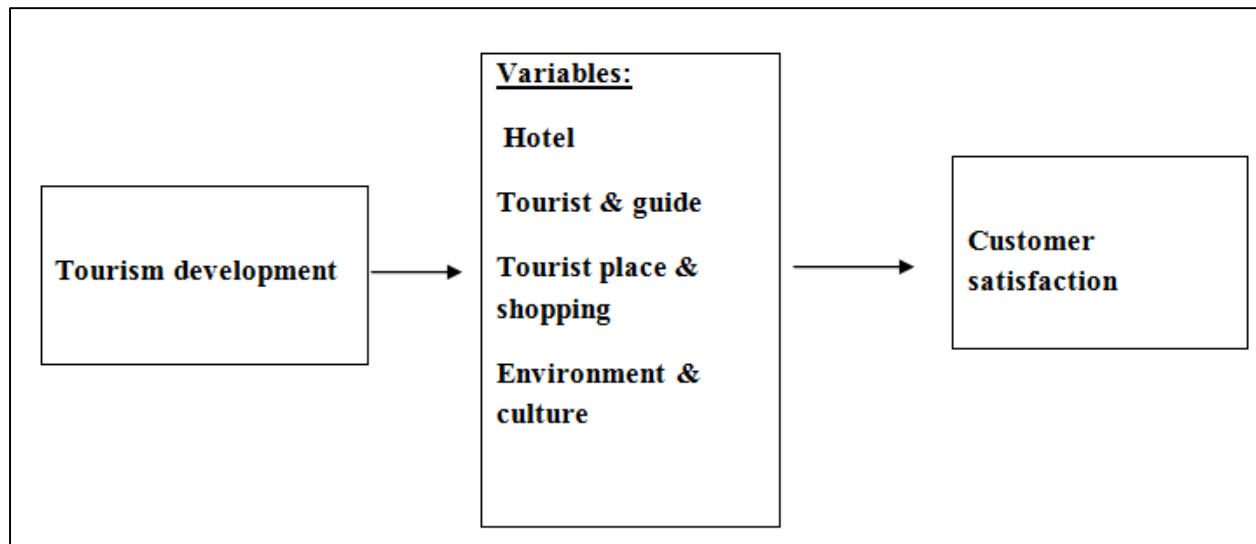


Fig. 1:

## III. LITERATURE REVIEW

Moulana and Smith (2000) pointed out that the Central government has the pivotal role in the international tourism infrastructure by casing appropriate tourism policy. Systematic approach to the study of travel and tourism was pioneered by Gunn who has referred to the functioning of tourist system by involving five components like marketing, attractions, service/facilities, transportation and information promotion.

Hotels are the vital and essential components of tourism industry. They are the foundation in the arch of global tourism. It brings tourists from all parts of the world and from all saunter of life into a common fold. It is a miniature country representing to the tourists from distant, far-off lands, the feel and taste of a country's cuisine, culture and its way of life. Without an adequate development of accommodation wealth, all the national scenery all the climate virtues and all the sporting and recreational facilities do not suffice to maintain a good volume of tourist trade.

Richie and Sheridan (2002) have done significant research in Tourism Approach Research. Alternative Approaches to attitude measurement has been gracefully discussed by Gordon H.C.McDougall and Huge Munro. Since 1971 Conjoint Analysis has gained widespread acceptance as a technique for evaluation of customer trade-offs, a detailed account of this Research Technique in Tourism can be seen from John D.Claxton

Tourism, whether international or domestic, as an industry is tailor-made for a country like India. The labour intensive environment of the industry is particularly appropriate to its labour surplus economy. India's rich cultural legacy and the wide panorama of its scenic beauty create an inexhaustible source of touristic attraction that cannot be exported or imported and therefore it is like any non traded good as the term is used in international literature. Yet, as an industry, tourism in India, is even now relatively under studied. This is true, in spite of the fact that from time to time, both the government organizations have sponsored and national research institutes have conducted quite a few studies on tourism development.

The study undertaken by Dr. Sc. Davar and Mrs. Vinti Dever, entitled "Marketing of Tourism Services: A study of Haryana Tourism" highlights the working of Haryana Tourism Corporation Limited ( A State Government Undertaking ) on the basis of the annual reports of the corporation. The study focuses its attention only on the boarding and lodging services of the Haryana Tourism Corporation.

The study "Tourism Industry in India - A study of its Growth and its Developmental needs " - undertaken by M. Selvam, has attempted to analyse the growth of tourism industry in India on the basis of tourist arrivals. The study has also analysed the important tourist infrastructural facilities such as, tourist attraction, accommodation and transport. The role of tourist guides and travel agents in the promotion of tourism is discussed.

The study "The marketing strategies for Beach Tourism in Kerala" by Pradeep. P. Suthan, Jo. Michael, Raja T.A., Raffi. S, and Baiju S. has identified how to find out market for beach tourism and attempted to find out the existing facilities for tourists at the beaches and the types of facilities rising to the expectation of the tourists and suggested ways and means to develop an effective marketing strategy for beaches in Kerala.

The study, "Elements of Marketing for Tourism and Travel Industry" by Beene George deals with the important marketing elements for tourism and travel industry, tourism publicity, public relation, publicity by private tourist bodies and role of travel agents and tour operators in promoting tourism in Kerala.

The study "Marketing Strategy - India as a destination for leisure holidays" by Lini Madhavan deals with marketing mix, benefits of tourism and segmented the tourist market as geographic, demographic, socio-economic and psychographic. This study analyses the potential tourist market for India.

#### **IV. CONCLUSION**

To conclude, all these improvements and facilities are done and created, in order to bring a sea change in the tourism industry in general and specifically for India. For the effective development of the potentials in the tourism industry, government should formulate and design policies related to development of travel industry as well as travel education scenario in India. Today, there is an urgent need to carry out an extensive survey of the tourist wealth of the state on scientific lines and their usage pattern. A common strategy is to be followed to give more tourism products with quality and quantity. In india contribute the low amount for a tourism. In future more development need for a tourism field. Many of the foreign people are visited in india. In this more study need for the tourism development.

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