Tourism Marketing

Devashish Das Gupta

Associate Professor
Indian Institute of Management Lucknow

PEARSON

Delhi • Chennai • Chandigarh

Contents

	About the Author	XIII
	Preface	XV
	Acknowledgements	xix
1	Tourism Market Environment Scanning	1
	Objectives	1
	Introduction to Tourism Marketing	1
	The Significance of Market Environment	2
	Market Environment	2
	Constituents of Tourism Market Environment	4
	Tourism Micro-Environment — Porter's Five Forces Model	4
	Tourism Macro-Environment — PEST Analysis	4
	Market Environment Scanning of Selected Tourism Destinations	5
	Jaipur	5
	Shimla	8
	Hampi	13
	International Tourist Destination: Singapore	16
	Unsung Tourist Destination: Meerut (Uttar Pradesh)	20
	Summary	23
	Field Exercises	24
	References	24
2	Tourist Consumer Behaviour	25
	Objectives	25
	Introduction	25
	Needs of a Tourist	26
	Tourist Life Cycle	27
	Tourist Consumer Behaviour	28
	Analysing Tourist Characteristics	29
	Product-Related Segmentation	30
	Demand-Based Segmentation	30
	Tourist Decision-Making Process	31
	Behavioural Sequence Model	31
	Information Search	31

	Motivators and Deterrents for Tourist Consumers	34
	Motivators	34
	Deterrents	36
	Tourism Consumer Behaviour — Typologies	36
	Sunlust and Wanderlust Tourism	36
	Individual-Experiencing Capability	36
	Shopping and Tourism	37
	Unsung Tourist Destination: Ganapatipule	37
	Summary	39
	Field Exercises	40
	References	40
3	Customer Value, Loyalty and Satisfaction	41
	Objectives	41
	Introduction	41
	Customer-Perceived Value	42
	The Value Hierarchy Model	42
	The Typology of Consumer Value	42
	Sheth, Newman and Gross Model	42
	Customer Benefit	43
	Customer Cost	44
	Customer-Oriented Organization: A Modern Approach	44
	Customer Value Proposition	45
	Problems	45
	Solutions	46
	Customer Loyalty	47
	Customer Satisfaction	47
	Overall Satisfaction with Travel and Tourism Services Model	48
	Why Measure Satisfaction?	5C
	Tourism Product and Service Quality	50
	Customer Relationship Management: The Tourism Perspective	51
	Attracting and Retaining Customers	52
	Differentiating Services: An Approach	52
	Advertisement: Impact on Customer Value	53
	Case Study: Advertising and Web Sites — Medium for Communicating Value	53
	Unsung Tourist Destination: Tarkarli (Maharashtra)	56
	Summary	57
	Field Exercises	57
	References	57

4	Services Marketing Issues in Tourism	59
	Objectives	59
	Introduction	59
	Tourism as a Service	60
	Service Industries Related to Tourism	61
	Scope for Improvement in Existing Tourist Services	62
	Role of Marketing in Tourism Services	62
	Channels of Marketing in Tourism Services	63
	Service Quality in Tourism	64
	Tourism Services Marketing Strategies	64
	Issues in Tourism Marketing	64
	Parasuraman's Service Quality Model	66
	Case Study: Tourism in Goa	67
	International Destination: Seattle, Washington	69
	Space Needle	69
	The Pike Public Market	69
	Underground Touring	69
	Seattle Tulip Festival	70
	Unsung Tourist Destination: Srivardhan – Harihareshwar (Maharashtra)	70
	Summary	71
	Field Exercises	71
	References	72
5	Marketing Mix and C's of Marketing in Tourism	73
	Objectives	73
	Introduction	73
	How Tourism Marketing is Different	73
	Case Study: Hong Kong — The Transformation	74
	Marketing Mix	75
	Internal Marketing Mix	75
	External Marketing Mix	75
	Case Study: The 4 C's of Tourism	77
	India as a Tourist Destination	77
	Types of Indian Tourism	78
	The 4 P's of Indian Tourism	80
	Case Study: Lakshadweep — Untapped Potential	81
	Case Study: From Cricket to Olympics	83
	The 4 Cs of Tourism Marketing	83
	Unsung Tourist Destination: Panikhet	88

	Summary	89
	Field Exercises	89
	References	90
6	Tourism Life Cycle	91
	Objectives	91
	Introduction	91
	Stage 1: Exploration	92
	Stage 2: Involvement	92
	Stage 3: Development	92
	Stage 4: Consolidation	92
	Stage 5: Stagnation	92
	Stage 6a: Decline	92
	Stage 6b: Rejuvenation	92
	Tourism Area Life Cycle Theory	93
	Life Cycle Theory: Origin and Use	93
	Implication of TALC Theory	93
	Tourism Regions	94
	Validation of TLC Theory on Real Destinations	95
	Identifying Butler's Stages	95
	Tourist Life Cycle	96
	General Marketing Strategies	97
	Tourist Destinations in India	98
	Criteria for Selecting the Destinations	98
	Identification of Life-Cycle Stages and Marketing Strategies	101
	Taj Mahal	101
	Marketing Strategies	104
	Generic Strategies	105
	Fatehpur Sikri	105
	Bada Imambara	107
	Hampi	108
	Valley of Flowers	111
	Summary	114
	Field Exercises	114
	References	114
	Appendix	115
7	Tourism Market Segmentation and Targeting	117
-	Objectives	117
	Introduction	117
	Market Segmentation, Targeting and Positioning (STP)	118

	Segmentation	119
	Segment Identification	119
	Segmentation Techniques	119
	Segment Evaluation	119
	Levels of Market Segmentation	120
	Patterns of Market Segmentation	121
	Effective Segmentation	121
	Market Segmentation in Tourism	121
	Special Bases for Tourism Segmentation	124
	Application of Segmentation Variables in Tourism	125
	Targeting	126
	Selecting and Entering Market Segments	126
	Targeting Multiple Segments and Super Segments	127
	Positioning	127
	Prominent Genres in Indian Tourism	128
	Case Study: Mcleodganj and Triund — An Exciting Experience as a Tourist	131
	Unsung Tourist Destination: Renuka Lake	133
	Summary	134
	Field Exercises	134
	References	134
8	Differentiation and Positioning in Tourism	135
8	Differentiation and Positioning in Tourism Objectives	135
8	_	
8	Objectives	135
8	Objectives Introduction	135 135
8	Objectives Introduction Differentiation: Basic Idea	135 135 136
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation	135 135 136 136
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools	135 135 136 136 137
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation	135 135 136 136 137 137
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process	135 135 136 136 137 137 139 140
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote?	135 136 136 137 137 139 140 141
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors	135 136 136 137 137 139 140 141 141
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors Positioning of Three Indian States	135 136 136 137 137 139 140 141 141 142
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors Positioning of Three Indian States Uttarakhand	135 136 136 137 137 139 140 141 141 142 142
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors Positioning of Three Indian States Uttarakhand Kerala	135 136 136 137 137 139 140 141 142 142 143
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors Positioning of Three Indian States Uttarakhand Kerala Goa	135 136 136 137 137 139 140 141 141 142 143 144 145
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors Positioning of Three Indian States Uttarakhand Kerala Goa Case Study: Singapore's Positioning as a Tourist Destination	135 136 136 137 137 139 140 141 142 142 143 144 145 <i>146</i>
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors Positioning of Three Indian States Uttarakhand Kerala Goa Case Study: Singapore's Positioning as a Tourist Destination Case Study: Positioning of West Bengal Using Durga Puja	135 136 136 137 137 139 140 141 142 142 143 144 145 <i>146</i>
8	Objectives Introduction Differentiation: Basic Idea Stages in Differentiation Differentiation Tools Services Differentiation Positioning: Basic Idea Consumers' Perceptual Space Positioning Process How Many Differences to Promote? Positioning Errors Positioning of Three Indian States Uttarakhand Kerala Goa Case Study: Singapore's Positioning as a Tourist Destination	135 136 136 137 137 139 140 141 142 142 143 144 145 <i>146</i>

	Unsung Tourist Destination: Ghatshila (Jharkhand)	150
	Summary	151
	Field Exercises	151
	References	151
9	Tourism Product Development and Packaging	153
	Objectives	153
	Introduction	153
	Tourism Product	153
	Tourism Product Development	154
	Essential Requirements in Product Development	156
	Creating Experience Set	157
	Experiences are Different from Activities	158
	How Does It Work?	158
	Experiences, Not Destinations	158
	Product Differentiation	158
	Walt Disney World Resort — A Tourist Destination with a Difference	160
	Product Positioning	160
	Product Development and Sustainable Tourism	161
	Tourism Product Packaging	161
	Packaging Benefits	162
	Tourism Packaging Factors	163
	Incentives	163
	Communication	163
	Branding	163
	Pricing	164
	Case Study: Barnawapara Sanctuary	164
	Unsung Tourist Destination: Mirzapur	167
	Summary	169
	Field Exercises	170
	References	170
()	Tourism Promotional Mix: An Integrated Marketing	
	Communication (IMC) Approach	171
	Objectives	171
	Introduction	171
	The Communication Process	172
	Types of Attention	173
	Integrated Marketing Communication	173

	Tourism Marketing Communication (TMC)	174
	Significance of Tourism Marketing Communication	174
	Relevance of Tourism Marketing Communication	174
	Influence on Tourists	175
	Implications of TMC	175
	Applications of TMC	175
	Analysis of Situations in which TMC Suits Best	176
	Communication Objectives	176
	Long-Term Objectives	176
	Short-Term Objectives	177
	Stages in Designing Communication Strategy	177
	Identification of Target Audience	177
	Determining Communication Objectives	178
	Designing the Message	179
	Selecting Communication Channels	179
	Establishing Promotional Budget	180
	Deciding on the Promotional Mix	180
	Measuring Promotional Results	180
	Tools of Communication	180
	Developing an IMC Mix for Different Types of Tourism	181
	Undifferentiated Marketing	181
	Differentiated Marketing	182
	Concentrated Marketing (Niche Marketing)	182
	Contemporary Avenues in Tourism Marketing Communication: Blogs	184
	Blogs	184
	Case Study: Promoting San Gimignano	185
	Case Study: Incredible India Campaign	186
	Unsung Tourist Destination: Chail (Himachal Pradesh)	188
	Summary	189
	Field Exercises	190
	References	190
11		
П	Destination Branding: Building Brand Equity	191
	Objectives	191
	Branding	191
	Destination Branding	191
	Branding Country, Region and City	192
	The Principles of Destination Branding	192
	Benefits of Destination Branding	193
	Destination Brand Positioning	193

	Destination Brand Equity	194
	Destination Branding: Evolution	195
	Destination-Brand Models	197
	Places as Relational Brand Networks	198
	Choosing a Destination	200
	Destination Brand Performance Measurement	200
	Brand Value Sustenance	200
	Case Study: Destination Branding in Kerala	201
	Unsung Tourist Destination: Velankanni	206
	Summary	207
	Field Exercises	208
	References	208
12	Information and Communication	
	Technology in Tourism Marketing	209
	Objectives	209
	Introduction	209
	Role of Information and Communication Technology (ICT) in Tourism	210
	Web Site	210
	Mobile Communication	211
	Smart Cards	212
	Management Information System (MIS)	212
	ICT and Tourism Marketing: Infinite Avenues for Growth	212
	Key Trends for Use of ICT	212
	ICT and Tourism: Key Roles and a Concept of an e-Community	214
	Comparison of Indian Tourism Web Sites with their Global Counterparts	217
	Unsung Tourist Destination: Chitrakot (Chhattisgarh)	219
	Summary	220
	Field Exercises	220
	References	220
13	Tourism Marketing: Planning, Implementation	
	and Control — A Holistic Approach	221
	Objectives	221
	Introduction to Tourism Marketing	221
	Strategic Context	222
	Corporate Vision	222
	Corporate Mission	222
	Corporate Goals and Objectives	223

	Analysis of the Tourism Environment	223
	Strategic/Macro-Environment	224
	Tactical/Micro-Environment	227
	Analysis of Market Environment	228
	Analysis of Internal Environment	228
	Marketing Budget	229
	Strength Weakness Opportunity Threat (SWOT) Analysis	229
	Marketing Strategy Formulation and Planning	230
	Generic Strategy Options	230
	Market Position	230
	Push or Pull Approaches to Marketing Strategy	231
	Marketing Objectives	231
	Segmentation, Targeting and Positioning	231
	Implementation: The Tourism Marketing Mix	233
	Implementation	233
	Extended Marketing Mix	235
	Marketing Control	236
	Evaluation	236
	Control	237
	Terrorism and Tourism	237
	Terrorism Prevention	238
	Tasks for Terrorism Prevention Cell	238
	Case Study: Croatian — Tourism Marketing Issues	238
	Conclusion	241
	Unsung Tourist Destination: Ranchi	242
	Summary	244
	Field Exercises	244
	References	244
14	Contemporary Avenues in Tourism	245
	Objectives	245
	Introduction	245
	Tourism with a Difference: Some Unique Tourist Destinations	246
	Buñol, Spain	246
	Llanfairpwllgwyngyllgogerychwyrndrobwllllantysiliogogogoch, Wales	246
	San Jose, California	247
	Ahmedabad, Gujarat, India	247
	Ecotourism	248
	Basic Principles	248
	Sports and Adventure Tourism	250

Recent Trends	251
Entertainment Tourism	252
Disneyland	252
Film Festival Tourism	253
Film Tourism in India	253
Conclusion	254
Medical Tourism	254
Reasons for the Success of Medical Tourism	255
Medical Tourism in India: An Emerging Industry	255
Literary Tourism	256
Rural Tourism	257
Rural Tourism Development	258
Rural Tourism in India	258
Challenges	259
Conclusion	259
Music Tourism	259
Graceland, Tennessee	260
Traditional Music of Scotland	260
Chennai Music Festival	261
To Conclude: Some Upcoming Trends	261
Space Tourism	261
Dark and Disaster Tourism	262
Other New Advents	262
Case Study: Dubai Shopping Festival	262
Unsung Tourist Destination: Wayanad (Kerala)	264
Summary	264
Field Exercises	265
References	265
Glossary	267
Index	271
Contributing Students	279