

Golden Research Thoughts

Abstract:-

Destination marketing is the process of communication with potential visitors to influence their destination preferences intention to travel their final destination. The information intensive nature of tourism industry suggests an important role for the internet the web Technology in the promotion and marketing of destination. The marketing strategies are considered within the context of prevailing images tourist sites and the important attachment to destination images and brands in general are also evaluated. The purpose of this paper is to identify destination features which contribute to build a positive destination image and factors influence the destination image.



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Keywords:

Image, Strategic plan, Visitor expectation, Performance indicator.

TOURISM MANAGEMENT AND DESTINATION IMAGE



MEANING/INTRODUCTION

Destination - The place to which someone or something is going or being sent

Marketing – the action or business of promoting and selling products and services including market research and advertising

Destination Marketing – it means promoting a place (restaurants, shopping revenues, town, city, region or country) for tourism and in the process of promoting these, it also focus on the development and marketing of the destination to attract visitors (tourists or business travel or some other purpose).

Tourism – It is defined as travelling of people from one place to another (It may be within country or out of country) for any purpose (leisure, religious, recreation or meeting family members or to attend functions).

A destination market is to promote the city, towns, regions, country for the purpose of to attract the visitors, to influence their tastes and preferences, and to increase their numbers.

It helps to promote the development of the country, tourist marketing and services.

Indian Destination Market organizations are doing many works for the purpose to promote the tourist market.

In India Indian Medical Travel Organization (IMTA) is doing this work. It provides the wide range of resources to the tourist business. The purpose and duties of DMO'S is to represent the towns, cities. They provide travel related information related to lodging, dining, tourist attraction, transport and more.

LEARNING OBJECTIVES

- ❖ To understand the concept of Destination marketing.
- ❖ To understand the role of internet in Destination marketing.
- ❖ To understand the role of Destination marketing for tourism promotion

LITERATURE REVIEW

“As tourism services are intangible, images become more important than reality” (Govers & Go, 2007).

Ritchie, B. J. (1984). "Assessing the impact of hallmark events: Conceptual and research issues." *Journal of Travel Research*, 23(1), 2–11.

"Explain of hallmark event (major one-time or recurring events of limited duration s) on the destination area which has generated the event. These effects include not only the economic results but also (physical, socio-cultural, psychological, political) impacts. Our study developed enhances the awareness, appeal and profitability of tourism.

Dimanche, F. (2007). "Hosting signature events for anchoring destinations." World Tourism Conference, Keynote Presentation.

Explain the benefits of a marketing strategy for destinations as well as from businesses, marketing strategies that are increasingly used to position a destination help to image of destination in the minds of the customers."

Greffe, X. (2009). "The economic impact of the Louvre."

Explain measure the economic benefit of a cultural institution, as well as destination we take two methods

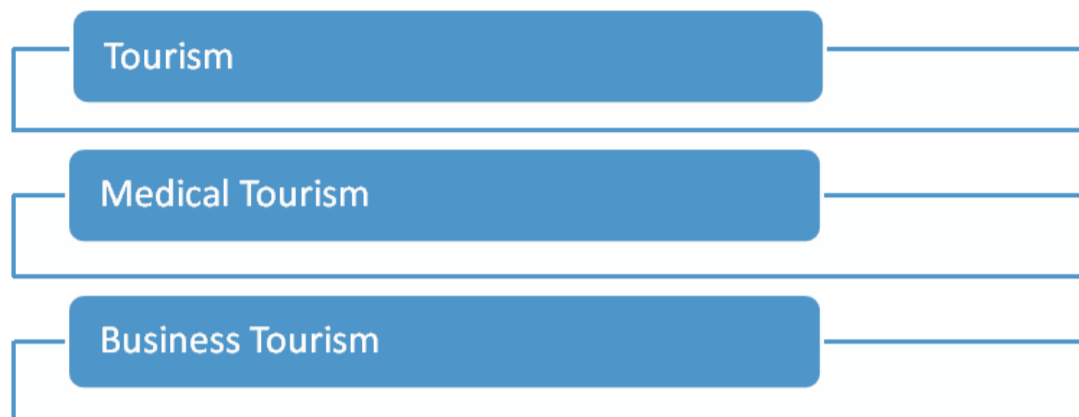
Demand Analysis (surveys potential visitors to assess the value they place on gaining access to a tourism destination); and

Supply Analysis (uses input-output multipliers to transform tourism expenditure data into economic impacts and spin-off effects).

As tourism destination products and services cannot be tested prior to the purchase, consumers have to build images of them and make their purchase decision based on these images. Whether the image is an accurate portrayal of what the respective destination is really like is thereby not so important, what really matters is the mere existence of the image in the minds of potential consumers (Mayo, 1975, p. 15).

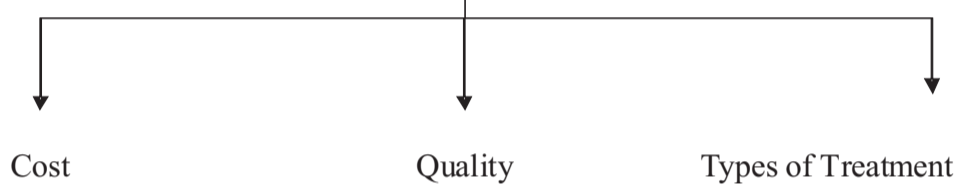
Images play an essential role in destination choice matters, and the ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities. Although not all elements contributing to the development of an image can be controlled, tourism marketers want to strategically establish, reinforce and, if necessary, change the image of their destination (Chi & Qu, 2008, p. 634).

TYPES OF DESTINATIONS



Medical Tourism – it is also known as health tourism. When people travel to another place for medical treatment, it is known as medical tourism. The word “tourism” is added to it because along with the treatment they also go for sightseeing.

Reasons for medical tourism



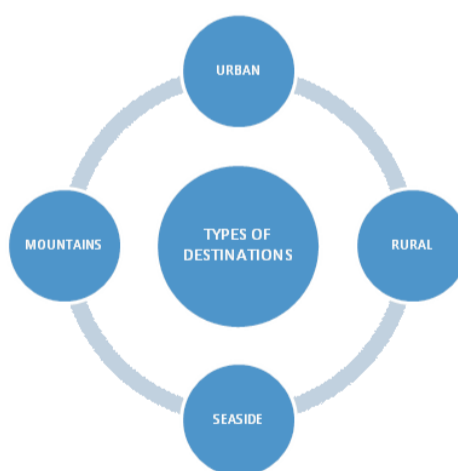
Cost – Sometimes developed country go for underdeveloped country because of cost involved in the treatment.
Quality:

- ❖ Technical or mechanical quality
- ❖ Serviceable or functional quality

Types of treatment:

- ❖ Dental
- ❖ Surgery
- ❖ Genetic disorder
- ❖ Organ transplantation
- ❖ Fertility
- ❖ Alternative treatment

Business tourism – it is defined as travelling of people for business purpose (it includes meetings, and attending conferences and exhibition) from one place to another place. There are different types of destinations. And every destination has its own features.



URBAN DESTINATION- Usually people visit urban destinations for the purpose of meet politicians and business associates. Also people visit urban areas for the religious purposes as where religious mosques and temples are usually situated. Businessman visits urban areas for business purposes, conferences and exhibitions and also people went there for sightseeing and shopping.

Olympic organizations also organize their games in urban areas. Recently COMMON WEALTH GAMES 2010 had become the place of attraction for the tourists of the world. That was also being the golden business opportunity for my businessman and common public.

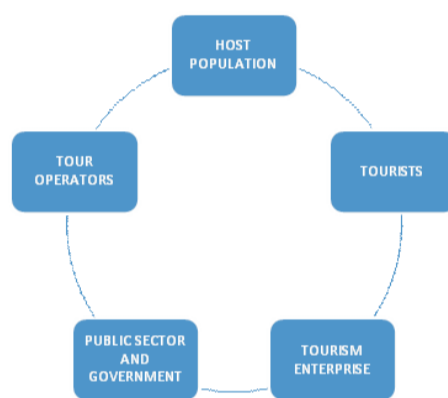
RURAL DESTINATION- Rural tourism is developing rapidly. Rural areas are becoming the common attraction for many people. Usually people visit rural areas to meet the nature. And also some students went there for their education purpose.

Businessman usually visits rural areas to deal with farmers and framers are taking good benefits from it. This will also helps in to improve the economic structure. When the rural economy is strong of any country that country will quickly comes in the queue of developed countries.

SEASIDE DESTINATIONS- Seaside destinations are the traditional destinations for the people. From North India people went to south to enjoy the sunshine as well as sea sports like-GO A and KERELA.

MOUNTAIN OR HILLY DESTINATIONS- Hilly destinations are the most common places o visit of Indian people. Usually people want to spend their time at cold places. In summer season usually people love to visit SHIMLA and MANALI.

INTERESTS AND BENEFITS OF DIFFERENT PEOPLE



COMPETITION

Destination market is increasingly going popular worldwide day by day. There are several models for marketing and management of destination. Marketing of destination should balance a strategic objective of the sustainable natural resources as well as stakeholder.

Every organisation applies different techniques and uses different resources to promote their destinations. And this difference creates a competition. Now a day’s India become a large competition in terms of destination for other country.

PLANNING AND PROMOTION OF TOURIST DESTINATIONS

ADVERTISING

- ❖ Brochures (containing photo capture the attention of the customer)
- ❖ Support of our Indian leaders
- ❖ Try to convert the occasional demand into regular demand.

Motivational Factors – There are many motivational factors of tourism. Basic motivation factors are safety and security for tourist. If destination is not safe for tourist the tourism of destination may decline. Second motivation factor is facility i.e. transport facility bank facility telecommunication facility hospital facility etc; attraction facility includes heritage special events activities nature of destination clement. Others factors for tourists motivation are pre-arranged package cost, business purpose. The marketing segmentation also plays a vital role of promoting tourism. Market segmentation is process of subdividing a large homogenous market into segments having similar want or demand and expectation of tourist and customer of targeted market. The development product and services to attract tourist is complex process because the need and desire contently change.im the development process including branding market mix also used segmentation strategies (behaviour, demographic, psychographic, geographic differences).

Basic : Safety and security and destination atmosphere

facility : Transport, bank, telecommunication, Hospital, etc.

Attraction : Heritage, special, events, activities, nature, etc.

Others : Pre-arranged package cost.

Limitation: The study is limited to Delhi only .The observations made in the study are purely based on the respondents which may be biased.

Sample: Respondents are selected who are engaged in the destination and who are visited to the destination the sample size of the research paper consist of 50 tourists from Delhi region.

Destination Marketing Questionnaire 50 Respondents

Responses are within brackets ()

1. Your name
2. Your age is: Under 25(30), 25 – 50(15), Above 50 (5)
3. Are you? - Male (32), Female (18)
4. Nationality
5. Purpose of visit – Leisure (29), Business (0), Meeting with friend/relatives (7), any Occasion (10), other (4).
6. Your main interest in selecting a destination: Adventure (19), Culture (0), Health (0), Nature (4), Religion (10), Visiting place seen on TV/movie (17).
7. What is the most challenging problem that you face when choosing a destination: Information (15), Reliability (5), Language (7), Price (19), other (4).
8. Where did you hear about this tourist destination? I already knew of it (8), Internet (19), Friends / relatives (7), Media (5), Books / guides (10), Travel agency (0), Fairs / exhibitions (1), It was part of the travel package (0).
9. Is this your first visit to this tourist destination? Yes (32), No (18)
- 10.

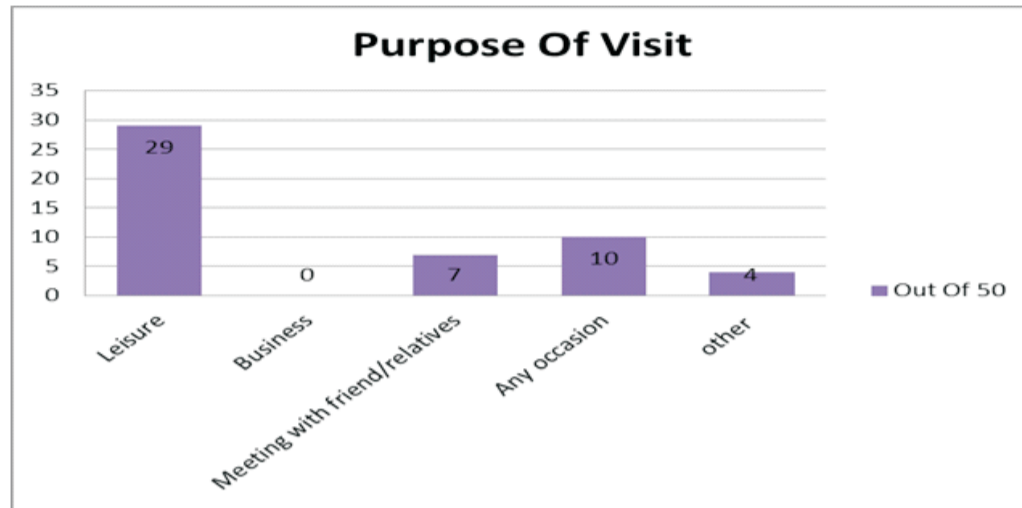
	Strong Agree	Agree	Neutral	Disagree	Strongly Disagree
a. Friendly Behaviour of Staff	7	12	27	2	2
b. Tourist destination has a unique image	12	27	8	3	0
c. I think this tourist destination is popular	29	11	8	2	0
d. The staff at this tourist destination always put guest first	3	11	30	4	2
e. This tourist destination respects the natural environment	12	23	8	5	2

11.

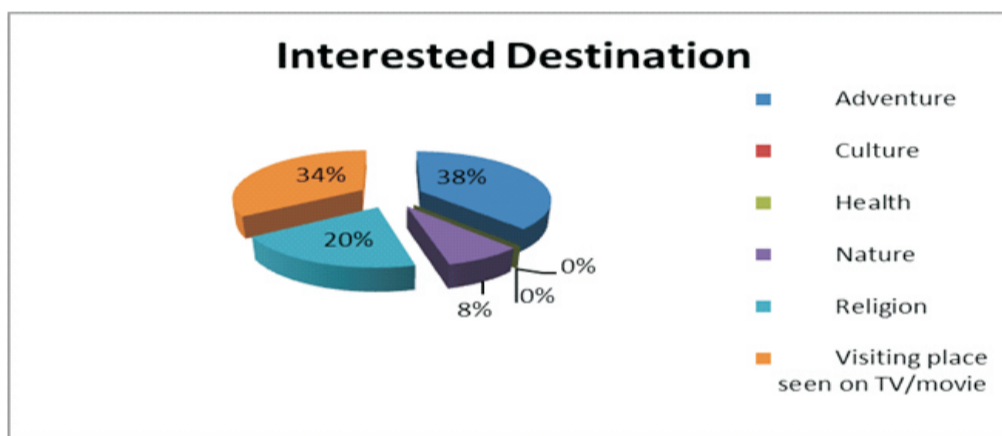
	Very Good	Good	Neutral	Bad	Very Bad
a. Personal safety and security	4	24	9	5	8
b. The destination can be easily reached	6	15	20	8	1
c. Overall cleanliness of the destination	4	20	18	3	5
d. Climate conditions	0	22	24	0	4
e. Diversity of cultural/historical attractions (Architecture, Traditions and Customs)	41	7	2	0	0
f. The quality of the accommodation (hotel, motel, apartment, etc)	2	8	15	10	15
g. Friendliness of the local people	8	24	16	0	2
h. Organization of the local transportation services	0	8	38	4	0
i. Possibilities for shopping	0	0	6	10	34
j. Offer of cultural and other events	0	3	7	17	23
k. Making a booking at this tourist destination was easy	17	12	13	0	8

Sample technique: The collected data has been analysed by using various technique (bar diagram and histogram and pie chart).

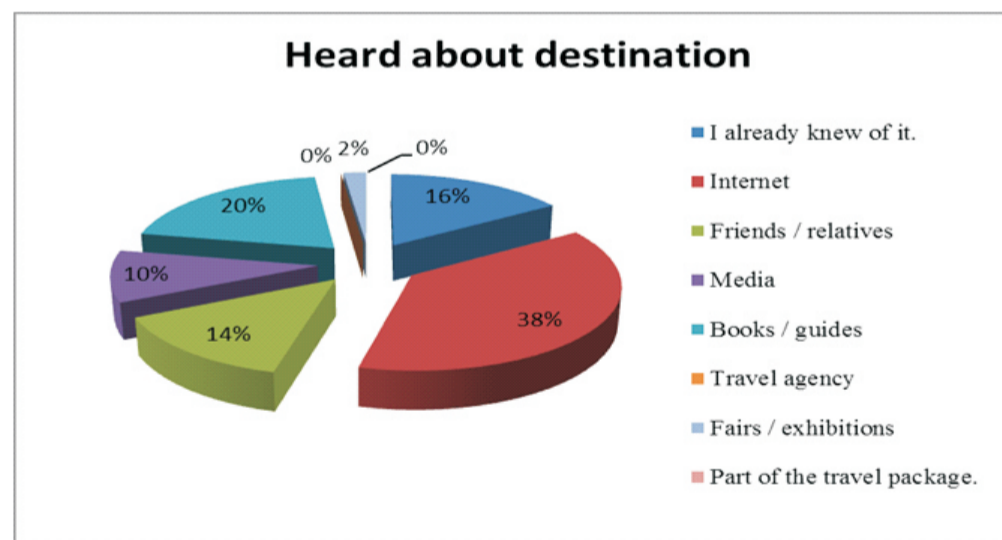
Analysed Data



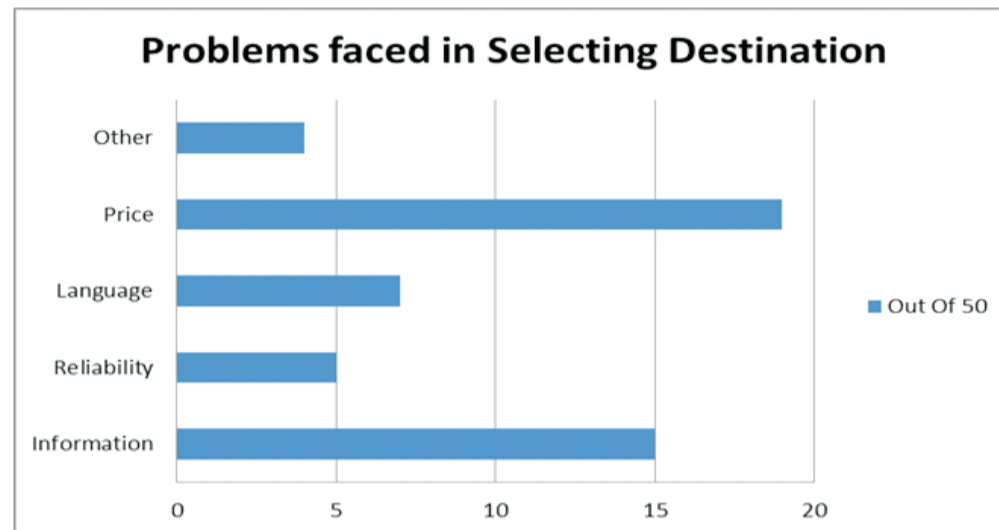
Conclusion: From the above data we conclude that the purpose of visiting a destination for the business purposes/reasons are nil whereas most people visit for enjoyable activities or for their fun.



Conclusion: From the above analysed data we observed that mostly people prefer for adventure destination and also for visiting place seen on movie but comparatively less people visits for cultural and health destinations.



Conclusion: Mostly people heard about destination through Internet and from books and guides.



Conclusion: Price is the main determinant/factor in selecting a destination. From the above data 18 people were influenced by Price in selecting a destination.

Tourism Slogans:

- 1.INDIA - INCREDIBLE INDIA
- 2.NEPAL - ONE IS NOT GOOD ENOUGH
- 3.BHUTAN - LAND OF GROSS NATIONAL HAPPINESS
- 4.OMAN - BEAUTY HAS AN ADDRESS
- 5.MALAYSIA - TRULY ASIA
- 6.JAPAN - ENDLESS DISCOVERY
- 7.CAMBODIA - KINGDOM OF WONDER

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