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OPEN UNIVERSITY**

BBA(AT)

**BACHELOR OF BUSINESS ADMINISTRATION
(AIR TRAVEL MANAGEMENT)**



BBAATR-301

INDIAN TOURISM PRODUCT

INDIAN TOURISM PRODUCT



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

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Introduction, History and Origin of UNESCO, Objectives of UNESCO, UNESCO World Heritage Sites, Selection Criteria for World Heritage Sites, UNESCO and India, UNESCO World Heritage Sites in India



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Indian Tourism Product

BLOCK 1 : INDIAN TOURISM PRODUCT

- UNIT 1 : INTRODUCTION TO TOURISM PRODUCT
- UNIT 2 : CLASSIFICATION OF TOURISM PRODUCTS
- UNIT 3 : UNESCO WORLD HERITAGE SITES

INDIAN TOURISM PRODUCT

Block Introduction :

The block introduces you to the concept of Tourism Product and its characteristics. Tourism Product is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities. The unit highlights about the concept and meaning of Tourism products and services. The second unit acquaints you with the different types of tourism products and makes you the each type with relevant examples. It also talks about the positive and the negative impact that each product offers. The Third unit highlights the history, origin and the role of UNESCO for managing world Heritage sites. The unit talks about the role of India and lists the 40 sites in India under the UNESCO world heritage site list.

Block Objectives :

- To define tourism product and list the characteristics of a Tourism Product.
- To enumerate on the concept and meaning of Tourism Products and Services and explain the role of destination as a Tourism Product
- To classify the different types of tourism products and understand the role of each type of tourism product for the development of tourism.
- To list the various forms under each type and their impact on tourism.
- To enumerate on history, origin and objectives of UNESCO.
- To explain selection criteria for UNESCO world heritage sites and role of India and its heritage sites.

Block Structure :

Unit 1 : Introduction to Tourism Product

Unit 2 : Classification of Tourism Products

Unit 3 : UNESCO World Heritage Sites

Introduction to Tourism Product

UNIT STRUCTURE

- 1.0 Learning Objectives**
- 1.1 Introduction**
- 1.2 The Tourism Product**
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- 1.12 Further Readings**

1.0 LEARNING OBJECTIVES :

- To define tourism product.
- To list the characteristics of a Tourism Product.
- To enumerate on the concept and meaning of Tourism Products and Services
- To explain the role of destination as a Tourism Product

1.1 INTRODUCTION :

A product is anything that is manufactured and available for sale. Fundamentally a product is the outcome of manufacturing or production process and satisfies a want. In the market, a product may mean a "good" (which is visible and is a tangible object that can be transferred from a seller to a buyer) or a "service" (which is intangible, invisible and person

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dependent). As for example : A car is a 'good' which can be seen and felt by the buyer and is owned by him after the sale is concluded. The experience at a lounge in an airport is a service, bought by someone who wants to experience; something that depends on the overall feeling experienced and skill of the service provider. Tourism as a field deals with different products and services that are both tangible as well as intangible. It is the experience of the traveller that adds value to the product and services availed.

1.2 THE TOURISM PRODUCT :

As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle". Tourism Products are a combination of goods and services demanded by a tourist during travel to and stay at a destination. These include natural, cultural and manmade attractions and facilities such as hotels, transport and ancillary services. In this process, tourists derive an experience which varies from individual to individual. From a broader perspective, the sum total of experiences derived by the tourists during the entire trip can be considered as the product. Tourism Products satisfy the needs of tourists, are bought by them from tourism business. Tourist product may be 'specific', individual units such as a room in a hotel or an airline seat sold by enterprises, or 'total' products which are 'bundles' of tangible and intangible elements based on an activity at a destination (Middleton, 1988). Tourism products may be seen as consisting of core and supplementary (or secondary) services. The attraction is the core product in a destination. For travelling to the destination, and while at the destination, tourists demand other services like transport, accommodation, food and beverages and support services, all of which constitute supplementary services.

1.2.1 Characteristics of Tourism Products :

Tourism Products encompass many related services under its umbrella. Being primarily a part of the service industry, tourism services differ from other manufacturing goods in terms of four main factors viz. Intangibility, Heterogeneity, Perishability, and Inseparability. Tourism Products when booked by any guest through a travel agent or through any online booking platform are neither felt nor experienced. If a guest has to book a hotel at a destination, the guest does the same either seeing the photographs of the hotel or taking a virtual tour of the hotel over the internet or through assurances that a travel agent provides whom the guest has a trust on. Neither the photos, or the internet website or the travel agent holds the product, nor there is any physical distribution of the product. Intangible products have a lot of drawbacks when the actual delivery does not meet

the expectation of the guest. Tourism products are heterogeneous, unlike other manufacturing goods. A TV set, or a motor bike are units in mass production sharing identical characteristics. Tourism Products may vary under different circumstances and situations. Although package tour has gone a long way in making the experience standardized in association with the airlines, hotels, and other providers, some aspects of the product are beyond control of any operator. For example, a rain during the tour can spoil the experience and a strike in the high ways can obstruct the movement of traffic. These are the instances on which the operator does not have any control and makes the experience of the tourism product different for different people. Tourism products are highly perishable. If a TV unit in a shop is not sold on a particular day, it may be sold the next day. A room in a hotel if not sold on a particular day loses the tariff for that day or a flight with an empty seat loses the revenue of that seat for a particular day. Tourism services are inseparable from its seller. While buying a mobile phone, a customer brings the product to home after a demo at the shop. The seller may not be present in the consumption or use of the goods. Whereas, the guide needs to be present during his description about the product and a tourist enjoys the description of guide at the destination. The travel agent sells the product, the airline cabin crews cater to the needs of the travellers, and the front office executive receives guests are some of the examples of tourism services. To enumerate the characteristics of the tourism products, they are

- **Highly Perishable** : Tourism products are highly perishable. An unused product cannot be stored for further use and the value of the same is lost.
- **Service Product** : Tourism product is majorly a service product and requires a very degree of personal commitment, adaptation as well as imagination. To sell the product one requires creativity to attract customers and create a trust in the product. Virtual reality tours are undertaken by many companies to give a firsthand experience to tourists. Majority of the online travel agencies put across first hand user experiences and also undertake personal reviews for rating. Online sites like Expedia have created a huge trust amongst tourists across the globe through their ratings about different categories of tourism products.
- **Presence of the User is essential** for availing the services associated with the product. The tourism product cannot be brought to the users. Users have to go to the product to experience and that requires an entire chain of tourism service providers to work in conjunction to make the experience memorable.
- Tourism Products are **not homogenous** in nature like other products sold in the market. Though standardization has been implemented in a large way in certain products like hotels, airlines and others but still the same may vary. An airline company operating a "Dreamliner" on a particular route may replace the same with an

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Airbus 320 depending on a lot of factors giving different experiences. A visit to a particular destination in different seasons creates different experiences for travellers.

- Tourism Products **are largely psychological** in terms of attraction. A visit to a particular destination by a tourist is not only related to the tourism products like mode of travel or hotel but also on different experiences like cultural interaction, scenic beauty, weather, landscape, environment etc. A tourist experiencing all facilities may not be happy during a trip due to wrong interaction with the environment. An adventure tourist on a trekking trip if gets stuck in a hotel due to rainfall may be dissatisfied with the trip.
- Tourism Products **are highly risky** as one product may suffer due to poor delivery of the other. A bad flight experience may lead to anticipation of a bad experience of the hotel the tourist is supposed to stay at. The tourist actually consumes the product in the mind before even tasting it and the same leads to bad experiences.
- Often destinations suffer due to **rigid supply components** which lead to bad experience of the product. Poor road network or insufficient connectivity to a destination may ruin the experience of the destination. The Konkan coast is lined with beautiful unexplored beaches and forts. With public transport network being poor due to the rugged terrain, tourists having their own vehicle only have the opportunity to enjoy the beauty. A tourist without a vehicle faces tremendous challenge in going from one place to another. The reason for supply components being rigid depend on the capital required to build the same and often the same becomes a deterrent to the tourist in the whole experience.
- Tourism Products face a **very unstable demand** leading to high risk and multi dimensional problems. The outbreak of Corona Virus led to very low demand of tourism products across the globe creating a huge financial setback to the entire industry. A minor change in the external environment or internal environmental of the tourism product lead to impact in the demand quotient. The recent landslides in the mountains near Uttarakhand affected tourist inflow due to roadblocks. Many destinations suffer a setback due to extreme weather conditions.
- In a Tourism product most purchases bestow only **temporary use rights on the consumer** – they can only use a particular flight on a specific day or stay for a particular length of time in a hotel. Also majority of the purchases only bestow shared use rights, e.g. the consumer has to share flights, hotels, restaurants with other users over whom they have no control.
- There is also a very **high level of interdependence** between the tourism products. A traveller missing a flight to a destination will not be able to experience the hotel stay booked.

- **Manpower** plays a very important role in creating an experience at any destination and providing services. Tourists arrive at any destination from different parts of the world with different needs, the satisfaction of the needs depend on anticipation of these needs and its fulfilment according to the norms and laws of the land. The same needs experience and competence. The "Statue of Unity" built at Gujarat is an iconic monument attracting thousands of visitors every day. The government has taken several initiatives to train the local youth in delivering the desired services required by these tourists in the most courteous manner.

❑ **Check Your Progress – 1**

1. Tourism Products are
 - a. Non Perishable
 - b. Renewable
 - c. Recyclable
 - d. Perishable
2. Tourism Products are _____ in nature
 - a. Homogenous
 - b. Miscible
 - c. Heterogeneous
 - d. None of the options
3. There are _____ involved in the delivery of tourism products
 - a. Thrill
 - b. Risks
 - c. Landscape
 - d. All the options
4. Demand in tourism products are always _____
 - a. Unstable
 - b. Stable
 - c. Plateau
 - d. Always on decline
5. The rights of use of tourism product is
 - a. Temporary
 - b. Permanent
 - c. Depends on the product
 - d. Lifelong

1.3 THE CONCEPT AND MEANING OF TOURISM PRODUCTS :

Medlik and Middleton (1973) proposed that "tourism products consist of a variety of elements which is a package that is not integral to each other and meet the needs of tourists from leaving his residence to the place of destination and back again to the place of origin". In simple terms resource is something from which we produce some benefit. A resource can be natural as well as manmade. For example sunlight is a natural resource whereas technology is a man made resource. These resources are further used to produce something which adds value to our lives.

- Resource is something that primarily decides the final product. Resources can be tangible like man, material (raw), machinery, money etc. as well the resources can be intangible like education, training and skills of manpower, image and goodwill of the organizations, etc.

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- Tourism resource can be referred to as a resource which has potential to satisfy the needs of human beings. The term tourism resource includes the entire natural and manmade attractions, services, infrastructure and other conditions that have capability to attract tourists towards them.
- Tourism Resource is the available facilities at a particular tourist destination that decides nature and form of tourism product on offer. In other words, tourism resources can be defined as the components or ingredients which go into amalgamation at the hands of tourism business owners/operators to arrive at the final tourism product offering.
- Tourism resources can also be classified into various kinds, primary being the natural tourism resources and manmade tourism resources.
- Tourism resources can be tangible ones like water bodies, land bodies etc as well as they can be intangible like rites and rituals, cultural and religious manifestations and events etc. The core element in case of tourism resources is the attraction which when supported by accessibility and accommodation services gives rise to final tourism product offering.
- A feasible tourism product should not only be the attraction but also it should be backed by accessibility, accommodation and other services to make a complete product. There are a lot of natural tourism destinations that are unpopular due to non accessibility and lack of services available there. It becomes very difficult to promote a destination with enormous natural beauty due to lack of other resources and utilize the destination as a tourism product.
- Apart from accessibility and accommodation, amenities and activities also play a key role in the development of a tourist destination. If there is no mobile phone access at a particular destination the same may lead to dissatisfaction in tourists. The modern tourist needs access to telecommunication as it is an integral part of life. A sea side destination may become more interesting if there are different activities that involve enjoyment like water and adventure sports.

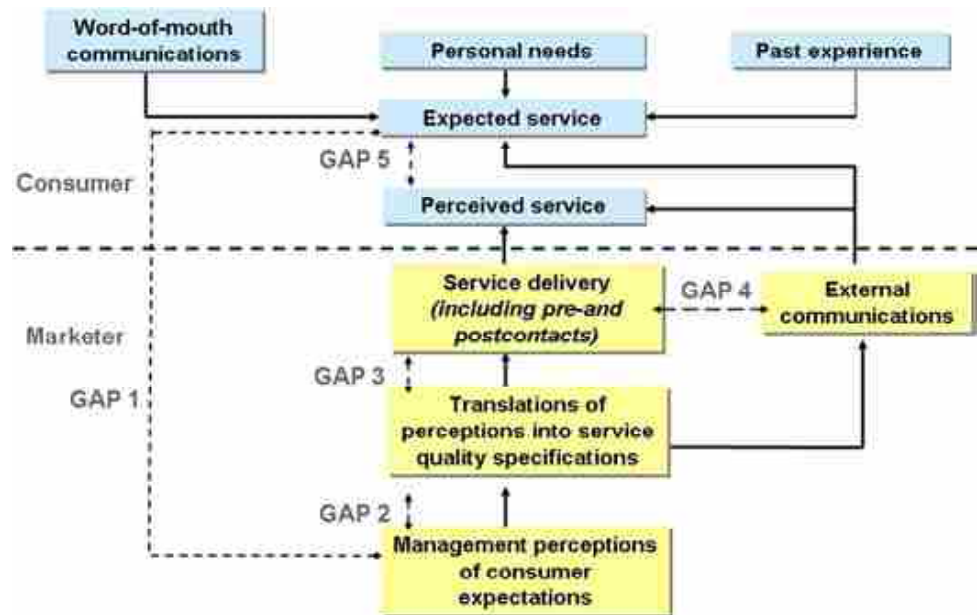
The process of buying a tourism product starts right at the time when a person decides in his mind to go on a trip outside his usual place of work or residence. A planning made by a person to visit a destination leads to a psychological change in the person with lot of expectations and good memories. The buying a tourism product starts right at the time when a person decides in his mind to go on a trip outside his usual place of work or residence. The ultimate aim of these tourism products is to satisfy certain needs of the tourists for which they have left their places of residence or work and these needs may include leisure, pleasure, business, adventure or religion etc. In order to attract more tourists to a particular destination the authorities need to keep on working

upon the quality of these tourism products. According to Roger Dosewell (1997), a leading expert on tourism products designing, "Tourism products at a destination comprise of all those attractions, facilities and services used or visited during a stay. It also comprises of everything that happens to visitors and everything they experience". According to Suwantoro (1997) "Tourism product is the overall service provided and felt or enjoyed by tourists since he left his residence to the tourist destination which he has chosen and returned to the house from where he originally departed." It can be said that a tourism product is the sum of physical and psychological satisfaction which is provided to the tourist during their entire travelling route to the destination chosen by them.

1.4 TOURISM SERVICES :

We have studied earlier about the intangibility of Tourism product and the experience of the product can only be experienced by any tourist through the nature of services received during the entire course of journey. Kotler (1991) defined services as "A service is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything or may not be tied to a physical product." In Tourism service is of utmost importance. The judgement of a tour package purchased by a tourist for a destination cannot be judged until and unless the services provided in the package are experienced by the tourist. Modern day tourism is all about the extent of quality of service rendered by all the channels involved in the tourism product. The delivery of service distinguishes one tourism product from another and helps make create brand. Being a service oriented industry where majority of the tourism products are intangible, organizations across the globe are introducing a multi-dimensional research instrument designed to capture consumer expectations and perceptions of a service along five dimensions that are believed to represent service quality, known as SERVQUAL. Any customer has certain levels of expectations before experiencing a service. SERVQUAL works on the gap between the preconceived expectations of the customer and the actual experience. The instrument of SERVQUAL is questionnaire based and encompasses 5 dimensions namely Reliability, Assurance, Tangibles, Empathy and Responsiveness under which questions are designed. The diagnostic indications and probable causes of gaps in service delivery are outlined based on the questionnaire and the root cause is identified to plug the gap and eradicate the causes for poor service delivery. You must have seen that you have to provide feedback on your experiences for using different services over the internet or on the mobile app or over the telephone to a customer care representative. The gaps in service delivery are captured to provide better services consistently to the customer.

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A SIMPLIFIED MODEL OF SERVICE QUALITY IMPLEMENTED ACROSS ORGANIZATIONS

1.5 ROLE OF DESTINATION AS A TOURISM PRODUCT :

A tourist destination plays an important role in attracting tourists. Tourist destinations are geographical locations which has all the important components to attract tourists and full fill their all demands and needs, A tourist destination comprises of different components which are characterized as the 4 A's. The 4 A'S are classified as follows :

- **Attractions** which motivate and attract tourist to visit the destination and it consist of the man made as well as natural attraction features or cultural events.
- **Amenities** which include a range of supporting facilities and services like accommodation, food, entertainment and recreation which are required by tourists at the destination.
- **Access** in terms of development and maintenance of transport which provides the link to the tourist destination as well as the tourist attractions at the destination.
- **Ancillary services** which are provided to customers and industry by the destination through a local tourist board.

1.5.1 Components of Tourism :

Tourism is a combination of sectors to form an industry. Such sectors are :

1.5.1.1 Attraction Sector :

According to Gunn, attractions in tourism are the key element of tourism destinations and tourism as a product. They are the pull factors that induce tourism. Tourism attractions form part of the basic tourism resources and are one of the major reasons why tourists visit a destination. Tourism attractions according to Innskeep can be divided into 3 categories

- **Natural Attractions** : These are attractions that comprise of environmental and natural resources like Oceans, Lakes, Mountains, Beaches, Wildlife etc.
- **Cultural Attractions** : These are secondary elements of attraction life of indigenous community in a particular area (natural setting) having not been highly affected by modernization. The cultural elements include rural village, remote setting, architecture, dress, art, handicraft, beliefs, religion, language, local food etc.
- **Unique Attractions** : These are tertiary mode of attractions with some unique characteristic. Smith (1996) stated that the 'push' factors are the socio-economic factors of the tourist as well as their motivation to travel and the 'pull' factors are the information received and the resources which are provided at the destination. Eg Museums, Theme Parks, Zoo, Casinos etc.

1.5.1.2 Transportation Sector :

The transport sector forms dynamic element of tourism involving modes and means of transport. The sector is an integral part of the Tourism Product and Service and determines the experience of the tourist in transit. The qualities of the transport sector are

- Reliability
- Affordability
- Convenience
- Variety
- Comfort

1.5.1.3 Hospitality Sector :

The Hospitality sector comprise of accommodation organization, catering organization and attitudes of community towards tourists and tourism business. It is further subdivided into lodging, food service and entertainment.

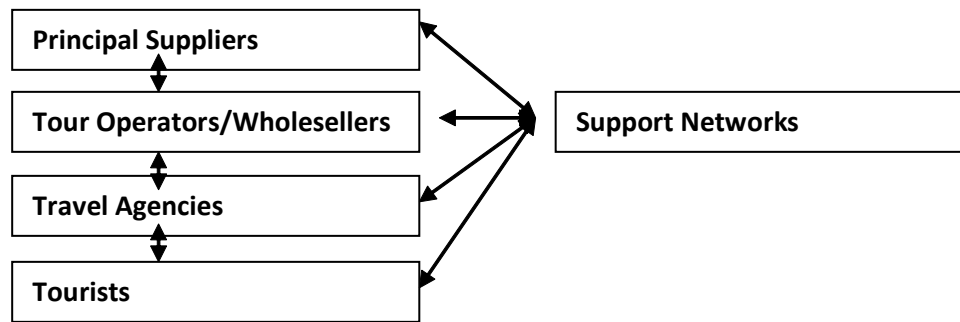
- Lodging comprises hotels, apartments, campsites, bandas, log cabins, lodges, villas, resorts, inns and tree houses etc.
- Food service subsector includes fast food operators, vending outlets, restaurants, functional catering/institutional catering etc. Functional catering offer meals on premises and transport them for consumptions during events like wedding, conferences, hospitals, schools etc.
- Entertainment subsectors comprise organizations that offer live or recorded music, discotheques, clubs, traditional entertainment music etc.

1.5.1.4 Organization Sector :

The organization sector comprises of all the operations within the tourism distribution system that determines the movement of travel packages from manufacturers to tourists through intermediaries and support services.

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They include tour operators and tour agencies that are connected to principals and consumers and support networks as shown below.



The principal suppliers include hotels, insurance companies, airways, and airport companies who manufacture travel elements which are packaged and priced by tour operators (wholesalers). Tour operators also make itineraries (schedule), maps; disseminate travel information, arranging travel requirements like booking and making reservations for travellers at a fee. The package is delivered to tourists through travel agents (retailers) at a commission. Tour operators can also use other support members like consolidators, air brokers and sales representatives to sell their tickets.

1.5.2 Concept of Tourism Destination :

Destinations provide tourism supply in form of attractions, facilities, infrastructure and organization which satisfy tourists' demands. Tourism product comprises of attractions, goods and services, transportation, accommodation and experiences into an inclusive intangible service to satisfy tourists' needs. According to Smith the elements of tourism products include

- Tangible Products
- Service
- Hospitality
- Price
- Freedom of Choice

Kotler (2004) is of the opinion tourism products are developed in three levels which are :

- **Actual Product** : This is the tourism packages that tourists purchase. A visit to Sardar Sarovar project at Kevadiya to experience one of the biggest statues in the world is the actual product.
- **Core Product** : The core product is the satisfaction expected from the actual consumed. The tourist feels proud of the statue and the thrilling experience he draws from seeing the statue.
- **Augmented Product** : Augmented products are the extra services or additional benefits which are expected to add value to the actual products and core products. The visit to different developed areas around the statue like Vishwa Van, Valley of Flowers, Jungle Safari, Glow Garden, the experience of the facilities provided for everyone

to have a hassle free visit etc are the augmented products to the actual product.

The characteristics of any destination as a Tourism Product are

- Accessibility
- Diversity of Attractions
- Proximity to other nearby destinations
- Presence of conservation and other efforts for future sustainability
- Presence of product development strategies for consumption by tourists and satisfaction of needs.
- Differentiation of Product.

☐ Check Your Progress – 2

1. Resources are
 - a. Man made
 - b. Natural
 - c. Combination of a & b
 - d. None of the options
2. Rites and rituals performed during pilgrimage tourism is _____ product
 - a. Tangible
 - b. Intangible
 - c. Combination of a & b
 - d. *****
3. The acronym SERVQUAL indicates
 - a. Service
 - b. Quality
 - c. Satisfaction Quality
 - d. Service Quality
4. A toy train at a hill station is _____ product
 - a. Actual
 - b. Core
 - c. Augmented
 - d. None of the options
5. The 4A's of Tourism are
 - a. Attraction, Amenities, Accessibility and Ancillary Services
 - b. Attraction, Amalgamation, Accessibility and Ancillary Services
 - c. Attraction, Amenities, Amendments and Ancillary Services
 - d. Attraction, Amenities, Accessibility and Armour Services

1.6 LET US SUM UP :

Tourism as a field deals with different products and services that are both tangible as well as intangible. It is the experience of the traveller that adds value to the product and services availed. As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. Tourism products and services differ from other manufacturing goods in

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terms of four main factors viz. Intangibility, Heterogeneity, Perishability, and Inseparability. The unit highlights the unique characteristics of tourism products. A tourist destination plays an important role in attracting tourists. Tourist destinations are geographical locations which has all the important components to attract tourists and full fill their all demands and needs. The unit acquaints you with the 4 As, the core components of any destination as a tourism product. They are Attractions, Amenities, Access and Ancillary services. The unit also highlights the characteristics of any destination as a tourism product.

1.7 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. d 2. c 3. b 4. a 5. a

Check Your Progress – 2

1. c 2. b 3. d 4. c 5. a

1.8 GLOSSARY :

UNWTO : United Nations World Tourism Organization

Tangible : A thing that is perceptible by touch

Intangible : Unable to be touched and not having a physical presence

Heterogeneity : The quality or state of being diverse in character or content.

Accessibility : The quality of being easy to obtain or use.

Destination : A place where people go for a visit with a purpose.

Tourism Product : A combination of tangible and intangible elements in tourism

Tertiary : Third in order or level

Augmentation : The action or process of making or becoming greater in size or amount.

1.9 ASSIGNMENT :

1. Explain in detail about the Destination Development Plan for an unexplored beach as a Tourism Product using the 4 As as essential components in the planning process.

1.10 ACTIVITIES :

1. List the factors that can stabilize the demand for a destination and make it more sustainable and future ready.

1.11 CASE STUDY :

A beach which had pristine sands was located in a remote location with inaccessible terrain. Very few tourists visited the beach as it was

secluded with no facilities of lodging or food. The nearest accommodation facility was a pilgrimage town located 30km away. Since the beach was close to the popular pilgrimage destination, the government planned of augmenting its core product and creating a better circuit to attract more tourists. Soon the beach was ranked as one of the best beaches of the state. Tourists started getting aware of the beach and numbers increased. The village people near to the beach initially started earning from tourists but soon big hotels were seen been constructed near the shore. Water Sport Activities were permitted by the government and the contract was given to big water sport vendor from outside the town. A time came when the beach was full of tourists from all over the state. Tourists found it difficult often with the existing facilities provided by locals and demands were fulfilled by outsiders. The influx of migrants in the business with stronger monetary control soon displaced the small business facilities of the locals. Though the destination developed as a popular tourist spot, locals were not satisfied as it did not improve their economic well being. Often there were skirmishes between migrant workers and locals over petty issues.

- Q. 1.** What are the factors that should have been incorporated in the planning process for destination development of the beach ?
- Q. 2.** List how things can be planned better for the future to make the beach a sustainable destination ?

1.12 FURTHER READINGS :

1. www.wikipedia.org
2. Introduction to Tourism, CBSE
3. Tourism Products; IGNOU
4. Tourism Products; Manoj Dixit,Charu Sheel
5. Tourism Product and Services; Jitendra Kumar Saxena

UNIT STRUCTURE

- 2.0 Learning Objectives**
- 2.1 Introduction**
- 2.2 Classification of Tourism Product**
 - 2.2.1 Natural Tourism Products**
 - 2.2.1.1 Countryside**
 - 2.2.1.2 Climate**
 - 2.2.1.3 Natural Beauty Landforms Like Hills, Mountains, Rocks, Gorges etc.**
 - 2.2.1.4 Beach/ River/Lakes/Springs**
 - 2.2.1.5 Wildlife Tourism / Flora and Fauna**
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- 2.3 Man Made Tourism Products**
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- 2.7 Let Us Sum Up**
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2.0 LEARNING OBJECTIVES :

- To classify the different types of tourism products.
- To understand the role of each type of tourism product for the development of tourism.
- To list the various forms under each type and their impact on tourism.

2.1 INTRODUCTION :

In the previous unit you have studied about what is a tourism product and the nature of the tourism product. You have learnt that a tourism product is fundamentally a combination of tangible and intangible

products with the intangible component being predominant. Apart from the intangibility element of a tourism product, you have also learnt that a tourism product is inseparable from one another. A visit to a particular destination by a traveller involve different product components that include modes of travel, stay, tour, etc which are all interrelated to create a great experience. You have also learnt tourism products are heterogeneous as they are influenced by changes in the environment regularly. A tourist visiting a hill station may experience snow; on the other hand another tourist may experience rain. Tourism products cannot be stored for future use neither it can be owned permanently. A seat in an airplane perishes once the flight takes off for its destination. The ownership of a hotel room is lost by once you check out. In this unit you shall acquaint yourself with the diversity of the tourism product. The unit shall classify and elaborate the different types of tourism products available and the significance of each tourism products.

2.2 CLASSIFICATION OF TOURISM PRODUCT :

There are diverse products available in the tourism sector for tourists. These products act as the pull factors for tourists to visit any destination. Promotion of the right product that satisfies the need of the tourist leads to positive outcome to the product. Tourism Products can be classified as

- Natural Tourism Products
- Man Made Tourism Products
- Event Based Tourism Products
- Symbiotic Tourism Products
- Site Based Tourism Products

2.2.1 Natural Tourism Products :

These are more closely associated with natural environment. These include natural resources such as area's climate, its setting, landscape and natural environment. Natural resources are frequently the most important element in a destination's attraction and act as the pull factor for tourism promotion. The natural resources for attraction include

2.2.1.1 Countryside :

With the bustle of city life a break into the serene countryside is a welcome note. The adaptation of culture, its understanding coupled with the beauty of the nature provides a perfect getaway for a vacation. Fleischer and Pizam associate rural tourism with the 'country vacation' where the tourist spends the vast proportion of his/her vacation period engaging in recreational activities in a rural environment on a farm, ranch, country home, or the surrounding areas. **According to Dernoï**, rural tourism might be conceived as tourism activities in a 'non-urban territory where human (land-related economic) activity is going on, primarily agriculture : a permanent human presence seems a qualifying requirement'.

Indian Tourism Product

Countryside as a tourism product in India is being promoted across cities and its dwellers for a refreshing getaway. Rural tourism as a niche product is on the rise and tourists enjoy the lifestyle of a countryside adapting to its lifestyle and culture. Many urban tourists organize picnics in farms by the countryside and participate in activities adopted by the local people. There have been tourists who even prefer dressed like the locals according to their culture and involve themselves in activities to be a part of them. Country side tourism or rural tourism as many term it has several forms and types and may include

Agri-tourism : The term although often used to describe all tourism activities in rural areas, more frequently either term relates to tourism products which are 'directly connected with the agrarian environment, agrarian products or agrarian stays' : staying at farm, whether in rooms or camping, educational visits, meals, recreational activities, and the sale of farm product or handicrafts.

Farm Tourism : This is explicitly farm-related and most usually associated with tourism involving staying in farm accommodation and seeking experiences from farm operations and attractions.

Wilderness and Forest Tourism : In this form tourist explores the wilderness and natural beauty of the rural area. It may be implicitly included within notions of rural tourism, or they may be regarded as separate. In wilderness and forest tourism, tourists travel to the natural habitat of plants and animals.

It mostly encompasses non-consumptive interactions with wildlife and nature, such as observing and photographing animals in their natural habitats. Wilderness and forest tourism includes various tourism activities such as wild photography, safari, bird watching, trekking, and hiking etc.

Green Tourism : The term refers to tourism in the countryside or green areas. It is more commonly used to describe forms of tourism that are considered to be more environmentally friendly than traditional, mass tourism. In rural areas, green tourism is an important form of rural tourism. Green tourism is portrayed as an approach to tourism development which seeks to develop a symbiotic relationship with the physical and social environment on which it depends and implicitly seeks to attain sustainability ideals.

Ecotourism : it is a form of nature tourism (tourism to natural, unspoiled areas) which assumes active promotion of environmental conservation and direct benefits for local societies and cultures, together with the provision for tourists of a positive, educative experience. Ecotourism is a group of sustainable tourism activities occurred in the natural environment.

Tourism associated with the countryside or the rural area is filled with different activities and it encompasses

- Touring
- Cultural activities
- Water-related activities
- Health-related activities
- Aerial activities
- Passive activities
- Sporting activities
- Hallmark events
- Business-related activities

Countryside or Rural tourism has a lot of benefits and importance and some of them include

- It provides a source of new, alternative or supplementary income and employment in rural areas.
- It spurs infrastructure development in rural areas.
- Helps to reduce gender gap and other social obstacles.
- Encourages collective community participation.
- Reinvigorates the preservation and practice of local culture and traditions.
- Instil sense of local pride, self-esteem, and identity across the nation.
- Leads to contribution to conservation and protection of environment.
- Increases the living standards of the local community.
- Assists refurbishment and re-use of abandoned properties in the countryside for promotion of tourism activities.
- Provide opportunities for retaining population in areas that might otherwise experience depopulation due to economic factors.
- Enable areas to be repopulated.

There are a lot of challenges too that are faced in promotion of countryside or rural tourism. Many governments implement systems to monitor and reduce the negative impact. Often cooperatives are formed that involve the local population to monitor the negative influence and curb them. To enumerate, some of the challenges faced are

- Economic Leakages.
- Local price inflation due to influx of tourists who are ready to pay any price for products.
- Distort local employment structure by influx of migrant workers.
- Seasonal patterns of demands.
- Manufacture or distorted local 'culture' for commoditization and staged authenticity.

Indian Tourism Product

- Destroying of indigenous culture.
- Destruction of natural habitat of rural wildlife.
- Increase in littering, emission and other forms of pollution.
- Increased congestion.

Rural tourism helps in boosting the local performing arts and helps conserve the local culture and majorly prevents rural migration. Rural tourism attracts tourists by providing an excellent glimpse of the village ambience with local cuisine. Some characteristics features of rural tourism are following as :

- Seasonality
- Fragmentation
- External market needed
- Co-operation needed between internal and external market
- Role of women
- Economic role : side income for farmers and other entrepreneurs in the rural area.

Countryside or Rural tourism development has been driven by the need for economic growth and diversification and it is important, therefore, that tourism's potential contribution to rural economic growth is not diluted by the over-specificity of principles of sustainable tourism.

2.2.1.2 Climate :

Climate and weather are important factors in tourists' decision making and also influence the successful operation of tourism businesses. More specifically, climate is defined as the prevailing condition observed as a long term average in a location. In contrast, weather is the manifestation of climate at a specific point in time and place. So, while tourists might expect certain climatic conditions when they travel to a place, they will experience the actual weather, which might deviate quite substantially from the average conditions. Climate is one of the macro-environmental variables over which tourism destinations have limited control, according to Hamilton (2003). However, Grant (2015) contends that there is a lack of awareness in the body of knowledge about how climate influences visitor travel decisions, perceptions, travel behaviour, and spending patterns. The climate of a tourist destination is an important attraction as good weather plays an important role in making a holiday. Many of you during summers have planned for visits to places where the climate was much cooler. Similarly for people living in sub zero climates, a warm, sunny, dry climate is typically considered desirable. You must have seen tourists living in colder areas across the globe preferring to visit the beach resorts of Goa or Kerala in India to spend their vacation and people of warm areas visiting Shimla or Manali or Darjeeling. These areas capitalise on good weather and climate as an integral part of the Tourism Product. Good climatic conditions help in taking tourism activities possible and

enjoyable. Climate becomes a decisive factor in the planning process of choosing a tourism product as the beauty of the destination is enhanced by the climatic conditions and many activities associated can be undertaken. Gulmarg, a ski destination in India is thronged by tourists in subzero climate after snowfall as the objective of the visitors visiting the area is skiing. A beautiful destination in India Jaisalmer famous for its desert is preferred by tourists in the winters as the temperatures during summer may not be conducive for experiencing the beauty of the place. There are many natural interests of visit across the globe where visitors prefer a particular climate.

In the modern times climate change is one of the key word amongst tourism circles. Climate change is projected to have a significant impact on the tourism industry's future viability and sustainability (Dahiya et al. 2016).The climatic conditions during a particular season which were prevalent in destinations are drastically changing. Extreme weather events routinely influence tourism operators and travel decisions across the globe. A lot of guest nights in Europe were lost recently due to the heat wave that prevailed in Europe making visitors avoid a lot of destinations. A lot of destinations in India too are dependent on climate and unfavourable climatic conditions during tourist seasons have led to tourists visiting other destinations. Climate and destinations are interrelated and integrated because

- It creates a negative psychological impact in the tourist by preventing the tourist to participate in recreational activities planned before a trip. It may even affect the behavioural outcome of a tourist.
- It leads to performance sustainability of a destination in the long run.
- It leads to creation of new leisure demands from tourists that the destination may not be able to fulfil.
- Often Climatic changes lead to health hazards that may affect tourists and destinations may not be equipped with necessary infrastructure to meet the health conditions of a lot of people.
- Often the sole USP marketed for a destination is the climate and climate change may lead to loss of the USP.

Climate, without a doubt, is one of the most valuable natural assets for many tourist destinations, and plays an important role in tourists' destination selections, spending patterns and behaviour. As a result of heavy reliance on favourable and enabling weather conditions, tourist destinations are vulnerable to any changes, especially the effects of climate change.

2.2.1.3 Natural Beauty Landforms Like Hills, Mountains, Rocks, Gorges etc. :

There are land forms like mountains, hills, canyons, coral reefs, cliffs, etc that are essential tourism products in every country. Mountains are second only to coasts and islands as popular tourism destinations.

Indian Tourism Product

The elements that attract people to mountains are clean air, diverse landscape, rich biodiversity, scenic beauty, snow, recreational opportunities and culture. Mountain ranges like the Himalayas, Western Ghats, Shayadri in India have favourable and notable tourist destinations of importance for the country. Other mountain ranges across the world like the European Alps, North American Rockies, South American Andes, Southern Alps of New Zealand, Atlas Mountains of Africa are popular among the tourists. According to UNWTO, **Mountain Tourism** is a type of "tourism activity which takes place in a defined and limited geographical space such as hills or mountains with distinctive characteristics and attributes that are inherent to a specific landscape, topography, climate, biodiversity (flora and fauna) and local community. It encompasses a broad range of outdoor leisure and sports activities".

Mountain tourism offers an array of activities for a tourist apart from the scenic beauty it has to offer. A country or state promoting responsible and good mountain tourism creates a positive impact in multidimensional ways. To enumerate some of the positive impacts of mountain tourism, they are as

- Potential of stimulating local economic growth and social change as it complements with other economic activities leading to socio economic development of the region.
- Leads to increased household income, contribution to GDP , increase in job creation, and its capacity to promote the dispersal of demand in time (fight seasonality) along a wider territory.
- Helps in preservation of local tradition and culture and its promotion.
- Protection of fragile ecosystems and incorporation of government support towards crisis management against possible hazards.
- A better managed destination that is visited by tourists leads to creation of better facilities like potable water, hospitals, roads, drainage etc.

Mountain ranges offer diverse possibilities and a wide range of activities that can be undertaken at different destinations. Some of these activities are more developed than others and they include

- **Winter and Sports Tourism** : The same is restricted to areas that are situated at higher altitudes and are covered by snow. Some of the activities undertaken as part of sports are Skiing, Ice Hockey, Heli Skiing, Snow boarding, Sledging, Snow shoeing etc.
- **Trekking** : This is one of the most popular adventure activity undertaken at different mountain destinations. The same allows visitors to experience mountain landscapes, flora and fauna, as well as local cultural heritage. The activity brings tourists closer to nature and a better chance of experiencing the location. In India trekking is very popular among youth and different age groups. Trekking expeditions are undertaken by every state in India that has the length of mountain ranges.

- **Adventure Sports Activities** : A lot of adventure sport activities are being promoted at different mountain destinations to fulfil the needs of the tourists and creating an innovative dimension to the product. Activities like rock climbing, zip line, caving, mountain bike riding, paragliding, quad biking, horse riding and caving are becoming popular at destinations.
- Understanding **Natural and Cultural Heritage** represents the backbone of the mountain tourism experience. Initiatives that promote this important sector include mountain film and literary festivals, exhibitions, rituals, events dedicated to food and agricultural products, as well as guided tours. A ritual known called forest bathing (shinrin-yoku) was popularized in Japan as an activity. The same is now becoming increasingly popular worldwide, and involves immersing oneself in the forest and soaking in the atmosphere through the senses.
- In India and in many parts of the world mountains are abode of Gods and Goddesses. **Spiritual tourism** as a segment of cultural tourism is very popular in the mountains. The activities include visiting different pilgrimage shrines, sacred places associated with nature like lakes, falls, caves etc. Spiritual tourism in India is a very popular and integral part of visiting mountains. Domestic tourist influx is very high in various shrines located in the mountain ranges spreading the country.
- Mountains also provide opportunity for **Wellness Tourism**. There are many destinations in India that serve as Wellness centres for visitors located in the mountains. The abundance of rare botanicals and its use in alternative therapy have always been a part of the mountains. Mountains and their connection with nature and spirituality set the scene for the development of experiences connected with wellness programmes

The Covid 19 pandemic has affected all the levels of the tourism value chain. Tourism demand is still emerging with tourists slowly breaking the barriers and travelling. The supply side that was economically hit is slowly recovering. The pandemic has laid down certain rules of refocusing on the tourism perspective and trends that have positively impacted mountain tourism. The present trends in mountain tourism includes

- The paradigm shift of tourism movement to leisure tourism has created opportunity for tourists to visit new destinations.
- Traveller preferences are shifting to less crowded destinations particularly to nature based destinations.
- Consumers' awareness of the environmental and social impacts of their travel choices is greater as travelling healthy and being safe is a priority among tourists. The responsibility quotient has led to greater sustainability of eco sensitive destinations like mountains.

Indian Tourism Product

- A lot of people working digitally during the pandemic moved to secluded mountain destinations for their work purpose.
- Wellness is a priority that has evolved post covid and mountains provide an excellent ground in promotion of wellness related tourism.

There are a lot of challenges and emerging issues that are part of mountain tourism and globally countries and tourism bodies are working towards finding a solution to manage the crisis. Some of the challenges that affect mountain tourism are

- Flora and Fauna that are sensitive to the ecosystem are affected by human activity.
- Change in mountain landscapes in lot of places due to human interference and climate change issues.
- Increased noise pollution and waste production due to movement of higher human inhabitants.
- Improper waste management affecting natural resources. There is a huge increase in plastic waste in lot of mountain tourist destinations.
- Issues pertaining to sanitization and Cleaning in lot of destinations.
- Crisis of potable water is a major challenge in many mountain destinations.
- Many trekking and climbing sites are affecting the soil, water, flora and fauna.
- Increased energy consumption in areas visited by tourists is leading to higher impact of pollution.
- Change in climate been seen at many destinations inducing natural calamities.\
- Climate change has led to change of travel choices by many tourists at different destinations leading to economic instability.
- Disruption of social infrastructure of native population leading to loss of indigenous identity.
- Economic leakage from the destination not benefitting the local population.
- Seasonality is a big challenge in mountain tourism where adverse weather conditions often prevent tourists from visiting the destination at certain periods of the year.
- Addressing health and safety of tourists and building infrastructure to cope with the same is a challenge in many destinations across mountains.
- Accessibility and poor infrastructural facilities also deter visitor frequency to many destinations at higher altitudes.
- Crisis management from natural disasters pose a threat to tourists. Often different routes of travel may be closed due to natural calamities and a tourist might be stuck in a destination.

☐ **Check Your Progress – 1**

1. Rural tourism is a _____ tourism product
a. Symbiotic b. Man made c. Natural d. Artificial
2. Development of tourism in rural areas may lead to
a. Economic leakage b. Price inflation
c. Seasonal demand d. All options
3. A Ski destination will have _____ as the most important decisive factor for visit
a. Climate b. Hotels c. Accessibility d. Mountains
4. _____ are challenges of mountain tourism
a. Climate change b. Waste management
c. Water crisis d. All options

2.2.1.4 Beach/River/Lakes/Springs :

Oceans and Seas have attracted humankind since ancient past. It has been of special interest for land– locked mainland people, for them beach and Island seems to be the gift of nature. Beaches are popular among tourists seeking relaxation and recreation. Beaches provide beautiful natural scenery with golden sands, lush green vegetation and bright blue sky. Majority of tourists across the globe prefer to spend their leisure holidays near beaches. The characteristics and advantages of Beach tourism includes

- Planning and implementation of lot of activities that include water and land resource use. The water usage involves swimming, surfing, sailing, wind surfing, water scootering, parasailing, motorboat rides, snorkelling etc. The land use has multi facets like sunbathing, recreational areas for tourists (parks, playgrounds, clubs, theatre, amusement parks, casinos, cultural museums, etc.), accommodation facilities (hotels, cottages, camping sites, etc.), car and bus parking areas, entertainment and shopping complexes, access roads and transportation network.
- Enhanced economic activity in the area where a beach destination is located leading to development of the local population in their standards of living through numerous opportunities. A good beach attracts a lot of tourists not only from within the country but from outside the country too.
- Increase in local employment in diverse professions.
- Infrastructure development and facility construction at destinations to facilitate travellers.
- Often beach destinations project their social culture and integrate strongly into the tourism product.

Indian Tourism Product

- Beaches assist in the protection of coastal structures from destruction from storms by forming natural storm bars. They act as natural barriers to infrastructures constructed alongside the coast.
- Beaches lead to development of multipurpose recreational avenues for human beings. Speybroeck explains that in many parts of the world, beaches have been highly developed for recreational purposes. The beaches provide an opportunity for people to not only relax but also exercise and socialize in a beautiful environment.
- In addition to benefiting humans, the beach contributes to the sustenance of flora and fauna. Beaches are a habitat for a number of plant and animal species. The beach ecosystem sustains plant life that relies on the nutrients present in the sand to thrive. A number of these species require the beach for their survival. Sea turtles make use of the beach to hatch their eggs and therefore ensure the survival of their species. Crabs also live in the various parts of the beach. Many bird species rely on the beach for their continuity.

There are a lot of challenges and negative impacts that beach tourism inflicts. Some of impacts enumerated are as

- Sustainability issues of the destination due to overcrowding impacting the carrying capacity of the destination.
- Beaches are spread in relatively small areas leading often to urbanization problems of sanitation, hygiene, infrastructure planning and proper town planning.
- Many beaches have fragile ecosystem like mangroves and coastal reefs that are affected. Overfishing also have depleted natural ecosystem in these areas.
- Increased pollution of marine and freshwater resources.
- Soil degradation and loss of land resources (e.g. desertification and salinification due to excessive water use, overuse of fertilizers, erosion)
- Increased levels of air pollution.
- Loss of cultural resources and social disruption
- Increased threats of natural hazards and sea level rise.

Rivers, Lakes and ponds are also sources of tourism product across the globe and add to many forms of tourism. Clean water acts as a powerful pull for travellers and induce multiple activities. Lakes can be described in the most practical and evident sense as a water body which is a localized water resource. The lakes are surrounded by land. The lake gets its water supply from the drainage of the river. Lakes are not any part of the ocean while it forms a major part of the earth's water cycle, just like the huge oceans. Lakes apart being source of tourist attraction serve multiple functions in tourism and in day to day life of the area it is situated at. Lakes have led to lot of industrial and economic growth

in many cities as it is a source of clean water. Lakes supply water to cities and act as reservoirs. Lakes fertile and irrigate the land around and often generate hydro electric power. For tourists lakes are full of scenic beauty and promote activities like kayaking, canoeing, boating, fishing and others. There are a lot of lakes that are located at unique destinations and add up to the beauty of the destination. In India, the Dal lake in Srinagar, Bhimtal lake in Uttarakhand, Gurudongmar lake in Sikkim add to the beauty of the destinations. Many lakes provide unique lodging facilities that are popular amongst tourists. Rivers too are considered important tourism products as they provide a medium to travel and enjoy the surroundings. Rivers were considered as medium of transportation in olden days and major cities developed on the banks of rivers and flourished. In India there are lot of pilgrimage sites located on the banks of the river Ganga and other rivers which are visited by lot of travellers. Waterfalls are spectacular sights that nature has to offer and are part of destinations for travellers across the globe. Waterfalls are grouped into different classes depending on the nature of the fall. Water Springs are considered as one of the important natural resource for tourism due to its socio-economic, cultural, health and religious benefits. Tourists are motivated to visit the water springs due to various reasons like sacredness, health benefits, education and cultural enrichment.

2.2.1.5 Wildlife Tourism / Flora and Fauna :

The interaction with wild life in their natural habitat is referred to as wild life tourism. According to UNESCO, "wildlife tourism refers to the observation and interaction with local animal and plant life in their natural habitats". According to UNWTO, wild life tourism shares 7% share globally and is growing at a steady rate of 3 %. A WWF report shows that 93% of all natural heritage sites support recreation and tourism and 91% of them provide jobs. Wildlife represents biodiversity, essential for our health and the well-being of the whole planet. We live in an interconnected ecological system, where each macro- and microorganism, whether animal, plant or fish affects the other. Alteration of the natural habitat of any organism will trigger a dynamo effect, so non-equilibrium in the ecological system as a whole endangers the life cycle of many species. Around 40,000 species of animals, fungi and plants benefit humans. More than the third of our pharmaceuticals originate from wild plants. Besides been mentioned in the Sustainable Development Goals (SDGs), wildlife and biodiversity have been placed at the core of most of the discussions of the Agenda 2030.

Reasons for wildlife protection and conservation :

World life across the globe is our heritage. The benefits for wildlife protection and conservation according to UNWTO are

- Biodiversity. Nature has connected species through food chains and the disappearance of one specie will affect other species interrelated in the chain. Different programs in conservation are carried out globally for the same.

Indian Tourism Product

- Wildlife conservation can lead to some of the future food supplies. Conservation of bees can lead to food supply of many products of nature.
- There may be many undiscovered plants and animals in the wild. 50 percent of the drugs available in the United States were originally developed from microbial organisms, plants, and animals. Conservation helps in the promotion of research.
- Conservation leads to preservation of freshwater both in quantity and quality.
- There are various animals that serve as indicators for other environmental problems. The benefit is one of the rarely discussed benefits of wildlife conservation.
- Studying animals and their habitats can be a valuable learning experience for students of all ages.
- Eco-tourists experience a tremendous sense of wonder, contentment, and fulfilment from their wildlife encounters and is one of the biggest psychological benefits of conservation.

From the tourism perspective wild life tourism has a positive economic and social impact in the area where it is located. The positive impact and the challenges associated with wildlife tourism are

Positive Impact :

- Habitation Restoration of locals and wild life.
- Inflow of tourists lead to social and economic development of locals
- Inflow of tourists leads to better protection of wild life by the government and the locals, keeping poachers away. It becomes difficult for poachers to operate in areas where wild life tourism is promoted.
- Conservation and breeding of endangered species.
- Financial inflow through donations and animal protection bodies help in management of conservation of wild life.
- Better interpretation on the need for wild life leading to better awareness and more informed visitors.
- Establishment of facilities and conversion of different facilities for conservation.
- Usage of latest technology as an aid to conservation.

Challenges :

- Mistreatment of animals using different ways and measures.
- Transmission of diseases from wild to the man and vice versa. Post the pandemic the possibility of the same has been taken as a serious concern.
- Wild animals can be dangerous and slightest of the rules if not followed in observing animals; it can be a serious concern.

- There are changes in animal behaviour when they are surrounded by tourists and the same may be unpredictable and dangerous. Wild life viewing may scare animals.
- Often breeding success in animals deplete in areas where tourism is permitted.
- There are changes in feeding patterns that have been observed in animals where tourism is permitted.
- Increase in poaching activities and mortality rates.
- With urbanization in the periphery of many jungles to promote tourism, the possibilities of conflict between the man and the wild has increased.

Wild life tourism has different forms and can be categorized under different types. Some of the types when enumerated are

- Safaris
- National Parks and Reserves
- Forests
- Sanctuaries
- Theme parks
- Zoos and Aquariums
- Farms and Ranches
- Animal Rescue centres and Breeding Centres
- Interpretation Zones
- Underwater Diving
- Whale and Dolphin Watching
- Shark Cage Diving
- Gorilla Trekking
- Ostrich Riding
- Botanical Gardens

2.2.1.6 Islands :

Islands have always been attractive places for tourists to visit. Island's appeal to the tourists may relate to the feeling of remoteness or seclusion that one can get on an Island. Island tourism helps to relieve the pressure off the mainland to some extent. As the scope for major industrial activities are limited in islands, tourism may offer the right opening for overall island development. Activity oriented tourism is also becoming highly popular and island have tremendous potential to develop such tourism.

There are several factors that are to be considered in planning island tourism and they are

- Geographical characteristics of the island.

Indian Tourism Product

- Historical and cultural aspects associated with the island.
- Social and legal factors related to the island.
- The possibility of host population interacting with tourists.
- Assessment of the carrying capacity of the island.
- Environmental constraints associated with the island.
- The possibilities of infrastructure development, drainage facilities, availability of drinking water and other essential aspects.
- The distance of the island from the mainland.
- The possible modes of communication through which the island can be accessed.
- Possibility of development of activities related to tourism.

2.3 MAN MADE TOURISM PRODUCTS :

Human being over centuries, have created facilities for comfort of living. Such creations are natural manifestations of human endeavour in the process of evolution. Such manifestations, elegant structure or facilities by creative humans become attraction for commons in the civilisation. These types of products include not only core attractions but facilities and services those have made a mark in themselves and have become attractions for most. Man made tourism products can be categorized as

Culture Based :

- Sites of archaeological interest
- Historical buildings and Monuments
- Places of historical significance
- Museums and Art galleries
- Political and Educational institutions
- Religious institutions

Tradition Based :

- Pilgrimages
- Fairs and Festivals
- Arts and Handicrafts
- Dance
- Music
- Folklore
- Customs and Traditions

Entertainment Based :

- Amusement and Recreation parks
- Sporting Events
- Zoos and Ocenariums

- Planetariums
- Cinemas and Theatres
- Night Life
- Cuisine
- Market Place and Malls

Business Based :

- Conventions
- Conferences

2.4 EVENT BASED TOURISM PRODUCTS :

You must be aware of the FIFA football world cup being held at Qatar. The world cup is an event that attracts teams from across the globe as well fans to watch the football matches from world over. The event has boosted the image of Qatar as a host country on the global map. Any tourism that is related to events is known as Event Tourism. The size of events may be big or small. Traditionally, events have always been viewed as being part of the tourism industry; however that has been slowly changing in recent years, with many people recognising the event industry as an industry in its own right. Events can be of different types and can be further categorized as

- Business Events
- Sporting Events
- Recreation Events
- Local Interest Events
- Entertainments
- Celebrations
- Social Enterprise Events
- Conferences
- Promotional Events
- Exhibitions

Events related to tourism are often seen as image makers, creating profile for destinations, positioning them in the market and providing competitive marketing advantage. In addition to the spending at the event, external visitors are likely to spend money on travel, accommodation, goods and services in the host city or region. The key benefits of events include

- Leads to attraction of lot of people and generates money for the host destination.
- Leads to high publicity value of the host destination.
- Hosting of big events supported by governments of nations act as catalysts in major redevelopment schemes.

Indian Tourism Product

- Helps destinations to position themselves as strong brands in the market.
- Leads to infrastructure and planning and development. Stimulation of infrastructure development and urban planning.
- Manifolds trade and business.
- Supports other attractions
- Creates employment opportunities.
- Build s and facilitates preparation for bigger events.

The meetings, incentives, conventions and exhibitions (MICE) segment of tourism is fast becoming one of the mainstays of tourism all over the world and is a part of Event based tourism. While Europe continues to have the highest market share in the world, Asia is beginning to emerge as a worthy competitor with Australia, Singapore, Thailand and Malaysia gaining market share.

Asia accounted for 15% of global MICE segment with Australia topped the list as the most popular MICE destination, while south-east Asian countries have emerged as strong competitors.

2.5 SYMBIOTIC TOURISM PRODUCTS :

These tourism products are an excellent blend of natural and manmade resources. Nature has provided the natural resource and man has converted them into a tourism product by managing them. The core product is the natural resource and manmade products supplement the core product. National Parks, Wildlife Sanctuaries, Marine Parks are good examples of Symbiotic Tourism Products.

2.6 SITE BASED TOURISM PRODUCTS :

When an attraction is a place or site then it is called a site based tourism product. Site attractions are permanent by nature, for example Taj Mahal, the Great Wall of

China, the Grand Canyon in Arizona, Eiffel Tower, Statue of Liberty, etc. A site destination can extend its season by mounting an off season event or festival. Some new features may be added to the same product for augmentation, to keep the tourist interest alive in the products. For example, now visitors can see Taj by night, music shows like Taj Mahotsav have been organized with Taj as the backdrop so that there are repeat tourists.

The characteristics and positive impact of site based products are

- Conservation of sites leads to sustainability.
- Development of infrastructure and accessibility to the place of site from across regions.
- Planning for better carrying capacity and sustainability.

- Employment generation and various tourism related businesses are evolved.
- Continuous augmentation of the area around the site and addition of other products for better tourist attraction.

There are negative impacts too of site based products and the same are

- Mismanagement at the destination leads to unhappy tourists.
- Often touts and middlemen dominate the area and create a lot of problems for tourists.
- Prices of commodities steeply rise in areas around the site making it difficult for tourists and local population.
- Often tourist demands lead to increase in bad aspects of the society that affect the local population also.
- Often local population is hostile to tourists at different sites.

The tourism product has to be packaged and priced keeping in mind the target customer.

Without any doubt, tourism is the one of the main sectors in a country's economy that can play a significant part in achieving rapid growth and drastically reducing the problems of unemployment in any country. Currently, it is the largest foreign exchange earner for any country. The development of the tourism industry on a priority basis is the need of the hour and an essential element in the planning process of any government as well as bodies associated with the same.

☐ Check Your Progress – 2

1. Wildlife tourism according to UNWTO has _____ percent share
a. 4 b. 5 c. 6 d. 7
2. The acronym SDG stands for
a. Systematic Development Goals
b. Sustainable Decisive Goals
c. Sustainable Development Goals
d. None of the options
3. The reason for wildlife protection and conservation is
a. To spread more pollution
b. Protect food chain by preventing extinction of species
c. Make animals and wildlife more violent
d. All the options
4. Pilgrimages are _____ based tourism products
a. Tradition b. Entertainment
c. Theme d. Business

Indian Tourism Product

5. The blend of natural and manmade resources as tourism products is known as
- a. Natural b. Symbiotic c. Amalgamated d. Artificial

2.7 LET US SUM UP :

Tourism Products can be classified as Natural Tourism Products, Man Made Tourism Products, Event Based Tourism Products, Symbiotic Tourism Products and Site Based Tourism Products. Natural tourism products are more closely associated with the natural environment. It includes natural resources such as area's climate, its setting, landscape and natural environment. The unit highlights in detail the various forms under each tourism product category highlighting the advantages, disadvantages and the impact.

2.8 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. c 2. d 3. a 4. d

Check Your Progress – 2

1. d 2. c 3. b 4. a 5. b

2.9 GLOSSARY :

Symbiotic : Denoting a mutually beneficial relationship between different people or groups or products.

Agrarian : Relating to cultivated land or the cultivation of land.

Indigenous : Originating or occurring naturally in a particular place; native.

GDP : Gross Domestic Product

Flora : The plants of a particular region, habitat, or geological period.

Fauna : The animals of a particular region, habitat, or geological period.

Biodiversity : The variety of plant and animal life in the world or in a particular habitat, a high level of which is usually considered to be important and desirable.

Topography : The arrangement of the natural and artificial physical features of an area.

WWF : World Wildlife Fund

2.10 ASSIGNMENT :

1. List few sites in India associated with promoting rural tourism.
2. List the steps ensured by promoters of rural tourism to manage and preserve the cultural and social aspects of the environment for sustainability.

2.11 ACTIVITIES :

1. List 10 notable Symbiotic tourism destinations of India that act as pull factors for tourists.

2.12 CASE STUDY :

A popular wild life sanctuary came in the news for organizing illegal animal shows for tourists. The shows were popular in the social circle and tourists were ready to spend a lot of money to watch them. Soon these illegal show organizers grew across the periphery of the sanctuary and each one taking bigger risks than the other. The organizers involved forest guards also to gain access to the forest in the night. The shows were common for a lot of years and the impact resulted in altered behaviour amongst wild animals. In one such show a few tourists were attacked by a group of wild animals leading to death of two of them. The matter came out in the media and soon videos started circulating. The government immediately took strict action and cracked down on these shows.

- Q. 1.** What steps should the government take to ensure that such events are not organized in the future ?
- Q. 2.** List other potential challenges that any wild life destination may face and also list the possible solutions to curb the same ?

2.13 FURTHER READINGS :

1. www.wikipedia.org
2. Introduction to Tourism, CBSE
3. Tourism Products; IGNOU
4. Tourism Products; Manoj Dixit,Charu Sheel
5. Tourism Product and Services; Jitendra Kumar Saxena

UNIT STRUCTURE

3.0 Learning Objectives

3.1 Introduction

3.2 History and Origin of UNESCO

3.2.1 Objectives of UNESCO

3.3 UNESCO World Heritage Sites

3.3.1 Selection Criteria for World Heritage Sites

3.4 UNESCO and India

3.4.1 UNESCO World Heritage Sites in India

3.5 Let Us Sum Up

3.6 Answers for Check Your Progress

3.7 Glossary

3.8 Assignment

3.9 Activities

3.10 Case Study

3.11 Further Readings

3.0 LEARNING OBJECTIVES :

- To enumerate on history and origin of UNESCO.
- To list the various objectives of UNESCO
- To explain selection criteria for UNESCO world heritage sites.
- To list the role of India in UNESCO and elaborate on UNESCO world heritage sites in India.

3.1 INTRODUCTION :

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It contributes to peace and security by promoting international cooperation in education, sciences, culture, communication and information. UNESCO promotes knowledge sharing and the free flow of ideas to accelerate mutual understanding and a more perfect knowledge of each other's lives. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in the 2030 Agenda, adopted by the UN General Assembly in 2015. UNESCO is constituted of 193 member countries and 12 associate members. UNESCO has its headquarters at World Heritage Centre in Paris, France and is headed by a Director General. To facilitate the global objectives UNESCO has 53 regional field

offices and 199 national commissions. From an International campaign for saving the monuments of Nubia in 1960, UNESCO protects Natural and Cultural heritages at different countries of the world. In this unit you shall learn about the role of UNESCO is protection of world heritage sites and some of the notable UNESCO world heritage sites in India.

3.2 HISTORY AND ORIGIN OF UNESCO :

The mandate for international cooperation and free exchange of cultural, educational and scientific achievements between nations started in 1921 with the resolution of the League of Nations. An International Committee on Intellectual Cooperation (ICIC) was created in 1924 at Paris and hosted members like Albert Einstein and Marie Curie. The body did not function well with the onset of the Second World War. The need for such a body was again proposed by different countries and the establishment of Educational and Cultural Organization (ECO) took place in 1945 represented by governments of 44 countries. The constitution of UNESCO was drafted and in 1946 the constitution of UNESCO was introduced. UNESCO's mission is to contribute to the building of a culture of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information. UNESCO works to create the conditions for dialogue among civilizations, cultures and peoples, based upon respect for commonly shared values. It is through this dialogue that the world can achieve global visions of sustainable development encompassing observance of human rights, mutual respect and the alleviation of poverty, all of which are at the heart of UNESCO's mission and activities.

3.2.1 Objectives of UNESCO :

The objectives of UNESCO are as

- Attaining quality education for all and implement lifelong learning.
- Mobilizing science knowledge and policy for sustainable development.
- Addressing emerging social and ethical challenges.
- Fostering cultural diversity, intercultural dialogue and a culture of peace
- Building inclusive knowledge societies through information and communication
- Achievement of Sustainable Development Goals.
- It also engages in advancing scientific programmes and policies as platforms for cooperation and development.
- UNESCO develops educational tools so as to help humanity live in a world free of intolerance and hate.
- It works in preserving the cultural heritage of the world's many cultures and also promotes the equal dignity of all cultures.

Indian Tourism Product

- UNESCO sponsors many programmes such as in the fields of teacher training, science, promotion of media and press freedom, regional and cultural history, cultural diversity, natural and cultural heritage, translating world literature, human rights, etc.

The culture conventions of the UNESCO have helped in the protection and preservation of the natural and cultural heritage of the world. To enumerate the different culture conventions of UNESCO are

- Convention on the Means of Prohibiting and Preventing the Illicit Traffic of Cultural Property (1970)
- Convention for the Protection of the World Cultural and Natural Heritage (1972)
- Convention on the Protection of the Underwater Cultural Heritage (2001)
- Universal Declaration on Cultural Diversity (2001)
- Convention for the Safeguarding of the Intangible Cultural Heritage (2003)
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)

UNESCO is the only UN Agency to have a global network of national cooperating bodies known as National Commissions for UNESCO. Through UNESCO, the United Nations designates specific days as occasions to mark particular events or topics in order to promote, through awareness and action, the objectives of the Organization e.g. International Women's Day on 8th of March, World Teacher's Day on 5th of October, World Aids Day on 1st of December and many other days.

3.3 UNESCO WORLD HERITAGE SITES :

UNESCO World Heritage Site is a site recognized by UNESCO as having a distinctive cultural or physical significance, and which is considered of outstanding value to humanity. There are more than 1000 heritage sites across 167 nations. A **World Heritage Site** is a landmark or area with legal protection by an international convention administered by the United Nations Educational, Scientific and Cultural Organization (UNESCO). World Heritage Sites are designated by UNESCO for having cultural, historical, scientific or other form of significance. The sites are judged to contain "cultural and natural heritage around the world considered being of outstanding value to humanity". As of August 2022, a total of 1,154 World Heritage Sites (897 cultural, 218 natural, and 39 mixed properties) exist across 167 countries. With 58 selected areas, Italy is the country with the most sites on the list. The sites are intended for practical conservation for posterity, which otherwise would be subject to risk from human or animal trespassing, unmonitored, uncontrolled or unrestricted access, or threat from local administrative negligence. Sites are demarcated by UNESCO as protected zones. The World Heritage Sites

list is maintained by the international World Heritage Program administered by the UNESCO World Heritage Committee. The programme catalogues, names, and conserves sites of outstanding cultural or natural importance to the common culture and heritage of humanity. The programme began with the "Convention Concerning the Protection of the World's Cultural and Natural Heritage", which was adopted by the General Conference of UNESCO on 16 November 1972. Since then, 194 states have ratified the convention, making it one of the most widely recognised international agreements and the world's most popular cultural programme.

The beginning of protection started was started by UNESCO in 1954 when the government of Egypt proposed to build the Aswan Dam. The government was apprehensive of floods across a large stretch of the river Nile valley that contained cultural treasures of ancient Egypt. This International Campaign to Save the Monuments resulted in the excavation and recording of hundreds of sites, the recovery of thousands of objects, as well as the salvage and relocation to higher ground of several important temples. The most famous of these are the temple complexes of Abu Simbel and Philae. The campaign ended in 1980 and was considered a success. The project cost US\$80 million (equivalent to \$263.1 million in 2021), about \$40 million of which was collected from 50 countries. The success of the project led to safeguarding of other places like Venice, ruins of Mohenjodaro and Borobodur temple compounds of Indonesia.

A draft convention of safeguarding of monuments was passed by UNESCO guiding the formation of a World Heritage Committee. The general conference of UNESCO adopted draft in a convention concerning protection of the world cultural and natural heritage. The body wants to pass the heritages to the future generations for them to see and experience. The body believes that cultural and natural heritages are "irreplaceable sources of life and inspiration".

3.3.1 Selection Criteria for World Heritage Sites :

The country where the site is located fills the nomination with the relevant details to the body. The nomination process of the site starts with its identification and its significance. The site is next placed in a nomination file which is evaluated by the International Council on Monuments and Sites and by the World Convention Union. The recommendations made by these bodies based on the selection criteria are forwarded for further process. The bodies meet once a year to decide upon the procedures.

Until 2004, there were six sets of criteria for cultural heritage and four for natural heritage. In 2005, UNESCO modified these and now has one set of ten criteria. Nominated sites must be of "outstanding universal value" and must meet at least one of the ten criteria. The criteria are

**Indian Tourism
Product**

Cultural :

- i. "To represent a masterpiece of human creative genius"
- ii. "To exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design"
- iii. "To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living, or which has disappeared"
- iv. "To be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history"
- v. "To be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change"
- vi. "To be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance"

Site No. 252 : Taj Mahal, an example of a cultural heritage site; Site No. 274 : Historic Sanctuary of Machu Picchu, an example of a mixed heritage site

Natural :

- vii. "To contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance"
- viii. "To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features"
- ix. "To be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals"
- x. "To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation"

Site No. 156 : Serengeti National Park, an example of a natural heritage site

Check Your Progress – 1

1. UNESCO is constituted of _____ number of member countries.
a. 190 b. 191 c. 192 d. 193

2. The constitution of UNESCO was drafted in the year
a. 1944 b. 1945 c. 1946 d. 1950
3. UNESCO sponsors programs in the field of _____
a. Free Training b. Teachers Training
c. Group Training d. None of the options
4. There are _____ world heritage sites listed under UNESCO
a. 1154 b. 1155 c. 1156 d. 1157
5. The Taj Mahal listed under UNESCO sites is a _____ heritage site
a. Economic b. Cultural c. Natural d. Artificial

3.4 UNESCO AND INDIA :

India as nation is a founding member of UNESCO.

- The National Commission in India that works with UNESCO (as mandated by UNESCO's Constitution) is called the Indian National Commission for Cooperation with UNESCO (INCCU).
- The INCCU comes under the Department of Secondary and Higher Education, Ministry of Human Resource Development, Government of India.
- UNESCO has its presence in India since 1948 and currently has two offices.
- India has been continuously re-elected to the Executive Board of UNESCO since 1946. The members are elected for four-year terms.
- India makes huge contributions to the organisation in the form of funds every year.
- A UNESCO Category I Institute dedicated to education for peace and sustainable development was established in 2012 and is called the Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP).
- Located in New Delhi, it is the first and only category 1 Research Institute in the Asia Pacific and focuses on achieving the Sustainable Developmental Goal (SDG) 4.7 towards education to foster peaceful and sustainable societies.
- UNESCO's most significant work in India relates to the cultural heritage of the country. UNESCO works closely with the Ministry of Culture in this regard.
- UNESCO has played an important role in the development of human rights education in India. It encourages education among children, because it believes in education being a basic human right. It has provided assistance and international cooperation among artists, scientists and scholars in India.

3.4.1 UNESCO World Heritage Sites in India :

- In the year 1977, India accepted the UNESCO convention making its sites eligible to be included in the list of world heritage sites.
- There are 40 UNESCO World Heritage sites located in India as of 2022. Out these sites 32 sites are cultural, 7 are natural and 1 site the Kanchenjonga National Park is of mixed type.
- The first sites to be listed were the Ajanta Caves, Ellora Caves, Taj Mahal and Agra Fort in 1983. The latest addition to the list was Dholavira in 2021.

The pride of India listed as UNESCO world heritage sites are

1. **Ajanta Caves :** Ajanta Caves, located in Maharashtra was listed in 1983. The caves are a collection of Buddhist art from 2nd and 1st century BC. The caves were further added in the 5th and 6th Century AD. The caves were built by Buddhist followers of Theravada Buddhism, Mahayana Buddhism and Vakataka dynasty.
2. **Ellora Caves :** Ellora Caves are located in Maharashtra and was listed in 1983. It comprises of 34 temples and monasteries that were cut into a 2 km long cliff between the 7th and 11th centuries. They were built by followers of Buddhism, Hinduism, and Jainism, they illustrate religious tolerance of the period when they were constructed. The largest temple is the Kailasa Temple.
3. **Agra Fort :** Agra Fort is located in Uttar Pradesh and was listed in 1983. It is a Mughal fortress designed by Emperor Akbar with several palaces, mosques and audience halls. It is one of the sites that portray the finesse of Indo Islamic architecture.
4. **Taj Mahal :** Taj Mahal is located in Uttar Pradesh and was listed in 1983. It is a mausoleum of Mumtaz Mahal, wife of Emperor Shahjahan and was built on the banks of river Yamuna at Agra between 1631 and 1648. It was designed by Ustad Ahmad Lahori and is built in white marble with an inlay of precious and semi precious stones and is one of the finest example of Indo Islamic architecture.
5. **Sun Temple, Konark :** Sun Temple, Konark is located in Odisha and was listed in 1984. The Hindu temple is masterpiece of scientific Kalinga architecture and was built in the 13th century. The temple represents the chariot of Suryadev, the Sun god and has 24 wheels decorated and carved of stone pulled by 6 horses.
6. **Monuments of Mahabalipuram :** The group of monuments around the town of Mamallapuram is located in Tamil Nadu and was listed in 1984. The temples were built in the 7th and the 8th century by the Pallava dynasty. There are different types of monuments and rock reliefs in the shape of chariot, mandapa and the descent of the river Ganga.

7. **Kaziranga National Park** : Kaziranga National Park is located in Assam and was listed in 1985. It is located on the flood plains of the river Brahmaputra and is home to the Indian Rhinoceros with largest population in the world. The national park also has other animals and migratory bird species.
8. **Manas Wildlife Sanctuary** : Manas Wildlife sanctuary is located in Assam and was listed in 1985. The sanctuary is located on the plains of river Manas and is home to lot of endangered species like Elephants, Sloth bear, pygmy hog etc. The site listed as endangered due to high poaching activities between 1992 and 2011.
9. **Keoladeo National Park** : The national park is located at Rajasthan and was listed in 1985. A man made wetland used for duck hunting by Maharajas in the olden days, the site is protected and is home to various species of migratory birds, eagles, goose etc.
10. **Churches and convents of Goa** : The churches and convents of Goa are located in Old Goa and was listed in 1986. Goa was a Portuguese colony and Old Goa was the capital. The site comprises of 7 churches and convents built during 16th and 17th century in Gothic and other styles. The Basilica of Bom Jesus is the most notable of all.
11. **Khajuraho Temples** : The Khajuraho temples are located in Madhya Pradesh and were listed in 1986. The site comprises of 23 temples and was built in 10th and 11th century by the Chandela dynasty. The temples were built in Nagara style, richly decorated with stone carvings and sculptures.
12. **Group of Monuments at Hampi** : The group of monuments of Hampi are located in Karnataka and were listed in 1986. Hampi was of the capital of Vijaynagar empire and has several monuments depicting Dravidian as well as Indo Islamic style of architecture.
13. **Fatehpur Sikri** : Fatehpur Sikri is located at Uttar Pradesh and was listed in 1986. Fatehpur Sikri was the capital of Mughal Empire under Emperor Akbar in the second half of the 16th century. The site comprises of a large number of monuments in Mughal style.
14. **Group Monuments at Pattadakal** : The group monuments at Pattadakal are located at Karnataka and were listed in 1987. The site comprises nine Hindu and one Jain temple that were built in the 7th and 8th centuries under the Chalukya dynasty. They were constructed in the Badami Chalukya style an influence of Northern and Southern architectural styles.
15. **Elephanta Caves** : Elephanta Caves are located at Maharashtra and were listed in 1987. The cave complex of stone carvings was constructed in the 5th and the 6th century on the Elephanta island off Mumbai coast and are dedicated to Lord Shiva.

Indian Tourism Product

16. **Great Living Chola Temples :** The site is located in Tamil Nadu and was listed in 1987. It comprises of 3 Hindu temples built in 11th and 12 th Century by the Chola dynasty. The temples are one of the best examples of Dravidian architecture.
17. **Sunderbans National Park :** The national park is located in West Bengal and was listed in 1987. The national park is located on the delta of river Ganga and Brahmaputra and comprises world's richest mangrove forest. The biodiversity location is home to the Royal Bengal Tiger in India. Apart from the tiger the site comprises different species of animals and birds.
18. **Nanda Devi and Valley of Flowers National Park :** The site comprises of 2 properties and is located in Uttarakhand and was listed in 1988. Nanda Devi is India's second highest peak and the areas are home to different varieties of rare flora and fauna.
19. **Buddhist Monuments of Sanchi :** The site is located at Madhya Pradesh and was listed in 1989. Sanchi is one of the oldest extant Buddhist sanctuaries and was instrumental in the spread of the religion through the Indian subcontinent. It became important under Emperor Ashoka of the Maurya Empire in the 3rd century BC. The site consists of stupa, palaces and monasteries.
20. **Humayun's Tomb :** The tomb is located at Delhi and was listed in 1993. The tomb was constructed in 1560 for Mughal Emperor Humayun and is the first monument depicting Mughal architecture.
21. **Qutub Minar and its monuments :** The Qutub Minar complex is located in Delhi and was listed in 1993. The complex comprises several early Islamic India monuments from the 13th and 14th centuries, when the Delhi Sultanate established power in the country. They include the Qutb Minar, a 72.5 m (238 ft)–high minaret , the Alai Darwaza gateway, the Quwwat–ul–Islam Mosque and other structures.
22. **Mountain Railways of India :** The Mountain Railways of India are located at West Bengal, Tamil Nadu and Himachal Pradesh and were listed in 1999. The site comprises of 3 mountain railways the Darjeeling Himalayan Railway, the Nilgiri Mountain railway and the Kalka Shimla railway.
23. **Mahabodhi temple Complex, Bodhgaya :** The Mahabodhi temple complex is located at Bihar and was listed in 2002. The Buddhist temple complex marks the site where Buddha is said to have attained enlightenment under the Bodhi Tree. The present temple dates to the 5th and 6th centuries AD (during the Gupta period) and was built upon a previous structure commissioned by emperor Ashoka in the 3rd century BC.
24. **Rock Shelters of Bhimbetka :** The rock shelters of Bhimbetka is located in Madhya Pradesh and was listed in 2003. This site

comprises five clusters of rock shelters in the foothills of the Vindhya Range. They contain rock paintings from the hunter-gatherer societies of the Mesolithic to the historical period.

25. **Chhatrapati Shivaji Terminus** : The historic rail station terminus is located in Mumbai and was listed in 2004. The station is designed by Frederick William Stevens in the Victorian Gothic style.
26. **Champaner Pavagadh Archaeological Park** : The site is located in Gujarat and was listed in 2004. The site contains remains of several periods and features both Hindu and Muslim archaeological elements.
27. **Red Fort Complex** : The Red fort is located in Delhi and was listed in 2007. The fort was built under Mughal Emperor Shahjahan and repurposed by the British. The first tricolour of India's independence was hosted at the fort.
28. **Jantar Mantar, Jaipur** : The Jantar Mantar is located at Rajasthan and was listed in 2010. The Jantar Manatar is India's most significant astronomical observatory. It was built by Maharaja Jai Singh II in the 18th century. There are about 20 astronomical instruments that were designed and built for naked eye observations of positions of stars and planets. It also served as a meeting point of different scientific cultures.
29. **Western Ghats** : The Western Ghats are located in Maharashtra, Karnataka, Tamil Nadu and Kerala and was listed in 2012. The ghats are a mountain range with biodiversity hotspots consisting various flora and fauna. The world heritage site consists of 39 individual properties.
30. **Hill Forts of Rajasthan** : The sites are located in Rajasthan and were listed in 2013. It consists of 6 forts the Chittor Fort, Kumbhalgarh Fort, Ranthambore Fort, Gagron Fort, Amber Fort , and the Jaisalmer Fort constructed between the 8th and the 18th century.
31. **Rani ki Vav, Patan** : The site is located at Gujarat and was listed in 2014. Rani-ki-Vav is one of the finest examples of a stepwell, an elaborate type of well where ground water is accessed through several (Seven) levels connected by stairs and decorated with sculptures and carvings. It was constructed in the 11th century under the Chalukya dynasty on the banks of the river Saraswati.
32. **Great Himalayan National Park** : The conservation area is located at Himachal Pradesh and was listed in 2014. The park comprises of alpine peaks and meadows at altitudes ranging from 6000 feet to 20000 feet. The area is famous for its rich flora and fauna and also houses lost of endangered animal species like the musk deer.
33. **Archaeological site of Nalanda Mahavihara** : The site is located in Bihar and was listed in 2016. Nalanda Mahavihara was a Buddhist ancient higher-learning institution established in the 5th century and lasting until the sacking in the 13th century.

Indian Tourism Product

34. **Khangchendzonga National Park** : The national park is located at Sikkim and was listed in 2016. It is located at Mount Khangchendzonga the world's third highest mountain (8,586 m (28,169 ft)). It is a sacred mountain in Tibetan Buddhism, where the area is considered a beyul, a sacred hidden land.
35. **The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement** : The site is transnational site and is shared with other countries like Argentina, Belgium, France, Germany, Switzerland and Japan. It is located in Chandigarh, Punjab and was listed in 2016 and encompasses 17 works of Le Corbusier. Le Corbusier was an important representative of the 20th century modernist movement which introduced new architectural techniques to meet the needs of the changing society.
36. **Historic City of Ahmadabad** : The site is located at Gujarat and was listed in 2017. The city was founded by Ahmad Shah and was the capital of Gujarat Sultanate. A meeting place of many religions gave the city an unique urban fabric.
37. **Victorian Gothic and Art Deco Ensembles of Mumbai** : The site is located in Maharashtra and was listed in 2018. This site comprises two assemblies of buildings in Mumbai from the British Empire era. Public buildings in the Victorian Gothic style from the second half of the 19th century adapted Gothic Revival elements for Indian climate.
38. **Jaipur City** : The city is located at Rajasthan and was listed in 2019. The capital city also known as the Pink city, Jaipur was funded by the Rajput ruler Jai Singh II in 1727. The city was built with a grid plan, which was inspired both by ancient Hindu and Western ideals, in a departure from the medieval architecture of the region. The city houses important architectural marvels and monuments.
39. **Kakatiya Rudreshwara (Ramappa) Temple** : The site is located at Telengana and was listed in 2021. The Hindu temple, dedicated to Shiva, was constructed in the first half of the 13th century under the Kakatiya dynasty. It is decorated with stone carvings and sculptures in granite and dolerite that depict regional dance customs. In line with Hindu practices, the temple is constructed in a way that it blends harmonically with the environment.
40. **Dholavira** : The site is also known as the Harrapan City and is located in Gujarat and was listed in 2021. Dholavira was one of the centres of the Harappan Civilisation from the 3rd to mid-2nd millennium BC, in the Bronze Age. The remains include a walled city and a cemetery, and there are remains of buildings and of water management systems. The city was also an important trade centre during the period.

Apart from the 40 listed sites there are 49 sites that are on the tentative list of UNESCO from different parts of the country.

**UNESCO
World Heritage Sites**



QUTUB MINAR, DELHI



TAJ MAHAL, AGRA



**ELLORA CAVES,
MAHARASHTRA**



**GREAT LIVING CHOLA
TEMPLES**

**Indian Tourism
Product**



**DARJEELING
HIMALAYAN RAILWAY**



**KAZIRANGA NATIONAL
PARK**



**BASILICA OF BOM
JESUS**



KONARK SUN TEMPLE



**WORLD HERITAGE CITY
AHMADABAD**

☐ **Check Your Progress – 2**

1. There are _____ UNESCO world heritage sites in India
a. 35 b. 38 c. 39 d. 40
2. The Taj Mahal was designed by
a. Ustad Zakir Hussain b. Akbar
c. Ustad Ahmad Lahori d. Shahjahan
3. The Sun temple at Konark represents a
a. Wheel b. Chariot c. Rock Edict d. Horse
4. The Khajuraho temples were built by _____ dynasty
a. Chandela b. Chola c. Chalukya d. Maratha
5. The astronomical observatory listed under UNESCO heritage sites is known as
a. Science City b. Jantar Mantar
c. Vigyan Parishad d. National Observatory
6. The transnational site in India is dedicated to
a. Mountbatten b. Queen Victoria
c. Le Corbusier d. Cornwallis

3.5 LET US SUM UP :

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It contributes to peace and security by promoting international cooperation in education, sciences, culture, communication and information. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in the 2030 Agenda, adopted by the UN General Assembly in 2015. UNESCO is constituted of 193 member countries and 12 associate members. UNESCO has its headquarters at World Heritage Centre in Paris, France and is headed by a Director General. Some of the objectives of UNESCO are as Attaining quality education, mobilizing science knowledge, addressing emerging social and ethical challenges, fostering cultural diversity, developing educational tools and sponsoring many programmes in different fields. UNESCO World Heritage Site is a site recognized by UNESCO as having a distinctive cultural or physical significance, and which is considered of outstanding value to humanity. A World Heritage Site is a landmark or area with legal protection by an international convention administered by the United Nations Educational, Scientific and Cultural Organization (UNESCO). As of August 2022, a total of 1,154 World Heritage Sites (897 cultural, 218 natural, and 39 mixed properties) exist across 167 countries. India as nation is a founding member of UNESCO and was re-elected to the Executive Board of UNESCO since 1946. There are 40 UNESCO World Heritage sites located in India as of 2022. Out these sites 32 sites are cultural, 7 are natural and 1 site is of mixed type. The

unit details out the 40 sites listed under UNESCO with its year of inception in the list.

3.6 ANSWERS TO CHECK YOUR PROGRESS :

Check Your Progress – 1

1. d 2. c 3. b 4. a 5. b

Check Your Progress – 2

1. d 2. c 3. b
4. a 5. b 6. c

3.7 GLOSSARY :

Agenda : A list of items to be discussed at a formal meeting.

National Commission : Set up by their respective governments in accordance with the Article VII of the UNESCO Constitution, the National Commissions operate, on a permanent basis, for the purpose of associating their governmental and non-governmental bodies in education, sciences, culture and communication with the work of the Organization.

Alleviation : The action or process of making suffering, deficiency, or a problem less severe.

Mission : Mission is the core purpose of an organization or a company.

SDG : Sustainable Development Goal

Heritage : Places, artefacts, and activities that authentically represent the stories and people of the past and present.

Convention : an agreement between states covering particular matters, especially one less formal than a treaty.

3.8 ASSIGNMENT :

1. Do a comparative study between Ahmadabad and Jaipur as UNESCO world heritage cities in terms of culture, heritage, monuments, places of interest, food and destination management undertaken.

3.9 ACTIVITIES :

1. Undertake a detailed study of the 3 mountain railways of India and suggest tourist circuits incorporating the same in the itinerary.

3.10 CASE STUDY :

In a bizarre incident 6 forest rangers of Virunga National Park, a UNESCO listed project in Democratic Republic of Congo, Africa, was shot dead by the militia while they were on foot patrol. A similar incident happened few months back when 13 rangers were killed by the militia. Virunga National Park (covers an area of 790,000 ha) comprises an outstanding diversity of habitats, ranging from swamps and steppes to the snowfields of Rwenzori at an altitude of over 5,000 m, and from

lava plains to the savannahs on the slopes of volcanoes. Mountain gorillas are found in the park, some 20,000 hippopotamuses live in the rivers and birds from Siberia spend the winter there. The armed militia operate from within the forest area and is a persistent threat to forest guards. Out of the 700 rangers who work for the national park, 200 of them have been killed in a span of a decade. The national park is one of the oldest in Africa facing severe challenges of armed conflict, human infestation and poaching.

Q. 1. What should have been the ideal scenario in the above situation for a national park ?

Q. 2. List the steps that the government should undertake to prevent the national park from being unsustainable ?

3.11 FURTHER READINGS :

1. www.un.org
2. www.unesco.org
3. www.wikipedia.org

BLOCK SUMMARY

The block has provided a detailed into the concept of Tourism Product and its characteristics. The bock explains the different types and forms of tourism product with details about the impacts of each form in the tourism industry. The block also indicates the history, origin and the role of UNESCO for managing world Heritage sites. UNESCO is the United Nations Educational, Scientific and Cultural Organization. It contributes to peace and security by promoting international cooperation in education, sciences, culture, communication and information. The unit talks about the role of India in UNESCO and details the 40 sites in India under the UNESCO.

BLOCK ASSIGNMENT

Short Questions :

1. What is UNESCO ? What are UNESCO world heritage sites ? How does UNESCO select and manage world heritage sites ?
2. Define Tourism products ? Elaborate on the characteristics of Tourism products with relevant examples ?
3. Classify Tourism Products and elaborate on each tourism product with relevant examples ?

Long Questions :

1. Elaborate on the role of India as a member of UNESCO ?
2. List and explain the objectives of UNESCO ?
3. Enumerate on the concept of tourism and role of each sector ?
4. Explain symbiotic tourism products with example ?
5. Explain the difference between site based and event based tourism products ?

**Indian Tourism
Product**

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3
No. of Hrs.			

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____

3. Any other Comments

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INDIAN TOURISM PRODUCT



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

INDIAN TOURISM PRODUCT

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BBAATR-301

Indian Tourism Product

BLOCK 2 : TOURISM PRODUCTS OF INDIA

UNIT 1 : NATURAL TOURISM PRODUCTS

UNIT 2 : MANMADE TOURISM PRODUCTS OF INDIA

UNIT 3 : NICHE MARKETING AND SPECIAL TOURISM
PRODUCTS

UNIT 4 : MICE AND BUSINESS EVENTS

TOURISM PRODUCTS OF INDIA

Block Introduction :

The block introduces you to the various forms of tourism products available and also uses India as a reference point for examples in the different forms. Natural attractions are one of the greatest pull factors that drive tourists to visit places of scenic beauty. The unit 1 details about the types of natural tourism products with reference to our country. The unit 2 elucidates on the types of manmade resources and how these resources act as a tourism product for attracting tourists to a destination. There are tourists who have special needs and wants and the sector works towards fulfilment of the needs of this segment. The segment is known as the niche market and the tourism product as a Special Tourism Product. The Unit 3 gives you an insight about niche marketing and Special products. Meetings, Incentives, Conferences and Exhibitions commonly known as MICE is one of the most evolving form of tourism that generates revenue for a destination. The unit 4 details on MICE tourism and the various aspects involved in MICE tourism.

Block Objectives :

- To list types of tourism products and enumerate on the usage of products and the natural attractions.
- To enumerate on manmade resources for tourism and some of its forms.
- To classify the niche market and niche marketing.
- To list the criteria for identifying and describing a niche market for special interest products and services.
- To define MICE, the Infrastructure for MICE and some popular MICE Venues in India.
- To elucidate the concept of MICE, its advantages, impact and disadvantages.
- To enumerate the strengths of India as a MICE destination.

Block Structure :

Unit 1 : Natural Tourism Products

Unit 2 : Manmade Tourism Products of India

Unit 3 : Niche Marketing and Special Tourism Products

Unit 4 : MICE and Business Events

UNIT STRUCTURE

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- 1.2 Types of Tourism Product**
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 - 1.2.2.1 Natural Tourism Product**
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- 1.16 Answers for Check Your Progress**
- 1.17 Glossary**
- 1.18 Assignment**
- 1.19 Activities**
- 1.20 Case Study**
- 1.21 Further Readings**

1.0 LEARNING OBJECTIVES :

In this unit you shall be able to

- List types of Tourism Products
- Enumerate on the usage of products,
- Enumerate on Natural attractions, the types, Site Based Tourism Products, Event Based Tourism Products, Climate, Deserts, Natural Vegetation and Wild Life, Types of Vegetation, Tropical rain Forests, Tropical Deciduous Forests, Tropical Thorn Forests and Scrubs, Mountain Forests, Mangrove Forests and Wildlife.

1.1 INTRODUCTION :

Tourism is a business of networking, where a large number of people come together to visit places of interest. Tourism is basically a services industry. Tourism services differ from other manufacturing goods in four main factors viz. Intangibility, Heterogeneity, Perishability, and Inseparability. First, tourism is intangible since it cannot be inspected and sampled before the actual purchase is done. Therefore, a certain amount of risk is involved in the purchase. For example, a traveller booking a hotel room through an online travel agency may not know what he/she is getting into. In one sense, this helps the marketer as there is no physical delivery of the product and no storing of the product is required (aside from the original packaging). However, intangible products suffer many drawbacks as lack of physical delivery by middlemen like online travel agencies reduces their commitment to the products. The use of reservations systems to book rooms and airlines tickets unnecessarily adds to the cost without adding any value to the product. Thus, a marketer must try to present the products in form of brochures, videos, and development kits to overcome the drawbacks.

Tourism products are heterogeneous, like other manufactured goods. A TV set or a motor bike are homogenous units in mass production sharing similar characteristics. Although package tours have gone a long way in standardizing the experience associated with the airlines, hotels and other service providers, some aspects of product quality are beyond the control of any operator. A rainy day during the tour can spoil an experience and a strike in highways can block traffic flow. These are the instances where the operator cannot exercise any control.

Third, tourism product has high perishability. A piece of mobile device, if is not sold within a store can be sold the next day or maybe after month with some discount. But an unsold hotel room within a day and a flight having an empty seat is lost permanently. Tourism industry suffers from period variable demand. Tourism demand normally is higher during the peak season. In off season, the rooms stay empty for certain amount of time to increase the total price of the product. This can be one of the most significant aspects in tourism marketing especially in

determining the prices of the products. Pricing strategies could help in spreading demand by providing substantial discounts during the off-season to an extent.

Finally, tourism services include a wide variety of products and services. When a traveller buys a television set, he takes it to the store where he can see how the television works. He then returns home and watches the demonstration. The salesperson may not be present during the purchase, but the salesman is there to answer questions about the product. A tour guide shows tourists around an area so they can enjoy the sights. An airline flight attendant serves food and drinks to passengers. And a hotel receptionist helps guests check into their rooms. Tourism services are often provided by businesses that sell one product or service. For example, hotels provide lodging, airlines offer transportation, and travel agents help people plan trips.

1.2 TYPES OF TOURISM PRODUCT :

1.2.1 On the Basis of Usage of Products :

Tourism product can be viewed from two different perspectives i.e. from the perspective of suppliers (sellers) who produce services and from the perspective of consumers (tourists) who consume those services. A service produced by a supplier may range from transportation, accommodation, food and beverage, entertainment facilities and so forth. Similarly, a tourist or consumer may demand the products based upon his/her satisfaction needs such as attractions, amenities and accessibility. These needs may be categorized according to the type of participation and use of natural resource of a country. While the former category will be examined as part of tourism systems; the latter category will be explored in this unit.

1.2.2 On this Basis of Attractions Types :

On this basis of categories, tourism products can be categorized into natural, manmade and symbiotic products.

1.2.2.1 Natural Tourism Product :

This kind of product consists mainly of attractions that attract visitors to a place. Natural settings such as scenic views, dense forests, mountains, lakes and seas have traditionally been attractive for tourists around the world.

1.2.2.1.1

The Sharavati River flows through the heart of the western ghats mountain range, creating a series of beautiful waterfalls along the way. The river originates in the southern slopes of the Sahyadri Mountains, in Maharashtra state, before passing through Goa, Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Kerala, and finally emptying into the Bay of Bengal. The Sharavati River is the longest tributary of the Godavari River system. The Sharavati is the only river in India whose source lies

Indian Tourism Product

outside the Himalayas. The Sharavati river originates from the southern slopes of the western ghats in the Indian states of Maharashtra and Karnataka. It then flows through Goa, Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Kerala and finally empties into the Bay of Bengal near Kolkata. The river passes through the western ghats mountain ranges, creating a series of waterfalls along the way, including the spectacular Jog Falls. The river originates from the south slopes of the Sahyadra Mountain Range, in Maharashtra state, and then travels through Goa, Andhra Pradesh, and Telangana before emptying into the Bay of Bengal near Kolkata, West Bengal. The Sharavathi is the longest tributaries of the Godavari River system. The Sharavathi river originates from the Southern slope of the Western Ghats Mountain Range, in Maharashtra State, and then travels through Karnataka, Andhra Pradesh, Telangana, and finally empties into Bay of Bengal near Kolkata. The river passes through Western Ghats Mountain Range and creates a series of waterfalls, including the spectacular Jog Falls. The river originates at the southern slopes of the Western Ghats in the Indian States of Maharashtra and Karnataka, and then travels through the states of Goa, Karnataka and Andhra Pradesh before emptying into the Bay of Bengal near Kolkata, West Bengal. The river passes through western ghats mountain range and creates a series of beautiful water falls, including the spectacular Jagged Falls. The river originates at the southern slope of the Western Ghats in the Indian States of Maharashtra and Karnataka, and travels through the states of goa, Karnataka and Andhra Pradesh before emptying into the sea near Kolkata, west Bengal. The river passes through Western Ghats Mountain Range creating a series of beautiful Waterfalls, including the spectacular Jagged Falls. The river originates at the southern slope of Western Ghats in the states of Maharashtra and Karnataka, and then travels through Andhra Pradesh and Telangana before reaching the sea near Kolkata, west Bengal. The river originates from the southern slope of Western ghats in the states of Maharashtra and Karnataka, and travels through goa, Karnataka, Andhra Pradesh before reaching the sea near Kolkata, west Bengal.

1.2.2.2 Man-made Tourism Product :

Humans have developed various forms of technology over the course of history. Some of these technologies were designed for comfort, such as buildings and homes, while others were created for entertainment purposes, such as theme parks. Some of these technologies became so popular they have become attractions in themselves. An example of this would be the Palace on Wheels, which was built as a mode of transportation, but has grown into a major tourist attraction. Another example of a technological attraction is the Roller Coaster, which is used to transport passengers through a track. These rides are often themed around specific topics, such as science fiction, horror, fantasy, sports, music, or comedy. Other examples of technological attractions include the Dark Ride, which simulates a scary experience, the Water Attraction, which features swimming

pools, and the Family Ride, which provides children with a safe environment where they can ride without fear of injury. In addition to these attractions, many theme parks offer a variety of other activities, including shows, concerts, carnival games, and fireworks displays.

1.2.2.2.1 Theme Park – MGM Dizze World :

MGM DizzeeWorld is an amusement park located at East Coast Road, Chennai. It is owned by MGM (Manuel Gnana Muthu) group of companies. The theme park is visited by people from Chennai and other parts of south India for fun filled, high energy entertainment. It has various indoor and outdoor amusements for adults, kids and families. Apart from the entertainment, the park also exhibits a beautiful amphitheatre for a variety of events including concerts, shows and exhibitions. It has more than 60 imported and Indian rides along with water related rides. The Park is designed by an Italian architect which is spread across a huge lush green area along the scenic blue beachfront of east coast road, at muttukadu, around 30 km away from Chennai city.

1.2.2.3 Symbiotic Tourism Product :

Apart from pure natural products there are some types which are blend of both man made and natural features. For example, a zoo, a waterpark, an aero sport zone are human creations at nature attractions. Nature here is a core resource on which human beings have created facilities. These products so are called as creations by combination of nature and man.

1.3 ON THE BASIS OF SITE AND EVENT BASED ATTRACTION :

The tourism products can also be categorised differently when they are based on the presence of people or when they are based on sites or geographical destinations.

1.3.1 Site Based Tourism Products :

A tourist attraction may be any location where people gather to view something special. Examples include museums, theme parks, zoos, aquariums, historic sights, battlefields, scenic areas, natural wonders, amusement parks, sports stadiums, music venues, art galleries, and religious sites. Attractions may also be found in cities, towns, neighbourhoods, and residential areas.

1.3.2 Event Based Tourism Products :

An event can be defined as an activity, activity or occurrence that draws attention or attracts people. A tourist visits an event as a spectator, participant or sometimes for both. Events may be traditional, occasional, or promotional in nature. Famous festivals include the Kumbh Mela at Prayagraj, the Rath Yatra at Jagannath Temple, the Republic Day Parade and the International Film Festival of India. Social events include weddings, birthday parties, corporate meetings and conferences. Promotional events

are organized to promote a place or a product. The Indian Premier League cricket tournament is one example of a promotional event.

1.4 CLIMATE :

The seasonal reversal of winds being experienced in some regions around the world is called as monsoon. Air flows in the direction of land to sea with dry weather in winter and a sea to land movement in summer with wet conditions which create rainfall. Monsoon is the dominant climactic force. The causes of monsoon in India are shifting of the Jet Stream north and south of the mountains and the differential heating between water and land. During the summer the Jet Stream moves north of the Himalayan range allowing moist air to penetrate into the continent from the ocean and in winter, the Jet Stream is divided with one part north of the Himalayans. The air movement effectively prevent moisture from the oceans from flowing into the core area of the country. The Indian Meteorological department recognizes four seasons –

- Winter Season
- The Summer Season
- The Rainfall Season
- The Post monsoon Season

These are four broad climates – regions based on the rainfall. Practically entire Assam & its neighbourhood, the western ghats and adjoining coastal strip and parts the Himalayas experience precipitation throughout the year. Some areas in the Khasi & Jaintia Hills of Meghalaya experience the highest rainfall in the World. Mawsynram in Meghalaya is the town that receives the highest rainfall in the world. In contrast, Rajasthan, Kutch & the high Ladakh plateau in Kashmir extending westwards to Gilgit are regions with very little rainfall. While the rainy period in most parts of the Country is from June to September, the region of Tamil Nadu & Andhra Pradesh experience rain falls during October–November because of retreating rainfall.

1.5 DESERTS :

The deserts in India can be classified into two types namely the Great Desert and the Little Desert.

- The Great Desert lies in the western part of the country in Rajasthan and stretches across the borders of Pakistan in the west.
- The Little Desert lies in the eastern part of the country and extends from the Luni river in the north to the Rann of Kutch in Gujarat in the south. Between these two deserts lie the rocky lands and limestone hills. A cold desert of about 70,000 square kilometres exists in the Ladakh region.

❑ **Check Your Progress – 1**

1. _____ river is the longest tributary of the Godavari River system.
a. The Sharavati b. The Ganga c. The Godavari
2. _____ is kind of product consisting mainly of attractions that attract visitors to a natural place such as scenic views, dense forests, mountains, lakes and seas.
a. Artificial product
b. Man-made tourism product
c. Natural Tourism Product
3. The town that receives the highest rainfall in India is
a. Cherrapunji b. Mawsynram c. Dekiajhuli
4. Rann of Kutch is located in the state of _____
a. Rajasthan b. Haryana c. Gujarat

1.6 NATURAL VEGETATION AND WILD LIFE :

India ranks tenth in list of 12 mega biodiversity countries of the world because of the richness of its plant species which counts to about 47,000. It is ranked fourth in Asia in plant species. India contributes 6% to the world's overall flowering plants which comes to 15,000 in number. India also has many non-flowering plants like algae, fern, and fungi. The cultivated crops and fruit and the orchard form a part of vegetation but is not natural vegetation as the nature vegetation is the plant community growing naturally without the interference of man and is left untouched by humans for a long period. Flora is the flora occurring in the particular region whereas fauna is all the animals living in the particular region. The variety of flora and fauna is caused by the factors like, type soil, land, climate and temperature and rainfall etc. The variety in the floras and faunas is due to the factors such as, type of soil, terrain, climate, temperature and precipitation etc.

1.7 FORESTS :

India experiences rainfall due mainly to the advance of the southwest monsoons and the retreat of the northeast monsoon (October to June). Areas receiving more rainfall have denser vegetation than those receiving less rainfall. Forests contribute significantly to improving the quality of the environment. Their contribution can be summarised as follows :

- Modification of local climate
- Controlling of soil erosion
- Regulation of stream flow
- Support for a variety of industries
- Provision of livelihood for many communities
- Offering panoramic views for recreation

- Control of wing forces and temperature resulting in rainfall
- Providing humus to soils and shelter to wildlife

1.8 TYPES OF VEGETATION :

Our country has the following major types of vegetations

- Tropical rain forests
- Tropical deciduous forests
- Tropical thorn forests and scrubs
- Mountain forests
- Mangrove forests

1.9 TROPICAL RAIN FORESTS :

These forests are present throughout the regions which receive heavy rainfall i.e., 200 cm. With a short dry season, trees grow to heights of up to 60 cm. This warm and wet area has the evergreen forests. Some trees of commercial value are ebony, mahogany, rosewood, rubber, cinchona and others. Animals found in this region include elephants, lemurs and monkeys. A lot of bats, birds and snakes can also be found in these jungles. One horned rhino is found in the jungles of Assamese and West Bengal. In addition, a lot of crabs, sloths, scorpions and snails can be found in these jungle lands.

1.10 TROPICAL DECIDUOUS FORESTS :

They are also known by the name of monsoons. These forests cover the maximum area in India. They are usually present where the rainfall falls between 200cm to 70cm. The trees in these forests shed their leaves for 6 to 8 weeks during the dry season. They are further divided based on the amount of water they receive. The moist deciduous forests are found in the east coast of India, along the foothills Himalayas and Jammu & Kashmir. They are found in places where the rainfall is between 200 cm to 100cm. In these forests teak is the most dominant tree and others include Bamboo, Sal, Sandalwood and Mulberry. The dry deciduous forests are found in the western parts of India, in the rainier regions of the peninsula and the plains of Bihar & Madhya Pradesh. Here teak is the most common tree and others include Peepal, Neem, Sandalwood and mahogany. The animals found in the forests are leopard, tiger, deer, elephant, wild boar, jackal, hare, porcupine, squirrels and various birds.

1.11 TROPICAL THORN FORESTS AND SCRUBS :

This kind of forest exists in the northern parts of India including semi-arid regions of Gujarat, Rajasthan, Madhya Pradesh, Chhattisgarh, Uttar Pradesh and Haryana. These forests are found in the area where rainfall is less than 70 cm and they consist of trees like Acacias, Palms, Euphorbia and Cactus. The trees have long piercing roots to get moisture.

In these areas animals are rats, mice, rabbit, fox, wolf, tigers, lions, wild asses, horses and camels.

1.12 MOUNTAIN FORESTS :

This section contains the wet temperate type forest with evergreen broadleaf trees such as oak and Chestnut. They are found in regions of 1000 to 2000 meters. The temperate forests with coniferous trees like Pine, Deodar, Silver Fir and Cedar are found in the area of 1500 to 3000 meters. These forests are found on the southern slopes of Himalayan ranges and places with high altitudes in south and North East India. The Alpine vegetation consists of trees like Silver Fir, Juniper, Pines and Birch. These are used for grazing by nomadic tribes such as Gujjars and Bakharwals. Animals found in this region include Kashmir Stag, Spotted Deer, Wild Sheep, Jack Rabbit, Snow Leopard, Red Panda, Sheep and Goats with thick hair.

1.13 MANGROVE FORESTS :

The Mangrove Forests are located along the coastlines of rivers such as the Ganges, Mahanadi, Krishna and Godavari. These forests are home to various species including the royal Bengal Tiger, Snakes, Crocodile, Gorilla, Leopard, Elephant, Deer, Wild Boars, Monkeys, Squirrels, Birds, Fish and Turtles.

1.14 WILDLIFE :

India is the largest country in Asia by area and ranks second in population after China. It is bounded by Pakistan and Nepal in the west; China and Bhutan in the north; Bangladesh and Burma (Myanmar) in the east; Sri Lanka and Maldives in the south. Its terrain consists of a central plain surrounded by high mountains along the Himalayas in the north, followed by the Vindhya, the Great Indian Desert in the centre, and the Deccan Plateau in the south. About three quarters of the land is covered by forest. Rivers include the Ganges, the Indus, the Krishna, the Tapti, the Godavari, the Kaveri, the Mahanadi, the Narmada, the Sabarmati, the Cauvery, the Sutlej, the Yamuna, the Karnaphuli, the Ken, the Chambal, the Betwa, the Tamsa, the Purna and the Subarnarekha.

☐ Check Your Progress – 2

1. India contributes about _____ % to world's overall flowering plants.
a. 3 b. 4 c. 5 d. 6
2. The rubber tree grows in _____ forest
a. Arid b. Mangrove c. Tropical d. Leafy
3. Pine is a type of _____ tree
a. Deciduous b. Coniferous c. Leafy d. Tropical
4. The biggest mangrove forest in India is located in the state of
a. West Bengal b. Telengana c. Sikkim d. Karnataka

1.15 LET US SUM UP :

In this unit, we covered the peculiarities of tourism products. It includes cases of its different forms in the natural state. The unit also discusses the country's physical geography by describing its mountains, river systems, plains, islands, and soil types. To comprehend the natural resources for tourism accessible in India, a brief discussion on the country's climate, vegetation, and wildlife is also included.

1.16 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. a 2. c 3. b 4. c

Check your progress – 2

1. d 2. c 3. b 4. a

1.17 GLOSSARY :

MGM : Manuel Gnana Muthu

1.18 ASSIGNMENT :

1. Enumerate on Sunderbans as a natural tourism product located in the state of West Bengal.

1.19 ACTIVITIES :

1. Make a comparative study of the Thar Desert of Rajasthan, Rann of Kutch in Gujarat and the Cold desert of Ladakh as natural tourism products for travellers.

1.20 CASE STUDY :

The tourists at a particular beach destination located on a remote island enjoyed the pristine blue waters and the stretches of white sands. The prime objective for the visit was relaxing under the sun and enjoying the beauty. The destination remained a secluded spot for couples and honeymooners majorly and attracted a particular segment of tourists only. With time the destination became known to people and facilities started developing on the island making it commercial. The stretches of dirt roads leading to the beach were soon made of concrete. Facilities were built on the pristine beach for food and other activities. Water sports was introduced and soon the beach became a destination that attracted people from all segments. The island often got very crowded leading to challenges like overly priced accommodation, higher food prices, shortage of potable water, sanitation. The sensitive ecology of the island too was disturbed leading to depletion of fish as natural resource, erosion, pollution and other hazards. The once charming destination was soon fading out in the face of commercial development.

Q. 1. How can the destination manage its carrying capacity ?

Q. 2. What are the steps that the destination should take to manage sustainability for future ?

**Natural Tourism
Products**

1.21 FURTHER READINGS :

1. Indian Tourism Products Hardcover by Robinet Jacon
2. Tourism Products of India by Robinet Jacob, P. Mahadevan, Sindhu Joseph
3. Tourism Planning, An Integrated and Sustainable : An Integrated and Sustainable Development Approach by E Inskeep
4. Tourism In India by Rabindra Seth, Om Gupta

UNIT STRUCTURE

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 Man Made Tourism Products
 - 2.2.1 Advantages of Manmade Tourism Products
 - 2.2.2 The Statue of Unity Case Study
- 2.3 Adventure Sports
- 2.4 Skiing in Gulmarg
- 2.5 Trekking in Zaskar
- 2.6 Scuba Diving at Andaman Islands
- 2.7 Forest Trails at Kaziranga National Park
- 2.8 Trekking in the Himalayas
- 2.9 Hampta Pass – A Trekkers Paradise
- 2.10 Paragliding in Manali
- 2.11 Commercial Attractions
- 2.12 Shopping in India
 - 2.12 Gurgaon Shopping Festival
 - 2.14 Pondicherry Shopping Festival
 - 2.15 Hyderabad Shopping Festival
 - 2.16 Delhi Shopping Festival
- 2.17 Live Entertainment
- 2.18 Let Us Sum Up
- 2.19 Answers for Check Your Progress
- 2.20 Glossary
- 2.21 Assignment
- 2.22 Activities
- 2.23 Case Study
- 2.24 Further Readings

2.0 LEARNING OBJECTIVES :

In this chapter we will be able to :

- Enumerate the ideas behind man–made resources for tourism
- Develop a better idea about adventure tourism locations in India,

- List the most well-known theme parks of India
- Learn about several supplemental accommodations.

2.1 INTRODUCTION :

Human beings have created facilities for comfort and entertainment. Such creations are natural expressions of human endeavours in the course of evolution. Attractions such as theme parks, museums and zoos are examples of such creations. They are attractive because they are beautiful structures built by skilled craftsmen and artists. Such attractions are also called man-made attractions. Man-made attractions include not only attractions that entertain visitors but also facilities that make life easier. For example, airports, shopping malls, hotels, hospitals, schools, restaurants, and banks are all facilities that make life easier for people.

A theme park includes various attractions such as thrill rides, roller coaster, family rides, water parks, indoor dark rides, etc. Pure natural and man-made products may also be found at these places. Some products are blends of both natural and manmade features. For example, a zoo, a waterpark, an aero sport zone are examples of human creations at natural attractions; whereas, a theme park is a place where people come together to enjoy themselves. In this sense, a theme park is not only a place where people go to relax and spend leisure time, but also a place where they meet each other and share experiences. So, a theme park is an amalgamation of nature and culture.

India as an ancient country is famous for its rich cultural heritage and tradition. From the mighty Himalayas to the serene beaches, from the stunning mountain ranges to the beautiful valleys, every part of India is a paradise for tourists. With its rich history, diverse culture and fascinating traditions, India is one of the best tourist destinations in the world.

2.2 MAN MADE TOURISM PRODUCTS :

The tourism product is a combination of tangible and intangible elements. Man made tourism products have been built or created by humans to satisfy leisure, pleasure or business needs of the tourists. Such type of products include sites and area of archaeological interest, historical buildings and monuments, places of historical significance, museums and art galleries, theme/amusement parks, fairs & festivals, dance & music, recreation parks and zoos etc. These are the examples of manmade tourism products to satisfy the leisure and pleasure needs of the tourists. Conventions and conferences are the examples of manmade products which satisfy the business needs of the tourists. Major man made tourism products could be based on :

- **Culture** which includes sites of archaeological interest, historical buildings and monuments, places of historical significance, Museums and art galleries, political and educational institutions, religious institutions.

Indian Tourism Product

Cultural tourism is based on the assortment of places, traditions, art forms, celebrations and experiences that portray the nation and its people, reflecting the diversity and character of a country. Garrison Keillor, in an address to the 1995 White House Conference on Travel & Tourism, best described cultural tourism by saying, "We need to think about cultural tourism because really there is no other kind of tourism. People don't come to America for our airports, people don't come to America for our hotels, or the recreation facilities. They come for our culture : high culture, low culture, middle culture, right, left, real or imagined –they come here to see America." Tourism is marketed on the significant trends and one marketing concept encompasses the movement of the mass to particular destinations. The other marketing trend that is in vogue is the special interest travellers who rank culture, arts, heritage and other aspects as their motive for travel. Technology plays a big role in amalgamating the cultural aspect of a place to potential tourists.

Cultural resources connect tourists to civilizations and enhance their quest for knowledge. Culture means the prospect of contact with other civilizations, their original and varied customs and tradition with their distinct characteristics. This entire process creates a powerful motivator towards travel. Various Museums attract tourists like Madame Tussauds Museum in London, the Louvre Museum in Paris, Smithsonian Washington Museum, Museums of famous painters like Salvador Dali, Pablo Picasso, Natural History Museum, British Museum, Museum of Modern Art are also popular tourist products; sites of archaeological interest, such as remains of Mohenjodaro and Harrapan civilizations, museums for fossils and dinosaurs, sites for historical interest such as city of Hiroshima and Nagasaki, sites of holocaust in Germany, tombs of various leaders and emperors in Egypt. In India too tourists seek the essence of culture by visiting different destinations of which places like Jaisalmer, Jaipur, Varanasi, Bodh Gaya and others provide the essence of rich cultural heritage of the country.

- **Traditions** which include pilgrimages, fairs and festivals, arts and handicrafts, dance, music, folklore, customs and others.

A pilgrimage is a term primarily used for a journey or a search of great moral significance. Sometimes, it is a journey to a sacred place or shrine of importance to a person's beliefs and faith. Members of every religion participate in pilgrimages. A person who makes such a journey is called a pilgrim. Secular and civic pilgrimages are also practiced, without regard for religion but rather of importance to a particular society. For example, many people throughout the world travel to the City of Washington in the United States for a pilgrimage to see the Declaration of Independence and the Constitution of the United States. India is a land of Gods, Goddesses and saints. In Hinduism a pilgrimage (yatra) to sacred places (tirtha) has special

significance for spiritual salvation (moksha) by performing various acts as proposed by the dharma. Pilgrimage in India there is 7 holy cities (Saptapuri; (Ayodhya, Haridwar, Mathura, Kashi, Kanchipuram, Ujjain and Dwarka); 4 dhams (Badrinath, Dwarka, Puri, Rameshwaram); 12 Jyotirlings devoted to Lord Shiva; 51 Shakti Piths; the Lord Rama Circuit; the Lord Krishna Circuit. There holy places like Kedarnath, Gangotri Yamunotri, Prayagraj, Vrindavan and many others. Holy fairs are organized in India like the Kumbh Mela, Gita Mahotsav, Shravani mela and others that attract a lot of tourists. Holy temples and shrines of saints too attract tourists from across the globe.

The crafts of India are diverse, rich in history, culture and religion. The craft of each state in India reflect the influence of different empires. Throughout centuries, crafts have been embedded as a culture and tradition within rural communities in every state and culture of India; metal crafts like Pembarthi, Bidriware, Kamrupi, mirror embroidery and tie and dye fabric works of Rajsathan, Bandhni block prints from Gujarat, bamboo craft and silk from Assam, wood craft of the South, Mithila paintings of Bihar, historical sites, sarees from Bengal, all reflect the traditions of the country.

Dance forms and music play a significant role in Indian culture. Many countries of the world, market dance and music as a tourism product; an essential element in the culture of a country. Dance festivals are organized in different parts of the country and are visited by tourists from across nations. Events like the Konark dance festival, the Khajuraho dance festival, the Chennai dance festival attract a lot of tourists. Traditional dance forms like Kathak, Bharatnatyam, Kathakali, Kuchipudi, Odissi and others are sought after across the globe. Folk dances that reflect the people of different regions of India are also very popular. India is a land of Sapt Swar or the seven notes. Indian tradition has music imbibed and embedded and the variety is mesmerizing. Kings and rulers patronized music as a form of art in their kingdoms. Music too is demarcated as Classical and Folk in the country. Film music which is the modern trend is also popular across the globe.

- **Entertainment** which includes recreational facilities, sporting events, zoo, resorts, cinemas, theatre, cuisine, theatre and others. Tourist products that have entertainment as their main characteristic are many. Just to name a few there are amusement and recreational parks like Disneyworld in United States, Hong Kong, Paris, Singapore and theme parks in various countries. In India amusement and entertainment parks like Essel World, Imagica, Wonderla, Nicco Park, Ramoji Film City and others are of repute. Tourists may come to attend sports events and it is also an opportunity to explore the country. The FIFA football World cup at Qatar in 2022 has attracted

Indian Tourism Product

football fans and tourists from across the globe. India hosted the Common Wealth games in 2010 and had attracted a lot of tourists. Night life as part of entertainment is becoming common across tourist destinations. Many cities have night flea markets and food available in the night. Discotheques, bars, casinos and other entertainment activities are components of night life in a destination for tourists. Cuisine is very often an understated but highly important part of any holiday. Now-a-days there is cuisine from all areas of the world which is found at most tourist destinations. Gastronomic tourism has become very popular globally with technology and there is considerable number of food bloggers across the globe who acts as influencers that pull people to destinations making food an essential component of the tourism product.

- **Business** which includes conventions, exhibitions and conferences are an important component of manmade tourism. A business traveller is important to the tourism industry as it involves the usage of all the components of tourism. As the travel is because of different business reasons attending conventions and conferences, meetings, workshops etc. Participants often also have leisure time at their disposal. The conference organisers make this leisure time very rewarding for participants by organising many activities. The sector is growing at a rapid pace and is separately discussed in the next unit. With trade and business being a global affair in the modern economy, Exhibitions, trade shows, and other forms of display of products and services are very common. These shows attract considerable number of tourists from across the globe.

☐ Check Your Progress – 1

1. Cultural resources connect tourists to _____
a. Airports b. Mountains c. Rivers d. Civilizations
2. Visiting Varanasi is a _____ form of manmade tourism
a. Social b. Economic c. Cultural d. Political
3. Saptapuri indicates pilgrimage tourism of _____ cities of India
a. 5 b. 7 c. 9 d. 11
4. _____ dance festival is organized at Odisha
a. Konark b. Khajuraho c. Goa d. Chennai
5. MICE is a form of manmade _____ tourism
a. Cultural b. Business c. Political d. Social

2.2.1 Advantages of Manmade Tourism Products :

Manmade tourism products are drivers of tourism activity for a destination that do not have or have limited natural resources. Tourism is a high potential revenue earner for any country and is targeted by all governments for development and growth of the country. Man made tourism products first creates demand as an activity and then fulfils that

demand as a group including ancillary industries. There are lot of advantages for destinations promoting man made tourism products. To enumerate they are as

- It creates demand and growth for many commercial activities encompassing different industries.
- Adds to the consumer population of a country who for a short period of time do almost all of the things and consumes most of the service and products which a country's native population or consumers do.
- Contributes to the augmentation of GDP for a nation and creates an economic value.
- A man made destination with large volume of tourist inflow generates more employment in different sectors of tourism.
- It leads to growth and development of small scale sustainable entrepreneurial projects that are directly aligned to tourists and tourism.
- It leads to better infrastructure development of the area around the destination and makes it highly accessible.
- It leads to the socio economic development and restructuring of communities residing at the vicinity of the structure.
- Often man made destinations help the local people to preserve their culture and tradition and even augment the same.
- The man made tourism product generates considerable revenue.
- There is a holistic approach in the entire model of manmade tourism products. It is an associated product with a strong linkage with ancillary elements for overall growth and development.

2.2.2 The Statue of Unity Case Study :

Sardar Vallabhbhai Patel's statue or known as the Statue of Unity is situated in the Indian state of Gujarat. Sardar Vallabhai Patel (1875–1950), was the first Home Minister of India. After completion of the construction work, his statue is the world's tallest statue standing at a height of 182 meters. The project was first announced in 2010 and the construction of the statue began in October 2013 by Larsen & Toubro, who received the contract for Rs 2,989 crore from the Govt of Gujarat. The sculptor was designed by Indian sculptor Ram V. Sutar. The statue is located at the shore of the Narmada River facing the Sardar Sarovar Dam. The statue was inaugurated by Prime Minister Shri. Narendra Modi on October 31, 2018, on the 143rd birth anniversary of Sardar Vallabhbhai Patel. On 15th December 2013, a marathon entitled "Run For Unity" was held in Surat and in Vadodara to support the project. The world's tallest "Statue of Unity" is a pride of India and a decent honour to the fearless who undivided and integrated India, our precious Sardar Vallabhbhai Patel. He was highly respected for his leadership in uniting the 552 states of India to form the single Union of India.

Indian Tourism Product

The Tourism Perspective of the project

- The Gujarat government has made every effort to develop the entire neighbourhood as a world-class tourist centre. The Statue of Unity is double the height of the Statue of Liberty and is fair to draw numbers of foreign tourists along with domestic visitors across India.
- The statue's location is its important features. The beautiful scenic surroundings of the Satpura and Vindhyachal hills along with the heroic river Narmada give the perfect view to the statue, which is built on an Island.
- The viewers' gallery inside the statue is a prime attraction at the site located at the height of 135 with a capacity to accommodate 200 persons at a time. There are also high-speed lifts installed and are capable of taking 5,000 people per day to the viewing gallery, which offers a breathtaking sight of the surrounding areas.
- There are numerous other tourist attractions around apart from the Statue of Unity including the valley of flowers, natural beauty of the Satpura and Vindhyachal hill ranges.
- The Gujarat government newly opened a luxurious nature sanctuary, Tent City Narmada, just 10 minutes away from the monument.
- On 1st November 2018, over 1,28,000 tourists visited the Statue of Unity in 11 days after it was opened to the public. At the same time, over 1.9 million visitors in 9 months were visited. It is expected that this tallest statue will generate around 15,000 direct jobs in tourism.
- After setting a number of records, the Statue of Unity in Gujarat has found a place in the Time's list of 100 greatest places in the world , a pride for the nation.
- It is a matter of pride that the Statue of Unity is emerging as a popular tourist destination and at the same time, a record 34,000 people visited the site in a single day.
- On 18th August 2019, Gujarat Chief Minister Vijay Rupani inaugurated a river rafting sports facility at Khalvani near the Statue of Unity.
- It will boost income from tourism and generate a large number of hotels, transports and other services. Facilities are being developed to accommodate tourists.
- Increase in the transport, restaurants, accommodation, service sectors.
- It is estimated that this statue will remain as it is for 1000 years which implies that it will contribute to the national income of India through tourism for centuries.
- Local people are benefitted through employment in various businesses associated to tourism. The government is also providing skill based

training to the local community in various sectors to equip them for being oriented towards the industry. The local business has seen lots of progress.

- The govt. has developed other facilities around the statue for tourists to enjoy and experience.
- Trains have been introduced that connect the destination with major cities of Gujarat. The road network has been improved.

The case is important because this man made tourism product was recently open to public in 2018 and has already secured a place at the global level and attracting tourists from across the country and abroad. The product was developed in an area where tourism was not there and today the scenario has completely changed. In the first year of operation, the Statue of Unity attracted 2,900,000 visitors and collected 82crores in ticket revenue. By November 2022 it was visited by around 1 crore people. The Statue has outpaced the daily number of visitors to the Statue of Liberty at United States of America. The Statue has also been included in the Shanghai Cooperation Organization's 8 wonders in the SCO list.

The list of manmade tourism products is exhaustive and diverse. In this unit you shall learn about Adventure sports, Commercial attractions and shopping as part of manmade tourism products.

2.3 ADVENTURE SPORTS :

India is one of the major biodiversity hot spots countries offering a plethora of opportunities for adventure activities. Adventure tourists indulge in thrilling and daring adventure sports. They can dive into the deep seas to catch a glimpse of colourful and vibrant marine life, or trek through jungles charting out their own route, or may overcome the swift rushing rivers as they gush past stunning mountain peaks. They can also try to conquer towering Himalayas which have always been a dream of every adventurer. Let us discuss some adventure sports destinations in the Country.

2.4 SKIING IN GULMARG :

Gulmarg is grandiosely known for skiing, because it houses Asia's famous Heli-skiing resort. Skiing in Gulmarg is well-known because of the Gandola cable car lift. Having facilities for both beginners and amateurs, Gulmaghas the highest ski slope (of 13,400 ft height) in the world and is among the best places for individualsto learn skiing. The best period for Skiing in Gulmag is during December when it possesses the thick blanket of snow. Skiing as an excellent recreational activity commences during mid- December and continues till mid- April. For the amateurs, skiing can be practiced on the beginner's slope prior to heading off to the more advanced sections of the mountains. The spectacular panoramic view of the Himalayan ranges, and the skiing tourists on the steep slope make it a fantastic attraction for the spectators as well.

2.5 TREKKING IN ZANSKAR :

Among all the Trans Himalayan valleys Zanskari is the most isolated valley. This kingdom lies in the north western parts of Himalayas and is a very ancient and secluded one. Winter temperatures here can dip as low as minus 30degree C or more, making it the one of the coldest places of earth. There are just about 10,000 residents in the isolated villages of Zanskar. The spectacular monasteries on the way of trekking work like pleasant resorts for trekkers. The panoramic view of tall, snow-covered peaks during the trek is creates a princess for nature lover and photographers to capture.

2.6 SCUBA DIVING AT ANDAMAN ISLANDS :

Andaman's water offers a fascinating world full of under-water marine wildlife. The coral reef ecosystem on Andaman Island is considered one of the richest in the world, and scuba diving helps visitors to explore the specialty of this unique environment. Huge pelagic and wide varieties of sharks are found in large numbers in these waters. Closely located to the shores are the deep blue seas where nurse and leopard sharks swim along with grey and white tip sharks. The sea beds of the Andaman Islands offer an exciting range of marine treasures in the form of underwater plants and animals. The mysterious remains of sunken ships can also be seen close to the shoreline. The scuba diving experience in the Andaman Islands allows for recreational activities with plenty of fun.

2.7 FOREST TRAILS AT KAZIRANGA NATIONAL PARK :

Kaziranga National Park is located in the state of Assam, India. It is spread across 688 square kilometres and is surrounded by the rivers Diphlu and Brahmaputra. This national park was established in 1908 to protect the endangered One Horned Rhino. The tiger, buffalo, swamp deer, hog deer, wild boar, Hoolock gibbon, capped langur, and ratel are among the other creatures that can be spotted here (badger). Frequently sighted animals include a rock python, monitor lizard, crested serpent eagle, fishing eagle, and grey-headed fishing eagle.

Here, Elephants can be rented from Mihimukhi to access the sanctuary; here is where the park's entrance is located. The number of rhinos in Kaziranga has increased to 1500 from a few in 1908.

Extreme measures were required to stop the widespread poaching and hunting that was occurring in this area. There will no longer be any hunting, human habitation, or agricultural activity within its boundaries.

2.8 TREKKING IN THE HIMALAYAS :

The most well-known and fantastic experience in the nation is trekking in the Himalayas. The splendour of the surrounding range of mountains, snow, and clouds draws travellers to such locations. Since the Himalaya is covered in snow for the majority of the other months,

June through September is the best time to go trekking there. A trekker to the snow-capped Himalayas would encounter layers of vegetation, from thick evergreen forest to alpine meadow at the summit.

Rocks and boulders abound on the famous Gangotri Trek that leads to Gaumukh, thus it is crucial for hikers to exercise caution. The river Bhagirathi starts to flow from a glacier-filled cave. The elevation of this glacier is 4255 metres. This holy river's water is crystal pure and tastes exquisite. Nature's splendour surrounds Gangotri. Its deep forest, which is made up of rhododendron, deodar, oak, and pine trees, gives it a very rustic appearance. This walk is intended for ardent adventure seekers who are keen to try their hand at mountaineering, boulder jumping, and glacier trekking.

2.9 HAMPTA PASS – A TREKKERS PARADISE :

Manali offers a peaceful retreat to the natural wonders of the Great Himalayas. Situated in the southeast of Manikaran; Hampta Pass Trek is the beginner's delight in every way. Easily accessible, dense pine forests, stunning meadows, adrenaline pumping rivers crossings and a high-altitude mountain pass called Hampta have made this trek an unforgettable experience. The mountains got its name from the Hampta village and shepherds and villagers used this pass to enter into Lahaul Sphiti Valley of Himachal Pradesh. This was traditional alternative route within Himachal Pradesh before the road was made over Rohtang Pass. Hampta Pass is most delightful treks in Manali region, located in Himachal Pradesh. It is a moderate trek with a scope of varying the duration to suit one's time that one can do it in any given day. The barren landscape in the upper region and the green valley below makes the trail awesome and one of the most beautiful experiences in the part of the Himalayas. It offers a closet view of Mt. Indrasan and the Glaciers that are visible from the trekking path. The initial trek follows a river valley leading to the Hampta pass. Hampta pass is a moderate trek with the scope of mixing lots of other adventure activities suitable for individual's interest. It starts from the Prini village and takes to magnificent foothills of the great Himalaya Mountains. Trekking to Hamptah pass is quite an experience in live. You get snow storm most part of the trek which can be a thrilling experience for the people living in plains. The trek to Hamptah pass goes through many exciting locations such as Chika, Balukaghara, Siagoru, Chatra and Handral. On the first day the journey starts towards Chika with a drive to Jorba.

The road to Jorba is over numerous sharp hairpins, right over Manali Town. There are 40 such bends to reach Jorba. One will then walk-through mixed forest of deodar, oak and maple trees. Walking here looks just like some fairytale through the tall dense deodar trees rising at heights of 150 feet. The trail is gently ascending towards the edge of the deodar forest. One will view numerous streams on the way. In about two-two and half hours one will reach Chika. On the second day moving further

the scenery change rapidly and the valley narrow. One will also view snow patches on his/her way which keep increasing frequency. Everything looks snowy. After walking for a little while one will come across a running brook which is very wide. A short climb over the boulders will take him/her to the grasslands of Juara where he/she will camp for the night. The next day he/she heads towards Siagoru via the Hampta pass.

2.10 PARAGLIDING IN MANALI :

Paragliding is the combination of hand gliding and parachuting. A para-glider must run down a hill with a 40-degree slope; this causes air to fill the keel's columns, which enables the glider to lift off. The slopes of the Solang valley are ideal for paragliding. In the Kullu valley, paragliding is offered all year long in places like Solang, Bijli, Mahadev, Marhi, and Fatru. There are typically two sorts of flights available; during the short trip, a client who is unskilled is lifted above 100–150 feet in the air and seats beside the pilot in a tandem para-glider. It offers the thrilling opportunity to observe the surroundings while the pilot controls the glider. The duration of this flight is one or one and a half minutes. However, skilled pilots only fly at high altitude for 20 to 30 minutes at a time. When the weather is ideal, it is possible to fly for longer than three hours and reach altitudes of 3,000 metres. All levels of paragliding can be practised in Manali due to its geographical conditions. Anyone above the age of 15 who weighs between 45 and 85 kgs is able to paraglide. Training is a very crucial element of this sport. For paragliding, the optimum months are February through June and September through November. While floating above the ground, one feels an ethereal sense of tranquillity. Enjoy the sweeping views of Manali from above; it is a dreamlike and tranquil experience. The bird's eye perspective of the gorgeous surroundings below offers the glider a thrilling experience.

2.11 COMMERCIAL ATTRACTIONS :

2.11.1 Amusement Parks :

Amusement parks are man-made constructions created for entertainment and amusement activities. People's lives are becoming more urbanised and industrialised as a result of metros are constantly looking for locations for the ideal amusement during their free time leisure. With this goal in mind, entertainment parks are constructed outside of near the centre of urban areas. Artificially made swings and water platforms activities provide participants with a suitable walk-out after a short journey. Bakken is the oldest amusement park in the world, being begun in 1583. It is located on the North of Copenhagen, Denmark, at Klampenborg. Advertising for tourism that is targeted towards audiences outside of the country is known as international tourist advertising. It may target both potential travellers and non-travellers. Travel agencies, hotel chains, cruise agencies, and non-governmental organisations (NGOs) are examples of wholly private companies that frequently run their own

advertising campaigns to market their existence, missions, or services and/or goods offered to the consumer. These advertisements hardly ever contain political messages on purpose, though.

2.11.1.1 Wonderla, Bengaluru :

Wonderla is a theme park close to Bidadi, 28 kilometres away. Bengaluru is a city with a total area of 82 acres. It's been advertised by Cochin, Kerala-based V-Guard Group. The second theme park is their project from the group and has been functioning since October 2005. An amount of Rs 105 crores have been invested in total to create this organisation. The enjoyment features kid-friendly dry rides, high dry and water rides, and gentle water coasters from the grownup. The amusement park is next to a luxury resort inside Wonderla. According to the company website, there are 5 million tourists in the past five years.

2.11.1.2 Veegaland, Kochi :

In Kerala, India, there is a well-known theme park called Veegaland. The space is managed by the family who owns V-Guard Industries, the Chittilappilly family and Bengaluru's Wonderla entertainment park. The Park is located along top of a hill at Pallikara, which is 12 kilometres from Kochi. Veegaland the earliest amusement park in the city of Kochi, currently called as Wanderla country should have OHSAS and ISO14001 certifications for environmental friendliness 14001 for world safety regulations.

2.11.1.3 Black Thunder, Coimbatore :

When Black Thunder opened, it was regarded as Asia's top water theme park. India is where it initially became popular. It is surrounded by the Nilgiris' lush slopes. Black Thunder is located 40 kilometres from Ooty and 41 kilometres from Coimbatore. The Park, which is surrounded by coconut plantations, offers a children's play area, a fitness club, and corporate meeting facilities on its verdant green grass with a spectacular view of the Nilgiris. The park's 40 premium rooms provide the perfect setting for private and theme gatherings.

2.11.1.4 Athisayam Theme Park, Madurai :

An amusement park called Athisayam is situated in Paravai on It is 12 kilometres from Madurai to Dindigul on National Highway 7. It is a park 40 games and 20 water rides are available, and the site is a huge 70 acres. The Park is known for its water rides, mimicking the experience of Courtalam waterfalls.

2.11.1.5 Ramoji FilmCity, Hyderabad :

The largest integrated film and television complex in the world is called Ramoji Film City (RFC). The Studio complex covers an area of 8.1 square km. It is also a well-known tourist and entertainment destination with both natural and artificial landmarks, such as an amusement park. The location is between Towns of Hayathnagar and Peddamberpet on

National Highway 9 between Hyderabad and Vijayawada 25 miles to the south-east of Hyderabad on the motorway.

2.11.1.6 Water Kingdom, Mumbai :

The largest theme water park in Asia is reportedly called Water Kingdom. There are several magical sights that may be seen in the Water Kingdom, including the biggest numerous thrilling coasters and slides, river adventure trips, and a wave pool more. It is located at Gorai, Mumbai, close to Essel World Water.

2.11.1.7 Essel World, Mumbai :

In Gorai, Mumbai, India, there is an amusement park called Essel World. It stretches over 64 acres of land and welcomes 10,000 people every day. It can be reached from the Borivali or Malad suburbs. Essel world was started by the Essel Group's Mr. Subhash Chandra in 1986.

2.11.1.8 Worlds of Wonder Amusement Park, Delhi :

Worlds of Wonder are one of the largest theme parks in the India. There are four sections : the Teen Zone, the Family Zone, the Kids Zone, and an aquatic park. With Toy Kingdom and Wonder World, it's an entertaining amusement park. The train, a boating complex, an ice land, a dance floor, video games, and a pirate ship inflatable ship for children.

2.11.1.9 Nicco Park, Kolkata :

There are numerous exciting and intriguing rides in this park, including the biggest wooden roller coaster in Asia. Among the other prominent rides is Kolkata's first 4D movie experience in India and the longest cable car ride. In addition, a water park has the biggest wave pool in Eastern India and seven slides.

2.12 SHOPPING IN INDIA :

The bulk of tourists favourite past time are shopping. India is a diverse nation. Every region has its own uniqueness, which is evident in the local culture and artistic production. Shopping as the times change is evolving to include different cultures. There are numerous elements in shopping across different states of India each projecting their own culture and taste. One can purchase all of these products from local stores, artisans and even through online shopping portals. Shopping in the many shopping festivals in India is entertaining and fun. The experience is completely dissimilar to shopping at the newest, most cutting-edge malls. One can bargain over the items one is purchasing and be content with price reductions. These shopping festivals offer an abundance of opportunities to purchase both necessities and wants with different flavours. Gift products are available at many stores and may only cost a few rupees. Gifts received through this type of shopping have more value because they are unique and cannot be found in any store or mall.

Various retail events take place throughout the year in almost all regions in the nation. In this manner, products and services from every

region is reachable. If someone likes something in particular, one need not travel there to purchase it. Simply check to see whether the local shopping festival has a stall selling that specific item. Shopping festivals encompass the culture of India under one roof and makes it easy for tourists and customers.

One can purchase items at multiple stores for discounted pricing festivals. If one is lucky enough, they may also receive a spot reward or a scratch-off prize. One also has a possibility of winning the bumper prizes which include the attraction of several shopping fairs. There is always a lot of enthusiasm that engages people during shopping.

2.13 GURGAON SHOPPING FESTIVAL :

The locals benefit greatly from this festival because they don't have to worry about Mall shoppers come to the festival to make such purchases. This is crucial, since it occurs between September and November each year before the Diwali (festival of lights) event; it is more significant to the locals.

One can select from a wide range of brands from local to international. The participation is undertaken by famous international companies to well-known Indian names in the garment industry, handicrafts & antiques, home decors, and other household items.

2.14 PONDICHERY SHOPPING FESTIVAL :

One can purchase beautiful bamboo crafts from the North East, West Bengal jute, and silk. As a spectator, one can take pleasure in a numerous cultural activities held in conjunction with the shopping festival. From film stars to brilliant musicians, and regional folk performers all fill the stage with their exquisite performance during the shopping festival.

The antique shops are yet another excellent aspect of shopping in Pondicherry. One can anticipate receiving vintage furniture, such as British colonial furniture, furniture's with French taste, Keralite, and Tamil furniture. The shopping event is organized for a month. This month-long celebration usually happens at the end of the year.

The patron of the shopping fair benefits greatly since they can speak with many individuals and gain first-hand understanding about the culture of the region and way of life. The government uses a lot of media to advertise this festival coverage. The Advertisement coverage brings both buyers and sellers together. This event might assist one in establishing their brand and promoting sales. Besides cultural activities like dancing, singing, and orchestra, comedy performances, impersonations, light and sound acts, also take place to occupy the audience. The customers are entertained while shopping. The shopping experience is made joyful by a light show and other decorations experience.

2.15 HYDERABAD SHOPPING FESTIVAL :

One of the top tourist sites in India is Hyderabad. The place is well known for its culture, food and the Charminar. Hyderabad serves as the nation's Information Technology hub. The Biryani from this region is recognised as a global delicacy. Hyderabad is well-known for one additional thing as well : shopping and festival. Every year, the festival lasts for an entire month. It is usually organised when the weather is favourable for a variety of outdoor activities and events. Numerous people globally visit due to the good weather and varieties that the shopping experience offers. Hyderabad's shopping festival also enhances the appeal of the city. One of the major shopping festivals is the Hyderabad Shopping Festival. Nearly 5 million people visit the festival each year. Most among them shoppers are locals, visitors from other Indian regions, and a quantity of international visitors from various countries. Many manufacturers and shops take part in Hyderabad's shopping festival. Many In this competition, local and foreign brands are pitted against one another.

The best thing is that even city-based local firms can compete together with the well-known global brands. The shopping event increases the regional economy. The purchases in this event are huge from across the globe. One may retract a few lovely souvenirs from Hyderabad's shopping festival.

The festival has a high demand for jewellery and other related things. While shopping, one can savour delicacies of the regional cuisines.

The shopping event in Hyderabad draws a lot of people. The variety of cultural events is planned throughout the shopping festival. The festival includes musical events like evenings. All of this augments the experience of the festival of shopping. Shopping festival in Hyderabad is an enjoyable occasion. One might anticipate the shopping extravaganza as well.

2.16 DELHI SHOPPING FESTIVAL :

India's capital city is a land of celebrations, from political to religious. In the capital city, religious people celebrate every occasion. The Delhi shopping festival is anticipated by many people. All individuals both young and old people take part in the Delhi shopping festival. The entire shopping festival in Delhi, the nation is represented. Stalls are present from different regions, each of which embodies the local culture. The Delhi shopping festival offers endless purchasing opportunities. Yes, Delhi shopping is enjoyable. Shopping at the Delhi shopping festival is funnier.

This shopping event has one really great feature. That is the ability for men to read books, attend cultural programmes, and partake in a variety of restaurants and drinks while the women go shopping. The shops bear names of the shopping centres in the areas where they are found. The purchasing festival offers a variety of cultural activities to keep the patrons amused. One can enjoy shopping while admiring shows There

are plenty such occasions like this, including dance, singing, and musical performances. There is a lavish styles how, rock concert, and jewellery fair. The festival's culinary display is usually excellent, and many clients like and savour the excellent and nutritious cuisine.

The conversation stalls from Delhi are the ones that are the busiest. Delhi's shopping festival is assisting in the city's emergence as a shopping destination brand. The shopping event is very comparable to the shopping event of shopping festivals in Hong Kong, Dubai, Kuala Lumpur, etc. Both locals and visitors love Delhi's shopping festival. One can see many foreign visitors at the retail fair. They shop various trinkets can be brought back home as recollections and gifts for loved ones. One may expect fantastic savings and a wide selection of goods from all across the nation in this location. One must experience the Delhi shopping festival at least once in their lifetime. It is possible to visit there with friends or family.

2.17 LIVE ENTERTAINMENT :

For the worldwide media, live entertainment is a major source of income in the entertainment sector. Live entertainment – also known as event management is expanding quickly and steadily. The quantity of the number of corporate awards, TV shows, movies, and sporting events is rising quickly, accelerating the sector's growth.

Numerous live entertainment events are held around India. Award ceremonies, celebrity sightings, musical performances, and variety shows, branded events, fashion shows, and beauty competitions Televised Events (Events), Brand Promotion and Management television channels), as well as well-attended sporting events like, etc. These live entertainment events are supported by sponsorship. Revenue, Ticket sales, advertising revenues, and Licensing / assignment of Internet, video, music, and television are all protected by intellectual property laws.

☐ Check Your Progress – 2

1. Gulmarg is a _____ skiing resort
a. American b. Army c. Airport d. Heli
2. Andaman Islands is popular for
a. Football b. Water Sports
c. Scuba Diving d. Skiing
3. Kaziranga National Park is famous for
a. Water Buffalo b. One Horned Rhinoceros
c. Tigers d. Lions
4. The Gangotri Trek leads to
a. Gaumukh b. Kedarnath c. Manali d. Shimla
5. The height of Statue of Unity at Gujarat is _____ metres
a. 179 b. 180 c. 181 d. 182

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6. The sculpture who designed the statue of Unity was
- | | |
|--------------------|-------------------|
| a. Manish Malhotra | b. Satyendra Paul |
| c. Ram V. Sutar | d. Pablo Picaso |

2.18 LET US SUM UP :

The tourism product is a combination of tangible and intangible elements. Man made tourism products have been built or created by humans to satisfy leisure, pleasure or business needs of the tourists. Such type of products include sites and area of archaeological interest, historical buildings and monuments, places of historical significance, museums and art galleries, theme/amusement parks, fairs & festivals, dance & music, recreation parks and zoos etc. These are the examples of manmade tourism products to satisfy the leisure and pleasure needs of the tourists. Conventions and conferences are the examples of manmade products which satisfy the business needs of the tourists. The unit highlights the different manmade tourism products and elucidates on the examples of some of the forms of manmade tourism products.

2.19 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

- | | | | | |
|------|------|------|------|------|
| 1. d | 2. c | 3. b | 4. a | 5. b |
|------|------|------|------|------|

Check Your Progress – 2

- | | | |
|------|------|------|
| 1. d | 2. c | 3. b |
| 4. a | 5. d | 6. c |

2.20 GLOSSARY :

GDP : Gross Domestic Product

Demand : Demand is a principle of economics that captures the consumer's desire to buy the product or service.

Augment : Make (something) greater by adding to it; increase.

Tangible : A thing that is perceptible by touch

Intangible : A thing that is not perceptible by touch

2.21 ASSIGNMENT :

1. Identify a manmade tourism product related to Zoological Garden in India and write a detailed note about the same highlighting its impact in increasing tourism for the destination.

2.22 ACTIVITIES :

1. Make comparatives of any 3 notable cultural events that is organized in India and work as a pull factor to drive tourism business in the manmade tourism product sector.

2.23 CASE STUDY :

A local pilgrimage site attracted crowd from different parts of the city and from cities across the state. The popularity of the site led to development of a lot of accommodation facilities and eating joints. The visitors who came from faraway places started staying at the temple town instead of going to the city located 50 KM from there. Facilities at hotels started improving and new hotels started coming up based on the needs of the traveller. Soon a company developed a Water Park 5 KM away from the temple town along with high end accommodation facility. This led to the high end travellers moving to better facilities and more scope for enjoyment. The water park also started attracting local people as it was a source of fun and enjoyment.

- Q. 1.** Did the man made product augment the tourism of the destination ?
- Q. 2.** What other steps can be taken to make the temple town a bigger destination for travellers ?

2.24 FURTHER READINGS :

1. Social Media Marketing in Tourism and Hospitality by Roberta Minazzi.
2. Advertising in tourism and leisure by Nigel Morgan and Annette Pritchard.
3. Tourism Planning, An Integrated and Sustainable : An Integrated and Sustainable Development Approach by E Inskeep
4. Tourism Planning and Destination Marketing by Mark Anthony Camilleri

UNIT STRUCTURE

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Niche Market and Marketing
 - 3.2.1 Identifying a Niche Market
 - 3.2.2 Steps for Implementing Niche Marketing for Special Products
- 3.3 Special Interest Tourism Product
 - 3.3.1 Types of Special Interest Tourism
 - 3.3.1.1 Types Based on Nature
 - 3.3.1.2 Types Based on Culture
 - 3.3.1.3 Types Based on Education
 - 3.3.1.4 Types Based on Hobbies
- 3.4 Factors Responsible for Growth in Special Interest Tourism
- 3.5 Let Us Sum Up
- 3.6 Answers for Check Your Progress
- 3.7 Glossary
- 3.8 Assignment
- 3.9 Activities
- 3.10 Case Study
- 3.11 Further Readings

3.0 LEARNING OBJECTIVES :

- To classify the niche market and niche marketing.
- To list the criteria for identifying a niche market for special interest products and services.
- To describe special interest tourism products operating in the niche market segment and list the advantages and disadvantages of these products and services.

3.1 INTRODUCTION :

The effect of prosperity coupled with the advancement of technology and innovation has brought rapid changes in the needs and desires of people. The advancement has influenced the entire world in all aspects socially, culturally as well as economically. There have been changes in production and marketing methods of goods and services. The fulfilment

of needs and wants has given rise to new innovative products and services that are unique and the customer is ready to accept the same. These unique products and services that are distinct in character operate in a small market targeting selected customers. The products and services are called Special Products and the market known as the Niche market. It is often difficult for small and medium sized operators to compete with big players in the same market. An innovative differentiation in the niche market segment leads to creation of a small market for either individual customers or a group of customers offering them a special product or service with bigger and distinct experience.

3.2 NICHE MARKET AND MARKETING :

For products and services the continuity in today's market where competition and the number of competitors are many is very difficult to be managed. The changing needs of enterprises are continuously challenging the traditional strategies enabling new market approaches. The small and medium sized enterprises are essentially turning to niche marketing in order to survive in a highly competitive market and maximize their marketing advantages. Small business view that nice marketing is a way to protecting their assets, scale up in business, create customer dependency and make profits. Kotler (2003) defined Niche Marketing as the process of addressing an unsatisfied small market segment. One of the most comprehensive definitions of niche marketing belongs to Collins. According to Collins (1994), niche marketing is a marketing technique that has made it compulsory to re-organize its goods and services in accordance with the customers, thus offer the best opportunity to come from above the competition. Niche Marketing fulfils the wants and the needs of the customer and actualizes quality revolution. According to Friedman, Lopez-Pumarejo and Weiser Friedman, 2007) and (Kotler, 2003) the main features can be summarised as follows

- The customer in the niche market has a distinct set of needs.
- They are willing to pay a premium to enterprises that are ready to satisfy the needs.
- The niche product or services are not likely to attract other competitors.
- The specialization in the product and services offered by niche enterprises leads to economic growth.
- The niche enterprise and the market has a size, growth and profit potential.

There are different approaches to niche marketing and these approaches in the literature can be classified under three groups.

- **Group 1 – Push Marketing Approach :** This approach takes the "market segmentation" one step further by creating a distinct group of customers (Kara and Kaynak, 1997).

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- **Group 2 – Pull Marketing Approach :** Similarly, to the first group, it is closely related to the market segmentation. However, more attention is paid to the customer's point of view here.
- **Group 3 – Bottom Up Approach :** This approach involves both the Push and the Pull factors where the niche product and service enterprise builds a small customer base at the initial stage and eventually builds a larger base. Niche market according to this approach is divided into sub groups and smaller groups and applies different marketing programs for these groups. The success of the niche product or service is due to the specialization and differentiation.

3.2.1 Identifying a Niche Market :

In order to determine a niche market the following features should be taken into consideration and implemented. They are

- The existing market serving the products and services needs to be known in detail by the niche marketer.
- The analysis of the existing market customers to find their different needs and wants that the existing product or service is not catering to is essential. The analysis also leads to further subdivision of the market into smaller markets.
- The subdivided smaller market for a special product or service should have a sufficient size to generate profits.
- The marketer should assess the future growth potential for the product or service designed to cater to smaller markets.
- The market identified for these special products or services should have the necessary purchasing power.
- The approach identified to implement the product or the service should be different and unique.
- The market should have a competitive advantage for the marketers for the special products and services.
- The market should be operated by the marketer in a way that it highlights the potential to competitors to enter into the same market.
- The enterprises must be able to analyse and find out the right customer from the target market for these special products. The location of the customer, the value proposition in the product and services, the purchase decisions made by the customer and other aspects have to be analyzed.

According to Dalgic and Leeuw, (1994), besides determining the target customers some points must be taken into account when deciding on the special products for the niche market and achieving success. Some of them are listed below :

- An enterprise dealing in special products and services and operating in a niche market must identify their unique selling propositions that have competitiveness, distinct features and characteristics to

pull a customer. Continuous evaluation of strengths and weaknesses of the product and services need to be undertaken by the enterprises.

- The product added must have a high value proposition in line with the need of the customer.
- The enterprises operating should know the competitor and their products or services well and manage the distinctness of their product and service.
- Enterprises operating need to implement technology that enables effective market information systems. The market information system data of customers coupled with business intelligence systems link customer data bases for a responsive market.
- The enterprises offering different special products and services should not compete in the same market segment with their own range of products.
- The relationship base with customers for these special product enterprises is of utmost importance. Niche segment players put a lot of emphasis on relationship marketing to their special products to prevent completion to enter the same segment.
- The market to which a product and service is catered is dynamic and ever shifting. Enterprises must continuously add to their products and services and observe the market for any changes.
- The enterprises involved in special products must analyse the value and shelf life of their products continuously. Any opportunity to diversify products or elevate should be considered and emerging markets should be considered.
- Alternative products and services for these enterprises should always be an option. The expansion in new markets should always be taken into consideration.

3.2.2 Steps for Implementing Niche Marketing for Special Products :

According to Islamoglu, 1999:272, the steps for implementing niche marketing for special products are as follows

- Besides existing customer base and market, a market segment / segments is chosen by investigated the opportunities of the current market.
- The trends and possibilities of an emerging market are explored.
- Developments in publications related to the serving market niche are constantly monitored.
- Prospective customers to be identified through proper market research and their needs are to be identified and understood.
- The behavioural patterns of purchase or opinion of the special product or service as provided by existing customers need to be grouped and analysed.

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- Proper planning and implementation of marketing activities and promotional mix.
- ❑ **Check Your Progress – 1**
- 1. The Customer in a niche market has
 - a. Lot of Needs
 - b. Poor Needs
 - c. No Needs
 - d. Distinct Needs
- 2. A niche market often involves_____ purchasing power of a customer
 - a. No
 - b. Lower
 - c. Higher
 - d. None of the options
- 3. A niche market product or service should have
 - a. Mass reach
 - b. High Value proposition
 - c. Cheap Product
 - d. Rigid product
- 4. _____ marketing is very important for the niche market segment
 - a. Relationship
 - b. Print media
 - c. Television
 - d. Digital

3.3 SPECIAL INTEREST TOURISM PRODUCT :

The term 'special interest tourism (SIT) refers to those forms of tourism which focus on activities that attract a small number of highly dedicated visitors, which may be relatively unusual hobbies or activities practiced by only a few people. Douglas et al. (2001:3) describes special interest tourism as an alternative to mass tourism. They suggest that it is 'the provision of customized leisure and recreational experiences driven by the specific expressed interests of individuals and groups. A special interest tourist engages in the activities of personal interest. Special interest tourism (SIT) has become an important part of present tourism industry. The present tourist is more interested, motivated and confident about travelling to new places around the world where they will find something different rather than traditional mass tourism. It can be said that Special interest tourism (SIT) allows tourists to choose holidays of their individual and personal needs, replacing the traditional mass tourism. According to the United Nations World Tourism Organization, special interest tourism can be defined as the specialized tourism that involved individual or group tours by those people who wishes to develop their given interests or visit sites and places that has a relation or connection with their specific interest or subject. Recently, SIT has become more popular as it satisfies the specific needs or interests of individuals or groups.

3.3.1 Types of Special Interest Tourism :

Special interest tourism is comprised of the different special interest travel forms which have become known as niche markets over the years and gained popularity among the actors of the tourism industry.



3.3.1.1 Types Based on Nature :

- **Botanical Tourism** : Parks and gardens have been created since ages and managed. It is said that the first gardens were created in Mesopotamia 3000 years ago. The 19th century saw the evolution of Botanical gardens across the world for public viewing. India too has a botanical garden in Kolkata, West Bengal. Botanical tourism is travelling to see plants, either in their native environment or in managed botanical gardens and parks. Generally a greater variety of plants can be seen in the one place by visiting a botanical garden and no special preparation is needed, so gardens are a good introduction to the subject.
- **Agri/Farm Tourism** : Agriculture of Farm tourism is a subset of rural tourism and it basically involves tourists from the urban dwellings to move to countryside to discover their rural roots. Agricultural tourism includes a set of economic and social activities that link travel with products, services and agriculture. Agriculture tourism may have different forms and some of them include visit to farms, off site farmer's markets, educational activity about different crops and ways for harvesting. This type of tourism may also include rural activities that may be fun filled.
- **Mountain Tourism** : Mountain tourism happens in delimited geographical area restricted to mountains or hills with distinctive characteristics or attributes. The tourism product can be a leisure activity, a sports activity, cultural activity, trekking or adventure sport activity like paragliding and others. It is a very common form of tourism and it is the different activities that this tourism has to offer that makes marketers develop special products for the niche market. Mountain tourism has a high potential to stimulate local economic growth and social change because of it complements other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time (fight seasonality) and along a wider territory.

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- **Nature Tourism :** Natural attractions are geographical or biological features that have a specific appeal to the tourism market. Globally, there are countless varieties of natural attractions – no two natural attractions are the same because they have been shaped by the unique natural forces of the surrounding environment. Natural attractions include deserts, Polar Regions, rainforests, alpine areas, woodlands, grasslands, mountains, beaches, swamps, caves, oceans, cliffs, and rivers, as well as the unique life forms that inhabit those environments (animals, birds, insects, and plants). Sustainability in tourism aims to achieve a balance between preserving natural environments with the needs of the tourist. This form of natural tourism is known as Eco tourism. The specific special products carved out of one of the forms of nature become a product for the niche market with a strong focus on visitor participation and education.
- **Spa tourism :** In this form of tourism, tourists visit mineral or hot water springs. This is a type of niche tourism which is not bound to any season. It is a year-round activity and is associated with wellness, wellbeing and nature for a tourist.
- **Air Sports :** The term "air sports" covers a range of aerial activities, including air racing, aerobatics, aero-modelling, hang gliding, human-powered aircraft, parachuting, paragliding and skydiving. Air Sports can be categorized under Motorized (Power Hand gliding, Fly boarding, Air racing etc.), Wind based (Ballooning, Cluster Ballooning, Kite boarding, paragliding etc)and Gravity based (Body flight, Bungee jumping, Banzai Skydiving, Trapeze etc). The sport activity needs a natural environment to be executed. The activity is often a hobby for a traveller that he needs to fulfil or an adventure activity to be undertaken. Many of these activities as a tourism product to be undertaken require intensive training and certifications of different agencies. The product for tourism is highly specialized and requires expert promoters to handle.
- **Winter/ Ski Tourism :** Winter tourism involves fulfilment of many activities that supplement the nature. There are lot towns across the world that promote these activities during winter and become a hub for tourists. The events that are promoted are Skiing, snowboarding and other winter sports. These destinations have resorts or a tourist village and provide all the essentials required for a tourist along with the thrill of adventure activity like skiing. Ski areas have defined ski paths or trails along with all the facilities like aerial tramways, lifts, trail maps, ski boundaries etc.
- **Water Sports :** The demand for water adventure tourism and water sports is on the rise owing to faster increase in trend to witness adventure sports and indulging in activities which have an additional thrill factor on a vacation. This is said to propel the water adventure tourism market. The activities happen either in the sea, river or

lakes. The activities may include scuba diving, snorkelling, sailing, kayaking, rafting etc. Often these adventure sports require proper training before they are undertaken. The demand for this type of tourism has surged and many tourism organizations are operating in this segment providing special products for adventure lovers.

- **Bird Watching :** Bird watching is also known as Bird view tourism or Ornithology tourism. It is the practice of going on bird watching excursions to identify and study as many different bird species as you can. Ornithology tourism is a specialised area of ecotourism or environmental tourism that is rapidly growing in popularity. Bird watching is a sustainable tourist practice that contributes to the harmony of the economic, social, and environmental facets of sustainability. It has a close relationship to protected natural areas. This leisure activity has a sizable following, making it a new demand category for tourists with excellent growth potential.

3.3.1.2 Types Based on Culture :

- **Dark Tourism :** Dark tourism (also Thana tourism (as in Thanatos), black tourism, morbid tourism, or grief tourism) has been defined as tourism involving travel to places historically associated with death and tragedy. The main attraction to dark locations is their historical value rather than their associations with death and suffering. Holocaust tourism contains aspects of both dark tourism and heritage tourism. Murambi Technical Site where many of the murders of Rwandan genocide took place, Hiroshima Peace Memorial park in Japan, Ground Zero of Twin Towers in USA.
- **Ethnic Tourism :** Ethnic tourism is motivated by tourists' search for exotic cultural experiences through interaction with distinctive minority groups and the desire of those groups to use aspects of their culture to create economic opportunities. It provides the chance for tourists to experience aspects of unique cultures, landscapes, and ways of life. It has been widely adopted and promoted as a strategy for economic development and cultural preservation in many countries throughout the world, particularly as many such minority groups are relatively disadvantaged when compared to the majority population and their culture may be viewed as one of their strongest assets.
- **Festival :** Tourist traffic, in which the motivation to travel is the willingness to attend festivals is referred to as festival tourism. The festivals are major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. The festivals may be cultural, ethnic, tradition in nature or may be consumer oriented products or something unique to any destination that attracts the traveller that substantially influences the visitor to travel to a particular destination.

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- **Silk Road Tourism** : The Silk Road, commonly known as the first global trade route in history, had a scope and importance far greater than the simple exchange of goods. Indeed, the myriad of interconnected routes served as a vehicle for the fruitful exchange of arts, religion, cultures, ideas and technology. Many important developments, in fields ranging from mathematics and philosophy to architecture and gastronomy, were only made possible. Encouraged by renewed interest in the Silk Road – for cultural exchange, trade and tourism – UNWTO decided to revive the ancient routes as a tourism concept, uniting three continents once more in a project encompassing over 12.000 km and is a special form of tourism that attracts tourists to experience the diversity through various aspects.
- **Faith Tourism** : Faith tourism is also known as religious tourism. Religious tourism, spiritual tourism, sacred tourism, or faith tourism, is a type of tourism with two main subtypes : pilgrimage, meaning travel for religious or spiritual purposes, and the viewing of religious monuments and artefacts, a branch of sightseeing. Pilgrimage is spiritually– or religiously motivated travel, sometimes over long distances; it has been practised since antiquity and in several of the world's religions. Religious sightseeing can be motivated by any of several kinds of interest, such as religion, art, architecture, history, and personal ancestry. As there is definite need and purpose for the tourist in this type of tourism, it caters to the niche market as a special tourism product.
- **Cultural Tourism** : Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.
- **Third Age Tourism** : The form of Mature or Third Age Tourism usually refers to generation of tourists from the Western developed countries aged 55+, who are travelling in ever–increasing numbers. With the increasing number of elderly people travelling for health, geriatrics tourism takes an important part within health tourism industry and its market is expanding significantly. Aged people are knowledgeable travellers who want to enjoy relaxing activities while developing their interests. Older people look for destinations with high quality environment combining health care and tourism.

3.3.1.3 Types Based on Education :

- **Educational Tourism** : Educational tourism can be defined as a form of tourism in which tourism is used as an important tool of

educational learning. The aim of educational tourism is to make the learning process more practical and interactive as well as introduce the students to different cultures. The learning is used as special tool for this type of tourism. The learning is focussed to be of more practical and interactive kind.

- **Youth Tourism :** (Haigh 1995). Youth tourism is a new, fast growing sector in the tourism industry Youth tourism in a nutshell is young travellers having preference for budget accommodation, emphasis on meeting other travellers, independently organised, flexible travel schedule and longer rather than brief holidays. Youth tourism can be seen through modern initiatives including (but not limited to); travel, backpacking, youth hostels, working holiday programs, education, student flights, cultural exchange, backpacker transport, au pair, adventure tours, volunteering, internships, student travel insurance, youth travel agents, tourism boards, internet cafes, language courses, student identity cards and student exchange (World youth student and educational travel 2009).
- **Congress Tourism :** This type of tourism is the provision of facilities and services to many ambassadors who attend meetings and congresses, exhibitions, business events, incentive travels, and corporate hospitality.

3.3.1.4 Types Based on Hobbies :

- **Shopping Tourism :** Shopping Tourism is a relevant component of the tourism value chain. Shopping has converted into a determinant factor affecting destination choice, an important component of the overall travel experience and, in some cases the prime travel motivation. Destinations are leveraging the opportunity of a new market trend by developing authentic and unique shopping experiences that add value to their touristic offer while reinforcing, and even, defining their tourism brand and positioning. It is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy.
- **Hunting Tourism :** Wildlife hunting tourism has been one of the most controversial topics across the globe, owing to the rising wildlife conservations and environmental strategies. Currently, hunting tourism is considered as one of the complimentary activities for nature tourism companies. The form of tourism requires permissions and is only permitted in certain countries of the world.
- **Golf Tourism :** Golf tourism is the term used to describe trips undertaken by persons for which the main purpose is to play golf. Golf may also be pursued as a secondary activity (for example, someone on a beach holiday playing a round during their vacation). This type of activity is more difficult to measure but is highly a specialized form of tourism.

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- **Gambling Tourism** : Gambling tourism refers to the travelling to a particular destination with the intention of gambling where it is legalised. These gambling activities usually have resorts as their venues where patrons can also be entertained and accommodated. Casino hotel resorts have attracted visitors to areas like Las Vegas since the 1930s.
- **Adventure Tourism** : Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities like as skydiving, hill climbing, scuba diving etc. Adventure tourism is very popular among young age tourists. Adventure tourism gains much of its excitement by allowing the tourists to step outside their comfort zone. This may be from experiencing cultural shock or through the performance of acts, that required some degree of risk (real or perceived) and physical danger.
- **Cave Tourism** : Caves have been used by our ancestors since prehistoric times; often limiting frequentation to the areas close to the entrance, where daylight still penetrates, and the fireplace smoke could easily be dispersed without suffocating these early sheltering inhabitants. From at least 64,000 years ago Neanderthal people first, Modern Humans later, have started going deeper into caves, as testified by their rudimental (La Pasiega Cave, Cantabria, Hoffmann et al. 2018) and story-telling rock art (Sulawesi, 43.9 ka, Aubert et al. 2019). These deeper explorations were often driven by cultural needs (worshipping) or later also by the need of exploiting local resources such as flint or precious salt minerals (e.g. mirabilite or gypsum). Guided visits to these caves across the globe may be due to cultural reasons, educational purposes, historical visits or part of a larger destination.
- **Wine Tourism** : Wine or Eno tourism is a type of food tourism aimed at getting to know and appreciate the universe of wine. The routes and tours are focused on a single objective : get to know regions dedicated to wine production and taste their wines. This type of food trip is designed for people looking to dwelve into the history, traditions, and culture of wine. Tourists can participate in wine tastings, take guided tours through the wineries and vineyards, visit museums and also enjoy the culture of the region and its biodiversity.
- **Food tourism (or Gastronomy tourism)** : The tourists who are food lovers travel to a destination to experience cuisine of that place. For such tourists the main motivation or attraction for travel is food. With the advent of the social media this type of tourism has become very popular. There are several you tube bloggers who have taken the tourism as their profession and gaining economic benefit out of the same and spreading awareness related to food.

- **Yacht Tourism :** This is a specialized form of tourism that couples luxury with water as the resource of environment to interact with. It refers to the use of water vessels or boats for leisure purposes, including cruising, fishing, racing, or the practice of other nautical activities. Depending on the type of vessels, it could be classified into sailing and boat powering and, depending on the property, as chartered or private yachting. Private yachts could be of local or cruiser owners. Cruisers normally spend more time in their boats and visit other ports. Charterers rent a yacht or a cabin for a period of time to cruise or practice nautical activities.

3.4 FACTORS RESPONSIBLE FOR GROWTH IN SPECIAL INTEREST TOURISM :

The following factors are responsible for the growth of special interest tourism :

- Better transport facilities
- Increase in paid holidays and incentives
- Advent of long-haul travel via jet aircraft
- Increased awareness of environmental & impacts of mass tourism
- DINK families having double income with no kids.
- Empty nest travellers (people after retirements who are free).
- Emergence of budget airlines and cheap tickets
- Increasing Competition among service providers and destinations to attract more tourists
- Increased access to remote locations
- Improved communication technology and marketing of natural features
- Improved facilities and infrastructure.
- Influence and awareness through the internet and social media

Special Interest Tourism is also referred to as niche tourism and is seen as counter-point or alternative to mass tourism; it includes the set of practices that differentiates tourists from each other depending upon their special interests. Special Interest Tourism

- Provides greater opportunities for tourists to get involved in their favourite activities
- More focus on one product leading to higher learning in the travel process.
- More meaningful set of experiences for tourists than other forms of tourism.
- It is more flexible than other types of tourism.
- It provides higher personalized service catering to distinct needs and wants.

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- It is less standardized than other forms of tourism.
Special interest tourism has many disadvantages to. To enumerate, they are
- The travel costs are often higher than mass tourism products
- Often Special Interest tourism products have an element of risk involved.
- The fact suggested that Special Interest tourism products are more oriented to protection of the nature and promote better sustainability of a destination is often untrue and possess a lot of challenge.
- Special Tourism Products often do not support the local economic benefits and also bring in new products or services that may alter the cultural framework of the destination and its people.

☐ Check Your Progress – 2

1. The study of plants is a special form of tourism known as
a. Wildlife b. Cave c. Dark d. Botanical
2. Agri tourism is a subset of _____ tourism
a. Botanical b. Wildlife c. Rural d. Urban
3. A visit to a hot spring is known as _____ tourism
a. Spring b. Spa c. River d. Water
4. Bungee jumping is a _____ based air sport
a. Gravity b. Motorized c. Wind d. Water
5. A tourist visiting a village in Kutch at Gujarat to study the arts and crafts of the region will be known as _____ tourism
a. Craft b. Rural c. Ethnic d. Agri

3.5 LET US SUM UP :

The unit introduces you to the concept of Special Interest Tourism products and services that are part of a niche market. The dynamic and ever changing needs of the customers in the tourism sector due to a lot of factors and the competitive market for tourism product and service operators have led to the creation of special products and services, catering to particular segment and fulfilling their needs. Niche market has reorganized its products and services in accordance with the need of its customers. The market is innovative and specializes in curated products and services. It attracts less competition and higher economic benefits for the operators. The unit also discusses how a marketer can identify a potential niche market and the factors that as success criteria for the operator in that market. The unit details the various categories of Special Interest Tourism Products and lists the factors that lead customers to opt for these products and services. The advantages as well disadvantages of Special Interest Products and Services are also detailed in the unit.

3.6 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. d 2. c 3. b 4. a

Check Your Progress – 2

1. d 2. c 3. b 4. a 5. c

3.7 GLOSSARY :

Congress : A formal meeting or series of meetings for discussion between delegates, especially those from a political party, trade union, or from within a particular sphere of activity.

Niche : A specialized segment of the market for a particular kind of product or service.

Service : The action of helping or doing work for someone.

Product : An article or substance that is manufactured or refined for sale.

Genocide : The deliberate killing of a large number of people from a particular nation or ethnic group with the aim of destroying that nation or group.

UNWTO : United Nation's World Tourism Organization

Market Research : The action or activity of gathering information about consumers' needs and preferences.

3.8 ASSIGNMENT :

1. List and enumerate on the different festivals of India state wise that contribute towards creating a special tourism product for travellers.

3.9 ACTIVITIES :

1. List 10 popular Adventure tourism spots of India and highlight the type of activity, the facilities available for tourists and the cost involved to pursue the same.

3.10 CASE STUDY :

In a paragliding session at an adventure tourism spot, the operators were unaware of the sudden change of weather. A lady on a paragliding trip suddenly encountered a flash storm with rains during the course of the gliding session. The trainer accompanying the glider in the trip, though a professional, was unable to control the glider in event of the natural challenge. The lady glider panicked and in despair gripped the trainer. The imbalances created and the very strong winds led the glider away from the destined path. The para gliders swayed away from the landing zone and hit the rocks during landing. The glider during the process of landing was unable to balance leading to a broken a leg and injuries in the arms. The trainer managed to save himself with only minor injuries.

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In the entire process the lady moved court proceedings for the damage caused and the trauma experienced by her as she was never briefed about what should be done during an unfortunate event. The company though paid for the damages are in the ambit of scrutiny by the government and licence to carry on the activity temporarily suspended.

- Q. 1.** What legally correct steps should have been taken by the operators before organizing a trip ?
- Q. 2.** List other potential challenges that may arise out of adventure sports and how can operators work to ensure an accident free event ?

3.11 FURTHER READINGS :

1. www.wikipedia.org
2. Introduction to Tourism, CBSE
3. Tourism Products and Hospitality; Special Interest Tourism, Pathshala, MHRD
4. Tourism Products; Manoj Dixit, Charu Sheel
5. Tourism Product and Services; Jitendra Kumar Saxena
6. www.unwto.org
7. www.springer.com

UNIT STRUCTURE

- 4.0 Learning Objectives**
- 4.1 Introduction**
- 4.2 Definition**
- 4.3 The Infrastructure for MICE**
- 4.3.1 MICE Tourism–Definition of Individual Components**
- 4.4 MICE Venues in India**
 - 4.4.1 Hyderabad**
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 - 4.4.6 Agra**
 - 4.4.7 Mumbai**
 - 4.4.8 Shimla**
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- 4.5 Advantages of MICE Tourism**
- 4.7 Impact of Mice Tourism**
- 4.8 Disadvantages and Limitations of MICE Tourism**
- 4.9 Future of MICE in India**
- 4.10 Strengths of India as a Mice Brand**
- 4.11 Let Us Sum Up**
- 4.12 Answers for Check Your Progress**
- 4.13 Glossary**
- 4.14 Assignment**
- 4.15 Activities**
- 4.16 Case Study**
- 4.17 Further Readings**

4.0 LEARNING OBJECTIVES :

After reading this you are able to understand :

- definition of MICE, The Infrastructure for MICE, MICE Venues in India like – Hyderabad, Delhi, Cochin, Noida, Chennai, Agra, Mumbai, Shimla and Jaipur – Udaipur.

- The concept of MICE which help in nation building.
- List the advantages, impact and disadvantages of MICE.
- Enumerate the strengths of India as a MICE destination.

4.1 INTRODUCTION :

The tourism industry's rapid growth and development is only possible because of MICE. The abbreviation MICE have become more well-known. The **Meetings, Incentives, conferences, and Exhibits (MICE)** sector is widespread, fast expanding, and strongly correlated with business travel purpose. Meetings, conferences, and conventions are examples of MICE-related events.

The business is frequently referred to as MICE because of its distinct traits. A growing number of convention bureaus provide for the requirements of conference and exhibition planners for which all the needs are brought in by service providers for each sector.

In India Mumbai, Bangalore, Hyderabad, Chennai, Delhi, and Kolkata are assuming importance as major centres of business activity in the country as a result of the Indian economy opening up and government restrictions being loosened. Tier two and tier three cities are beginning to give them good competition due to improvements in infrastructure and other related facilities as a result of the country's expansion. MICE tourism is a booming industry in India since the economy was liberalised. There has been an increase in the number of business travellers to India, and along with business, their itineraries often include time for pleasure.

4.2 DEFINITION :

MICE stand for Meetings, Incentives, and Conventions and exhibitions. Consequently, this is a category that is focused on business and requires mandatory (or not at your discretion) travel. The MICE's incentives component is the strange one out, even though it relates to business because it is typically offered based. The MICE industry is the tourism sector with the quickest growth segment of the global tourist industry. It supports a variety of shapes of corporate events, international conventions, and conferences and displays. Each of these many MICE divisions has quite a few distinct despite the fact that the sector is frequently referred to as MICE.

Convention bureaus increasingly cater to fulfilling needs, each of the industries is stocked by incentive and show organisers and service companies. Incentive travel has become a common way for businesses, particularly multinational corporations, insurance companies, banks, pharmaceutical firms, etc., to recognise and appreciate their employees' accomplishments and efforts. Within the tourism industry, the market for incentive tours has experienced rapid growth.

India is a popular tourist destination that is also highly into the MICE by following the tourist hotspots of Hong Kong, Malaysia, and

Dubai. Dubai is quickly gaining ground in the race to become the ideal MICE location. The destination is using the facilities and cutting edge technologies, warm hospitality, tailored services, and breath-taking beauty. Having a rich cultural past, the destination appears to be within reach. MICE travel is the newest buzzword in the global tourism industry and refers to numerous business traveller organisations and individuals.

The MICE industry's significance stems from the fact that it converts the yearly conferences and business gatherings into a glitzy and event that the attendees and delegates enjoyed. MICE tourism finds itself to be unavoidable in all the situations, whether it be bringing people together from within one company or from a wider spectrum, a conference with 100 attendees from around the world, a party to celebrate a new product, or an exhibition. India stands out from other travel destinations due to the wide range of experiences it provides. In addition to the numerous ways India may attract tourists from around the world, there is also a vibrant business possibility as a magnificent location for international conventions and conferences of at least global standards.

India is upgrading its MICE (Meetings, Incentives, Conventions, etc.) facilities for incentives, conferences, and exhibitions. There are several schemes. More top-notch convention centres, airports that compete with the best in the world, and initiatives to combine the renowned Indian hospitality with customization in accordance with visitor needs are in the works.

4.3 THE INFRASTRUCTURE FOR MICE :

India offers a remarkable combination of lodging and a successful Conference requires additional conference support facilities to Vigyan Bhawan in New Delhi, Centre Point, and Renaissance are a few examples – The BM Birla Science Hotel and Convention Centre is located in Mumbai, At Jaipur, the Jaypee Hotels & International Technology Centre, Agra Convention Centre, Cochin Convention Centre, and others along with amenities in the corporate hotels and resorts located throughout the nation.

India is expanding internationally, and MICE is quickly rising to prominence a portion of its marketing and travel spending. Incentives currently make up the majority of MICE in the Indian context, but as the market matures, it won't be long before Indian corporations engage in the full range of MICE activities.

Given the increased number of airlines operating on the routes inside the country, improved tourism surface transportation systems, Indian Railways, modern information technology hubs, and numerous hotels, convention centres, and meeting facilities for a significant MICE location. The Asia continent is becoming more and more a top incentive travel location in the globe because of its various culture and location. From the warm islands to the frigid Himalayas, It is an universe unto itself,

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with everything from green jungles to desert citadels. Using the One gets unrivalled access to intriguing new places every year.

The incentive operator has options here. The incentive programmes blend traditional charm and sophistication from the past with contemporary cosmopolitanism. Today, tour operators and airlines have separate travel divisions that just focus on MICE travel. Additionally, destinations are starting to promote their MICE offerings to both specialised agencies and the general business community. Any nation has a lot of potential with the MICE industry. According to estimates, someone going on business or to a convention will spend four to eight times as much as someone going on holiday. Spending increases on both meals and business centre services.

India has access to a network of more than 50 international and several domestic airlines which offer convenient internal connectivity. Additionally, there is a sophisticated system of surface system of transportation. An excellent rail network is in operation across the entire nation. Shatabdi & Rajdhani Express trains, which are state-of-the-art, connect all significant cities.

Surface travel is more convenient and comfortable due to the great road system, national and state highways, luxury coaches, and automobiles made in India and elsewhere. English and other official foreign languages are expected to be spoken with ease by the educated workforce that India has to offer. There are numerous convention centres in India that can accommodate up to 1700 people. The Taj Group, ITC–Welcome group, the Oberoi's, Meridien Hotels, Marriott Hotels, etc. are notable hotel groups that also provide top-notch convention facilities.

The exhibition sector has also gotten a boost from halls like the Nehru Centre in New Delhi and Pragati Maidan in New Delhi, including the Trade Centre in Chennai and Mumbai. Let's talk about the nation's top MICE locations.

4.3.1 MICE Tourism–Definition of Individual Components :

Contributes the income only for MICE industry but the revenue is distributed to other business sectors such as hotels, restaurants, souvenir shops, transportation services and telecommunications.

Meetings	Incentives	Conferences	Exhibitions
A meeting is the coming together of a group of people to discuss or exchange information. In some regions, meetings may be seen as a small-scale conference by others.	Incentive travels include leisure trips emphasizing pleasure and excitement and which may appear to have little or no connection to business.	An event where the primary activity of the attendees is to attend educational sessions, participate in meetings / discussions, socialize, or attend other organized events.	Exhibitions can generally be portrayed as presentations of products and services to an invited audience with the object of inducing a sale or informing the visitors.

MICE tourism–definition of individual components.

4.4 MICE VENUES IN INDIA :

4.4.1 Hyderabad :

The pearl city Hyderabad, has become the hub for Information technology and business in India. Studded with numerous heritage monuments. Heritage City, Hyderabad has come up with a sophisticated business venue, Hyderabad International Convention Centre – HICC. The luxurious HICC is able to meet the requirements of a Convention of 5000, A Seminar For 500 or A Meeting of 50. The HICC has already hosted a Number of Prestigious International and National Meets inashort period of time and has been appreciated by the organizers.

4.4.2 Delhi :

The capital city New Deli has been the favourite Mice destination for quite some time, the numerous charms of the city vary from ancient monuments to excellent shops making the business meeting and conferences here an absolute pleasure. The Ashok, New Delhi has been hosting meetings and conferences on the international scale for over forty years. Spread over 16,435 square feet, the pillar-less convention hall at the Ashok is the favourite venue for the top business men and government officials. The Ashok also has a banquet room, a cocktail lounge and anopen-air theatre in the third floor. Other business meeting places of the capital are the habitation world convention centre, vigyanbhawan and a number of hotels having excellent convention facilities including taj palace, mauryasheraton, le meridien, etc.

4.4.3 Cochin :

Rich with the lush beaches and emerald backwater, Kerala is an ideal holiday destination. After captivating the whole world with its breath-taking beauty, Kerala now finds herself as an inevitable destination in your travel plans. Located amidst the nature, Le Meridien, Cochin boasts off a number of well-equipped meeting and banquet halls. It offers a convention hall to seat 1600 people, with a ceiling height measuring 15 meters. The recent additions to this hotel include four new conference halls, 53,000 square feet of air-conditioned space and 95,000 square feet of lawn area. Ayuverdic is the main attraction here amongst the business guests and their families. Jewish synagogue and Dutch palace are the other attractions of cochin.

4.4.4 Noida :

Situated on the outskirts of New Delhi, Noidahas emerged as one of the most popular destinations in India. The city boasts of a number of venues catering to multiple opportunities of business tourism, including the Delhi International Expo Centre, which offers an impressive international business environment, ideal for product launches, conferences, seminars, exhibitions and corporate functions, India Expo Centre in GreaterNoida, which offers an impressive global business environment, ideal forproduct launches, conferences, seminars and corporate events, and the Golf Course

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in the vicinity of the Expo Centre, which gives the visitors a refreshing break from the meetings and conferences held at the venue. The 28,000 square metres of exhibition space spread across eight halls, 800 square metres of banquet space with partitioned rooms, and a pre-function area are some of the additional features that make this Expo Centre unique.

4.4.5 Chennai :

The amalgamation of the ancient heritage and the natural beauty makes Chennai a premier tourist destination in the country. A stroll along the long stretches of Marina beach offers an unforgettable experience. The Tamil Nadu government has come out with the Chennai Convention Center (CCC) to promote world class business tourism. The CCC has a banquet space ranging between 250 square feet and 20,000 square feet holding 22 to 2000 delegates simultaneously. The 67,000 square foot of air-conditioned space and 75,000 square feet of lawns offer plenty space for conventions and other functions.

4.4.6 Agra :

The city of the Taj, Agra famous for his splendid Mughal architecture, the Taj Mahal, offers an excellent opportunity to turn your business tour into an ideal heritage trip. The Jaypee Palace Hotels & Convention Centre has some nice arrangements to hold conventions, conferences, and meetings. The convention centre can comfortably accommodate 1500 delegates whilst equipped with the latest technology, such as audio-visual recording, satellite uplink, and multilingual interpretation. The spacious banquet hall here has a seating capacity of 350 guests, with exclusive pre function area for 200 guests and a garden for 300 guests. In addition to this, the hotel has successfully hosted a variety of national and international events till date.

4.4.7 Mumbai :

As the commercial capital city of India, Mumbai is a great place for business events. With its close proximity to business hubs like Pune and Pimpri-Chinhwad, Mumbai is a popular choice for corporate events. The Renaissance hotel and convention centre in Mumbai sets the standard for the new wave of international convention centers in India. Its 15 meeting rooms and a fully equipped business center offer everything a business event needs. The recently opened Four Seasons Hotel adds to the city's 5-star conference and meeting facilities. Amby Valley City is located off the Mumbai-Pune Highway and covers 10,000 acres spread across the Sahyadri Mountain Range. It is home to world class infrastructure and luxury hotels and resorts. Amby Valley's wide variety of 5-star conference and meeting venues make any event organized here a memorable one.

4.4.8 Shimla :

Shimla and Manali are among the emerging and ideal locations for hosting conferences as most of the accommodation providers offer services

for conferences and its scenic appeal enables you to take pleasure in pleasurable activities and likewise offers peace of mind. The convention in Shimla few of these accommodations supply such services are The Oberoi Cecil Hotel, Windflower Hall Hotel, Hotel De Park and Gran Leela Residency etc.

4.4.9 Jaipur – Udaipur :

Jaipur City was founded in year 1728, has many conference venues including BM Birla Science Centre, Clarks Amere and Mansingh Tower, all providing world class facilities. Udaipur's, the city of Lakes offers ample choices for holding conferences. The Hotels of Udaipur, not only provides the latest amenities but also retains the charm of Royal Era. Some of the prime conference venues include Hotel Trident, Taj Lake palace, Rajputana Palace, etc.

☐ Check Your Progress – 1

1. MICE stand for _____.
 - a. Meetings, Incentives, and Conventions and Exhibitions
 - b. Meet, Income, and Conventions and Exhibitions
 - c. Meetings, Incentives, and Conventions and Ex showroom
2. HICC stand for _____.
 - a. Health International Convention Centre
 - b. Hyderabad International conference Centre
 - c. Hyderabad International Convention Centre
3. _____ Express trains, which are state-of-the-art, connect all significant cities.
 - a. Shalimar sf Exp b. OkhaShmsf Exp
 - c. Shatabdi & Rajdhani
4. _____, New Delhi has been hosting meetings and conferences on the international scale for over forty years.
 - a. The Ashok b. The Konark c. The Ocean
5. In cochin _____ is the main attraction.
 - a. Ayuverdic b. Parlour c. Wine shop
6. CCC stands for _____.
 - a. Chennai Convention Center b. Chetak Convention Center
 - c. Chennai Convention Conference
7. The _____ government has come out with the CCC.
 - a. Tamil Nadu b. Delhi c. Odisha
8. The Clarks Amer and Mansingh Tower are in _____ city.
 - a. Jaipur b. Gandhinagar c. Bhubaneswar

4.5 ADVANTAGES OF MICE TOURISM :

MICE tourism is constantly evolving and has significantly transformed during the pandemic. Hotels must adapt, stay informed, and understand the marketing environment in which MICE industry professionals and event directors currently operate. The needs vary from market to market and it is essential to be aware of these diversities. MICE sector is a 'high yield' component of the tourist industry, an important generator of tourism expenditure, investment, foreign exchange earnings and employment. The advantages of this form of tourism are many can be enumerated as

- It contributes to employment and income, nationally and regionally.
- It increases foreign exchange earnings for a nation.
- It generates investment in tourism/recreation infrastructure, increasing the attractions available in an area for use by locals as well as visitors.
- It stimulates business activity within and between the nations; helps forging stronger business links between firms, providing opportunities to promote both the national interest and international co-operation.
- There is a provision of opportunities for access to new technology, exchange of ideas, establishment of valuable business and professional contacts, and other socio-cultural impacts.
- The attendance at conferences draws together leading national and international specialists and practitioners in their fields. They bring together world's leaders in science, medicine and business, strengthening a nation's internal capabilities in each profession.
- The meetings and conventions are a source of continuing education and training and are a forum for developing and maintaining professional contacts.
- There is valuable international exposure for the host country among the international business, scientific and educational communities and their families.
- The successful meetings, conventions and exhibitions can be effective marketing tools for attracting new business and visitors to an area. They offer companies an effective means of promoting their products and services to a targeted audience. In international terms the promotion of a country as a tourist destination for holiday travel may be enhanced by a MICE visit.
- There is a stabilisation of tourism inflows to a nation and its sub-regions.
- The provision of local tourism operators with useful advanced knowledge of visitor numbers. Relatively long lead times which result in hotel bookings being made years in advance greatly assist in the financial planning of tourism properties.

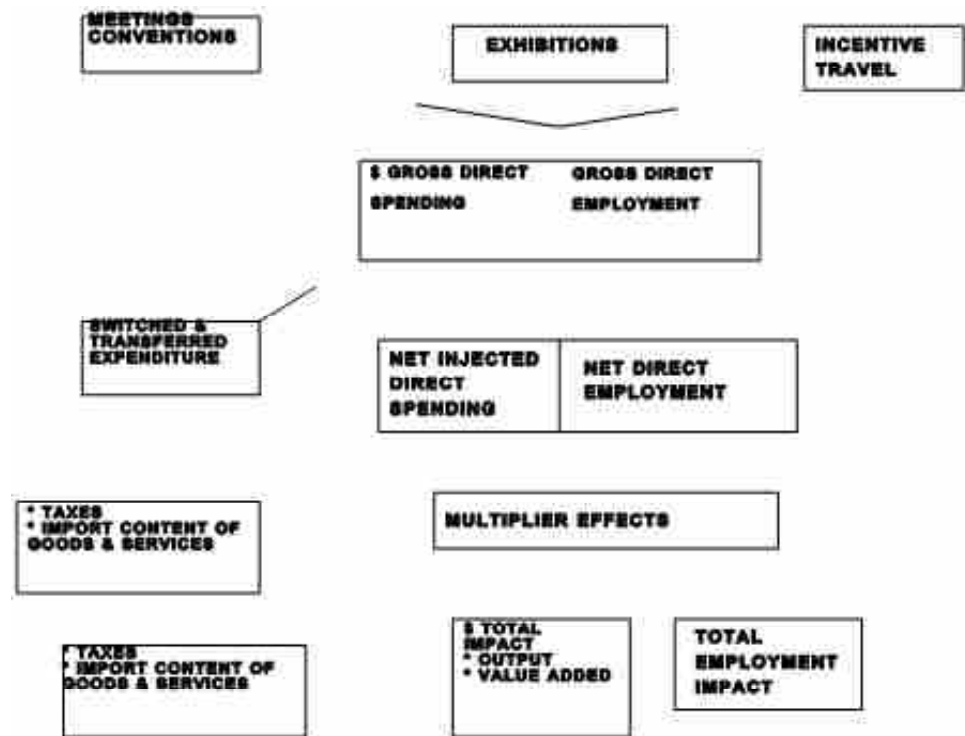
4.7 IMPACT OF MICE TOURISM :

The MICE sector of tourism is expanding worldwide and is considered to generate a range of benefits to host countries and regional economies. The impact of MICE tourism can be enumerated as

- As with expenditure on other forms of tourism, expenditure related to MICE tourism has direct effects on suppliers who meet the incremental demand for goods and services, eg. Who sell goods to and provide services to MICE tourists.
- Indirect effects then result from 'flow ons' when direct. Suppliers purchase inputs from other firms who themselves purchase further inputs and so on. These direct and indirect effects can be augmented by induced effects. These arise when the beneficiaries of the direct and indirect expenditure – owners of firms and their employees – spend their increased incomes on consumption goods and services or on investment goods.
- Generation of direct employment and total employment generated by MICE within a particular nation or region. The MICE industry generates expenditure which supports employment with the region. Through the economic multiplier effect, responding within particular industries generates an increase in economic output, household incomes and gross operating surpluses of business to support an increased number of jobs. The extent of the indirect impacts on employment, output and value added depend on the magnitude of leakages out of the regional economy by way of taxes paid and the import content of goods and services demanded.
- Spending by foreign tourists and by foreign sponsors or organisers leads to an increase in foreign exchange earnings in the host country. This may or may not give rise to a benefit for the host country.
- Tariffs exist in most countries, and thus this source of benefit is worth exploring. The existence of tariffs does not necessarily mean that additional foreign exchange earnings from MICE tourism are desirable – it depends on the government's response to higher exchange rates, as a result of additional exchange earnings.
- Prices to MICE visitors could be higher than costs because of the presence of taxes and profits.
- Additional expenditure from MICE tourism can result in unemployed resources, primarily labour, finding employment. The benefits that occur depend on how local and national labour markets work. Where an expansion of activity is achieved (partly) through resources which have hitherto been unemployed, there may be a benefit. For example, increased spending may lead to more MICE related jobs in a region, and some of these may be filled by people who have been unemployed.

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- The effects on employment are both regional and national; the benefits at the regional level will be greater if additional employment leads to reduced local unemployment than if it simply encourages migration into the area. The impact on employment overall may be small, in a boom economy, or large, in a depressed economy.
- The conference and convention component of the MICE industry is one which has traditionally been associated with waste in the form of printed material, conference satchels, non-reusable exhibition materials and disposable food and drink containers. Recently, more account is being taken of responsible environmental practices by international conference and congress organisations, with a move to 'green' meetings and the introduction of 'eco-policies'.
- When there is additional tourism, the nature of the supplying industry could change. It becomes worthwhile supplying goods and services with more variety, at greater convenience. More shops and excursions become available, and transport schedules become more frequent and are more convenient.



4.8 DISADVANTAGES AND LIMITATIONS OF MICE TOURISM :

There are a lot of limitations in the sector that can be observed and to enumerate they are

- The sector reflects intense competition for business between countries as well as cities. The success of MICE depends on the governance of the state as well as the country. Good governance leads to development of allied infrastructure required to promote MICE tourism.

- Political instability in many parts of the world affects MICE business as governments impose new regulations in the business areas and undertake passive promotions of the area.
- Countries that are under constant threat or undergoing strife or war or insurgency are not preferred by MICE organizers.
- The insufficient funds and financial support leads to poor marketing of MICE destinations by governments across the world.
- Inadequate infrastructure
- Global recession has forced companies to cut down on extra costs
- Uncertain events like the Covid 19 pandemic has led to decrease in travel due to travel restrictions, health issues as well as economic reasons leading to downfall in the industry.
- Increase in fuel prices impacting cost of travel globally has led to companies capping expenses.
- The high tax structure in India is a major contributor for India's destinations to lose out on a global scale while bidding for events.
- Though VISA regulations have eased in many parts of the world, the same is also a limiting factor for global MICE events.
- Trained Manpower is essential for destination development and product development. MICE are a niche segment and without trained manpower the needs and wants of the travellers would not be delivered and satisfied.
- The carrying capacity of the destination plays an important role as the host. If infrastructural facilities do not support bulk MICE business the destination loses out in the competition.
- The Physical and peripheral infrastructure needs to comply with the international standards to International. This can be done by imparting training drawing cues from the market leaders.

4.9 FUTURE OF MICE IN INDIA :

The Ministry of Tourism had identified the potential of MICE Tourism long back and with an aim to develop this product had established the India Convention Promotion Bureau (ICPB) under its' aegis along with well-known industry experts. This is aimed in promoting India as a destination for MICE Tourism. The Bureau participates in travel conferences and also organizes road shows both at domestic as well as international locations to formalize the concept. The draft national tourism policy lays a lot of emphasis on the MICE Tourism as a product per say. The policy emphasizes upon maximizing synergies between leisure and MICE Tourism to enable pre/post leisure for MICE visitors with an aim to extend their stay, motivate them to visit other locations and earn more foreign exchange from them. The proposed steps for promoting MICE Tourism the same are as follows :

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- MICE Promotion Bureau with industry representation has been set up at National as well as the Destination level.
- Creation of corpus fund for bidding for large conventions. There is an equal contribution to come from Government and participating industry. The National and State Bureaus work hand in hand and bid for the conventions.
- Providing single window clearance for organizing Meetings and Conventions.
- MICE have been at the Centre stage and are considered an integral part of the "Smart City Programme propounded by the current Central Government.
- Developing Mega Convention Cities in each of the 5 regions of India to cater to small and the medium convention market.
- Inventory of MICE facilities and Convention Centre to be made online. Right now, the data is not in a user friendly format and would require updating.
- International Convention Organizers to be invited for familiarization trips in order to acquaint them with the facilities and amenities available in India. Ministry of Tourism initiatives on promotion of MICE Tourism and India's Inbound MICE Tourism.
- Rationalization and simplification of the Conference Visa regime, the introduction of E-Tourist Visa is a welcome step in that direction.
- Promotion of the MICE Segment through specialized Trade Fairs and focussed Road shows.

4.10 STRENGTHS OF INDIA MICE BRAND :

- An array of exquisite and diverse destinations.
- Old world tradition mixed with cosmopolitan sophistication of urban cities.
- Exotic accommodation and conference infrastructure across the country.
- Better connectivity with the world with government policies of foreign relations.
- Numerous treaties with the developed countries to develop its tourism sector.
- Evolving and maturing business scenario.
- Educated and skilled manpower.
- Availability of relatively cheap skilled labour.
- Make in India, Start Up India, Tax reforms to spruce up investment scenario.
- Government focus on ease of business and promotion of tourism.
- Diverse places of historical and cultural importance.

Check Your Progress – 2

1. MICE stimulates business activity through
 - a. Infrastructure Development
 - b. Interstate tie ups
 - c. Stimulates Business Activities
 - d. All the options
2. Through MICE the demand for goods
 - a. Decreases
 - b. Remains at a Plateau
 - c. Increases
 - d. None of the options
3. Bringing foreign participants for MICE would
 - a. Lead to loss in economy
 - b. Increase Foreign Exchange Earning
 - c. Pose more problems for the job sector
 - d. Reduce national currency earnings
4. If a MICE destination can only accommodate 200 guests for a conference and the demand is always more, the facility has a low
 - a. Carrying Capacity
 - b. Container Capacity
 - c. Credibility Capacity
 - d. Cross Capacity

4.11 LET US SUM UP :

The tourism industry's rapid growth and development is possible with one of the areas evolving in the sector known as MICE. The abbreviation MICE stands for **Meetings, Incentives, conferences, and Exhibits (MICE)**. The sector is widespread, fast expanding, and strongly correlated with business travel purpose. Meetings, conferences, and conventions are examples of MICE-related events. The business is frequently referred to as MICE because of its distinct traits. The unit acquaints you to destinations in India that have strong MICE infrastructure and are evolving in the business. The MICE tourism contributes to employment, adds to income, nationally and regionally, increases foreign exchange, generates investment, and stimulates business activity, leads to access to new technology and exchange of ideas. It is a source of continuing education and training. The unit also highlights the disadvantages of MICE tourism and talks about India as a brand in MICE tourism.

4.12 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

- | | | | |
|------|------|------|------|
| 1. a | 2. c | 3. c | 4. a |
| 5. a | 6. a | 7. a | 8. a |

Check Your Progress – 2

- | | | | |
|------|------|------|------|
| 1. d | 2. c | 3. b | 4. a |
|------|------|------|------|

4.13 GLOSSARY :

MICE : Meetings, Incentives, and Conventions and Exhibitions

ITC : India Tobacco Company Limited

HICC : Hyderabad International Convention Centre

CCC : Chennai Convention Centre

Flow ON : Improvement in working conditions made as a consequence of one made in a similar or related occupation.

Multiplier Effect : A phenomenon whereby a given change in a particular input, such as government spending, causes a larger change in an output, such as gross domestic product.

Corpus : A collection of written texts, especially the entire works of a particular author or a body of writing on a particular subject.

Niche : A specialized segment of the market for a particular kind of product or service.

4.14 ASSIGNMENT :

1. List some important MICE Venues in India and undertake a comparative study between different parameters.

4.15 ACTIVITIES :

1. List the reason to start Mice Tourism Business.
2. List the business centre and business event organised in your city and explain it.

4.16 CASE STUDY :

A company involved in organizing MICE activity across destinations booked an international conference of foreign delegates coming from different countries of the world. The destination selected was a nature tourism spot with scenic beauty and infrastructure good enough to cater to domestic MICE events. The events sponsors forwarded their requirements for the event and the company started coordinating for various aspects that included travel, hotels, destination visits, food , beverage, amenities etc. The ground work for augmentation of standards and facilities by the various channels involved for the forthcoming conference already started. The sponsors visited the destination for an inspection of the facilities. They made various recommendations for all the channels involved and sought time to confirm the event. With a month remaining for the event, a regret letter by the sponsors was sent to the organizer stating that there is a shortage of facilities at the destination involving accommodation, facilities offered, conference facilities, transportation, destination accessibility and others. The organizers tried hard to negotiate but the business moved to another destination. The entire channel that was involved in the planning process was dissatisfied with the organizer.

- Q. 1.** What were the challenges that led the sponsors to call off the event ?
- Q. 2.** If an event is called off, what impact that event would lead to the destination ?
- Q. 3.** How can the destination get further business in above circumstance ?

4.17 FURTHER READINGS :

1. Travel and Tourism Management by Md. Abu Barkat Ali.
2. Tourism Operations and Management by SunetraRoday
3. Tourism : Principles and Practices by Sampad Kumar Swain
4. Tourism : Concepts, Theory and Practice by M.R. Dileep.

BLOCK SUMMARY

The block acquainted you to the various forms of tourism products that included different forms of natural attractions as tourism products detailed in unit 1. The block also in unit 2 elucidated on the types of manmade resources and how these resources act as a tourism product for attracting tourists to a destination. The unit 3 introduced you to niche market and special products. Meetings, Incentives, Conferences and Exhibitions commonly known as MICE is one of the most evolving form of tourism that generates revenue for a destination. The unit 4 detailed on MICE tourism and the various aspects involved in MICE tourism.

BLOCK ASSIGNMENT

Short Questions :

1. Categorize natural resources and elaborate on the characteristics of each as a tourism product ?
2. Elaborate on the purpose, nature and importance of manmade tourism products ?
3. List the steps involved in identifying a niche market ?
4. Elucidate on the types of Special Interest Tourism Products ?
5. Write a detailed note on MICE tourism as a driver of economy for a country ?

Long Questions :

1. What are the types of tourism products. Elucidate with examples ?
2. Elaborate on fairs and festivals as a manmade tourism product ?
3. What are the approaches to niche marketing for special tourism products ?
4. Define the individual components in MICE tourism ?

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Product**

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____

3. Any other Comments

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INDIAN TOURISM PRODUCT



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

INDIAN TOURISM PRODUCT

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BBAATR-301

Indian Tourism Product

BLOCK 3 : ADVERTISEMENT OF TOURISM PRODUCTS

UNIT 1 : INTRODUCTION TO TOURISM PRODUCT
ADVERTISEMENT

UNIT 2 : MODELS OF ADVERTISEMENT

UNIT 3 : PLANNING FOR TOURISM ADVERTISEMENT &
MEDIA

UNIT 4 : DIGITAL MARKETING STRATEGY IN TOURISM

ADVERTISEMENT OF TOURISM PRODUCTS

Block Introduction :

Every day, we are surrounded by advertising, from advertisements on radio and television, to bus and hoarding advertisements, in magazines, as well as online – and there is more advertising now. masquerading as something else – on television travel programs, in the most recent big-budget film as well as on their clothing and toys. We occupy a world dominated by marketing and media, as well as this commercial promotes vacation, leisure, and products and services for tourism. Actually, any organization interested in the leisure and tourism industry – from neighbourhood art galleries, museums, athletic organizations, and small hotels to the top theme parks, airlines, and cruise lines advertisers from companies – will be interested in any or all forms. While generally speaking This block concentrates on the tactics of the bigger participants : national tourism organizations, the international hotel chains, the airlines, and the major travel agencies – many of the concepts and the methods that are described here smaller businesses can adapt publicity for Tourism and Recreation attempting to gain a competitive edge and more value from advertising on scarce resources. In addition, whereas even the largest businesses often have big budgets for marketing initiatives, but none has an endless supply obviously, all advertising efforts must be motivated by outcomes. The dynamic and fiercely competitive market of today. Lessons can always be learned be learnt through observing good (and terrible) advertising practice.

Block Objectives :

After learning this block, you will be able to understand :

- To know about Product Advertising
- Getting an idea about Product Advertisement in Travel and Tourism Industry
- Understand Effective Market a Destination for Tourists
- Get to know Marketing and promotion in tourism
- Come to know about international tourism advertising
- Understand AIDA or DRIP Advertising Models
- Understand the DAGMAR Advertising Model
- Get to know about Product Life Cycle Model
- Understand Additional Advertising Models
- Get to know about Repetition as an Advertisement Technique
- Learn the Stages of the Advertising Spiral
- Types of advertising media used in tourism
- Learn about Sales Promotion
- Get to know about Methods of Sales Promotion
- Understand Trade Shows and Exhibition
- Understand Distribution Channels in Tourism Industry
- Learn CRM as a Process
- Learn CRM and Tourism (Hospitality) Industry
- Learn the Difference Between Digital and Traditional Marketing
- Get to know about Digital Marketing
- Learn Components of Digital Marketing
- Learn Benefits for Hospitality and Tourism
- Get to know about Social Media Marketing
- Get to know about Search Engine Marketing
- Get to know about Pay-Per Click Advertising
- Get to know about Content Marketing
- Get to know about Email Marketing
- Get to know about Influencer Marketing
- Get to know about Affiliate Marketing
- Get to know about Mobile Marketing
- Get to know about Display Advertising
- Learn Maintaining the Digital Marketing
- Learn Implications for digital marketers

Block Structure :

Unit 1 : Introduction to Tourism Product Advertisement

Unit 2 : Models of Advertisement

Unit 3 : Planning for Tourism Advertisement & Media

Unit 4 : Digital Marketing Strategy in Tourism

Introduction to Tourism Product Advertisement

UNIT STRUCTURE

- 1.0 Learning Objectives
- 1.1 Introduction
- 1.2 Advertisings and its Role on Tourism
- 1.3 Product Advertising
- 1.4 Product Advertisement in Travel and Tourism Industry
- 1.5 Effectively Market a Destination for Tourists
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1.0 LEARNING OBJECTIVES :

In this chapter we will learn Product advertising, Product Advertisement in Travel and Tourism Industry, Effectively Market a Destination for Tourists, social media, Marketing and promotion in tourism.



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1.1 INTRODUCTION :

An advertisement is most expensive factor for all the companies and it is not easy to understand, it will influence to a customer or not. According to Philip Kotler (who perhaps serves as today's best-quoted marketer) "Only the very brave or the extremely ignorant can claim with certainty what advertising does in the market place. Advertisers must believe that their ads are effective if they pay huge sums for them to reach the right audiences. But how do advertisers know if their efforts are successful ? And what do we mean by success ? Does it make sense to measure the effectiveness of an advertisement in terms of the number of times people see it ? Or the number of times people recall seeing the ad ? How about the number of people who respond to the call to action (i.e., buy the product) ? Or the amount of profit made (if any) ? Are these measures enough to show whether an advertisement was effective or not ? What if people click on the links in the advertisement without purchasing anything ? Shouldn't one also measure the emotional response or the effect of the advertisements on people ? What about the social effects of the advertisements ? Do they change our attitudes or behaviour ? These are just some of the questions that marketers must ask themselves if they wish to understand the value of advertising.

1.2 ADVERTISINGS AND ITS ROLE ON TOURISM :

There are several strategies to expand the market for the travel and tourism sector. The use of a brand name to attract attention from the public or a method of regional tourism cooperation both work well but using advertising as the main strategy for success necessitates a careful examination of the resources in the areas of scientific, social, and economic behaviour. Advertising is defined as the practise of creating marketing messages for goods or services.

To advance its goals of professional success, the tourism sector must use advertising as its main tool. Each nation's successful tourism promotion is founded on its cultural norms and the experts' knowledge of advertising's principles.

Professional advertising can be considered a successful weapon for the economic development of the target nation both domestically and internationally. Ads that are inappropriate, insufficient, or inadequate can be a waste of time and resources. The advertiser must determine the target market, tourism, and other factors that depend on the number of advertisings intended to draw tourists in order to enhance tourism, investments, and other good behaviour.

Each stage of the tourism industry's advertising process—in print, on television, and on radio—has a distinct impact. The ability and plan of each nation's tourist sector may typically be used to gauge that nation's interest in and demand for the sector. Following that, methods can be established to advance the sector's growth.

But when does advertising go too far ?

How can an advertisement be planned to have a good impact on the sector ?

Slogans are the most modern technique for advertising. The presentation of the facts has a bigger impact on how the audience perceives them. An advertising tagline must, however, respond to five queries.

1. What does the slogan's value proposition entail ?
2. Which parties will find the idea persuasive ?
3. How does the tagline set the destination apart from those in the rivalry ?
4. How engaging is the message to be remembered ?
5. Was the proposal created with the long term in mind ?

1.3 PRODUCT ADVERTISING :

Product advertising is the promotion of products through various media. The objective of product advertising is to make a potential customer aware of the product and its benefits, and to persuade them to purchase it.

Product advertising is a form of marketing that promotes a company's goods or services. It can be done through many different channels, such as TV, radio, newspapers and magazines, billboards, social media posts, email marketing campaigns and direct mail campaigns.

Product advertising aims to promote brand awareness for the company in order to increase sales or raise brand loyalty.

In recent years, tourism has grown into a major industry, both in economic and cultural aspects. However, the main goal of tourism is to attract people to visit and stay in certain places, where they can enjoy a specific product. For instance, the 'New York City' attracts tourists because it is famous for its skyscrapers, museums, shopping centres, restaurants, hotels, Broadway shows, parks, beaches, concerts, sports arenas, museums, etc. Similarly, 'Paris' is famous for its monuments, architecture, museums, galleries, music, art, ballet, theatre, fashion, food, wine, etc. Tourism professionals have taken advantage of these opportunities and developed various techniques to increase the number of visitors and encourage them to spend their money in local businesses. They do so through methods such as creating brochures, organizing tours, managing reservations, promoting events, creating a website, establishing partnerships, branding, public relations, developing marketing campaigns, and advertising. These methods help to establish and maintain relationships with customers who may return again and again, thus increasing sales.

Kotler provides this definition and then advises that it be noted the following points :

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- (1) It is an administrative procedure that entails analysis, planning, implementation, and control.
- (2) Marketing can also be defined as a social process that determines, meets, and caters to a society's material demands.
- (3) Taking random acts to elicit the intended reactions is not marketing. On the contrary, it shows up in thoroughly thought-out programmes.
- (4) Marketing aims to promote voluntarily shared values.
- (5) Marketing is the process of choosing target markets as opposed to making an effort to service every market.
- (6) Marketing requires that the organization's product or service be developed in accordance with the needs and preferences of the target markets (consumers).
- (7) The goal of marketing is to help organisations thrive and survive by better servicing their markets.

1.4 PRODUCT ADVERTISEMENT IN TRAVEL AND TOURISM INDUSTRY :

Product Advertisement in Travel and Tourism Industry is the most important aspect for any travel and tourism company. It is a way to promote their products and services to the potential customers. It can be done through various media channels such as television, radio, print, digital media, etc.

A product advertisement should be informative enough so that it can generate interest among the audience. It should also have a catchy slogan or a jingle which will help in making an impact on the minds of viewers or listeners. It should also be catchy so that it will be remembered by them even after they have seen it once or twice.

1.5 EFFECTIVELY MARKET A DESTINATION FOR TOURISTS :

Tourism is one of the most important industries in the world. The industry has been growing at a rapid pace for the past decade and it is expected to grow even more in the future.

Tourists have different expectations when they travel to a destination. Some tourists are interested in visiting historical landmarks, while others are looking for adventure activities.

Different types of tourists require different marketing strategies. For example, if you're marketing a destination that is known for its historical landmarks, then you might want to focus on promoting these aspects of your destination rather than adventure activities.

The following article will provide some tips on how to effectively market a tourist destination so that it appeals to as many people as possible and generates more tourism opportunities for your business or organization.

Understand who your target audience is and what their expectations are : Tourists have different expectations when they travel to a destination, so it's important for marketers to understand who their target audience is and what their expectations.

1.6 5 EFFECTIVE WAYS TO CREATE A FAVOURABLE IMAGE OF YOUR DESTINATION ON SOCIAL MEDIA :

Social media is a powerful tool for destination marketing. It can be used to increase awareness of the destination, attract visitors, and drive engagement.

The following are five tips for creating a favourable image of your destination on social media :

- (1) Have a clear goal in mind before you start posting
- (2) Engage with followers by listening to their feedback and responding to their questions
- (3) Share content that is relevant to your brand and target audience
- (4) Create original content that will resonate with followers
- (5) Measure the success of your posts

1.7 MARKETING AND PROMOTION IN TOURISM :

It is important to note that advertising is not developed in a vacuum; it plays a vital role in the overall marketing strategy. At the start of the 21st century, most people have a basic understanding of the term "marketing". To the average person, it is synonymous with "advertising and selling", to any student on an academic course or to any effective marketer it means the concept of the marketing mix. There are almost as much definitions of marketing as there is marketing literature and Gronroos definition encapsulates many of the concepts of most. He argues that marketing seeks to establish, develop and commercialise long-term customer relationships, so that the objectives of both parties are met. This can be achieved through a mutual exchange and keeping promises.

It has also been stated that good marketers see their businesses from the customer's perspective and organise their whole enterprise around developing relationships with the customer based upon trust – in this way it is a part of everyone's job, from front line staff to the board of director. Marketing is therefore both an organisational function and a business philosophy. You should develop a mix of marketing strategies to influence customers to buy your products and services. This mix consists of a set of four decisions :

- Product decisions
- Pricing decisions
- Distribution decisions
- Promotional decisions.

Indian Tourism Product

The product component of marketing mixes ensures that the product (whether it is a tour package, an aircraft seat or a destination, a hotel or a football team) provides benefits to customers. Price ensures that the product is priced at the right level so that consumers can afford it. Distribution ensures that the product reaches the right people at the right time in the right quantity to fulfil customer demand. Promotion ensures that the product gets noticed and remembered through advertising, public relations, direct marketing, word-of-mouth, and sales promotion. These four elements of marketing mix work together to create a synergy that determines how successful a product is.

□ Check Your Progress – 1

1. _____ argues that marketing seeks to establish, develop and commercialise long-term customer relationships, so that the objectives of both parties are met.
 - a. Gronroos b. Granroos c. Grunroos
2. _____ should be informative enough so that it can generate interest among the audience.
 - a. Movie b. Netflix c. Product advertisement
3. The marketing mix consists of a set of four decisions are _____.
 - a. Product decisions, Pricing decisions, Distribution decisions, Promotional decisions
 - b. Product appearance, Pricing discount, Distribution system, Promotional activities
 - c. Product available, Pricing decisions, Distribution network, Promotional discount coupon
4. _____ is a powerful tool for destination marketing.
 - a. Social media b. Print media c. Aerial media

1.8 EXPECTATIONS DEVELOPED VIA ADVERTISING :

An ineffective advertisement could result in a loss for the travel industry. Although it cannot assure success, effective advertising will undoubtedly raise the likelihood of it. In the travel and tourism sector, advertising primarily serves three functions :

- To provide travellers with all the information they need to visit a destination and understand it.
- Encourage visitors to a location.
- To remind visitors of a place and the location where all reservations should be made.

Both the global travel and advertising markets are growing. Western nations frequently use advertising efforts to promote international tourist destinations. Many advertisers merely want to promote their products, such as flight or hotel bookings, in order to boost sales. Although I believe

it is crucial, not all advertisers feel the need to connect with their target market.

1.9 INTERNATIONAL TOURISM ADVERTISING :

Advertising for tourism that is targeted towards audiences outside of the country is known as international tourist advertising. It may target both potential travellers and non-travellers. Travel agencies, hotel chains, cruise agencies, and non-governmental organisations (NGOs) are examples of wholly private companies that frequently run their own advertising campaigns to market their existence, missions, or services and/or goods offered to the consumer. These advertisements hardly ever contain political messages on purpose, though.

Governments can use tourism advertisements as a channel for communicating directly with the public of other countries because tourism is a common and internationally encouraged industry and the advertising of it is subject to minimal coercion. On the other hand, advertising distributed by governments themselves, such as through tourism ministries or government-owned private sector enterprises, is occasionally intended to convey more than simply the value of the product, service, or experience.

As flights between international destinations increase year over year and the global travel market continues to grow, so do the advertising efforts of the key players in this market. Western nations, where the general population tends to constantly spend substantial amounts on tourism despite the economic hardship, are particularly prone to advertising campaigns that promote travel to foreign locations.

However, some travel campaigns have additional or alternative purposes, such as promoting positive public sentiments or enhancing ones that already exist towards them among the target audience. Many advertisers, which include both private entities and foreign governments themselves, share the intended goal of increasing their own revenue by popularising their service (e.g., airline or hotel chain) or destination to boost receipts from travellers. The branding of a product or service itself can be used by states occasionally to convey a certain message without overtly declaring it. This strategy is frequently employed to soften the implicit message itself, allowing the brander to avoid or reduce controversy and/or dissent.

❑ Check Your Progress – 2

1. NGO stands for
 - a. Non-governmental organisations
 - b. Non-E-governmental organisations
 - c. Non-governmental operation
2. _____ is famous for its monuments, architecture, museums, galleries, music, art, ballet, theatre, fashion, food, wine, etc.
 - a. UK
 - b. USA
 - c. Paris

**Indian Tourism
Product**

3. _____ attracts tourists because it is famous for its skyscrapers, museums, shopping centres, restaurants, hotels, Broadway shows, parks, beaches, concerts, sports arenas, museums, etc.
a. New York City b. Paris c. UK
4. Adidas in the _____ excluded its advertising costs from its sports shoes. They suddenly became aware of the decline in sales, and the brand ultimately had to rebound as a result.
a. 1960s b. 1970s c. 1980s

1.10 LET US SUM UP :

Our world is heavily influenced by media. Today, every organisation uses media to market its products or services. Customers, in this example visitors, visit locations and make travel plans at destinations that are more well-known. As a just illustrative case in point, Adidas in the 1970s excluded its advertising costs from its sports shoes. They suddenly became aware of the decline in sales, and the brand ultimately had to rebound as a result.

Advertising is crucial for any organisation, without a doubt. Similar to this, it is crucial to attract customers in the travel industry (tourist). Tourism isn't technically a product.

1.11 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. a 2. c 3. a 4. a

Check Your Progress – 2

1. a 2. c 3. a 4. b

1.12 GLOSSARY :

NGO – Non-governmental organisations

1.13 ASSIGNMENT :

1. Identify any five tourism products and find out the unique way of advertising for the same.

1.14 ACTIVITIES :

1. Find out the purpose of advertisement in tourism product.

1.15 CASE STUDY :

The government decided to promote a panoramic destination located on the majestic mountain ranges overlooking the Himalayas. The government in its marketing brochure added the destination and soon it was also been promoted by travel agents and tour operators across the state. The beauty of the spot was unparalleled but the destination was inaccessible by car due to the poor condition of a bridge that connected

the destination across a fast-flowing river. During rainy seasons flash floods sweep over the bridge and often break it. Tourists though enjoy the beauty of the destination but complain of facilities that are not available. The accommodation facilities are in a nascent stage and are being developed by private enterprises. Food is very local and often do not suit the taste of travellers. Goods are expensive and even basic amenities like bottled water are charged double. There are no activities that a tourist can undertake apart from enjoying the beauty. Though there are other spots that can be attached to the destination for sightseeing and adventure or sports activities started, nothing has happened since the inception of the destination as a tourist spot. Travellers often get disheartened and slowly a beautiful destination is losing its charm and becoming unsustainable for tourism.

- Q. 1.** What steps should the government undertake to revive the destination ?
- Q. 2.** What type of destination promotion measures should be incorporated ?
- Q. 3.** List some innovative measures that can be implemented to ensure overall sustainability of the destination ?

1.16 FURTHER READINGS :

1. Social Media Marketing in Tourism and Hospitality by Roberta Minazzi.
2. Advertising in tourism and leisure by Nigel Morgan and Annette Pritchard.
3. Tourism Planning, An Integrated and Sustainable : An Integrated and Sustainable Development Approach by E Inskip
4. Tourism Planning and Destination Marketing by Mark Anthony Camilleri

UNIT STRUCTURE

- 2.0 Learning Objectives**
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2.0 LEARNING OBJECTIVES :

Selecting an advertising model that will help your business is no easy task. In this chapter we will Learn about what an ad model is, explore the various types, and choose the best one for your business. Convincing your audience that they should buy your product or invest in your service is easier said than done, but behind all types of marketing, there is a psychological component of persuasion that encourages everyone to try or use your business. An ad model serves as a strue-blue print for marketers regardless of the media used. It is defined as a strategic use of an advertisement or message to reach a certain target audience. To use an ad model effectively, businesses must know who their target market is and how to reach them.

2.1 INTRODUCTION :

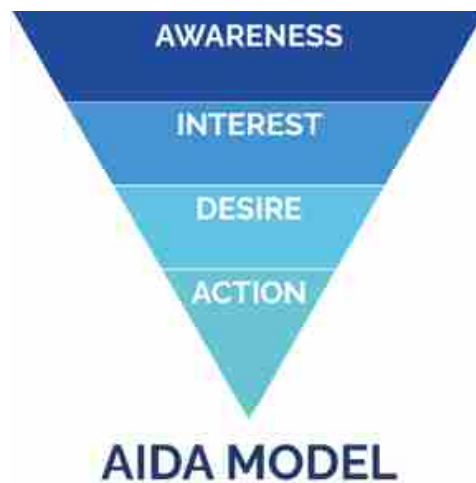
Successfully convincing people that your product is worth buying through the cunning use of marketing may seem like a lot hocus pocus, yet there's actually some scientific research behind this persuasive art form : While there's no cookie cutter formula to follow in the business of marketing, an advertising model can be the next best thing. Marketing professionals refer to advertising models to determine the effectiveness of their content prior to launching an ad campaign.

An effective marketing campaign must be able to adapt to almost any type of media. A good campaign should be able to answer questions posed by every medium. When a campaign doesn't answer a question, it's time to revisit.

2.2 AIDA OR DRIP ADVERTISING MODELS :

Two popular advertising models include AIDA and DRIP, both of which are used to describe the steps involved in getting someone to purchase a product. According to Crazy Egg (a company that focuses on user experience), AIDA refers to attention, interest, desire, and action, while DRIP refers to differentiation, reminder, inform, and persuasion.

You can use both together to help guide your advertising strategy by simply paying attention to how you've performed on each step of the AIDA or DRIP process. Sometimes, AIDA and DRIP steps do overlap. For instance, when you're first attracting someone's interest, you may want to differentiate yourself from competitors by explaining why you're better than them. But then, once they start showing an interest in your product or service, you may want to remind them about who you are, and why they should choose you instead of another company.



Should you run an advertising campaign that accomplishes all these steps of AIDA and DRIP within one single commercial, radio ad, or print ad? That is a strategic decision to discuss among your team. It is certainly possible for one advertisement (commercial, radio ad, or printed ad) to accomplish all these steps of AIDAs and DRIPs simultaneously (such as the infamous "Sarah McLachlan SPCAs" commercials). However, you may also choose to take a more long-range approach and release advertisements that focus solely on gaining awareness, followed by more advertisements that build momentum and cultivate curiosity, etc.

2.3 THE DAGMAR ADVERTISING MODEL :

DAGMAR stands (for) Defining Advertising Goals for Measurement Advertising Results, and it's associated with a slight twist of the AIDA model called Acca : Awareness, Comprehensibility, Conviction, Action, and it emphasizes the need for effective goal-setting.

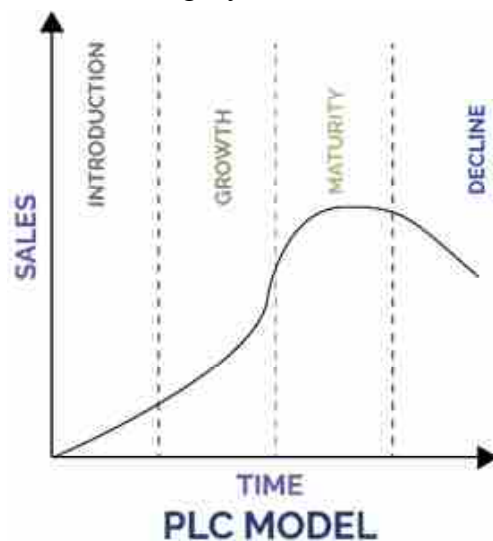
The first DAGMAR phase is to determine precisely what you intend to accomplish through the advertising communication process and how you will assess whether or not it has been successful. Additionally, you must choose how long the advertisement should run.

Next, ascertain your target market's demographics and the attitudes and views they now hold toward your brand. After that, decide what you want them to think or feel after seeing your advertisement. AIDA or ACCA can be used in this situation to help you decide how to use advertising as a communication tool. For consumers who are in the Awareness stage versus those who are in the Action stage, your adverts will convey different information. All that's left to do is write advertising text that appears capable of attaining all of your predetermined goals once you've identified this information.

2.4 THE PRODUCT LIFE CYCLE MODEL :

The Product Life Cycle (PLC) model of advertising, according to Marketing Insider, divides advertising into four stages : introduction, growth, maturity, and decline. However, with a little creativity, many products may be redesigned and remarketed to avoid a decline. The PLC

mandates that you develop a broad strategy and schedule it so that you are ready to act whenever consumer demand permits the product to move from one stage to another. Based on the cost of the product, the volume of sales, the number of distribution channels, and the number of competitors, you may determine which stage you are in.



A new product needs to be seen by as many people as possible when it is first released. The product and brand could be introduced during this initial advertising push through TV, radio, print commercials, pay-per-click advertisements, search engine optimization, events, and sponsorships. In the growth stage, you can begin incorporating affiliates, influencers, and social media marketing to increase interest and establish some credibility.

When your product reaches the maturity stage, you can add promotional offers, customer loyalty programmes, and other re-marketing strategies to your strategy and focus your advertising efforts on differentiating your product from the competition.

2.5 THE EHRENBURG MODEL (ATRN) :



In response to his observation that consumers lacked much risk-taking in their purchases, Andrew Ehrenberg used a scientific approach to advertising. He saw that customers had a tendency to buy the same thing repeatedly when they were delighted with it, even if it wasn't necessarily flawless. However ultimately, they can become tired of their standard offering and begin exploring elsewhere.

Ehrenberg questioned whether advertisements actually influenced consumers to make purchases, in contrast to other advertising ideas. Ehrenberg, in the opinion of Steve Raybould, thought that if a product satisfied their interest, they would be more likely to check it out and, if they liked it, to purchase it again.

The acronym ATRN, which stands for the four stages of behaviour Ehrenberg described—Awareness, Trial, Reinforcement, and Nudging—is commonly used to refer to Ehrenberg's paradigm. Ehrenberg thought that while advertisements were responsible for raising "awareness" of a product, consumers might choose to try or "trial" a product for a variety of reasons in addition to how persuasive the campaign was. A buyer could be "nudged" to make a repeat purchase by an advertisement by "reinforcing" the pleasant experience they had with the product during their product trial.

2.6 ADDITIONAL ADVERTISING MODELS :

Other notable advertising models worth exploring include :

- **Maslow's Hierarchy of Needs :** To attract the largest possible audience, concentrate advertising messages on how a product enhances fundamental necessities like safety or health.
- **Visibility, Identity, Promise, Singlemindedness (VIPS) :** All commercials, according to David Bernstein, should have exceptional "visibility," convey a distinct "personality" and "promise," and uphold "singlemindedness."
- **The Decision-Making Process (DMP) :** The DMP, which is closely similar to the Ehrenberg model, starts when a customer perceives a need for a product and inquiries about it. The buyer then assesses all of his options before making a decision.
- **Means-End Chain Theory :** This advertising strategy places a strong emphasis on highlighting product attributes that provide special benefits, which in turn relate to the values of the consumer. For instance, a product's claim that it contains "whole grain ingredients" suggests a health benefit, giving the buyer the impression that they will have a more active and satisfying life.

☐ Check Your Progress – 1

1. DAGMAR stands for _____.
 - a. Definite Advertising Goals for Measurement Advertising Results
 - b. Defining Advertising Goals for Measurement Advertising Results
 - c. Defining Achievement Goals for Measurement Advertising Results
2. VIPS stands for _____.
 - a. Vision, Income, Promote, Success
 - b. Visibility, Identity, Promise, Singlemindedness
 - c. Vision, Income, Profit, Success
3. If a product satisfied their interest, they would be more likely to check it out and, if they liked it, to purchase it again said by _____.
 - a. Steve Raybould
 - b. Ehrenberg
 - c. Andrew Ehrenberg

4. _____ hierarchy of needs to attract the largest possible audience, concentrate advertising messages on how a product enhances fundamental necessities like safety or health.
- a. Maslow's
 - b. Andrew Ehrenberg
 - c. Steve Raybould

2.7 REPETITION ADVERTISEMENT :

According to the book "Advertising : Principles and Practice," people need to see an advertising at least nine times before they get interested enough to think about purchasing the good or service promoted. This means that in order to capture a potential customer's attention, an advertisement must be repeated frequently. Effective frequency refers to the quantity of exposure to an advertisement a potential consumer needs receive before responding favourably to it. Effective frequency, however, also takes into account how long it takes for an advertisement to lose its effectiveness and become ineffective.

2.8.1 Repetition :

Advertisers agree that a potential customer needs to see an advertisement campaign multiple times before she gets aware of it and begins to form opinions about a good or service. The number of times a potential consumer must see an advertisement may vary depending on the particular advertisement. Repetition can help people become familiar with and believe in the advertisement. This will promote mental awareness (TOMA). Advertisers refer to this phenomena as TOMA because it occurs when you think of a specific brand when you think of a specific product, like a car or a brand of breakfast cereal. The constant advertising is what has led to this awareness.

2.8.2 Credibility :

Customers need to be persuaded of the legitimacy of a product or service before you can convince them to purchase it. Repeating an advertisement campaign numerous times helps the advertiser establish familiarity, which eventually can lead to credibility. The repetition might further strengthen the credibility if the customer decides to purchase the good or service and is happy with it.

2.8.3 Brand Familiarity :

Consumer-recognized brands have some credibility. After a protracted campaign that educates consumers about a certain good or service, advertisers succeed in producing this impact. Increasing awareness requires time. You must inform potential clients about both your company and your product or service. Customers can become familiar with your brand by hearing the benefits of your goods, services, or company over and over again. This may lead to the linkage of a good or service with a particular brand.

2.8.4 First Thought :

If your business offers soft drinks, you want potential clients to consider you the next time they need a drink. Making the promoted product or service a person's first thinking when considering a certain item is the aim of repetition advertising. Advertisers achieve this linkage by using repeat advertising after first building some credibility and brand familiarity. However, there is a chance of oversaturation. Therefore, when using repetition advertising, marketers try to strike the correct balance.

2.8 REPETITION AS AN ADVERTISEMENT TECHNIQUE :

In order to keep a brand or product at the forefront of consumers' minds, repetition is utilised in advertising. Repeated exposure to a brand can increase brand recognition, but it can also cause consumer fatigue, which happens when people get so sick of hearing an advertisement that they shut it out or deliberately avoid it. Repetition must therefore be used sparingly in order to be effective, as using it excessively in advertising may backfire.

2.8.1 Types of Repetition :

The purpose of repetition is to ensure that your brand's name is the first one that customers think of when looking to purchase a specific item. Repeated advertising comes in a variety of forms. One is to just keep running the same advertisement, like a television commercial. For instance, a show's commercial breaks can all feature the same advertisement.

Placing the good or brand in as many places as you can is another technique to use repetition. For instance, use product placement in television shows or movies, radio adverts, television commercials, and print advertisements in newspapers and magazines. Utilizing advertisements that are produced in similar ways but differ just a little bit is another example of repetition.

2.8.2 Two-Factor Theory :

Professor of psychology Daniel Berlyne of the University of Toronto created one of the most influential theories about how repetition affects consumer behaviour in the 1970s. Two-factor theory, often known as wear-in/wear-out theory, postulates that repetition initially has a beneficial effect before starting to have a negative one.

Repeating an advertisement during the first stage, known as wear-in, enables customers to get familiar with the brand. Consumer resistance to buying a new product or brand can be addressed in this stage by repetition. Consumers may enter a second phase known as wear-out when the repetition continues and they grow accustomed to the brand. Consumers weary of hearing about the brand throughout the wear-out period, and continuing exposure to its advertisements may result in their stopping to make purchases.

2.8.3 Familiar and Unfamiliar Brands :

Depending on whether the consumer is already familiar with the marketed brand, repetition might have different effects. Advertising for a brand or product that consumers have never heard of tends to catch their attention more than advertising for a brand or product they are already familiar with. Consumers will find the new advertisement more engaging, increasing their likelihood of paying attention to it.

In this instance, repetition could be more successful when used to promote a new company or item. The marketer may be able to reduce the frequency of the ads and still get the desired result after people are familiar with a brand or product.

2.8.4 Signalling a Good Buy or a Quality Product :

Consumers may conclude that a brand or product is a worthwhile investment or a high-quality product if an advertisement is repeated. A different name for this is signalling theory. Researchers Anthony McGann and Raymond Marquardt from the University of Wyoming discovered in 1975 that advertisements with high rates of repetition also tended to receive good ratings in Consumer Reports.

Consumers have a tendency to believe that things that are repeatedly advertised are smart investments, according to a later study that was published in the Journal of Consumer Research. Consumers may come to believe that a product's quality and the manufacturer's willingness to spend a lot of money on advertising through repetition.

2.9 THE STAGES OF THE ADVERTISING SPIRAL :

There are three distinct stages that make up the advertising concept. The advertising spiral is referenced in these phases. It is called a spiral because, in order to keep innovating, businesses must constantly modify their advertising strategies based on these three stages, which leads to an endless spiral as their firm expands and transforms. Companies can increase their total advertising capabilities and develop stronger advertising strategies by comprehending this spiral.

2.9.1 Pioneering :

The term "pioneering advertising" refers to novel formats or strategies for communicating a marketing message. Most commercials adhere to a standard formula. You demonstrate the product, create a demand in the mind of the customer, and then show how the product will satisfy that need. For instance, the well-known "Head On" commercials were groundbreaking even if they were just somewhat annoying. They took everything out of their advertisement and just featured a person applying Head On to their forehead and saying the slogan. Although it might have been different, it undoubtedly succeeded.

2.9.2 Competitive :

The foundation of competitive advertising is demonstrating how your product is superior to that of your rivals, as well as learning how others advertise their goods and enhancing their strategies. Car advertisements are a good place to find examples of this type of advertising. Toyota will assert that their car has superior fuel efficiency than a Honda. This is a pretty straightforward example of how persuasive advertising may be used to make a point to a customer. A viewer comments "I suppose I'd like better gas mileage. Perhaps a Toyota would be a better choice for me than a Honda."

2.9.3 Retentive :

Reminder advertising is another name for retentive advertising. When a customer already knows about the product being sold and does not need to be persuaded to buy it, this type of advertising can be employed. They are already aware of it and enjoy it, but they might have recently neglected to purchase it. Commercials for cereal are fantastic examples of this. We are all aware of and enjoy the flavour of Cheerios. We remember how nice they taste from a television commercial and decide to get them the following time we visit the store.

2.9.4 Advertising Basics and the Spiral :

You can see a generalised outline of how the spiral functions now that you understand it. You start by being a pioneer with a brand-new product or a novel marketing strategy. After that, you inform customers of how your product compares to the competition. The last thing you do is remind your market that your product is still available. Once each of these steps has been finished, the process is restarted. This is a crucial element of the fundamentals of advertising and effective consumer marketing.

❑ Check Your Progress – 2

1. AIDA stands for _____.
 - a. Attention, Interest, Desire, and Action
 - b. Attract, Interest, Desire, and Action
 - c. Attention, Interest, Desire, and Automatic
2. _____ model of advertising, divides into four stages : introduction, growth, maturity, and decline.
 - a. DAGMAR b. AIDA c. PLC
3. The acronym ATRN, which stands for the four stages of behaviour Ehrenberg described—Awareness, Trial, Reinforcement, and Nudging—is commonly used to refer to _____.
 - a. Steve Raybould b. Ehrenberg's paradigm
 - c. Product Life Cycle

4. DMP stands for _____.
 - a. Decision–Marketing Product
 - b. Decision–Making Process
 - c. Digital–Marketing Product
5. _____ advertising strategy places a strong emphasis on highlighting product attributes that provide special benefits, which in turn relate to the values of the consumer.
 - a. Means–End Chain Theory
 - b. Mans–End Chain Theory
 - c. Customer–End Purchase Theory

2.10 LET US SUM UP :

There is no one "correct" technique to convince people to use your products or services, but based on your objectives, you can utilise a particular advertising model to boost your revenue.

Any advertising model should be adaptable to the use of an advertising medium or a terrific campaign. Any advertising plan you decide on can serve as a framework for your complete digital content strategy.

Your company's objectives and mission should be supported by a carefully thought–out advertising strategy. It's time to change your advertising strategy if it isn't having an effect on your business. Thankfully, there are even more options for advertising models.

2.11 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. b 2. b 3. a 4. a

Check Your Progress – 2

1. a 2. c 3. b 4. b 5. a

2.12 GLOSSARY :

AIDA – Attention, Interest, Desire and Action

DRIP – Differentiation, Reminder, Inform and Persuasion

DAGMAR – Defining, Advertising, Goals, Measurement, Advertising, Results

ACCA – Awareness, Comprehensibility, Conviction, Action

PLC – Product Life Cycle

ATRN – Awareness, Trial, Reinforcement and Nudging

VIPS – Visibility, Identity, Promise, Singlemindedness

DMP – Decision–Making Process

2.13 ASSIGNMENT :

1. Write down any five–advertising models you have seen in India and adopted by tourism companies with examples.

2.14 ACTIVITIES :

1. List the main elements of consumer behaviour that might be important when formulating an advertising plan for a company selling Tourism product.

2.15 CASE STUDY :

An established brand in the manufacture of tobacco products decided to launch organic mouth fresheners of the highest quality. These mouth fresheners were prepared from exotic spices like cardamom, clove, saffron and other ingredients. The company strategized to hire film personalities as influencers in its advertising campaign. The company spent a fortune on the launch of its brand through different celebrities, visual and graphic effects, foreign locations, diverse content and other aspects. The brand was globally launched through various channels. Since the brand was positioned in the tobacco business, majority of the customers overlooked the new product and their recall value was focused on tobacco. Soon the film personalities started getting trolled all over the internet and a negative publicity about the brand circulated. The sales of the product launched, did not get the momentum as expected by the company and on the contrary the company suffered losses in their primary business too. The actors were even subject to verbal attacks by their own fraternity. The ongoing problems led to one of the film personality coming out in public and explaining the product launched by the brand. Later the personality withdrew himself from the publicity campaign of the brand leading to further legal aspects with the brand. The brand had to issue press releases related to the product in leading newspapers to clarify the contents used in the product.

- Q. 1. What went wrong for the brand in the marketing strategy adopted for launching a new product ?
- Q. 2. List different other ways in which the brand could have marketed their new product and positioned itself in the market ?
- Q. 3. Explain the role of consumer behaviour in the entire marketing process of the brand related to the above incident ?

2.16 FURTHER READINGS :

1. Social Media Marketing in Tourism and Hospitality by Roberta Minazzi.
2. Advertising in tourism and leisure by Nigel Morgan and Annette Pritchard.
3. Tourism Planning, An Integrated and Sustainable : An Integrated and Sustainable Development Approach by E Inskip
4. Tourism Planning and Destination Marketing by Mark Anthony Camilleri

UNIT STRUCTURE

- 3.0 Learning Objectives**
- 3.1 Introduction**
- 3.2 The Important Features of Advertising are as Follows**
- 3.3 Advertising Media**
- 3.4 Types of Advertising Media Used in Tourism**
 - 3.4.1 Press Media**
 - 3.4.2 Broadcast Media**
 - 3.4.3 Aerial Advertising**
 - 3.4.4 Railway Advertising and off- The- Wall Media**
- 3.5 Sales Promotion**
- 3.6 Methods of Sales Promotion**
 - 3.6.1 Discount Coupons**
 - 3.6.2 Free Samples**
- 3.7 Trade Shows and Exhibition**
- 3.8 Distribution Channels in Tourism Industry**
 - 3.8.1 Travel Agents**
 - 3.8.2 National, State and Local Tourism Agencies**
 - 3.8.3 Tour Operators and Wholesalers**
 - 3.8.4 Online Travel Companies**
 - 3.8.5 Customer Relationship Management (CRM)**
- 3.9 CRM as a Process**
- 3.10 CRM and Tourism (Hospitality) Industry**
- 3.11 Let Us Sum Up**
- 3.12 Answers for Check Your Progress**
- 3.13 Glossary**
- 3.14 Assignment**
- 3.15 Activities**
- 3.16 Case Study**
- 3.17 Further Reading**

3.0 LEARNING OBJECTIVES :

In this chapter we will learn about advertisement in tourism industry and how does advertisement help the company to reach to the customer as well as informing them regarding the new product and service launched by the company itself. This chapter also help the reader to do a right selection of media which is helping his or her for their business. Also understand the CRM, which help the company to make a decision or development of the product or service which is needed by the customer.

3.1 INTRODUCTION :

An ad is an announcement in media concerning a product, event, service or job etc. To show the advantages or benefits of it and aims at convincing other people to purchase it. Advertisements are a non-personal or direct form of communication conducted through sponsored media under clear sponsorship (Kotler). It's an impersonal form of communications, which is paid for by marketers (sponsors) to advertise specific goods or services. The purpose of advertisements is to build awareness, create interest, increase sales and bring about a favourable change of attitude. The purpose of any advertisement can also be explained with this following abbreviation known as AIDAS :

- A – Attract the attention
- I – Create interest
- D – Desire
- A – Action
- S – Satisfaction

3.2 THE IMPORTANT FEATURES OF ADVERTISING ARE AS FOLLOWS :

- **Paid Form :** Advertising can be defined as a form of communication where the message is delivered through media such as radio, television, newspaper, magazine, internet, etc. In this case, the message is sent out to an audience who are willing to listen to it. The medium used in advertising may vary depending upon the size of the audience targeted. The medium chosen should be appropriate to reach the intended target. Paid specific amount of money to reach the audience or the customer.
- **Impersonality :** There exists no direct interaction between the consumer and the advertiser (company) in this form of marketing. It is, therefore, termed as impersonal method of advertisement.
- **Identifiable sponsor :** When an advertiser chooses to advertise his product, he identifies himself as the sponsor of the campaign. He takes responsibility for the success or failure of the campaign.

3.3 ADVERTISING MEDIA :

Advertising media is the means through which an advertiser communicates his message to the public. A medium of communication is a general category of communication vehicle used to deliver messages. Advertisements can be presented through print media, television, radio, online media, outdoor advertising, and so forth.

Media selection is the very first step of effective communication with your viewers and effectiveness of an advertisement relies on the kind of media used. A good media manager determines how they expect the media to work, by evaluating a given medium on some criteria like reach of the media and the frequency of advertising messages reaching the audience, continuity of an advertising campaign, media planning.

3.4 TYPES OF ADVERTISING MEDIA USED IN TOURISM :

3.4.1 Press Media :

Print media is one of the most effective ways to advertise your product or service. You can reach out to thousands of people at once through a single ad campaign. However, the cost of printing an ad can be prohibitively high. So, before you start planning your next campaign, make sure you know how much money you can spend and what kind of return you expect.

3.4.2 Broadcast Media :

The broadcast media mainly consist of radio, television, film and video. Although radio is different from the other three, it holds the audience interest just like any of its counterparts in the broadcast medium. Nowadays a lot of FM (frequency modulation) channels are coming out. FM band is very popular among the youth, which has turned into a prime target for the advertisers.

The advertising agencies of travel companies are making catchy jingles and broadcast them on radio stations to attract the attention of the audience. The sponsorship of the programmes is also common. Though television has appeared as a very popular medium of advertisement particularly after the coming of many private channels, radio has not yet lost its listenership.

Television is an expanding medium of advertisement. This medium is being extensively used by the marketers and of late the tourism goods and services are also being advertised on the television channels. The tourism companies now have a wide range to choose from for advertising their products or services.

Till the advent of TV, cinema was the supreme media of visual entertainment and information. Though the medium has seen a deep decline in popularity, the data indicates that it is still viewed as an appealing and captive vehicle for promotional measures. Many tourist destinations became popular because of cinema as films were shot there.

The internet is an evolving medium. New technologies are being developed every day. In addition to traditional online marketing strategies, companies are starting to use new methods such as social media marketing, mobile marketing, and pay per click advertising. These newer techniques can help businesses reach customers where they spend most of their time – online.

Most of the search engine sites have travel and tour sites, and many of these sites ultimately offer for online booking.

3.4.3 Aerial Advertising :

If we talk about Aerial advertising, this concept is so popular in USA and came to India very recently. The service includes fiber glass, mesh banner which is held by aluminium alloy rods. This is generally flying at 100 ft. to 700 ft. by single seater and single engine aircraft from above the ground. The maximum length for the banner is up to 40 English alphabets. For "Advertising via air", we do have such services in India. They charge around Rs. 50K per day. We have seen them in Mumbai, Bangalore and Pune.

Through this medium of advertisement reaching the audience becomes very effective. Reaching an appropriate audience like in cricket matches and public rallies etc. This is most efficient when done through aerial advertising. This method is so effective specially during festive occasions and events. Generally, glow signs and show windows advertisement is done at airports.

3.4.4 Railway Advertising and off- The- Wall Media :

Off-the-wall media of advertising include advertising via telephone, aerial banners, balloons, copters, handbills, billboards, direct mail, paper-book advertising, shop-window advertising, sales tele-conferences, taxis, theatre- screen advertising, and trademarks etc.

3.5 SALES PROMOTION :

Of all the methods of promotion, "sales promotion" is the only one that utilizes incentives to motivate the salesforce, dealers and consumers in transacting a sale; cash discounts, free samples, exhibitions, sales contests, free gifts offer, and free sample distributions etc. are all examples. Sales promotion includes short-term incentives which aim to encourage the buyers to make an immediate purchase of a product or service; cash discounts, free sample offers, exhibition, sales contests, free gift offers, and free samples distributions etc. are all forms of sales promotion.

Sales promotion can be defined as any activity undertaken to increase sales. It may be done through advertising, direct mail, telemarketing, e-mail marketing, or any other method. However, it should not be confused with the term "advertising," which means promoting products or services to consumers.

To increase the sale, you should do the followings :

- By keeping the old customers, attract new customers.
- Launch minimum two products in a year and for the faster reach process through the dealer.
- Provide education to the customer for the various product and convince them to buy your product.
- By giving good commission motivate the dealers to maintain more stocks and sell more to the customers.
- Always motivate the sale person to achieve the target and able to convince the customer about the new product and service you are offering.
- Improved the relationship with everyone.

☐ Check Your Progress – 1

1. CRM stands for _____.
 - a. Costume relationship management
 - b. Customer relationship management
 - c. Customer related management
2. AIDAS stands for _____.
 - a. Attention, Interest, Desire, Action, Satisfaction
 - b. Attract, Internet, Double speed, Access, Safe
 - c. Attract, Interest, Desire, Action, Satisfaction
3. Aerial advertising concept is so popular in _____.
 - a. UK b. CANADA c. USA
4. FM stands for _____.
 - a. Frequency modulation b. Frequent modification
 - c. frequency moderator

3.6 METHODS OF SALES PROMOTION :

Various sales promotion methods build around consumers, dealers and members of the sales force. Some aim at producing an immediate impact while others aim at delayed impact. An under immediate impact scheme gives a consumer, dealer and a sales person the incentive at the first contact, purchase or on performing a one-time act, like price discounts or free samples. A delayed impact scheme calls upon him to comply with the scheme over a period of time, before receiving 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 :

3.6.1 Discount Coupons :

This method is followed to offer consumers discounts on purchases when they surrender their coupons to the seller. Consumers are allowed to avail discounts when they surrender their coupons.

3.6.2 Free Samples :

In this method, the company distributes samples of their products free of charge. This method is most effective in promoting consumers needs and convenient goods. For instance, newspapers, medicines, etc.

3.7 TRADE SHOWS AND EXHIBITION :

Trade displays and exhibits are held to draw customers' attention and serve as a reminder of the merchandise on the market.

Promotion of the place is done by tourism departments. For the travel companies who bring in the most visitors, they hold competitions or provide incentives and awards.

Whether it's a hotel room or an aeroplane seat, tourism services, like all other services, are transient and intangible, and if they're not used right away, they're lost forever. Discounts are a way to draw in new customers in the seasonal industry of tourism. There are numerous options for combined sales marketing provided by the tourism services. For instance, airlines collaborate with hotels and car rentals that are advertised by travel agencies and tour guides.

3.8 DISTRIBUTION CHANNELS IN TOURISM INDUSTRY :

A vehicle used to make a good or service available to the consumer is referred to as a distribution channel. Distribution of tangible items is not the only application of the idea of distribution channels. Tourism services must be produced and used simultaneously, therefore the product is typically not "transported" to the consumer.

A system of connections between present and potential customers and the providers can be referred to as a tourism distribution channel. Distribution in the tourism industry refers to the systemic transfer of tours and associated amenities from suppliers to customers. The supply chain, which is utilised for indirect selling, includes everyone who delivers the goods from the supplier to the visitor. The tourism industry uses the following distribution channels.

3.8.1 Travel Agents :

Travel agents are referred to be retailers in the tourism industry since they function as a middleman between the customer and the supplier. Travel agents maintain frequent touch with visitors and develop a personal rapport with them. These agents serve as a single local point of contact, so suppliers do not need to be contacted frequently. In certain circumstances, travel agencies handle all of the planning at the destination and streamline payments for overseas trips.

3.8.2 National, State and Local Tourism Agencies :

All travel companies are unable to provide their customers all-inclusive packages everywhere in the world. Therefore, these organisations support tourism in particular regions. They could be state-sponsored or organised as corporate associations with the aim of educating the public and promoting tourism in certain areas. In addition to promoting resources and tourist sites, travel firms often assist customers with trip planning by providing maps, guides, and reservations.

3.8.3 Tour Operators and Wholesalers :

Wholesalers, sometimes known as consolidators, who purchase in huge quantities and have access to excess goods at deeply discounted prices include tour operators. Travel agencies can market the tour packages that tour operators have prepared. They create packages in accordance with market demands. The wholesalers design packages with various lodging and transportation alternatives after immediately obtaining rates and availability from the source.

3.8.4 Online Travel Companies :

Cyberdiaries are new intermediaries that have arisen as a result of Internet use. These businesses purchase goods from suppliers, then display and sell them online. They do not actually own the goods. These businesses include makemytrip.com, yatra.com, cleartrip.com, and ibibo.com, as examples. These businesses market travel-related goods like hotel rooms, train tickets, and airline tickets.

3.8.5 Customer Relationship Management (CRM) :

The concept of customer relationship management (CRM) is one of the most crucial ones in the commercial sector. CRM encompasses all customer interactions, including those that are service- or sales-related. Everything revolves around establishing, preserving, and sustaining relationships with clients. CRM aims to increase client pleasure and, more importantly, loyalty. In order to better serve them, businesses keep in touch with their current clients and work to establish relationships with new ones using phone, email, fax, online, SMS, mail, and personal contact.

3.9 CRM AS A PROCESS :



Indian Tourism Product

CRM as a process involves the following steps

- It collects data or information about the potential customers.
- Create a detailed customer database.
- Understand the needs and the requirements of the customers.
- On the base of needs and the requirements of the customers, Developing the products and services which is fulfilling the same.
- Keep on Maintaining a close relation with the customers.
- Approach the service and the products through personal communication, if required delivered the same.
- Keep on analyses the new needs or requirements of the customers.

3.10 CRM AND TOURISM (HOSPITALITY) INDUSTRY :

The use of CRM in the tourism industry is still in its infancy. In the case of hotels or hotel chains, who actively gather the accessible data about their guests, the practical use of CRM may be seen. A guest's profile is generated after all the information that is known about them has been thoroughly examined and saved in a separate database. The hotel can classify and segment individual customers or groups of customers, as well as identify the product demands of each individual customer or group of customers, when it has enough information on its guests.

❑ Check Your Progress – 2

1. Advertiser means _____.
a. Consumer b. Company c. Media
2. Advertisements are a non–personal or direct form of communication conducted through sponsored media under clear sponsorship. _____ said this.
a. Katler b. Cotler c. Kotler
3. The purpose of advertisements is _____.
a. Build awareness b. Create interest
c. Increase sales d. All of the above
4. For aerial advertising, generally they used the aircraft _____ to _____ feet above the ground level.
a. 100 ft. to 700 ft b. 200 ft. to 800 ft
c. 300 ft. to 900 ft
5. For aerial advertising, the maximum length for the banner is up to _____ English alphabets.
a. 30 b. 40 c. 50

3.11 LET US SUM UP :

Planning is the most important thing we can do for our tourism business if we want them to grow and succeed. Our process for travel marketing strategy planning has seven steps : Research & Discovery; Situational Analysis; Goals & Objectives; Audience & Strategy; Tactical Plan; Measurement and Action Plan. Correct planning for the advertisement makes the business reach to the right customer so that we can sell our product and service in maximum.

3.12 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. b 2. a 3. c 4. a

Check Your Progress – 2

1. b 2. c 3. d 4. a 5. b

3.13 GLOSSARY :

CRM – Customer relationship management

FM – Frequency modulation

AIDAS – Attention, Interest, Desire, Action, Satisfaction

3.14 ASSIGNMENT :

1. Find out the best medium for advertising tourism in your city.
2. Find out advertising media available in your city along with price list.

3.15 ACTIVITIES :

1. Find out the advantages and disadvantages of print media.
2. Design an advertisement for a tourism product or service.

3.16 CASE STUDY :

A housewife and home chef who was expert in making cookies was catering to customers in a very small target market. She used the platform to pursue her hobby from the spare time at home. Her cookies were very popular among her customers and she was gradually increasing her customer base with references of her loyal customer group. In due course of time she decided to take her business from her to home into the commercial market. She invested a lot of resources to cater commercially. Initially business kept at a level equivalent to what she was doing from her home. The city where she resided was hosting one of the biggest trade shows on food. She participated in the same and offered sample cookies to visitors and spoke to people attending the show related to her products. She visited her competitors and other companies and learnt how to promote her cookies not only in the local market but outside also. She came across channel partners and distributors who were

**Indian Tourism
Product**

impressed with her product. After the trade show she participated in the home chef turned commercial entrepreneur never looked back for getting business.

- Q. 1. What are the key traits of marketing that positively impact an enterprise at different trade shows ?
- Q. 2. What innovative approaches are initiated by trade show organizers globally to promote the show and the brands simultaneously ?

3.17 FURTHER READINGS :

- 1. Social Media Marketing in Tourism and Hospitality by Roberta Minazzi.
- 2. Advertisingintourismandleisure by Nigel Morgan and Annette Pritchard.
- 3. Tourism Planning, An Integrated and Sustainable : An Integrated and Sustainable Development Approach by E Inskeep
- 4. Tourism Planning and Destination Marketing by Mark Anthony Camilleri

UNIT STRUCTURE

- 4.0 Learning Objectives**
- 4.1 Introduction**
- 4.2 The Digital Tourism Business**
- 4.3 Marketing of Hospitality and Tourism**
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4.0 LEARNING OBJECTIVES :

In recent years, the development and growth of new technologies, such as the internet, has enabled businesses to adopt new ways of marketing. One of these methods, is known as Digital Marketing. Digital Marketing involves the promotion of products and services via online channels. This includes any type of electronic communication including email, social media, websites, mobile phones, and so on. The goal of Digital Marketing is to attract customers through creating interest and rapport between them and your brand. There are three types of Digital Marketing : Search Engine Optimization (SEO), Social Media Marketing (SMM), and Content Marketing (CM). Each method is discussed below.

4.1 INTRODUCTION :

Industry sectors like tourism have recently been encouraged by the emergence of new technologies, particularly the Internet, to adapt their business models to the 21st century and to the new forms of marketing. With the advancement of these new technologies, marketing has transformed into a digital environment where goods and services are available around the clock, every day of the week.

Traditional marketing has changed to incorporate digital marketing tactics that have very high return rates and are influenced by how much time people spend on their computers and mobile devices.

Users have changed their behaviour and routines as a result of the development of new technologies, spending more time online. Given that individuals spend an average of 6 hours per day in front of digital displays according to various studies, this fact creates an opportunity for businesses and sectors that can function in these digital ecosystems.

In this regard, it is important to note that some businesses, such as the tourism sector, have embraced this development and chosen business models that are based on the digital environment, sparking a genuine revolution in the industry. Due to this shift, businesses now prioritise digital tourism business in their primary marketing efforts (OTB). The OTB is essentially described as companies that are involved in the travel and tourist industry and whose primary sales channel is the Internet.

4.2 THE DIGITAL TOURISM BUSINESS :

To effectively reach brand-loyal people and hence maximise marketing efforts in the digital environment, it is crucial to adopt the right digital marketing approaches and strategies.

Additionally, it is fascinating to be able to comprehend the approaches that academics are researching in order to inform the digital tourism business about the most effective digital marketing approaches. Consequently, this chapter fills a hole in the literature research by identifying, in accordance with specialised research in digital tourism marketing, the top techniques of digital marketing for tourism and connecting their

practical development to business models based on the tourism sector that are promoted through the Internet.

4.3 MARKETING OF HOSPITALITY AND TOURISM :

Since the days of catalogues, coupons, brochures, and photos, the marketing of services and tourism-related goods has advanced significantly. By embracing digital marketing and utilising ICT hardware and software, marketers have advanced to smart services and destinations. A good atmosphere is created at the moment of delivery thanks in large part to human players.

The physical amenities of a facility or destination elicit a favourable reaction where interaction occurs in a predetermined manner. In order to effectively present its people, services, and physical surroundings as well as its product, price, location, and promotional activities, hospitality and tourism need an effective communication medium.

4.4 DIFFERENCE FROM GENERAL MARKETING :

In contrast to the marketing of commodities, the hospitality and tourism industry uses the same 7 Ps of marketing. The marketing of hospitality and tourism services considers people, processes, and physical surroundings, in contrast to the marketing mix for goods. Therefore, a communication medium that accurately conveys these three features is needed. In this sense, digital marketing provides venues and tools for sharing images and videos with a broad audience. Most significantly, the way that people express their emotions when providing services and the steps used to produce and provide those services call for meticulous attention to detail in marketing and advertising.

4.5 THE DIFFERENCE BETWEEN DIGITAL AND TRADITIONAL MARKETING :

The first and foremost difference between digital and traditional marketing is the speed of communication. Traditional marketing takes place through various forms of advertising such as radio, television, newspapers, magazines, billboards, direct mail, and telemarketing. These methods take months to reach potential customers. On the other hand, digital marketing utilizes online strategies such as social media, SEO, email marketing, and PPC (Pay Per Click) campaigns which allow businesses to connect with current and prospective clients instantly. While these marketing techniques were once limited to large companies, today's technology allows small businesses to use them too. Another major difference is the level of interactivity. With traditional marketing, consumers only received information; they did not participate in the process. Today, however, consumers have complete control over what they receive. They can choose whether they wish to receive emails, texts, or phone calls from a particular brand. This gives consumers the opportunity to communicate directly with companies, thereby increasing the effectiveness of digital marketing.

Personalization is an important feature when compared to traditional and digital marketing. Customized communication has taken over mass marketing, which enables marketers to target specific audiences based on interests, demographics, behaviours, and location. Digital marketing allows faster, cheaper, and more effective personalized communications. We can compare Web 1.0 and 2.0, Web1.0 is mostly focused upon read-only web searches, resulting in transactional data retrieval. Web 2.0 allows relationships to be created by providing read-write-and publish functions on digital media. Push campaigns and mass marketing have been supplanted by pull campaigns and individual targeting. Customers are becoming content creators and collaborators on social media platforms.

4.6 DIGITAL MARKETING :

The concept of digital advertising is used as an umbrella phrase that includes both internet and online marketing. It uses a bundle of marketing techniques implemented through digital channels for promoting and promotion. Digital marketing is distinctive because it is not just restricted to the web, making them distinct from internet and online advertising. Digital marketing also uses traditional media such as television, radio, billboard, and print ads along with online marketing strategies such as SEO, PPC, Social Media Marketing, Content Marketing and others.

4.7 WHAT AND WHY :

Digital marketing is an important part of any business strategy. It helps businesses reach out to customers through various channels. The key objective of digital marketing is to drive traffic towards your website. For this, you need to create a strong online presence. A well-optimized website acts as a medium between your brand and your audience. In case of ecommerce stores, it becomes essential to get listed on the top search engine results so that your products can be found easily.

Digital Marketing is a combination of traditional and new methods of advertising. Traditional forms of advertising such as print, television, radio and outdoor are being supplemented by newer technologies such as email, SMS, instant messaging, mobile apps, online video, and social media. Digital marketing includes activities related to these newer technologies.

4.8 WHAT A DIGITAL MARKETER DOES :

A digital marketer plays a vital role in the success of any business. Their job is to identify the right platforms to target prospective customers, create brand awareness, and use social media to connect with potential clients. They work closely with marketers, analysts, designers, developers, and others involved in the development process. These professionals are tasked with creating effective content, developing landing pages, and optimizing sites to increase traffic.

Digital marketing includes various techniques used by companies to promote products and services. These methods include search engine optimization (SEO), search engine marketing (SEM), mobile advertising, display advertising, influencer marketing, social media marketing, social networking, video marketing, e-mail marketing, blogging, paid marketing, and so on. Digital marketing strategies have existed since the early days of print media, when newspapers published their first issues.

Digital marketers also invite customers to share feedback regarding their experience of using a particular brand or product. These customer reviews can be used for marketing purposes such as testimonial advertising. They can also be used to create original content for online sharing by the brands. A digital marketer may also perform online research and use the findings for service design and development.

4.9 COMPONENTS OF DIGITAL MARKETING :

At the initial stages, the components of digital media and content can be classified as the Internet technology tools and digital media and contents. A good digital marketing involves planning for advertising, content creation, e-mail marketing, search engine optimization, social media marketing, PPC advertising, among other activities to reach the audience. When marketers spend money on the content shown on online mediums on a priority basis, PPC advertising is also an important part of a successful digital marketing campaign. These components can be separated into the three funnel stages of Reach, Engage, and Convert, as per Bhatiapriorities.

The three funnel stages represent the role of digital channels in hospitality and tourism businesses. Digital channels include social media, mobile apps, email campaigns, website, and others. These channels can be used to communicate with guests and potential clients. They can also be used to gather information about guest preferences and experiences. Firms can use these data to improve products and services. In addition, they can use them to identify gaps in their business operations and develop strategies to close those gaps.

4.10 BENEFITS FOR HOSPITALITY AND TOURISM :

Web 2.0 platforms enable hospitality and tourist businesses enhance their brands and learn more about client behaviour. Digital marketing offers new media platforms, ways to interact, and models of information sharing to meet the demands of the rapidly evolving hospitality and tourism sector, which sets it apart from conventional marketing. It provides excellent interaction, business intelligence, communication integration, and personalization for targeted communication.

Hyatt Hotels Corporation opted to Google's Lightbox Ads in 2014 to give its brand a rich media experience. Additionally, YouTube TrueView video advertisements were shown to a group of female business travellers. With a relatively minimal budget, the advertising campaign was able to

reach 17 million potential business travellers and had a high interaction rate of 2.8%.

The 7Ps of hospitality and tourism services are showcased through digital platforms, which are introduced in the Digital Marketing Mix. The first step in developing a digital marketing strategy for hospitality and tourism services is for a company to choose various digital marketing channels and platforms. The choice of digital media is influenced by the kind of goods and services, the kind of traveller, and the features of the medium. Additionally, it aids in the digital segmentation, targeting, and positioning of services that businesses use to establish a reputation with consumers, in the marketplace, and on online forums. Data that is accessible through online digital platforms is used to do this.

Online users' demographic, psychographic, and behavioural profiles can be used to segment the online market. Online spaces have taken the place of traditional segmentation's geographic consideration. Next, the targets can be chosen using the same criteria as were used for segmentation. The segmentation of online communities or users results in a more precise targeting of the classes. Kotler claim that segmentation and targeting are examples of a vertical interaction between service providers and clients that happens with little input from clients. On online platforms, the sectors develop into communities that have already been established based on explicitly stated criteria.

Service providers in the hospitality and tourist sectors need to pay particular attention to transparency and dynamism. Consumers' perceptions of services can be shaped by a clear presentation of their personnel, operational procedures, and physical settings. Communication needs to be quick and dynamic due to the shorter product life cycle, shifting customer preferences, and enhanced openness through internet means. The businesses will be able to present their brands in the way they want to.

Search marketing, display advertising, and social media marketing are the three main marketing facets that make up the digital marketing mix and can be used to position goods and services and conduct promotional activities.

4.11 SOCIAL MEDIA MARKETING :

One of the most significant and popular communication tools of the twenty-first century is social media. Because it meets the consumer's desire for social contact in the community, it is also known as "community-based marketing." Social media facilitates user connection, idea sharing, and the exchange of audiovisual content. It consists of social networking websites, virtual worlds, online games, blogs, communities for sharing video content, and cooperative projects. Consequently, social media marketing is the process of increasing visitors using social networking websites.

According to research, social media is a good tool for disseminating information about travel locations and helping them become more well-known.

Digital marketers must make sure that the websites they choose have the following characteristics : a sizable user base, user-friendly features, content creation in the form of text, audio, and video, social recognition, and interesting and enlightening information. Reviews and comments left by users, also known as electronic word-of-mouth (Ewom), are crucial for distributing information inside a user's network and online space. It can be used to solicit comments, respond to criticism, and interact with customers much more effectively.

Additionally, social media enables online research for communication and aids in striking a balance between users' time and financial resources. The following categories of social media marketing can be made based on the type of material that social media users produce.

4.11.1 Social Networking Sites :

Social networking sites (SNS) are informational hubs where independent social media users can create, distribute, subscribe to, share, and consume content. One user can utilise this technique to inform, educate, and persuade other users about goods and services. The use of social networking sites for marketing and advertising is described in research.

Social networking sites can be utilised as distribution channels for content marketing campaigns that combine text-based information with graphics and video. Because young people use SNS the most, businesses can utilise them to target them. SNS, in particular SNS like Facebook, Twitter, and Instagram, can help in soliciting feedback, communicating with customers, and recognising valued customers who can become brand ambassadors. The term "travel" is the most often used word on these "Big Three" social networks. They have the ability to spread their name widely through word of mouth, which can help them draw in additional clients.

4.11.2 Microblogging :

Similar to Twitter or Tumblr, this social media site enables users to post status updates with a set word count. These digital platforms enable users to produce brief pieces of text, image, audio, and video material. Numerous people have registered profiles and associated with numerous networks since microblogging channels have become popular for both personal and professional purposes. Because of its rapid posting and high engagement rate, microblogging is significant. Companies in the hotel and tourism industries can utilise these platforms to share recent developments, ongoing campaigns, and brief messages using clear, high-quality material. Businesses can set up a profile and enable chat for their users. It's also a terrific resource for locating influencers who are appropriate for a given product or service.

4.11.3 Photo Sharing :

Photo-sharing social media platforms have more visually appealing websites than those that only use text. Instagram, Snapchat, and Pinterest are the most significant photo-sharing platforms. Users of these digital platforms can utilise the photographs to produce brief bits of content. A platform can be used by businesses to get users' attention quickly. Images can be used to promote goods and services, outdoor scenes, cultural events, and tourist sites to draw in customers. Additionally, you can utilise infographics to educate people about your offerings.

4.11.4 Video Sharing :

Businesses and individuals can post video material to video sharing sites. Individual users do it for fun, to share their experiences with others, and to utilise as influencers.

Businesses use it to educate clients and market and promote their goods and services. One example is when they upload a how-to video or a film with details about a destination, cuisine, service, or aspect of their business. Popular video-sharing websites include Instagram, Facebook Live, and YouTube. Utilizing platforms for sharing videos, users can produce and publish more interactive content, engage viewers by asking them for feedback, and increase sales. When media users post footage of their own experiences to their channels, businesses benefit. Companies can interact with customers and reward them publicly.

4.12 SEARCH ENGINE MARKETING :

Through placements on search engine results pages, search engine marketing (SEM) generates organic traffic. Organic traffic or results are also referred to as "natural" search results because they are not biased or marketed results.

SEM mandates the use of particular keywords associated with the travel and hospitality sectors. These terms may be connected to attributes of goods or services, or to amenities and attractions at travel destinations. They make it simpler for potential clients to learn more about them.

Search Engine Marketing (SEM) or Paid Per Click Marketing (PPC) is the term for a "organised collection of marketing programmes managed by the specific search engine to put a price on a certain set of keywords and sell them to different firms (web-marketers). Similar to PPC, SEM operates by using keywords for search. PPC, on the other hand, requires payment, whereas SEM generates all-organic leads. Another strategy to increase keyword usage naturally is search engine optimization. Therefore, choosing the most appropriate keywords can help you succeed in generating more organic traffic or leads.

The ability to display adverts to people who utilise related keywords and are looking for pertinent information is the most crucial aspect of SEM. We'll see how SEO and PPC are two components of search engine marketing in the section that follows.

4.12.1 Search Engine Optimisation :

Organic or natural optimization are other names for search engine optimization (SEO). It essentially uses a keyword technique to optimise the content on a service provider's website that relates to services. A website can gain higher rankings in search engine result pages by using optimised content (SERPs). It aids in generating organic traffic and raises the service provider's visibility. When potential clients look for services linked to hospitality and tourism, higher rankings draw higher quality leads. Therefore, optimising web pages with appropriate key words is very helpful. In on–page SEO, the choice of keywords is quite important. To boost rankings and raise visibility in search engines like Google, Bing, and Yahoo, technical SEO techniques can be applied.

4.12.1.1 On–Page SEO :

Businesses in the hospitality and tourism industries can use crucial on–page optimization strategies include search indexing, website navigation, producing high–quality content, and keyword inclusion.

An essential component of SEO is producing high–quality content that is targeted towards a certain demographic. After careful consideration of the tastes and demands of the audience, quality content can be produced. It might contain text, pictures, and audio–visual materials. The choice of keywords might be influenced by customer online interactions regarding hospitality and tourism as well as business–related subjects.

4.12.1.2 Off–Page SEO :

Link development, social reputation management, and the incorporation of customised and localised identities are crucial Off–page optimisation tactics that marketers may carry out at a low cost.

4.13 PAY–PER CLICK ADVERTISING :

This functions similarly to how keywords are used in search engine marketing. It is a sort of compensated advertising where advertisers can place bids on the terms that users enter into search engines, such as when they seek out information on the hotel and tourist sector. Based on specific keywords, paid advertisements may appear in the search engine's organic search results.

When a person clicks on one of these adverts, it may turn into a lead that can be turned into a prospective customer. Small text–based advertising, images, or product listings that provide clients with more information are all possible PPC ad forms. Two main advantages of PPC are :

- Since the cost will only be paid when a visitor clicks on the advertisement and visits the advertiser's website, the advertiser need not pay for the displayed advertisement.
- PPC advertising is extremely targeted at people who utilise particular terms or phrases. Users that employ certain keywords that correspond

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to the advertisers' keywords and are searching for material that is comparable to that being advertised may see these advertising.

To further engage leads on marketers' websites, PPC can be strengthened by on-page SEO and off-page SEO techniques. We can see that "keywords" are very important in many Search Engine Marketing strategies. Businesses may increase web traffic and increase client conversion by locating and using relevant keywords. PPC advertisement can also benefit the hospitality and tourism industry in the following ways :

- Good accountability
- Good predictability
- Technically simpler than SEO
- High-speed PPC listings
- Increased brand visibility

"Keywords" or "key phrases" are used in SEO and PPC to generate organic traffic or bought traffic, respectively. PPCs can be utilised for immediate gains, whereas SEO can be employed for long-term return on investment (ROI). Digital media such as search engines, display advertising, social networks, and mobile networks can all use PPC advertising. Based on their target market and preferred media, hospitality and tourism businesses can select the medium to run PPC advertisements.

❑ Check Your Progress – 1

1. SEO stands for _____.
 - a. Safe Engine Optimization
 - b. Search Engine Optimization
 - c. Search Engine Opportunity
2. CM stands for _____.
 - a. Content Marketing
 - b. Contract Marketing
 - c. Content Maker
3. OTB stands for _____.
 - a. Online Transfer Business
 - b. Online Tour Buses
 - c. Online Tourism Business
4. ROI stands for _____.
 - a. Return on Investment
 - b. Return of Investment
 - c. Researchon Investment

4.14 CONTENT MARKETING :

Information about the goods and services can be shared through content marketing. It is a strategy for digital marketing that focuses on producing and distributing useful, pertinent, interesting, and appealing content for specific target audiences.

On social media platforms and other websites, content may take the form of text and audio–video. It might also be produced on particular websites, including blogs, infographics, or podcasts. Online platforms that can be owned or rented can be used for content marketing. It is crucial to internet and digital marketing tactics since it enables businesses to increase traffic using strategies created by marketers.

Social listening, which listens in on consumer interactions, can be used to evaluate content marketing. It should be viewed as a long–term strategy that a company may employ to develop a dependable, worthwhile, and high–quality message with which to cultivate a base of devoted customers who have a solid relationship with the company.

4.15 EMAIL MARKETING :

Through email marketing, a company can send relevant material to leads who have expressed interest. Particularly if the communication is permission–based, it is crucial to include useful information in the email and to uphold the mutual expectations. The hospitality and tourism industry can utilise email marketing to target customers with specific interests due to its high cost–effectiveness. Permission–based email marketing can generate a positive return on investment with premium email services.

Due to its cheap cost per contact, ability to mass–send customised messages to very specific audiences, and measurement capabilities, email marketing is thought to be cost–effective. Email marketing can be used for transactional emails, newsletters, promotional emails, and retention–based emails in the hospitality and tourism industries.

Emails used for transactions are used to deliver quotes and responses to questions. Newsletters are designed to keep clients informed and in touch with the brand on a regular basis. Using promotional emails that call for an instantaneous response, such as instant reservations or during sale periods, it is possible to contact returning clients. In order to maintain a long–term relationship with clients, retention–based emails in the form of newsletters include additional promotional messages that are aimed at adding value beyond a company's standard offerings. The number of emails delivered, bounces, unsubscribes, emails opened, click–through rates, and conversion are important metrics for gauging the effectiveness of email marketing.

4.16 INFLUENCER MARKETING :

Collaboration between brands and influencers is what is meant by influencer marketing. Influencers can be used by hospitality and tourist companies to promote their brands throughout a network.

Because they hold a privileged position in their online network or community, influencers have the ability to influence the purchasing behaviour of their followers. This influence results from their active involvement in their specialty, passion, or hobby. Influencer marketing

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functions as a communication channel and a messenger, respectively, in conjunction with social media and content marketing. According to research people view influencer marketing on Instagram as more reliable, have a more favourable attitude toward the company, and experience a stronger sense of social connection. In this context, it describes the following advantages to collaborating with an influencer :

- Influencers are respected by your customers because they have a following that is already open to their thoughts and recommendations.
- Influencers have a degree of trust with their followers that brands can hardly ever hope to achieve. Therefore, they will create these solid connections on your behalf and aid in your credibility–building.
- Because they have "on the ground" knowledge and a unique perspective, they can assist you in producing the appropriate content that truly matches the demands of your consumers.
- By collaborating with them, you may reach the appropriate audiences with your brand messaging in the appropriate manner and at the appropriate time.

Marketing for hospitality and tourism can collaborate with users who are well–known on social media. The main objective of this integration is to engage with new groups and draw them to products or locations using the established connections of a specific influencer. Because followers appreciate their material on social media, the influencer must also produce authentic, accurate content for dissemination. Therefore, businesses should produce high–quality content for relevant celebrities with sizable fan bases who appeal to their target market. An influencer and their capacity to reach a wide audience can be used by marketers in the hotel and tourism sector. It can be accomplished by producing interesting content and establishing advantageous connections with influencers whose personalities mesh well with the brand's positioning.

4.17 AFFILIATE MARKETING :

The hospitality and tourist sector were a pioneer in digital affiliate marketing. An affiliate marketing is the best type of marketing communication since it is pay–per–performance and commission–based, meaning that the merchant only has to pay when they close a deal or generate a lead. Affiliates use links or URLs to direct visitors to service providers' websites.

When a person uses a link to advertise a business's goods or services and closes a deal, the business pays the promoter a commission. It can be used to advertise the company's website, for which affiliates receive compensation based on how many users click on their links and become subscribers or customers. Since affiliate marketing is based on performance, it is also known as "performance marketing." Affiliates are also referred to as "publishers" since they encourage customers to buy, sign up for something, or fill out a form by promoting a company's goods or services.

Most affiliate marketers promote the company's services through their own links and keywords on search engines. The following are some ways that affiliate marketing can be beneficial for hospitality and tourism services :

1. It may improve a website's standing in search engine results.
2. By selecting various affiliates, it can assist in targeting various groups.
3. It expands the reach of campaigns and brands.
4. It raises public knowledge of new services and locations.
5. Because it is based on pay-per-performance, the cost of hiring affiliates may be regulated.

These companies include Booking.com, TripAdvisor, Agoda, the referral programme for AirB&B, MakeMyTrip, and Skyscanner, to name just a few. An example of affiliate marketing in the digital sphere is coupon-focused marketing. A sort of business called an affiliate network, which can identify several affiliates to promote a company's goods and services, is another tool that businesses can employ.

Prior to engaging in affiliate marketing, businesses must understand the position, affiliate selection method, fees, and network of their rivals. Companies that provide specific information about products and services, such as images, pricing, features, locations, and amenities at tourist attractions, are required to use banners and buttons. Finally, a list of affiliates or affiliate networks that complement the brand image, service sector, or destination image can be developed.

4.18 MOBILE MARKETING :

The increasing popularity of mobile travel booking apps has led to an increase in the number of hotel bookings. In 2018 alone, the global travel market was worth \$1.9 trillion. A study by Travelport found that the number of mobile bookings had increased by 25% in 2017. By 2020, it's expected that one in every three travellers will make their trip arrangements via mobile app.

- 61% of travellers have used a smartphone app (e.g., Apple Maps) to book flights.
- 59% of business travellers have used social media (e.g., Facebook, Twitter) to book a flight.
- 81% of business travellers have utilized voice technology (e.g., Siri) while traveling.
- 56% of travellers expect to receive information about travel disruptions via push notifications (e.g., SMS).
- 58% of leisure travellers and 85% of business travellers prefer to utilize apps to book flights.

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- 72% of travel companies believe they aren't sufficiently investing in mobile.

The availability of different applications and video ads are growing areas where businesses can prepare their digital marketing strategies. SEO marketing can also take place on mobile platforms where firms must optimize the sites in a mobile-friendly format. Firms should also optimize keywords as per mobile users and content features to fit the mobile interface. As regards wear eMarketing and social hospitality the benefits of mobile advertising for the hospitality and tourism industries are :

- Keeps your audience engaged
- Helps you reach new audiences
- Enables you to connect with people who share similar interests
- Makes it easier for customers to find your business online

According to 2019 CNBC research, by 2025, 75% of the world's population will be using smartphones to access the internet. Since most clients are linked via mobile devices and use them for social media immersion, it creates a significant amount of online space for marketing hospitality and tourism services.

4.19 DISPLAY ADVERTISING :

The use of graphical digital images on the websites of linked companies is known as display advertising. On the website, display ads can be incorporated and displayed next to pertinent material. Advertisers select websites on which to place banner ads that draw in their intended audience. These display advertisements are typically placed in one of three locations : at the top of the page (a "banner ad"), on both sides of the page as vertical ads (referred to as "Skyscrapers"), or at the bottom of the website (referred to as "Leaderboard"). Four different formats for display advertisements are available to marketers in the travel and hospitality sectors :

- Text ads are brief pieces of informational or promotional text.
- Banner advertisements, which may be positioned above, below, or to either side of content on any website.
- Rich media commercials, which are created with high levels of engagement in mind.
- Video advertisements, which feature commercial video material.

Different levels of interactivity in display advertising foster a connection with viewers and enhance brand recognition. With the use of click through rates, which can be viewed as the size of an audience reacting to a call to action, the effectiveness may be measured.

4.20 MAINTAINING THE DIGITAL MARKETING :

Web development is necessary for the establishment and upkeep of digital marketing strategies in order to establish a brand. In order to

plan the development of websites, choose media, and create content, it is necessary to recognise visitor segments and their characteristics. Digital media strategy will be impacted by a deep understanding of the newest digital platforms and associated metrics measurement.

The plans for digital marketing must continue to be flexible and dynamic, tie in with metrics taken into account at the outset of strategy development, and are crucial for sustaining digital marketing campaigns. Web analytics can be useful for managing traffic and audience since it can quantify traffic based on metrics like the quantity of unique visitors, page views, visits, and average visit duration.

A digital marketer might benefit by listing travel destinations and lodging facilities on Google, developing a website, utilising SEO tools, utilising social media platforms, being present on video-streaming social networks, utilising influencer marketing, and giving user-generated content priority. A digital marketing strategy will be strengthened by include specific content, a focused audience, and social media tools. Organizations can concentrate on creating websites and applications that perform well on a variety of electronic devices and can be accessed even on networks with poor connectivity.

4.21 IMPLICATIONS FOR DIGITAL MARKETERS :

There are the following consequences for digital marketers of tourist and hospitality organisations where the personalization of services is strongly desired. In order to engage media users, organisations must adopt several digital platforms and provide original content. Depending on numerous socio-cultural features of the users, the content's length, timing for posting on digital platforms, and frequency are all significant factors. For a variety of tourism and hospitality enterprises, the following crucial actions might be implemented :

- Implementing placement, targeting, and segmentation for user profiling.
- Choosing media that is user-friendly.
- Providing informative and entertaining content on the product, location, and associated services through the media
- Involving visitors/users in the creation of content to make them co-creators
- Using events at tourist places to link online and physical platforms
- Honouring the top content producers in online communities

☐ Check Your Progress – 2

1. SMM stands for
 - a. Special Media Marketing
 - b. Social Media Managing
 - c. Social Media Marketing

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2. Individuals spend an average of _____ hours per day in front of digital displays according to various studies.
 - a. 6
 - b. 7
 - c. 8
3. _____ is mostly focused upon read-only web searches, resulting in transactional data retrieval.
 - a. Web3.0
 - b. Web2.0
 - c. Web1.0
4. _____ allows relationships to be created by providing read-write-and publish functions on digital media.
 - a. Web 1.0
 - b. Web 2.0
 - c. Web 3.0
5. ICT stands for _____.
 - a. Importantand Communication Technology
 - b. Information and Communication Technology
 - c. Information and Communication Telecom

4.22 LET US SUM UP :

Any digital marketing campaign's primary goal is to raise awareness among the target market. The fundamental building block of a communication strategy is awareness, which is defined as the capacity of a potential customer to recognise and recall that a brand exists and belongs to a specific product category. It is the first stage in developing a brand image for the hotel and tourist sectors online.

The hospitality and tourism industry were a pioneer in using new digital marketing strategies. A few factors driving its adoption include the rise in mobile users, the popularity of social media and online communities, consumer collaboration in content creation, and decreased investment in digital marketing methods. Significant growth in consumer donations and digital consumption has created enormous prospects for service marketing. In fact, businesses may now more effectively exhibit their employees, services, and physical spaces thanks to digital marketing tools. The pull methods of the companies now include live demonstrations, 360-degree movies, and virtual tours of destinations. Digital marketing techniques are helpful for :

- Increasing brand recognition
- Increasing customer engagement
- Improving CRM
- Gathering product research
- Customer feedback
- Loyalty programmes
- Reaching overseas customers
- Making more cost-effective investments

Artificial intelligence (AI), voice-enabled search, and picture optimization may all be used in SEO in the future. It's possible that

augmented reality (AR), a subset of virtual reality (VR), may be used more frequently to surround users with 3D graphics that closely resemble the services, procedures, physical settings, and other aspects of a place. Visitors at InterContinental's property in China can take part in a fully immersive VR experience for a gaming and entertainment zone, demonstrating the use of VR there. Additionally, you can utilise 360-degree virtual reality to experience the atmosphere of the Holiday Inn Express Adelaide, Australia, from any location. From the time a consumer books a service until they actually use it, chatbots help to make that experience better.

Digital marketers are advised to concentrate on writing content that is long (3,000 words or more), as this will generate more traffic and encourage user sharing. Platforms for social media can be used to distribute material. Sub-headings can be used to create this lengthy piece of material, making it better suited for mobile searches and search engines. The use of infographics and pictures will continue to grow. According to a Semrush.com analysis, content marketing and SEO will work together in the future. On social media platforms, content in a variety of formats, including text, image, video, and animation, will be crucial. Businesses in the hospitality and tourist industries should concentrate on producing high-quality content that is tailored to their target audience.

4.23 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. b 2. a 3. c 4. a

Check Your Progress – 2

1. c 2. a 3. c 4. b 5. b

4.24 GLOSSARY :

SEO – Search Engine Optimization

SMM – Social Media Marketing

CM – Content Marketing

OTB – Online Tourism Business

ICT – Information and Communication Technology

PPC – Pay Per Click

SEM – Search Engine Marketing

Ewom – Electronic Word-Of-Mouth

SNS – Social Networking Sites

SERPs – Search Engine Results Pages

ROI – Return on Investment

URL – Uniform Resource Locator

AI – Artificial Intelligence

4.25 ASSIGNMENT :

1. What are the marketing strategies in tourism ?
2. What are the 7 strategies of marketing ?

4.26 ACTIVITIES :

1. How is statistics used in digital marketing ?
2. What are the 10 digital marketing activities in tourism industry ?

4.27 CASE STUDY :

An internet travel agent ABC, specializing in airline bookings decided to diversify into bookings of other areas under its umbrella like hotels, trains, buses, events, cabs, travel insurances, home stays, holiday packages and other aspects. The agent decided that it needed to provide customers with more reasons to engage with the company website. A three pronged approach was undertaken by ABC for their marketing campaign; targeting existing customers with the knowledge of introduction of new products; pitching new services in a untapped market segment and using influencers to spread the introduction of the new services digitally. The website saw an increase of more than 500% in organic search engine traffic and more than 100% in the number of ranking keywords on their website. The company proposes to publish high profile features on popular sites.

- Q. 1.** List the steps that ABC needs to undertake to establish itself as a brand leader in the segment ?
- Q. 2.** Enumerate in detail some innovative digital initiatives that the company should introduce to surpass competition ?

4.28 FURTHER READINGS :

1. Social Media Marketing in Tourism and Hospitality by Roberta Minazzi.
2. Advertisingintourismandleisure by Nigel Morgan and Annette Pritchard.
3. Tourism Planning, An Integrated and Sustainable : An Integrated and Sustainable Development Approach by E Inskip
4. Tourism Planning and Destination Marketing by Mark Anthony Camilleri

BLOCK SUMMARY

It is incredibly challenging to distil the unique qualities of effective advertising. Advertising failures outnumber wins by a wide margin, and much of There is so much "wallpaper" made every day. Good advertising relies on reliable along with strategy and research, successful media buying also requires creativity. Effective advertising is based on :

- creating a research-based, clearly stated advertising brief
- targeting the audience with precision
- utilising inventiveness
- being intriguing, unexpected, and significant
- creating unforgettable imagery
- improving timing
- taking a constant stance
- appearing to be simple.

These recommendations show that effective advertising includes a variety of various attributes and frequently focuses on successfully evoking an emotional response appeal that binds the brand and the customer together irrevocably. Most people concur that advertising that have won awards are of a particularly the best ads are of a high calibre and have excellent production values, in specifically, they have :

- clever design
- gorgeous photographs
- excellent composition
- excellent writing
- excellent designs that aren't overly "busy."

BLOCK ASSIGNMENT

Short Questions :

1. What is Product Advertising ?
2. How to do Product Advertisement in Travel and Tourism Industry ?
3. How to do Marketing and promotion in tourism industry ?
4. What is international tourism advertising ?
5. What is AIDA or DRIP Advertising Models ?
6. What is Product Life Cycle Model ?
7. What is Repetition as an Advertisement Technique ?
8. What are the Stages of the Advertising Spiral ?
9. How to do the Sales Promotion ?
10. What are the Methods used in Sales Promotion ?
11. What is Search Engine Marketing ?
12. What is Pay-Per Click Advertising ?
13. What is Email Marketing ?
14. What is Affiliate Marketing ?
15. What is Mobile Marketing ?
16. What is Display Advertising ?

Long Questions :

1. Discuss the CRM using used in Tourism Industry.
2. Briefly discuss on the role of social marketing in tourism industry.
3. What is the Difference Between Digital and Traditional Marketing ?
4. What is digital marketing explain its components in details ?
5. Discussed the types of advertising media used in tourism.
6. Discuss the role of influencer in digital marketing.

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Product**

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____

3. Any other Comments

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INDIAN TOURISM PRODUCT



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

INDIAN TOURISM PRODUCT

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BLOCK 4 : BRAND AND BRANDING CONCEPT

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Unit 2 Brand Positioning

Introduction, Brand Positioning, Steps to Create a Brand Positioning Strategy, Essential Elements in Brand Positioning, Importance of Brand Positioning, Types of Brand Positioning Strategies, Communicating Brand Positioning, Objective and Subjective Positioning, Advantages of Brand Positioning, Disadvantages of Brand Positioning

Unit 3 Strategic Brand Management

Introduction, Brand Management, Importance of Brand Management, Principles of Brand Management, The Strategic Brand Management Process, Types of Branding Strategies, The Enlarged Scope of Brand Management into the Future, Benefits of Brand Management

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BBAATR-301

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BLOCK 4 : BRAND AND BRANDING CONCEPT

UNIT 1 : BRAND AND BRANDING CONCEPT

UNIT 2 : BRAND BUILDING AND POSITIONING

UNIT 3 : STRATEGIC BRAND MANAGEMENT

UNIT 4 : MEASURING BRAND PERFORMANCE

BRAND AND BRANDING CONCEPT

Block Introduction :

The block introduces you to the concept of brands and David Ogilvy defined a brand as : "the intangible sum of a product's attributes : its name, packaging, and price, its history, its reputation, and the way it's advertised." Amidst the clutter of products with similar quality and benefits, branding helps a customer find the right product for taste and needs. The Unit 1 introduces you to the concept of brand and branding. It also highlights the essentials of brand and branding. In Unit 2 you shall learn about brand positioning and its concept. You shall also learn about strategies that organizations undertake in brand positioning. Brand Management is all about maintaining a brand which is of primary importance to any organization. The techniques of brand management are discussed in Unit 3. Without measurement you will not be able to judge the performance of the brand in the market. The brand may even not sustain the position it acquires in its target market. Unit 4 acquaints you with the importance of Brand performance management and the techniques applied for measurement of its performance.

Block Objectives :

- To enumerate on the definition, concept, characteristics, fundamentals and role of branding.
- To define the types, benefits and the essentials of brand and branding
- To define and understand the concept of brand positioning, its strategy and importance in organizations.
- To list the types, advantages and disadvantages of brand positioning.
- To define and enumerate the principles of strategic brand management process and understand the scope and benefits.
- To define brand performance, its measurement technique, types and advantages.

Block Structure :

Unit 1 : Brand and Branding Concept

Unit 2 : Brand Building and Positioning

Unit 3 : Strategic Brand Management

Unit 4 : Measuring Brand Performance

UNIT STRUCTURE

- 1.0 Learning Objectives**
- 1.1 Introduction**
- 1.2 Branding**
 - 1.2.1 Characteristics of Branding**
 - 1.2.2 Brand Fundamentals**
- 1.3 Types of Brands**
 - 1.3.1 Ways in Which Organizations Undertake Branding**
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- 1.8 Answers for Check Your Progress**
- 1.9 Glossary**
- 1.10 Assignment**
- 1.11 Activities**
- 1.12 Case Study**
- 1.13 Further Readings**

1.0 LEARNING OBJECTIVES :

- To enumerate on the definition, concept and characteristics of branding.
- To list brand fundamentals and understand their role in branding.
- To define the types of brands and the role of organizations in choosing different types of branding.
- To list the reasons, essentials, benefits and disadvantages of brands and branding.

1.1 INTRODUCTION :

You must have seen the iconic logo of the Maharaja bowing down and welcoming guests. Without any hesitation you immediately recall Air India as the airline associated with the Maharaja. The Maharaja is a symbol representing a distinguished airline; also known as brand. A brand is a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed. A brand does not exist only on a product's packaging

or on a web site or on signboards. It exists in the customers' minds. The American Marketing Association a **brand** as "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name." A brand is a promise; either fulfilled or unfulfilled.

1.2 BRANDING :

Branding is the process of creating and disseminating the brand name, its qualities and personality. Branding could be applied to the entire corporate identity as well as to individual products and services or concepts. Well-known advertising copywriter and ad agency founder David Ogilvy defined a brand as : "the intangible sum of a product's attributes : its name, packaging, and price, its history, its reputation, and the way it's advertised." Amidst the clutter of products with similar quality and benefits, branding helps a customer find the right product for taste and needs. The unique benefits and value that a brand promises distinctly separate one brand from the other brands in the customer's mind, making it easier for them to make a choice. According to Jay Baer, author with Amber Naslund of The Now Revolution; Branding is the art of aligning what you want people to think about your company with what people actually do think about your company and vice-versa.

1.2.1 Characteristics of Branding :

Brand Characteristics are the core values and fundamentals that showcase the true essence of the brand. They are a set of attributes that are identified as the physical, distinctive, and personality traits of the brand similar to that of an individual.

- **Uniqueness** : It is very important for the brand to stand for something that is unique and consistent in nature and this objective drives the management and the branding and marketing department to define a set of Brand Characteristics working as one of the integral facets of the entire brand management process.
- **Loyalty** : The uniqueness and exclusivity of the brand create an emotional connection with the target customers make them indulge in the repeat purchase resulting in loyalty towards the brand and its offerings of products and services.
- **Awareness** : The target market and the audience needs to be made aware about the attributes, values, and characteristics of the brand through various marketing and promotional programs comprising of participating in corporate events, sponsorship in events related to the nature of the brand, print advertisements, television commercials, and use of digital marketing and social media to elevate the awareness about the brand.

- **Higher Sales and Profits :** With the increased level of brand awareness showcasing its unique characteristics in the target market that results in the top of the mind recall factor about the brand and its offerings in the mind of the consumers making them indulge in the repeat purchases and hence, the company attains its objectives of higher sales and profits.

1.2.2 Brand Fundamentals :

The relationship between the brand and the customer starts when the customer chooses the brand for the first time, with a hope that the brand will truly perform as per the promises it has made. If the brand performs as per the promises, customer will have a positive experience and trust will begin to develop. If the brand continues to perform as per its promise, the trust deepens and the relationship becomes stronger. In that case, the customer does not let any other brand take that position. As the number of such strongly connected, loyal customers' increases, the brand becomes more and more formidable.

If, on the other hand, the performance of the brand does not match the promises it made, the customer may choose the brand for some time until some other alternative is available. As soon as a new alternative is found, the customer will switch to the other brand. So, brand building is based on the level to which the customer's experiences match the promises the brand makes. The fundamentals of a brand can be elucidated as

- **Brand Promise :** Fundamentally a brand is a promise to the customer. The outcome of purchasing a brand may not be only the tangible benefits derived but also the emotional connect and experiences that the customer associates with the brand during the process of buying, owning or using the product. A brand promise is a value or experience a company's customers can expect to receive every single time they interact with that company. The more a company can deliver on that promise, the stronger the brand value in the mind of customers and employees. When you go a particular fast food outlet to have a burger, you get the same taste in that burger with the same experience the next time, A brand promise is a value or experience a company's customers can expect to receive every single time they interact with that company. The more a company can deliver on that promise, the stronger the brand value in the mind of customers and employees. Your promise to your customers is a critical part of your brand identity. In turn, this set in a customer's mind the value of your brand. According to survey conducted by Gallup, 50% of the customers expect the brand to deliver promises. Brand promises often vary in organizations but the promises announced by any brand has the following traits
 - The reasons for choosing a particular brand by customers and the efforts or strategies put across by the brand to deliver

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- The strength attributes that any organization works for, shall always be the brand promise of the organization for delivery.
- The attributes that positively affect the customers in the entire process of association with your brand should be associated with the promise to be delivered for the brand. These attributes are the key to the business. A brand promise delivered by a business must always be simple, credible, unique, inspiring and memorable.
- Improvement is always related to measurement. Anything that can be measured can be improved and brand promises too need to be quantified on scales that can be easily understood like time, quality, savings, distance etc
- More than just being descriptive or inspirational, your brand promise should be something you do to provide more value to your consumers. Not every business provides value through cost savings. This is your opportunity to communicate the intangible worth of what you do. The value is derived through actionable language and businesses need to focus on the WHY factor of the goods or services they provide.
- Simplicity in communication of a promise creates a higher impact in the customer.
- Consistency is a key factor and that is the core message of a brand. Service oriented industries have to work more intricately in delivering the same as delivery of services depends on a lot of other factors also.
- Brand promises are not aimed at the entire population in the market. Brands are focussed on target markets creating a core layer of loyal customers.
- **Brand Perception :** Brand perception is the sum of a consumer's feelings, experiences, and thoughts about a product or service. It's what people believe a brand represents, rather than what a brand says it represents .Brands are built or broken by customers, not companies. The key to a brand's fate is its perception in the customers' minds. We may believe that our brand promises something. Our brand promise doesn't matter if the customer doesn't perceive our brand as a tool to fulfil that promise. A travel agent may come to your office with lucrative travel plan of going abroad. He may promise different benefits and offers within the plan which might be better than others. You as a customer will always do reference check of the travel agent before you grab the offer. If the agent is not found reliable in his past experiences with customers, you in spite of the offers will not do business with the agent because you have already built a negative perception of the travel agent and his brand.

Brand perception is a mental association; it plays an essential role in creating emotional connections with consumers. People consider

their attitude toward brands when choosing between competing products. They read reviews, chat with customer support, compare options with friends, or sign up for a free trial. All of these touch points affect brand perception and impact a company's success. The more you think highly of a brand, the more associated you are with the brand. Brand perception surveys are essential and need to be conducted by business and the same reveals what customers think of your brand in relation to competitors. The questions asked may be cognitive, emotional and action oriented factors associated with the brand. Following social media mentions related to a brand is an important exercise for any organization. Brand audits help to evaluate how your brand perception compares to competitors. These audits apart from being conducted on the core product and services also need to be conducted on primary and secondary target audiences, communication strategy of the organization and other elements that will provide a clear image of the brand and its position in the market.

- **Brand Personality :** Brand personality is a framework that helps a company or organization shape the way people feel about its product, service, or mission. A brand personality is a set of human characteristics that are attributed to a brand name. The right definition of a brand personality by any brand leads to a connection with the right customers. A brand should aim to gain positive response emotionally from its targeted consumer segment. In the digital era where artificial intelligence decides a part on the behalf of the customer, the personal side of a brand personality is very essential. Customers are more likely to purchase a brand if its personality is similar to their own. There are four main types of brand personalities with common traits : Excitement, Carefree, spirited, and youthful. Eg. Chocolate brands make you feel playful; Brands promoting a beach destination make you spirited and youthful.
- **Sincerity :** Kindness, thoughtfulness, and an orientation toward family values
Eg. A bottled water brand sells purity to appeal to a sincere person's personality traits; Many airline brands reflect these traits to make the passenger comfortable on a long haul flight through various acts of thoughtfulness in their product design and service.
- **Ruggedness : Rough, tough, outdoorsy, and athletic**
Eg. Travel sites promoting destination and activities that are more concerned with outdoor activities that are adventurous.
- **Competence : Successful, accomplished, and influential, which is highlighted by leadership**
Eg. Owning a latest high-end mobile phone brand highlights your accomplishment. Travelling to particular destinations denotes accomplishment.

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- **Sophistication : Elegant, prestigious, and sometimes even pretentious**

Eg. Often an airline brand apart from selling the product and service sells prestige.

It is important for companies to accurately define their brand personalities so they resonate with the appropriate consumers. This is because a brand personality results in increased brand equity and defines the brand's attitude in the marketplace. It is also the key factor of any successful marketing campaign. Brands must consistently perform to embody the traits and characteristics of personality.

- **Brand Elements** : Brand promise, expectations, perceptions, personality etc. are the invisible aspects of a brand. They are there, but nobody can 'see' them. They are the character of the brand, intrinsically woven within the brand, but not visible outside.

The tangibles such as its logo, tag line, slogans, messages, packaging, characters, sounds, jingles etc. represent the visual or audible parts of the brand. These are called the elements of the brand. All these elements work together to express the brand in its totality. Brand elements are essential because they help you develop a brand identity. Your brand identity dictates your business' cohesive look, from how you communicate with customers. The different types of brand elements that create identity are

- **Brand Name** : A brand name is the words you use to identify your company and what you offer to the public, distinguishing you from your competitors.
- **Logo** : One of the most recognizable element of the brand and is a very important aspect.
- **Graphics and Images** : Graphics and image elements for a brand are difficult to define, as they encompass all of the other brand elements that make a business unique. For example, a logo is a graphic that may be included in a marketing email.
- **Colour scheme** : Any business's colour scheme is critical because it plays into all the additional visual branding elements that it creates. For example, a business would incorporate the brand colour scheme into its logo, marketing materials, graphics, and images, etc.
- **Typography** : The same refers to the fonts used in creating business materials for the brand. Fonts also connect people to the brand through its easily recognizable characteristics. Fonts need to be consistent across all platforms giving the brand a recognizable and cohesive look.
- **Tone and Voice** : Tone and voice are not necessarily what a business sounds like in audio, but more so how a business comes across when it communicates with customers in marketing materials. For example, Is the promotion done by a business humorous and funny

or more academic and professional ? The tone and voice is a significant brand element as it helps convey a brand personality.

- **Slogans, Jingle and Catchphrases :** Slogan and jingles are unique brand elements that don't necessarily apply to every single business, but, if used, they make up an important part of the branding. These unique brand elements can be used in marketing materials, included in commercials, etc.

These brand elements also help in :

- Communicating the brand's promise.
- Shaping the perceptions about the brand.
- Provide the proof of fulfilment of the brand's expectations.
- Define the brand's personality.

They must be designed in such a way as to work in unison, perfectly complementing each other, representing the brand in all aspects.

☐ Check Your Progress – 1

1. Branding satisfies _____ of customers
a. Hunger b. Sleep c. Housing d. Needs
2. Emotional connect of a brand to customers create _____
a. Anger b. Depression c. Loyalty d. Employment
3. The experience a customer derives from a brand in fulfilment of the needs is called _____
a. Branding b. Brand Promise
c. Brand Movement d. None of the options
4. You wearing the same brand shoes as advertised by a celebrity for the brand depict
a. Brand Personality b. Brand Promise
c. Brand Recognition d. Brand awareness
5. Fonts used by a brand in creating business material is called
a. Topography b. Typography c. Geography d. Lithography

1.3 TYPES OF BRANDS :

Brands provide the distinct identity to any product or service or individual or organization and are considered one of the most valuable assets for an organization. Brands can be protected by organizations through registered trademarks. There are different types of brand and to enumerate some of them they are as

- **Individual Brand Name :** Each product has a special and unique brand name and the manufacturer has to promote each individual brand in the market separately. The promotion of each brand separately is often practically challenging for any organization, however, it is one of the best strategy for promotion and marketing strategy.

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Fairfield and Courtyard are separate products and unique brands under the parent company Marriott and they are separately promoted to customers as they have distinct brand identities.

- **Family Brand Name :** Family brand name is not individualistic for products but same for all products manufactured. Customers identify the product through the family brand name. Amul has a very big range of food products that it markets apart from milk and butter and each product is marketed under the brand name of Amul. Family brand name helps in a combined promotion of all its products. However, the challenge of a family brand name is associated to particular product. If the performance of a particular product is unsatisfactory, it adversely affects the other products of the family also. Whenever the product line changes in an organization, different names should be used for separate lines of product. Family name helps to secure quick popularity of products entering the market.
- **Umbrella Brand :** These are all the different product range under the name of one company or manufacturer. All products such as chemicals, textiles, engineering goods, etc., manufactured by the Tata Concerns will have the "Tata's" as one umbrella brand. The pulling effect for all products will be considerable when the company's name or the name of the business house is outstanding in the market. However, a single bad experience in any one of the line of products, a solitary failure, may be very dangerous to the rest of the products sold by a particular business house under the umbrella brand.
- **Combination Branding :** Combination branding is an effective strategy to win the trust of the customers through the parent brand and also make the customer understand that no two products produced by the parent brand are similar and each subset of the parent brand carry distinct values and brand positioning in the market. Tata is a very good example of combination branding where every product or service is branded uniquely not only in different product categories but also in the same product category. Tata Motors and Taj Group of Hotels by Tata are examples of combination branding in different product categories whereas Tata Indica and Tata Harrier are combination branding in the same category.
- **Private Brands/Label or Middleman's Brand :** Branding can be done by manufacturers or distributors such as wholesalers, large retailers. In India this practice is popular in the woollen, hosiery, sport goods, and many other industries. It helps small manufacturers who have to rely on the middleman for marketing. It is also used by big manufacturers. The manufacturer merely produces goods as per specifications and requirements of distributors. The branding, pricing of products sold are controlled by the middlemen. They have more control over distribution. The consumer rarely knows the manufacturer of the private or dealer's brand.

1.3.1 Ways in Which Organizations Undertake Branding :

There are different ways in which an organization undertakes the branding process. Each of the processes has their distinct strength and characteristics. They are

- Acronym based branding made of initials. Eg PVR cinemas. Majority of us do not know the full form of the acronym PVR. It stands for Priya Village Roadshow Limited.
- Descriptive branding where the brand name may describe a product benefit or function Eg. Reliance Smart Bazaar, Shopper's Stop, Sleepwell etc
- Founders' names– Sometimes brand names are also based on their founders' name like Larsen & Toubro, Disney, Ford, Hewlett Packard, Marriott etc.
- Family names : In India, family surnames are quite popular with big names in business like Tata, Birla, Godrej, Hinduja etc.
- Religious names– In India, sometimes a company may use a brand name based on the religious persona like Maruti (represents God Hanuman), Balaji Telefilms, Shree Ashtavinayak Cine Vision etc. On the global scale, many companies also use Greek gods and goddesses name in their brand name like Apollo, Nike etc.
- Neologisms– These brand names are completely made–up words like Wii, Kodak, and Exxon etc.
- Foreign word– Sometimes a foreign word is also used in a brand name like Volvo or Samsung.
- Geography– Some brands are named in accordance with their regions and area like Champagne, Cisco, Fuji Film etc.,

In some cases, brand names have become so popular that it denotes the product category itself. This is called brandname. Bisleri, Xerox, Band–aid, Godrej (Almirah) are few examples of brandname.

1.4 REASONS FOR BRANDING :

In the earlier days, when the demand of a product or service was greater than the supply, branding was not essential. Earlier, people wanted a product, and, because not enough of it was available, they bought it. Now, when the supply is more than the demand with different alternatives, companies not only need to create customers, but also keep them; and to keep customers, one needs to create customer loyalty. There are several reasons for every company to project itself in the market and undertake branding. Some of the reasons are

- Branding is essential to relate its personality with the personality of the customer and create a loyalty base.
- There is an ever–increasing competition in any segment of the market and there is need for differentiation of one product from another. A brand creates the difference.

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- Importance of packaging as a distinct marketing function. Branding and packaging go hand-in-hand.
- Need for advertising and publicity. Branding alone enables advertising.
- Development of consumer brand-consciousness and brand image in the mind of the customer.
- Branding gives separate identity and easy recognition to the product and creates special consumer preference. The consumer enters the shop to demand and insist upon specific brand of the product. The dealer is merely a distributing agency of the branded product.
- Branding constitutes the basis for successful activity of demand-creation and have great pulling power.
- Right kind of brand advertising and personal selling provide ample information to the consumer about the branded products.
- Branded goods have uniform and standardised quality as the owner of the registered brand is personally responsible to maintain the quality. There is no need of personal inspection and no danger of adulteration.
- Rapid sales turnover assures fresher product due to frequent replacement of stock with the retailer.
- There is considerable saving in time in the selection of goods and also in the making up of orders. The consumer demands the product by quoting the special brand name, e.g. Maggi Noodles, Amul Milk etc.
- The retailer is often saved from obligations of separate weighing, measuring, packing, etc. He merely displays the brands and takes money acting only as a distributing agent.

1.5 ESSENTIALS FOR GOOD BRAND :

Brand name selection is a very critical issue for new products, more so for global brands. Right brand name gets you through more than one-fourth work required for management of a successful brand. The key essentials for managing a good brand are as

- A brand should suggest the benefits or the core value of the product. It should highlight its use, quality, nature, purpose, performance or action.
- A brand must reach its right target audience or market segment for value creation and estimation.
- It should connect with the personality of the consumer and create a unique identity amongst its target customers. The value proposition of the brand becomes a differentiator for connect.
- It should fulfil the needs of the customer consistently and should be able to implement its promises.

- The name should be short, simple and easy to pronounce, spell and remember, easy to identify and explain. It should lend itself to visual interpretation.
- It should have a stable lifecycle and be capable of being registered and protected legally under the legislation.
- It should create pleasant associations and connect with the consumer and be unique, attractive and distinctive.

1.6 BENEFITS AND DISADVANTAGES OF BRANDING :

There are a lot of benefits that branding provides to consumers and organizations alike. To enumerate, the benefits that a consumer gets are as

- Brand helps identify the product and the company that consumers like or dislike.
- Brand helps consumers in reducing their purchasing time as they have a pre-decided purchase prior to the actual purchase.
- Brand helps reduce consumer's perceived risk of purchase.
- In event of difficulty regarding assessing quality of the products, brand helps consumer believe in the product.
- Consumers often derive psychological reward and pleasure from owning a brand

Organizations too are benefitted in many ways from branding and brands. Some of the benefits of a brand in organization are as

- Helps the companies differentiate their product from competitors' product. A good branded product may even be pre-sold before its launch.
- Induce repeat orders for the companies from the customers. An increase in loyalty of customers is notably seen. Repeat orders lead to a control over the market and reduce gaps on demand and supply issues.
- Assures companies in their price defence against competition. Sometimes, companies also enjoy price premiums being the market leader on the basis of their brand image.
- Assists any company in introducing a new product in the same name. In turn it helps the company with a lesser cost of advertising and promotions. Higher brand equity is the key to introduction of new products or services in the market by any company.
- It attracts partners and better talent be it supplier, social media influencer, banker or an advertising agency to get associated.
- Brings loyal consumers to the company. In turn, it brings sustained revenue and market share for the company.
- It has strong values and a credibility that customers trust on.

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- A strong brand collaborates and partners for co-branding that builds more trust in the brand.

There are some disadvantages of branding too. To enumerate they are

- Generally, price is used as a measure of quality for a brand. There is a firm belief in the minds of many consumers that high price is an indication of quality. The sellers fully capitalise this consumer belief. Price is not an indication of good quality.
- Higher and repetitive advertisements of the brands create a psychological perception of quality in customers. There is no factual data presented to consumers indicating quality of the product or service sold by the brand.
- There is less or no awareness of other products in comparison to the brand often in the market due limited promotions or customer reviews.
- Branding of a product is an expensive proposition and the costs incurred are paid by the customer.
- In Western countries due to numerous brands for similar products, at present, brand names are not dependable guides as to quality and performance and there is no close relationship between brand, quality, and price. To that extent, consumers cannot totally rely on branding as a sure guide of quality.
- The variety and complexity of products create a practical difficulty for average consumer in choosing a product to satisfy his wants. Thus, consumer has become dependent on branding.

❑ Check Your Progress – 2

1. Family brand name is _____ for products it manufactures
a. Covered b. Different c. Optional d. Same
2. Tata Punch is a _____ brand of the Tata's'
a. Family b. Raincoat c. Umbrella d. Individual
3. Goods produced by your company and branded by another company is known as _____ brand.
a. Individual b. Private Label
c. Combination d. Family
4. Brands using complete made up words in branding use _____ as a type for branding process
a. Neologism b. Algorithms c. Euphology d. Graphology

1.7 LET US SUM UP :

Branding is the process of creating and disseminating the brand name, its qualities and personality. Branding is the art of aligning what you want people to think about your company with what people actually

do think about your company and vice-versa. The unit acquaints you with the fundamentals of a brand and how a brand is created. Brands work on distinct characteristics, that acts as the core values and fundamentals. These values showcase the true essence of the brand. They are a set of attributes that are identified as the physical, distinctive, and personality traits of the brand similar to that of an individual. Brands provide the distinct identity to any product or service or individual or organization and are considered one of the most valuable assets for an organization. There are different types of brand and organizations undertake different ways of branding. The unit also highlights the reasons, advantages and challenges of branding products and services.

1.8 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. d 2. c 3. b 4. a 5. b

Check Your Progress – 2

1. d 2. c 3. b 4. a

1.9 GLOSSARY :

Brand : A type of product manufactured or service delivered by a particular company under a particular name.

Perception : the way in which something is regarded, understood, or interpreted.

Brand Life Cycle : The life cycle which spans from the time a brand is launched to the time it exits from the market.

Value Proposition : An innovation, service, or feature intended to make a company or product attractive to customers.

Packaging : The presentation aspect of a person or thing in an advantageous way.

Private Label : A retailer's name, as used on a product sold by the retailer but manufactured by another company.

Strategy : A plan of action designed to achieve a long-term or overall aim.

1.10 ASSIGNMENT :

1. List the ways you can undertake branding of a particular traditional festival of a region that should act as a pull factor for tourists to visit the destination.

1.11 ACTIVITIES :

1. Make a comparative study of the types of branding undertaken by 5 international hotel chains. Indicate the advantages of each branding type undertaken.

1.12 CASE STUDY :

A family owned brand renowned for signature apparels and other retail products across the country decided to diversify into the healthcare sector. The target market for the products sold by the brand was upmarket in the high income group. The diversification in the health care sector was intended with an objective and vision of the management to serve the needy at affordable rates and provide the best medical infrastructure. The organization built a super speciality hospital with the same branding. The brand promoted the facilities of the hospital, equipments, critical care facilities and other product based advantages. Nowhere in its promotion, the objective or the vision was reflected. Though the hospital was offering affordable prices for its services, it did not appeal to the lower income strata. On the contrary, there was a dip in the sales in its apparel segment on the announcement of the project.

- Q. 1.** What steps should the organization taken to build the healthcare brand ?
- Q. 2.** Did brand personality affect the owners of the brand in the apparel sector in the above case ? Discuss the pros and cons of the probability ?

1.13 FURTHER READING :

1. www.wikipedia.org
2. The New Strategic Brand Management; J.M. Kapferer
Tourism Products and Hospitality; Special Interest Tourism, Pathshala, MHRD
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6. Handbook on Tourism Destination Branding, 2009, UNWTO
7. Positioning and Branding Tourism Destinations; Hashim Rahmat, Mohd. Hanafiah
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UNIT STRUCTURE

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 Brand Positioning
 - 2.2.1 Steps to Create a Brand Positioning Strategy
 - 2.2.2 Essential Elements in Brand Positioning
- 2.3 Importance of Brand Positioning
 - 2.3.1 Types of Brand Positioning Strategies
 - 2.3.2 Communicating Brand Positioning
 - 2.3.3 Objective and Subjective Positioning
- 2.4 Advantages of Brand Positioning
- 2.5 Disadvantages of Brand Positioning
- 2.6 Let Us Sum Up
- 2.7 Answers for Check Your Progress
- 2.8 Glossary
- 2.9 Assignment
- 2.10 Activities
- 2.11 Case Study
- 2.12 Further Readings

2.0 LEARNING OBJECTIVES :

- To define and understand the concept of brand positioning.
- To list the steps in creation of a brand positioning strategy.
- To enumerate the types and importance of brand positioning.
- To list the advantages and disadvantages of brand positioning.

2.1 INTRODUCTION :

In the previous unit you have studied about brands and the concepts of a brand. In the tourism sector a destination attracts tourists from different places and the experience of the place leaves an impression in the mind of the tourist whether to visit the place again or not. The impression that a tourist carries after the experience at the place visited or the destination is referred to as positioning of the destination in the mind of the tourist. Positioning is not about what you do to the product it's about what you do to the mind of the prospect. It's how you differentiate your brand in the mind of the customer. Positioning compensates for our

over communicated society by using an oversimplified message to cut through the clutter and get into the mind of the prospective customer.

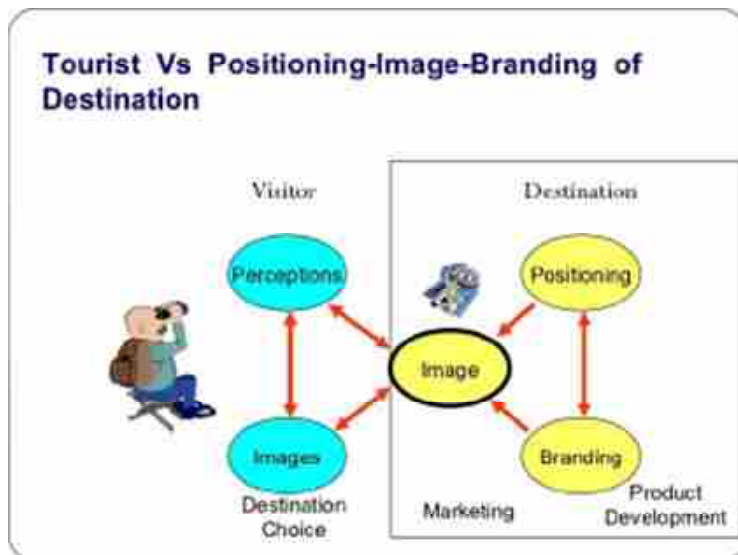
2.2 BRAND POSITIONING :

The positioning of a brand is the process of establishing a distinctive place of that brand in the minds of potential customers (Gartner, 1989). Positioning focuses on the perceptions of the prospect not on the reality of the brand. Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. For instance–Starbucks positions itself in the customer's mind as one entity– "Coffee "– which provides the best connect with customers in a niche segment with its simple positioning strategy of " Authentic Coffee, Great Experience and Quicker Delivery"; a one–stop solution for all needs for having a great coffee in an ambience created for the same. It has an unaided top of mind recall across the globe for coffee. The positioning you choose for your brand will be influenced by the competitive stance you want to adopt.

Brand positioning must make sure that a product or a service is

- Unique and distinct vis a vis the products and services as offered by competitors
- It is significant and encouraging to the distinct market it caters to.
- Is appropriate to all major geographic markets and businesses.
- The value proposition of the brand is validated with unique, appropriate and original products.
- Is sustainable and can be delivered constantly across all points of contact with the consumer.
- Is helpful for organization to achieve its financial goals and able to support and boost up the organization.

In the tourism sector if we take example of two similar destinations offering the same value, one place will get an advantage over the other due to some reasons that may dominate or are attractive or special. This special reason when communicated to the customer distinctly creates a position for the brand in the mind. Creating this position of the destination in the mind of the customer is positioning and is the most important element. Destination positioning act as the brand is done after choosing the target market. In the market segmentation process, you choose to attract a specific age group or people with similar interest. According to O' Leary and Deegan, 2003, images of the destination or the brand influence tourists' travel decision making and behaviour towards a destination as well as satisfaction levels and recollection of the experience. The perceived images are the basis of the evaluation or selection process **and thus provide the link between motivations and destination selection.**



(Raha, 2012)

2.2.1 Steps to Create a Brand Positioning Strategy :

Positioning of a brand is a difficult process which is undertaken after a careful analysis of the features and benefits of the products and services offered by the brand. Effective Positioning is possible only when a product or service will solve the problem of the customer. It has to clear the wants and needs of people and it has to provide some benefits. When you are positioning a product or service, your positioning advertisement should promise to deliver to a specific need or want of a customer. If the quality of the benefit, that you are promising is better than that of your competitor, you will get a better positioning advantage. At least, it should be similar in quality to what your competitor is already offering. The positioning involves the following steps

- For any product or service that is already in the market and catering to a target market, the feedback from the market in respect to the brand is an essential step to distinguish whether the brand is fulfilling the need of the customer in the target market.
- The next step is to identify competition that is competing with your brand. The value proposition, brand strengths, nature of products and services offered and the factors that are unique to the customer of a competitor brand needs to be studied and analyzed.
- Understanding the brand position of the competitor brands is essential. The entire brand fundamentals and the architecture of competitive brands need to intricately study to provide a distinct edge for your brand and create a position in the market.
- Analyze aspects that make your brand unique. This step involves the in-depth introspection of the brand within and identifies the core values, fundamentals on which the brand is formulated, strengths, value propositions, long-term vision, and the features.
- Development of Unique selling propositions depending on the features, objectives, attributes, core values, and strengths of the

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brand that will give the brand a unique and distinctive Brand identity in the market and in the customer's minds.

- Designing and Formulation of clear and effective messaging statements like vision, mission, logo , brand slogan and tagline in line with the attributes and inherent nature of the brand.

2.2.2 Essential Elements in Brand Positioning :

- **A brand has to be unique :** The importance of being unique is essential. One can't just try following someone else's road map because they're already established with their audience; if people want something similar to a particular brand, they just go and buy that brand. So if a brand looks exactly like its competitors, it will not stand out against its offerings.
- **A brand has to be relevant :** First and foremost, the brand must be appealing to customers. It doesn't matter how credible or how unique the brand is; if it's not relevant, it doesn't even get to the consideration stage. Be sure those features that distinguish you from the competitors are important to the customers. Identify what matters most to your clients and position your brand around it.
- **A brand has to be consistent :** You can change your positioning but you must find a general direction for your brand. People won't know what your brand stands for if you keep changing it. So make sure that whatever you are doing is going to help build your brand over time.
- **A brand has to be credible :** Some brands tend to overdo the truth, which doesn't really help establish trust between them and their audience. Make sure that everything you say about your company is believable and will connect with customers on an emotional level, or else they won't trust what it says. Everything has to fit with what is important to your client.
- **A brand must connect with its customers :** All in all, it's not enough to just have a great product or service. You need an engaging customer experience across all of your channels for that advantage you're trying so hard to achieve to really shine through and be noticed by your customers. Positioning is more of a daily commitment than a one-time event with the customers and despite all the difficulty and commitment behind it, the results are well worth the work.

Check Your Progress – 1

1. Brand positioning ensures that a product or service is
 - a. Unique
 - b. Sustainable
 - c. Has a value proposition
 - d. All the options
2. The position of a brand requires analysis of _____ of brand
 - a. Name
 - b. Logo
 - c. Products and Services
 - d. None of the options

3. Pao Bhaji sold by your restaurant is a unique selling proposition that indicates
 - a. Market Study
 - b. Brand identity
 - c. Brand misnomer
 - d. Branding
4. A customer getting the same taste in a burger purchased every single time indicates _____ of the brand.
 - a. Credibility
 - b. Loyalty
 - c. Skills
 - d. Positioning

2.3 IMPORTANCE OF BRAND POSITIONING :

Every business has a brand, but is it by default or by design. You can either work proactively on your positioning or let others do it for you. Then, however, you have zero control over the results. Brand positioning matters for a couple of reasons

- **It allows you to differentiate your brand.** A company's brand is its identity. That is why knowing what makes your business unique is crucial to capturing the attention of those interested enough to take action. Brand positioning creates clarity around who you serve. It also explains to your target audience why you are the best company for them and what sets your products or services apart.
- **It helps you justify your pricing strategy.** The positioning of the brand can be used to justify a pricing strategy. In other words, when the price of the products is high because of the quality and exclusivity, and the brand positioning emphasizes these factors, the cost automatically becomes reasonable in the eyes of the customers. This also applies to products on the more affordable side.
- **It makes your brand more creative.** Although quite a few brands offer products and services that are very similar to the same target market and audience, they differ and are uniquely based on their brand positioning. That is why a good positioning can make or break your brand. A creative, innovative strategy combined with strong execution will leave customers coming back for more!
- **The brand has a very high recall value.** Showing your target audience exactly what you want them to know about your brand makes it easy for them to remember the benefits of buying from you. Soon your customers will start associating your brand with your positioning. This brand recall and clarity will be useful when your customers consider the various options available to them.



2.3.1 Types of Brand Positioning Strategies :

You have already learnt that positioning refers to the place you want your brand or product to have within a particular target market. More specifically, the process of market positioning and brand positioning involves how you market your brand or product to consumers to achieve that position. For example, if you observe Burger King's brilliant advertisement "Why eat with the clown when you can dine with a king?". The advertisement suggests that Burger King provides a class higher in dining experience than McDonald's. This tag line is also an excellent example of how positioning in marketing operates. Positioning requires ongoing marketing initiatives for the brand, which must also be maintained over the life of each product. These continuous marketing initiatives when running a business also reinforces the target market's perceptions of both the brand and the product. There are lot of strategies adopted by organizations for positioning of brands and the same may be Comparative, Differentiated or Segmented. A Comparative strategy works by comparing multiple brands or products to create a competitive edge and highlight individual value. By focusing on any unique features which ideally can't be duplicated, a differentiation positioning strategy ensures a brand's products will stand out from the competition. In situations where there are multiple target audiences, a segmentation positioning strategy focuses on the different specific needs of each group.

Marketers position the brand based on how they want it perceived by the target audience. There are four common types of brand positioning strategies. These strategies determine how a brand wants to compete in the market :

Cost-driven positioning :

When a brand can offer similar product or service features as its competition at a lower price, it should opt for cost-driven positioning.

Value-based positioning – This type of positioning is based on offering value to the customers. The value could be based on price, quality, or convenience.

Competitive positioning – Based on directly comparing the brand with its competition. Its focus is to convince the target audience that a particular brand offers a better solution or more value than its competitor.

Quality-driven positioning – When a brand claims that it offers the best quality products in the market, it is positioning itself based on quality. Such positioning aims to tell the customers about the quality of a product or service. For instance, Apple positions itself on delivering quality that others cannot match in the market.

2.3.2 Communicating Brand Positioning :

Once the brand positioning is created, it is equally important to communicate it to the target audience. Customers are exposed to various brands daily. Therefore, retaining information about every brand is

challenging. It is a part of the marketer's job to ensure that the brand positioning is consistently communicated across all marketing channels. The communication to customers is done through

- Engaging Messages over various channels of communication that represent critical information about the brands position that influence the consumer's perception.
- Reinforce the position of the brand to the customer. The brand value of the product or service should revolve around the customer's perceptions.
- Integrated approach where all the channels of marketing disseminate a single message aligning communication activities with brand positioning.

2.3.3 Objective and Subjective Positioning :

There are two kinds of psychological positioning in marketing : objective positioning and subjective positioning. Each has its appropriate place and usage. (Chacko, 1996). The objective attributes of the physical product are taken in to consideration in this process. The customer experiences the brand and creates an image. In tourism an image about the destination consisting of the characteristic and functional features is created in the minds of the tourists. This image is mostly about what actually is and what actually exists. Objective positioning is very important and is very commonly used in the tourism industry. The unique features of the products and services are used in the positioning. The image thus created can be used to differentiate it from the rest of the competition. If India as a tourist destination needs to be projected to the world and positioned, all its vivid and varied natural resources coupled with the rich cultural heritage of each area is depicted. The unique identity of solidarity, unity, diversity and the cultural bond is reflected to the world. The product or the brand needs to be unique for objective positioning. The subjective attributes of a brand are the mental perceptions of the consumer. These attributes are not really about the physical attributes of the brand but about the mental perception of the user. A tourist may find a place of interest at any destination a unique product or not of relevance. The experience of the tourist relates to subjective positioning of the brand. In today's world of technology subjective positioning is of great importance because every single feedback about a brand matters. If you would book a hotel through any online portal you will definitely read the feedback of the guests related to the hotel and then take a decision.

2.4 ADVANTAGES OF BRAND POSITIONING :

Good branding is the most important aspect when it comes to success of any business. A brand acts as voice for the product or service offered. The position of any brand for any organization is like the reputation of a person. There are several advantages that brand positioning helps for any product or service offered by an organization. The core

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of any positioning is focussed on the customer and the perception of the customer for the brand. Positioning of the brand helps to match the customer's perception of the brand into reality. To enumerate the advantages they are

- Brand positioning helps an organization to identify its target market and segment. It allows an organization to know deeply about the customers in the selected target market. The understanding of the customers in a given target market helps the organization to build the brand faster. The more an organization knows about its customers and their needs the better they are positioned in the market.
- Brand Positioning helps an organization to be different from the available alternatives in the market. A correct positioning leads to a different value proposition for the products and services offered leading to the brand being a differentiator in the market.
- When a brand identifies the target market and the customers distinctly and has their focus on the market at any given point of time, challenges arising out of the market can be easily resolved by the brand. Focused brands are better placed to tackle the problems they solve from different angles and potentially offer a better end result. Quicker, easier more efficient. This clarity and focus allows the brand to communicate more effectively with their target audience using language, tone and urgency more specific to the problem. This focused communication increases the chance of making a connection with the intended audience.
- A well established brand easily understands the challenges faced by the customer within the segment. These challenges are considered opportunities for the brand to augment their products and services. The solutions provided by any brand suited to the needs of the customer leads to enhanced strengthening of the brand position within the segment.
- Developing a positioning strategy places a lot of focus on defining an effective differentiator. A good brand position that is distinct and unique has a high recall value for the customer. The elements that act as differentiators for any brand are difficult to understand and implement. This differentiator sets the brand apart from the others and opens up a new position in the mind of the target audience. As it's different, it's easier to remember. That increased recall value becomes the key for a customer's decision making process.
- A brand with a focused position makes for a much more effective and focused communication strategy. Brands that are able to focus their communication, messaging and stories on the specific problem outlined in their positioning statement, are far more likely to resonate and connect with their audience on an emotional level. The intimate knowledge of the challenges allows for specific language, tones and messages that evoke the emotions attached to the problem.

Communication that resonates makes us feel understood. This understanding opens the door to trust which is the foundation block of all successful brands.

- Brands that are not positioned well in the market and do not have connect with the target audience are unclear of the pricing strategies to be adopted for the products and services. Whether the prices are low, medium or high, an undefined position may confuse the audience as to why the prices are what they are. A position provides the justification of the pricing strategy adopted by the organization for a brand.
- There is always clarity of vision once the brand has been positioned. The organization knows the direction in which the brand has to be further taken, evolved and how the future brand shall look like.
- Brands create a distinct market for itself often referred to as the niche. They have bigger dominance in a smaller market and evolve gradually. The more relevant the brand is to the audience, the more likely they are to display brand loyalty and advocacy.
- A brand with focus is more impactful with its decision-making. When the market and audience is narrower, the problems are fewer and the solutions are concentrated, decisions are more clearly guided which evokes creative thinking. A well-defined brand positioning and the targeted audience identified within, provides decision makers with an effective compass to steer decisions in the right direction.

On every level of branding and marketing at every touch point, brand positioning plays a pivotal role. It impacts

- Communication
- Brand Personality
- Core Message Framework communicated to the audience
- Core Values
- Human brand persona
- Brand Identity
- Story telling framework
- Brand expression
- Language
- Tone of Voice
- Marketing Strategy

2.5 DISADVANTAGES OF BRAND POSITIONING :

With advantages of a brand being positioned there are disadvantages or de-merits of brand positioning. To enumerate they are

- Positioning of a brand restricts customers from trying out other brands in the same segment that may provide better value proposition or experience.

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- One of the biggest disadvantages of branding is that it involves huge cost because brands are not created overnight and companies have to spend huge sums on advertising and publicity. Often the brand marketers calculate the ROBI (Return of Brand Investment) as they tend to predict and justify the brand development process.
- Limited flexibility in the quality of the products and services of the brands is emerging from the fact that they offer quality for premium price. THE ONLY REASON why customers will pay this premium price is the guaranteed quality. Brands cannot experiment with their product and service quality nor change or alter them.
- Often positioning leads to brand monopoly and unfair means executed by the brand to remain as the leader in the segment.
- Positioning in some segments of the market create a lot of confusion to the customers because of a lot of products or services to choose from.
- Often good brands that are positioned well in the market command a premium that is often beyond the reach of many customers.
- Often many brands once established do not deliver consistently and as a result there are issues related to quality or delivery or inferiority.
- Responsibility in delivering the promises is core to brand positioning and many brands do owe up to the responsibility for its customers.
- There is always a threat of customer switching loyalty to some other brand.
- Often building brand loyalty and positioning in a highly competitive market is difficult and expensive which smaller companies cannot fulfil.
- Brand positioning is a continuous cost intensive activity. Often companies reduce budgets or resources to undertake the activity leading to competitors taking over.
- It is a challenge to distribute a product through different channels until the positioning of the product has not been undertaken. Initially new brands face the challenge.

Check Your Progress – 2

1. Brand Positioning
 - a. Differentiates a brand
 - b. Justifies pricing strategy
 - c. Adds creativity to the brand
 - d. All the options
2. People identifying your shop by the logo you have put is _____ of your brand
 - a. Attraction
 - b. Fault
 - c. Recall value
 - d. Higher cost
3. When you offer a bigger burger bun than your competitor to position your product in the market, you are doing _____ positioning
 - a. Cost driven
 - b. Competitive
 - c. Value based
 - d. Quality driven

4. When you visit a beach destination reading about the various water sports and other activities it offers, the destination is promoting _____ positioning of its products
- a. Objective b. Subjective c. Normative d. Dormant

2.6 LET US SUM UP :

The positioning of a brand is the process of establishing a distinctive place of that brand in the minds of potential customers. Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. Brand positioning ensures that a product or a service is unique and distinct, significant, has a value proposition and is sustainable. Positioning of a brand is a difficult process which is undertaken after a careful analysis of the features and benefits of the products and services offered by the brand. Effective Positioning is possible only when a product or service will solve the problem of the customer. Good branding is the most important aspect when it comes to success of any business. A brand acts as voice for the product or service offered. Brand positioning helps an organization to identify its target market and segment, to be different from the available alternatives in the market, understand and resolve challenges arising out of the market. Developing a positioning strategy places a lot of focus on defining a brand to be an effective differentiator. A brand has the advantage of having an effective and focused communication strategy, an element of trust and above all clarity of vision.

2.7 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. d 2. c 3. b 4. a

Check Your Progress – 2

1. d 2. c 3. b 4. a

2.8 GLOSSARY :

Unique : Being the only one of its kind; unlike anything else.

Value Proposition : an innovation, service, or feature intended to make a company or product attractive to customers.

Sustainable : Able to be maintained at a certain rate or level.

Introspection : The examination or observation of one's own mental and emotional processes.

USP : Unique Selling Proposition.

Credible : Able to be believed; convincing.

Recall Value : The capacity consumers have to remember brand names with minimum cues

Differentiator : something/ someone that enables a difference or distinction to be made.

Influencer : A person or thing that influences another.

2.9 ASSIGNMENT :

1. You have opened a travel agency dealing with car rentals, tours and tour packages for domestic as well as for international destinations. There are well established big players in the market. List the activities that you shall undertake to position your brand against the competitors.
2. What innovative strategies shall you undertake to differentiate your products and services.

2.10 ACTIVITIES :

1. List 10 examples of value based positioning of brands for different destinations in the tourism sector and highlight the distinct value addition that the brands create for customers to attract them.

2.11 CASE STUDY :

A hotel management graduate opened a restaurant in a busy office area. The area was the hub for many offices and good and hygienic food was not available in the surrounding. There were vendors who were doing business from make shift carts and offering limited choice of menu. Since the area was prime, the search for space became a challenge. Somehow the operator managed to get a small shop with quite high rentals. He designed a different menu from what the street side vendors were offering. The business was only for lunch as the area became deserted once the offices were closed. Initially the change was welcomed by customers and they liked the food offered. With increase in the number of customers, the operator appointed more people to cater to the needs. After a few months, business attained a plateau and soon started going down. The operator started taking feedback of his customers and found that pricing of his food did not suit the pockets of the office goers daily. He immediately redesigned the menu and introduced combo offers to lure customers. He even cut down on his portion sizes and lowered the prices of his highest selling items and positioned it at par with the competitors. Business increased a little but the margins went down drastically. Soon the restaurant owner altered some of the recipes and even fired two of the employees to balance the cost. The services that outlet offered initially deteriorated and the loyal customers also started complaining. Some even moved on to their previous places for lunch. The business started doing marginal profits and survival started becoming a challenge with the high rentals, operational costs and high quality.

- Q. 1.** What should the food operator do to revive the business ?
- Q. 2.** How should the food operator position his brand to get a competitive advantage ?

2.12 FURTHER READINGS :

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2. The New Strategic Brand Management; J.M. Kapferer
Tourism Products and Hospitality; Special Interest Tourism, Pathshala, MHRD
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6. Handbook on Tourism Destination Branding, 2009, UNWTO
7. Positioning and Branding Tourism Destinations; Hashim Rahmat, Mohd. Hanafiah
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UNIT STRUCTURE

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Brand Management
- 3.3 Importance of Brand Management
- 3.4 Principles of Brand Management
- 3.5 The Strategic Brand Management Process
- 3.6 Types of Branding Strategies
- 3.7 The Enlarged Scope of Brand Management into the Future
- 3.8 Benefits of Brand Management
- 3.9 Let Us Sum Up
- 3.10 Answers for Check Your Progress
- 3.11 Glossary
- 3.12 Assignment
- 3.13 Activities
- 3.14 Case Study
- 3.15 Further Readings

3.0 LEARNING OBJECTIVES :

- To define and enumerate the importance of brand management.
- To list the principles of brand management.
- To discuss strategic brand management processes and types.
- To list the scope of brand management for future and understand the benefits.

3.1 INTRODUCTION :

You have already studied that brand is a name that influences buyers. Since a brand is a name with the power to influence the market, its power increases as more people know it, are convinced by it, and trust it. Brand management is about gaining power, by making the brand concept more known, more bought, more shared. Branding strategies help establish a brand and promote its product in the financial marketplace. Strategic brand management is based on choosing a suitable strategy for the brand's growth and the frequent updating of the strategy. This long-term sustainable policy makes it possible for a company to add value to its products and services. It is a collection of techniques that helps to create a unique

identity for an organisation by maintaining brand character, quality and customer interactions.

3.2 BRAND MANAGEMENT :

Strategic Brand Management is the adept inclusion of techniques where a brand chooses and measures a suitable branding strategy to gain brand recognition, ensure brand identity and optimize brand success. Its primary objective is to promote a brand and to have the needed recognition to beat competitors and become successful.

This can help the company to achieve long-term business goals and boosting revenue. The term "strategic" represents the process of dealing with and managing the assets of a brand value and long-term plans. A branding strategy can add value to a company's products and services. The term branding and brand management are often interchangeably used, however, they are different approaches. Branding is building a brand, while brand management is a process of maintaining and monitoring the brand. A strategy driven brand management process leads to a powerful connect of the brand with its customers. The same leads to brand loyalty and value perception. The primary components of brand management encompass

- Brand Awareness – the familiarity of the brand with the customer.
- Brand Equity – the value customers place on the brand
- Brand Loyalty – the frequency of purchase of the brand by customers who are engaged to the brand.
- Brand Recognition – the easy recognition or recall value of the brand.
- Brand Reputation – the way target customers perceive a brand.

3.3 IMPORTANCE OF BRAND MANAGEMENT :

Since a brand is a name with the power to influence the market, its power increases as more people know it, are convinced by it, and trust it. Brand management is about gaining power, by making the brand concept more known, more bought, more shared. Brand management, also known as marketing, is responsible for the overall management of a brand. This includes everything from product development and marketing to advertising and public relations. All the above aspects work together to create a particular image or reputation for a brand. The goal of brand management is to create a robust and positive reputation for a brand that will result in increased sales and market share. This process helps companies create a unique identity for their products or services in the marketplace. A successful brand management strategy can build customer loyalty and increase market share. Companies need to understand the different aspects of brand management to create a strong brand identity. The importance of brand management can be listed as

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- Provides greater appeal and differentiation to a brand
- Enhances customer loyalty and retention;
- Increases employee engagement and alignment;
- Improves perceptions about product performance;
- Decreases vulnerability to competitive marketing actions;
- Accelerates trade cooperation and consumer response;
- Increases marketing communication effectiveness;
- Promotes licensing opportunities.

3.4 PRINCIPLES OF BRAND MANAGEMENT :

The principles of brand management are important to understand before moving forward in the process. Now that you know how brand management works, next are the key principles to get it to work. Brand management principles to consider include :

- **Brand Equity** : The reputation of a brand's reputation is the key. Brand equity refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability. Specifically designed marketing campaigns also help to create brand equity. Equity leads customers to trust the brand and buy more or recommend it to others. Brand equity has three basic components : consumer perception, negative or positive effects, and the resulting value. Brand equity has a direct impact on sales volume and a company's profitability because consumers move toward products and services with great reputations.
- **Brand Loyalty** : Brand loyalty is similar to brand equity when customers buy your product solely out of loyalty to you. Brand loyalty is a pattern of consumer behaviour through which consumers tend to get committed to a specific brand or product and make repeat purchases over time. Brand loyalty helps in building a strong customer base which in turn serves as a tool to surpass competitors and attain a competitive edge that is required to succeed in the marketplace. It leads to repeat purchase and brand loyal customers are least affected by the marketing efforts of the competitors. Organizations with brand loyal customers tend to increase more in their customer base as brand loyal customers spread the awareness. Brand loyalty is achieved once a customer uses the product or the service offered by the brand and is satisfied with the same.
- **Brand Recognition** : The term brand recognition refers to the ability of consumers to identify a specific brand by its attributes over another one. Brand recognition is a concept used in advertising and marketing. It is considered successful when people are able to recognize a brand through visual or auditory cues such as logos,

slogans, packaging, colours, or jingles rather than being explicitly exposed to a company's name. Companies often conduct market research to determine the success of their brand recognition strategies. An organization wants its brand to be recognized by more and more people in a positive light to attract more business. They won't even have to know your brand name and can still recognize your product.

Since 1990's companies are well aware that brands are an asset. These assets need to be subsequently reinforced and nurtured through innovation in a tangible form and value creation and addition through an intangible form. Some of the strategic principles of Brand management include

- A brand exists with a very strong intangible component that lies within the organization building the brand. The same includes the vision and the desire of the brand to impact the need of the customer it is catering to positively.
- A continuous effort on increasing the qualitative aspects of any brand is very important in the entire process of brand management. The consistent improvement of standards creates better trust amongst customers.
- The ties between the brand and the customer are the quintessence of brand management. Organizations having a direct linkage with their customers for their brands are more successful in managing their brands than other organizations.
- Continuous innovation is an essence of sustainability for a brand over a longer time span. Innovations can be in any aspect of the brand and depends on the positioning of the brand in the target market.
- Delivery of personalized services creates a better connect with the customers and sustainability. It increases the brand recall value and increases its customer base.
- Rewarding customers using a particular brand make them active promoters of the brand and helps in management of the brand better and effectively. Reichheld (2006) has shown that the rate of promotions done from the customer base is directly related to the growth of the brand.
- A brand should encourage the particular communities that share its values. The same leads to faster positioning of the brand.
- With technology brand promotion is essential and more markets are to be captured for wider reach and better recognition. Many brands become global within a short span to increase its reach and create a better value proposition into different markets.
- Being ethical about the activities undertaken by a brand involves the customers too. Ethical approach involves more customers getting associated with the brand.

☐ **Check Your Progress – 1**

1. Brand management is a process of _____ the brand.
a. Building b. Destroying c. Selling d. Managing
2. When a customer orders food from your restaurant several times in a month, it is known as brand _____
a. Awareness b. Reputation c. Loyalty d. Equity
3. The development of a new product is part of brand
a. Equity b. Management c. Loyalty d. Reputation
4. A slogan for a brand indicates brand
a. Recognition b. Management c. Loyalty d. Awareness

3.5 THE STRATEGIC BRAND MANAGEMENT PROCESS :

It is essential that every company designs an exclusive strategic brand management process. This is crucial in building a unique personality in the modern day business world. Strategic brand management comprises of a few distinguished aspects which are as follows :

- **Planning :** The planning is the first stage for brand management. In this stage the following activities are undertaken
 - Research is undertaken to identify the current position of the brand and find the gaps so that the brand can be amplified to its potential and positioned.
 - Research activity also provides clarity in understanding the vision, goals, values and strategies of the organization.
 - It helps in determining the value of the brand internally as well as externally.
 - The stage assists in process identification for undertaking strategic path and communication of the same across the organization.
 - The values of the brand are aligned with the strategic planning process and focused on accomplishing the company's mission and vision.
- **Brand positioning and establishment :** The act of designing a company's proposal and analysing its position in the market is referred to as brand positioning. This aspect assists in convincing consumers about the company's advantages over its competitors and its attributes. Brand positioning also includes a depiction of the various associations that the company is linked to; an explanation about brand essence.
- **Implementation of the plan for Brand marketing :** Brand marketing includes choosing brand elements (logos, images, symbols and slogans) for the marketers to use during brand promotion. This also involves creating strong, favourable and unique brand associations by supporting marketing programmes and activities.

- **Brand performance measurement and interpretation :** This helps to understand the brand value chain by analysing the financial impact of brand marketing investments and expenditures. This also aids in assessing the source of brand equity and the setting of tools and procedures for functioning of brand equity measurement system.
- **Brand equity growth and sustainment :** This process involves the utilisation of the brand–product matrix, brand hierarchy and brand portfolio tools to define the brand strategy. The success of a company's future marketing programmes depends on the brand equity management system. Marketers need to consider international factors, types of consumers and market segments while managing brand equity across various geographical locations and cultures.

3.6 TYPES OF BRANDING STRATEGIES :

- **Brand name recognition :** A strong brand name depends on the range of products and subsidiary brands that the company deals with. A well–established company utilises its brand name to earn global recognition and popularity through its logo, slogan or colours.
- **Individual branding :** Individual branding requires every brand to have a separate name to avoid competition against other brands that are run by a parent company. Individual brand names help in establishing a unique identity for a brand that results in greater flexibility in marketing similar products with different quality.
- **Attitude branding :** This type of branding strategy is not confined to the quality of a product or its consumption but represents a larger brand personality. Attitude branding involves appealing to a particular feeling that does not necessarily have a direct connection to the brand.
- **Brand extension and dilution :** The utilisation of an existing strong brand name to create new or modified products is referred to as brand extension. This allows flagship brands to enter a new market, wherein the latest version of a product is similar to the original product, excepting the altered brand name.
- **Private labels :** In the market some retailers may possess strong brand identity, also known as store brands, which enable them to compete against other brands in the market. Private labels have become increasingly popular in different product and service categories and allow their products and services to outperform other well–established brands in the market.
- **Crowd sourcing :** Crowd Sourcing brands are created by common people for brand promotion, allowing the public to be a part of the brand's naming process. This process minimises the chances of risk from brand failure as the products involve the personal interests of individuals participating in the branding process.

3.7 THE ENLARGED SCOPE OF BRAND MANAGEMENT INTO THE FUTURE :

Strategic brand management not only helps boost the value of a product but also build positive customer interaction. It is an important aspect of marketing, which utilises images or key messaging to create brand affirmations. Brand management itself is much influenced by the revolution that has shaken marketing theory and practice : a shift from a mere transactional perspective to a relational perspective. This has led theorists to ask new questions, and propose new working methods, new modes of thinking, new tools, which often claiming to be substitutes for the former 'old' ones.

Traditionally marketing was focussed on consumer behaviour and research and was based on identifying the attributes that predicted purchase. The modern outlook of brand management is loyalty and the relationship with the customer. The focus is on building lasting relationships and relationship marketing has been the key for organizations in brand management. The focus of research has moved from predicting choice to classifying the different types of relationships consumers have with brands (Fournier, 1998), or the different types of interactions companies engage in with their clients, beyond selling a product or service (Rapp and Collins, 1994; Peppers and Rogers, 1993). The concept of lifelong customer value has been augmented by the internet technology more efficiency in tracking, analysing, servicing and selling to each one of the customers.

Another consequence of this shift towards post-purchase phenomena is the focus on Product / service satisfaction. A product is always consumed in a context. The nature of this context affects the degree of satisfaction that the customer reports, through the notion of a 'rewarding experience'. In fact all marketers have known for a long time that food served in a pleasant atmosphere is judged to taste better than food eaten in unpleasant surroundings. This feature has been coined as "Atmospherics" by Philip Kotler(1973). The feature is an experiential facet of consumption by a customer. Modern strategic brand management works towards this consumption pattern of the customers and position their brands for an experience by the consumer.

Beyond functional and experiential rewards, brands must now also be aspirational. It is through their intangible values that they help consumers to forge their identities, at a time when inherited identities are weaker. Customer bonding, the integral approach is based on the brand values reflecting on the customer. The customer and the brand need to share the same values and the same spirit.

A modern brand creates consumer communities through which it tries to live its values. The brand acts as an agent for its customers to interact with each other. Building brand communities help in exchange of communication beyond purchase. The customers benefit through

community interaction. The approach creates a strong bond between the customer and the brand and is an integral approach towards brand management.

There is considerable amount of pressure from competitors in every segment or products and services. Brand today is all about relationships and relationships cannot be built by brands from a distance. A product on a shelf cannot build a relation. The modern concept of brand management includes

- Acting with the communities as partners to promote the brand
- Acting on premises at the point of consumption, creating memorable and collective experiences.
- Acting on influencers and prescribers who recommend the brand to a user.

Co Branding, a modern method of branding is a method of supplementing the brand and acts as an extension of the brand beyond its original market. Often brands get restricted within a targeted market.

3.8 BENEFITS OF BRAND MANAGEMENT :

Easy Product Introduction : With a consistent message and identity, it may be easier to introduce a new product or service to a large customer base. If a brand already has a consistent customer base, they may be more willing to purchase the brand's new products or services and may even anticipate releases. The same may also lead to customers likely to try a wider range of the products or services based on their positive association with your brand.

Credibility : Promoting a positive brand image can help organization build credibility. Enhanced credibility among customer base, industry and marketplace can help build and maintain customer loyalty and recognition. Often, credibility may influence customers' decisions to remain loyal to and invest in the brand.

Customer recognition : Often, customers are more likely to choose a brand they recognize over an unfamiliar brand. Effective brand management works by incorporating images and ideas that customers can easily associate with your organization into marketing, sales and distribution initiatives. A brand management strategy that effectively increases customer recognition may help improve a customer's purchasing process and increase the number of successful sales.

Fosters consistency : Developing a clear brand management strategy can help your company create and maintain consistency throughout its marketing, advertising and development efforts. Consistency allows your organization to make choices that align with your values, identity and mission. Brand management may also help prevent confusion within your customer base by allowing your organization to tailor its marketing efforts toward a certain set of brand-specific guidelines.

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Creates brand awareness : For customers to recognize and remember a brand when making purchasing decisions, it helps to give them a clear image or logo to remember. Fostering an effective brand management strategy can help create and maintain brand awareness and increase the likelihood that customers consider your brand first when contemplating their buying options.

Builds an identity : In order to manage a brand, it's important to understand the identity and values of your organization. Creating a brand management strategy can help you prioritize the aspects of your brand you want to explore, nurture and promote. Fully understanding your brand's identity can help you make informed decisions about current and prospective products and the general direction of your organization's business plan.

❑ Check Your Progress – 2

1. The current position of a brand is analyzed in _____ stage of brand management process
 - a. Performance
 - b. Marketing
 - c. Establishment
 - d. Planning
2. Financial impact of brand marketing is a part of _____ measurement
 - a. Speed
 - b. Weight
 - c. Performance
 - d. Attribute
3. You feel like a better footballer after wearing a particular brand of stud shoes. The same indicates _____ branding strategy
 - a. Individual
 - b. Attitude
 - c. Dilution
 - d. Extension
4. You recognize your customer by name and know his/her taste and preference in your restaurant. The same is an example of _____ marketing strategy
 - a. Relational
 - b. Collateral
 - c. Attitudinal
 - d. Individual
5. Extension of a brand is known as
 - a. Extended branding
 - b. Co-branding
 - c. Community branding
 - d. Collateral branding

3.9 LET US SUM UP :

Strategic Brand Management is the inclusion of techniques where a brand chooses and measures a suitable branding strategy to gain brand recognition, ensure brand identity and optimize brand success. Its primary objective is to promote a brand and to have the needed recognition to beat competitors and become successful. Branding is building a brand, while brand management is a process of maintaining and monitoring the brand. The importance of brand management lies in providing greater appeal and differentiation to a brand, enhancing customer loyalty, increasing employee engagement, improving product performance, cope with competition, enhanced marketing communication. The core principles of

brand management include Brand Equity, Brand Loyalty and Brand Recognition. There are different strategies that organizations implement to induce strategic brand management. The benefits of brand management includes easy product introduction in the market, credibility of the products and services offered, customer recognition, consistent performance, higher awareness and a creation of a distinct identity.

3.10 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. d 2. c 3. b 4. a

Check Your Progress – 2

1. d 2. c 3. b 4. a 5. b

3.11 GLOSSARY :

Adept : Very skilled or proficient at something.

Management : The process of dealing with or controlling things or people.

Robust : Strong and healthy; vigorous.

Brand Equity : A marketing term that describes a brand's value.

Jingle : A short slogan, verse, or tune designed to be easily remembered, especially as used in advertising.

Portfolio : A range of investments held by a person or organization.

3.12 ASSIGNMENT :

1. List the brand management initiatives that are to be undertaken for a nascent stage beach destination.

3.13 ACTIVITIES :

1. Discuss some creative brand management strategies adopted by hotel brands to create a distinct identity amongst competition.

3.14 CASE STUDY :

A vehicle insurance company develops a brand management strategy to promote brand awareness and recognition and foster familiarity within its target audience. Throughout the course of their marketing and advertising campaigns, they decide to partner with an easily recognizable spokesperson for their television ads. This spokesperson is a well-known motivational speaker who currently appears in a popular television shows and was a car accident survivor. With a large follower base, a reputation of trustworthiness and integrity and a real life story to connect, the car insurance company fosters an emotional bond and sense of familiarity with its target audience. They also promote brand recognition and awareness through associative thinking. Each time a customer sees the brand influencer on any television show, they immediately recall him with the insurance

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company and consider that company first when contemplating insurance options.

- Q. 1.** Discuss the brand management strategy adopted by the insurance company ?
- Q. 2.** What steps do insurance company need to take for sustaining and managing the position it is currently in ?

3.15 FURTHER READINGS :

- 1. www.wikipedia.org
- 2. The New Strategic Brand Management; J.M. Kapferer
Tourism Products and Hospitality; Special Interest Tourism, Pathshala, MHRD
- 4. Tourism Products; Manoj Dixit,Charu Sheel
- 5. Tourism Product and Services; Jitendra Kumar Saxena
- 6. Handbook on Tourism Destination Branding, 2009, UNWTO
- 7. Positioning and Branding Tourism Destinations; Hashim Rahmat, Mohd. Hanafiah
- 8. www.unwto.org
- 9. www.springer.com
- 10. www.netscribes.com

UNIT STRUCTURE

- 4.0 Learning Objectives**
- 4.1 Introduction**
- 4.2 Brand Performance and Measurement**
- 4.3 Importance of Brand Performance Measurement Study**
 - 4.3.1 Brand Awareness**
 - 4.3.2 Brand Experience and Usage**
 - 4.3.3 Brand Image**
 - 4.3.4 Marketing Campaign Effectiveness**
- 4.4 Advantages of Brand Measurement**
- 4.5 Types of Brand Measurement**
 - 4.5.1 Brand Insights**
 - 4.5.2 Brand Tracking**
 - 4.5.3 Brand Equity**
 - 4.5.4 Brand Lift**
 - 4.5.5 Reasons for Brand Measurement**
- 4.6 The technique for Brand Measurement**
- 4.7 Let Us Sum Up**
- 4.8 Answers for Check Your Progress**
- 4.9 Glossary**
- 4.10 Assignment**
- 4.11 Activities**
- 4.12 Case Study**
- 4.13 Further Readings**

4.0 LEARNING OBJECTIVES :

- To define brand performance and measurement and list its importance in brand management.
- To enumerate on the advantages and types of brand measurement.
- To list the framework for technique of brand measurement.

4.1 INTRODUCTION :

In the units that you have studied in this block you have studied about the concepts of brand building and management of a brand. In this modern age of technology any organization needs to create a brand

for its products and services that it offers. Brands for organizations act as defence strategies by protecting an organization from competitors and securing assets of the organization. The performance of the brands is critical and to judge the performance of the brands in the market measurement metrics and strategies are important and need to be implemented by organizations. Every brand in an organization have a defined set of goals to be achieved and fulfilled. The measurement indicates whether the brand has achieved in fulfilment of the goals or failed.

4.2 BRAND PERFORMANCE AND MEASUREMENT :

- Brand performance is the measure of a brand's results against the business and marketing goals. While brand delivery focuses on how branding is executed during a marketing campaign, brand performance measures the campaign results to see how effective the branding was for the business.
- Each brand is different and performance varies considerably from one brand to the next. According to Whysall, brand performance is associated with stakeholder relations. It is an evolution of a brand from "doing good" to "doing better" and may be to "doing best".
- The measurement of brand performance is a qualitative and quantitative research study that is vital to the success of a brand. It enables brand owners to determine where their brand's strengths and weaknesses lie and what forces are driving it. Therefore, it informs them of the nature and level of investment required to fulfil the brand's potential.
- Brand measurement is the process of identifying a set of metrics to represent the performance of brand building activities. It decides what is to be measured, defines how the measurements are going to be taken and agrees on a timeline for doing so.
- The brand metrics collected can be tracked and analysed, with the insights they provide used to adjust the marketing strategy. They can also be used to put a number on brand equity, helping to prove the value of the brand to internal and external stakeholders.
- In most companies, Brand Performance Measurement studies are conducted regularly to track their brand's performance changes over time.
- What the organization decides to measure will depend on the nature of the business and the brand strategy, but brand measurement programmes often include key performance indicators (KPIs) for brand health. They include
 - Brand awareness
 - Brand recall
 - Brand preference

- Brand perception
- Brand trust
- Brand loyalty
- Brand advocacy

4.3 IMPORTANCE OF BRAND PERFORMANCE MEASUREMENT STUDY :

Conducting a Brand Performance Study is an important aspect for organizations as it has several advantages. It includes a detailed analysis of several brand performance indicators, and reveals key brand opportunities for innovation and operational improvement. It helps in optimizing your brand strategy to increase customer demand and make brand messages resonate with the market. The insights that any organization can gain from a Brand Performance study are enumerated as under.

4.3.1 Brand Awareness :

Brand awareness and familiarity is one of the most important brand performance indicators and is difficult to measure. There are different techniques and methods used in measuring brand awareness but market research is one of the most effective and comprehensive methods for undertaking the same. It is determined based on :

- **Brand recall :** The Consumer choice is determined by brand recall, which can be improved by creating notice for the brand. Measurement of brand recall should include both aided and unaided recall, so that you can determine whether your brand can be recognized from your creatives (ads, messaging, etc.) as well as remembered at the moment when one is contemplating purchasing.
- **Brand Recognition :** Calculated based upon your brand's share-of-mind score, it determines where consumers place your brand when they are thinking about a certain market.
- **Sources of awareness :** It's not enough to know whether consumers recognize and remember your brand. To find more effective ways to increase your brand awareness, you need to see which sources (TV ads, print ads, email, etc.) generated the most awareness for your brand as well as for your competitors.

Brand Awareness, although a key brand asset, cannot by itself create sales. It includes another important aspect of brand performance – product experience and usage.

4.3.2 Brand Experience and Usage :

Brand experience is the catalyst that converts brand awareness into brand loyalty. The most effective method of measuring brand experience and usage is by direct customer feedback. This can be done by surveying a defined target customer demographic group. The customer responses help evaluate the following :

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- **Current and past usage :** How often do your customers use your product ? Surveys are conducted to find out how frequently customers use the product currently and in the past. The recorded responses provide a view of how likely your customer is to continue interaction with your brand in the future.
- **Future purchase intent :** Gauging future purchase intent presents a suitable marker to measure the strength of your brand. High purchase intentions indicate a healthy brand.
- **Likelihood of brand switching :** It is important to measure how loyal your customers are to your brand. How likely are your customers to change their brand preferences and switch brands ? Determining this helps identify problem points. For instance, a customer's decision to switch brands may be prompted by poor customer service, high prices, low quality, and inadequate value. Identifying the root cause can enable focussed improvement in those areas.
- **Top brand preferences :** Taking note of your customer's favourite brands in relevant categories helps in assessing competitor performance and positioning. This offers an understanding of how your brand compares with competitors across parameters.

While studying brand experience and product usage enables you to gauge consumption patterns and identify areas of improvement, understanding your brand image is invaluable for the Brand performance study and measurement.

Check Your Progress – 1

1. Brand performance is undertaken based on _____ goals
 - a. Superficial
 - b. Organizational
 - c. Financial
 - d. Marketing
2. The acronym KPI stands for
 - a. Key Parameters and Indicators
 - b. Key Performance Indication
 - c. Key Performance Indicators
 - d. None of the options
3. Remembering a brand while making a purchase is known as _____ recall
 - a. Virtual
 - b. Unaided
 - c. Aided
 - d. Forced
4. A healthy brand marker is indicated through
 - a. Future purchase intent
 - b. Brand Switching
 - c. Past Purchase
 - d. All the options

4.3.3 Brand Image :

The brand image denotes the customer's perception of the brand on the basis of their interactions. It is an overview of all products and/

or services that the brand has to offer and the customer expectations associated with it. Brand image is calculated as a cumulative average of various dimensions including

- brand attributes
- product, price
- Service
- Distribution
- marketing campaigns and
- CSR initiatives.

Utilizing a comparison standard with a defined 'relevant market' (for eg– across top 'n' competitor brands) helps ease the process of assessing responses and streamlines the calculation of brand image. Customers can be asked to respond with a simple yes/no response for each image statement, based on a pool of familiar brands. They choose whether they believe that the statement applies to their respective brands. For instance, while Brand A is perceived as strong on "good advice", brand B may score strongly on "worth the money".

Brand image is cumulative of the following :

- **Brand attributes** : Your brand attributes are the core values that portray your brand characteristics and signify your distinct brand personality. You can measure your customer's response to attributes such as trustworthiness, reliability, relevance, consistency, good leader, transparency, financial worth and pricing strategy, credibility, uniqueness, innovative schemes, social and environmental responsibility, among others. This gives you an idea of where your brand stands vis-a-vis other brands in the market.
- **Perception** : Customer perception across various brand attributes and in comparison to competitor brands determines the brand image and position. It also influences the probability of future considerations and recommendations. Listening to your customer plays a key role in understanding perception.

A strong brand image is crucial to exceptional brand performance and health. While it is important to improve your brand's attributes to build a powerful brand image, marketing campaigns assume equal significance.

4.3.4 Marketing Campaign Effectiveness :

An effective marketing campaign can boost brand awareness and drive a positive response from consumers. However, measuring campaign effectiveness goes beyond just measuring return on investment.

Analyzing your marketing campaigns begins with addressing these key factors :

- The impact of your promotional campaigns on your target audience– positive, negative, or neutral.

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- The elements of your campaign worked and what didn't.
- The top channels of ad recall.

To understand the promotional impact of your campaigns, the following two parameters need to be evaluated :

- **Awareness** : Evaluate aided and unaided brand awareness generated by your marketing campaigns and advertisements and check how they perform versus competitors' campaigns. Furthermore, measuring awareness across various sources of promotion will help you gauge the impact of your campaigns.
- **Recognition** : Is your campaign generating brand recall ? Are viewers able to relate the campaign back to your brand or have they mistaken it for the competition ? Responses will enable you to take corrective action and develop better future campaigns.

Successful brand campaigns leave messages that resonate with the viewer, generating increased brand recall. Today's consumer responds positively to purpose-driven brands. In fact, customers are more likely to purchase from brands advocating a purpose. In short, a powerful campaign reaches beyond your brand.

Having strong brand health is critical to achieving competitive advantage and sustaining excellent performance. By conducting Brand Performance Measurement studies periodically, you can improve your current positioning and marketing strategies.

4.4 ADVANTAGES OF BRAND MEASUREMENT :

Peter Drucker famously said, "If you can't measure it, you can't manage it." There should always be a benchmarking to understand the effectiveness of a marketing activity. The importance of brand measurement can be enumerated as

- Increased Brand awareness and distinctiveness are the two most important predictive factors of company growth. Brand awareness has a greater impact on building brand equity than does advertising promotions.
- There is a strong positive correlation between brand awareness and salience with company revenue and market share.
- Leads to improvement in the brand through appropriate measurement aligning the needs of the customer better to the brand.
- Brand measurement programs help marketers track important brand metrics like awareness, preference, and demand for the brand. Marketers can focus on performance of key segments.
- Brand measurement programs rely on hundreds/thousands of responses from real time consumers to create brand metrics or Key Performance Indicators for the brand.

- Creating a good brand measurement program involves setting objectives, choosing a survey mechanism, analyzing results, and sharing insights.
- Effective brand measurement programs don't rely on search engine traffic estimates, social media sentiment, or advertising brand lift studies. The fastest growing brands rely heavily on brand measurement programs.
- A good measurement program makes the organization capable of understanding the brand perceptions among various groups of target customers. The organization develops a better understanding of the nature of communication to be undertaken in different segments.

4.5 TYPES OF BRAND MEASUREMENT :

- Brand measurement is the process of identifying brand metrics for a company product or service, creating a methodology for taking measurements and then adjusting marketing strategies over time using the insights gathered.
- Brand measurement programs measure aspects of a brand's product, competitors and its category and include metrics such as advocacy, affinity, appeal, association, awareness, loyalty, perception, personality, reputation, recall, preference, strength, sentiment, salience, trust, usage and more. Unlike social media listening tools or search engine traffic engine estimates, brand measurement programs are typically supported using unique data sources and metrics specific to branding.
- Brand measurement isn't a standardized term and represents a range of brand-related measurement and research tactics. Generally, activities fall into the four main categories of insights, tracking, equity and lift :

4.5.1 Brand Insights :

Brand insights contain a broad range of consumer qualitative and quantitative research tactics that help shape and define brands. Marketers typically use data gathered from focus groups, one on one interviews or surveys to make objective decisions around brand identity, category design, ideal customer profile, total addressable market and more.

4.5.2 Brand Tracking :

Brand tracking involves monitoring a semi-standardized set of brand-related metrics that are gathered through periodic consumer studies. Brand trackers help fully index a brand and its competitors across important dimensions like recognition, distinctiveness, sentiment, preference and more.

4.5.3 Brand Equity :

Brand equity is the process of calculating the business value derived from a brand. By analyzing large sets of both brand data and company financial data—often using machine learning ? techniques—companies can

determine the impact a brand has on company revenue and market capitalization.

4.5.4 Brand Lift :

Brand lift refers to experiments marketers can run to grow brands in a systematic, data-driven way. By isolating and amplifying the impact that individual advertising & marketing efforts have on improving brand outcomes, companies can dramatically increase the velocity of their brand's growth.

4.5.5 Reasons for Brand Measurement :

Every organization may have a different reason to measure the performance of their brands but the objectives for measurement of brands are more or less similar. The most common objectives for measurement of brands include :

- Growth in brand awareness
- Development of brand salience
- Elevation of levels of category use
- Increase in positive consumer sentiments
- Building of top-of-mind consideration for the brand
- Gain market share and preference from competitors
- Deepen positive associations and connections with the brand
- Determine the strength of the brand messaging and advertising

4.6 THE TECHNIQUE FOR BRAND MEASUREMENT :

Brand measurement starts with a clear objective and outcome. It has a distinct set of tasks and every organization sets a framework to complete the tasks for brand measurement. The set of tasks depend on the type of brand to be measured. A generic framework as below identifies the components and the tasks for measurement.



BRAND MEASUREMENT FRAMEWORK

- **Set Objectives for the brand :** As with any measurement program, the first step in building a brand measurement program is to determine the goals or objectives that exist within the business. The

business goals can then be directly mapped to one or more brand measurement objectives.

- **Create a brand Measurement Methodology** : In order to create a successful brand measurement program, the following steps are to be included while developing the methodology. Each one of these steps deserves important considerations.
 - Consumer targeting
 - Measurement mechanism
 - Statistical modelling
 - Questionnaire development
 - Study cadence
 - Budgeting and scheduling
- **Perform Brand Study and Analysis** : The step involves implementation of various survey tools and interpretation of data. Every tool has its own limitation, capabilities and options. It is important to adhere to the following while performing the study.
 - Character limitations for questions and answers
 - Limitations on number of answers that can be used
 - Question type options (e.g., multiple choice, matrix-style questions, etc.)
 - Randomizing and reversing answer options
 - Branching or skip logic that should be used
 - Screening questions

The analysis part can be represented in various ways and forms as is convenient by the user. It depends on the quantum of data involved and desired outcome.

- **Brand Strategy** : The final step in the brand measurement process is to update your brand and marketing strategies based on the insights of the study. Each time a brand measurement is undertaken there would be a lot of factors that would be of concern to the brand and the organization. The biggest factors are to be considered that can impact the business. The best brand measurement programs proactively communicate results, implications, and recommendations to different stakeholder groups within the company.

Check Your Progress – 2

1. The acronym CSR stands for
 - a. Competition Survey Responsibility
 - b. Corporate Survey Review
 - c. Corporate Social Review
 - d. Corporate Social Responsibility

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2. Brand attributes are _____ that portray brand characteristics
 - a. Vision
 - b. Objectives
 - c. Core Values
 - d. Mission
3. Good brand measurement programs help organizations understand customer's _____ for the brand
 - a. Hatred
 - b. Perceptions
 - c. Affinity
 - d. Purchase Power
4. Indexing of a brand under various parameters is undertaken through brand _____
 - a. Tracking
 - b. Simulation
 - c. Salience
 - d. Equity

4.7 LET US SUM UP :

Brand performance is the measure of a brand's results against the business and marketing goals. The measurement of brand performance is a qualitative and quantitative research study that is vital to the success of a brand. It enables brand owners to determine where their brand's strengths and weaknesses lie and what forces are driving it. Brand measurement is the process of identifying a set of metrics to represent the performance of brand building activities. It decides what is to be measured, defines how the measurements are going to be taken and agrees on a timeline for doing so. The brand metrics collected can be tracked and analysed, with the insights they provide used to adjust the marketing strategy. Conducting a Brand Performance Study is an important aspect for organizations. The benefits are manifold and include Brand Awareness, Brand recall, Brand Recognition, Brand Experience and Usage, Brand Image, Brand attributes, Perception. There are different types of Brand Measurements and each type has a given framework which organizations implement to provide a definite objective and outcome of the performance.

4.8 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress – 1

1. d 2. c 3. b 4. a

Check Your Progress – 2

1. d 2. c 3. b 4. a

4.9 GLOSSARY :

Qualitative : Relating to, measuring, or measured by the quality of something rather than its quantity.

Quantitative : Relating to, measuring, or measured by the quantity of something rather than its quality.

Metrics : A system or standard of measurement.

KPI : Key Performance Indicators

CSR : Corporate Social Responsibility

Cadence : Cadence is the pattern of the content – meaning it includes the number of marketing emails/blogs/case studies/texts/calls sent, the spacing between them, the actual content sent, and the audience that's receiving and consuming

Quantum : A required or allowed amount.

4.10 ASSIGNMENT :

1. Make a comparative study of Brand Measurement strategies adopted by two hotel brands and list the activities undertaken for implementation of the same.

4.11 ACTIVITIES :

1. List 10 indicators for effectiveness of a marketing campaign launched for a tourist destination.

4.12 CASE STUDY :

A travel agency established in 2003 became a brand for the corporate offices within a very short span. The owner of the agency knew the importance of relationship and managed to expand and dominate his customer base in the corporate sector. With a lean staffing and account management of so many offices, the agency did not diversify its services into allied products. It kept its primary focus concerned only with booking airline tickets. The delivery of services by the agency to the clients was absolutely timely and competitive. Airline tickets offered were cheaper than the market at any given point of time and sometimes deals were absolute value for money. In 2009, with the global recession affecting businesses worldwide, the agency lost a quantum share of the companies it was catering to. Travel restrictions were across organizations and new measures like virtual meetings were in vogue. With the recession phase getting over, business scaled a little higher but still it was unable to gain its past glory. The upcoming OTA platforms were fast capturing the markets with real time dynamic price management strategies. These companies were big and offered better deals than what the agency could offer. The OTAs had a strong sales force that convinced the corporate to shift business and many businesses rolled over. In 2020, the pandemic forced the owner of the agency to close down the business.

- Q. 1.** What are the aspects that the owner of the business overlooked for sustainability of the brand ?
- Q. 2.** How could performance measurement of the brand have helped the owner strategically in taking different decisions for the business ?
- Q. 3.** List the corrective measures that the owner could have undertaken to scale the brand up ?

4.13 FURTHER READINGS :

1. www.wikipedia.org
2. The New Strategic Brand Management; J.M. Kapferer
Tourism Products and Hospitality; Special Interest Tourism, Pathshala,
MHRD
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10. www.netscribes.com

BLOCK SUMMARY

The block has provided an insight into the concept of brands. You have learnt that a brand stands apart with a distinct identity, away from competition and innumerable products available. Branding helps a customer find the right product for taste and needs. The different units introduced you to the concept of brand and branding. It also highlighted the essentials of brand and branding, brand positioning and its concept. The units further acquainted you with the techniques of brand management are discussed, performance measurement of brands and its strategies for growth and sustainability.

BLOCK ASSIGNMENT

Short Questions :

1. Define Brand ? Enumerate on the fundamentals and characteristics of brand ?
2. Define Brand Positioning ? Write the essential elements and steps for Brand Positioning strategy ?
3. What is Brand Management ? Elaborate on the process and principles of Brand Management ?
4. What is Brand Performance ? Elucidate on the importance of brand performance with relevant examples ?

Long Questions :

1. Enumerate on Type of brands with relevant examples ?
2. Write down the reasons for branding in organizations ?
3. Describe the importance of Brand positioning ?
4. What are the types of Brand positioning ? Elucidate with relevant examples ?
5. List the benefits of Brand Management ?
6. What is Brand Performance Measurement ? Why is Brand measurement of performance essential ?

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❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____

3. Any other Comments

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