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Tourism marketing strategy conceptual framework

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Abstract

Marketing strategy is a business approach which open door. How to reach to new customers. It is a plan for funneling marketing budget time and certainty towards potential customers for generating interest in products and services. Building a proper strategy can help in braining team together. Everyone of the marketing team has a clear understanding of organizational goals and the strategy use to attain the objective. It can be used to create a plan to nurture various customers across several platforms. It is long term plan with a quantifiable goal and steps for raising awareness of product for securing a competitive edge by appealing to customers. There for marketing strategy a way how to put marketing technique into action.

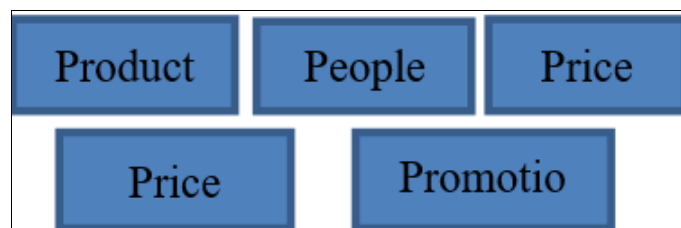
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Introduction

The objective of tourism marketing is to promote and develop the business, make it stand out from rivals, attract old and new customers, and generate brand awareness. Most of modern tourism marketing strategies make use of the internet, websites, online email and social media platforms a tourism marketing strategy is a structured document that outlines present position in the marketplace, what to hope to achieve going forward, and how going to make that happen. In another way marketing strategy provides a framework, so not to floundering around, wondering what to do next. Further it gives a way to track progress and confident heading in the right direction. And when things change fastly as witnessed in 2020, it makes a foundation to build off and make adjustments.

P's of marketing

The 5 P's of marketing namely (P) Price, (P) Promotion, (P) Place (P) and (P) People – are a framework which helps guide marketing strategies and keep marketers focused on the fixed objectives.



Marketing Mix

The marketing Mix 5 P's are the important tool which help to select and create the proper marketing strategies for tourism sector. It forces to think regarding the areas of business which can arranged or improve on to help meet the needs of target market and add value and differentiate product or service for competitors.

Tourism marketing

Tourism marketing is act of marketing tourism product or service to such consumers taking a trip outside usual environment for a purpose other than employment and business. This type of consumer is considered a tourist.

The term tourism marketing is the collective name given to different marketing strategies use within the tourism industry. It includes such as hotels and various other forms of

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accommodation, with airlines, services, restaurants, entertainment tour operators and travel agents.

The objective tourism marketing is to promote the business, make it stand out from rivals, attract customers, and generate proper brand awareness. A true perception of tourism marketing requires a short analysis of marketing. A transformation in the attitudes, expectations is the result of a number of developments. Professionalism paves the road for excellence which opens doors for quality generation and competition. Almost all the organizations producing goods or generating services have second option but to assign an overriding priority up-gradation that requires innovations. It necessitates a change in concept of marketing which determines its boundaries. Satisfaction of users is the focal point around which all the functional areas of marketing depend when clarifying the perception of tourism marketing, it is essential to as sign due weightage to the three important considerations, first generation of profits by the tourist organizations, second top class services to the tourists which help satisfying them and the third positive contributions of tourist organization to the process of social transformation and ecological balance. Further we can consider marketing a human activity directed at satisfying the needs and wants through exchange processes. American Marketing Association defines marketing as the process of business activities. Which direct the flow of goods and services from producer to users. P.Kotler finds marketing a social and managerial process by which individuals and groups obtain what they want through exchanging products and value with others.

Tourism Market Segmentation

The behavioural scientists think that strategy and tact vary from segment to segment which in a natural way necessitates a change in the strategic decisions. The modern marketing theory prefers the formulation of marketing strategies for the each market segment which an organization plans to solicit. It is natural that different segments react in a different ways. It is essential that the tourist organizations should select a suitable base for segmenting the market. The selection of base has a for reaching impact on studying the target market. There are a number of bases for segmentation, lifestyle is an important base since the travelling decisions are influenced by the changing lifestyles.

Marketing Information System

Knowledge is treated to be power. To manage a business is to manage the future and to manage the future, it is essential to manage the information. Against this background the tourist organizations assign weightage to the MIS. The sophistication in the process of communication technologies has paved way for the development of a techno driven. In an age of information explosion, it is important that an organization develops and institutes MIS to have an easy access to information needed for planning, problem-solving and decision-making. The co-ordinated, systematic continuous in formation gathering are the important purposes of managing the information related to the marketing activities. We cannot deny that like other organizations even the tourist organizations have been found devaluing MIS for making creative marketing decisions. Again the main issue in the management of information is to establish a tourist information network. There is no doubt that we have developed sophisticated communication

facilities and are also in a position to utilize the benefits of new generation communication technologies. The MIS can help the tourist organization in various ways, like the formulation of scientific and intelligent plan will be possible which will make it easier to balance to the demand and supply position. The emerging trends in the market can be identified and the marketing decisions can be made creative. Will designing package tour, innovation in promotional measures, change in pricing strategy, using it as a motivational tool, the management of tourist organization tour operators, transport operators, travel agents will would be made productive. Hence is essential that the tourist organization should take support of technology-driven MIS which make the marketing decisions innovative. Further we are aware of the fact that quality of inputs plays a significant role in determining the quality of outputs. In the MIS, if tourist organizations fail in enriching the data bank the technology- driven system would hardly serve purpose of tourist organizations. This attract attention on the fact that the marketing personnel collect quality data to make available to the organizations quality information. The analysts bear the responsibility of managing the information with the help of sophisticated computers. The tasks of shoring, analyzing and with the help of sophisticated computer.

Tourism Marketing Strategy: Conceptual Framework

Tourism marketing strategy is a structured formate which highlights current position in the marketplace, that hope to achieve going forward, and how to make that happen. In another words, it designs a framework, so that not to move around and wondering what to do next. Prof. Philip Kotler, defines marketing strategy as the process to create, communicate and also deliver value to a target market for profit.

A marketing strategy sets out business goals, including ideal customers are and also intend to reach them. It is plan of action and the blueprint to the marketing activity of future session for the growth of business. We cannot deny the fact that if there is one thing certain in the present world, it is change. We cannot check the flow of change. It necessitates dynamism in plans, policies and strategies to make possible necessary changes as and when the circumstances necessitate. The multi-dimensional changes in the environmental conditions influence lifestyles, living habits, and so on. Almost all the leading tourist generating countries of the world have been found promoting research for innovating the process of making decisions which has been found making ways for value-engineering.

Conclusion

Strategic Marketing is the way by which a organization effectively differentiates itself from its competitors by capitalizing its strengths to provide consistently better value to customers than competitors. Similar to other marketing activity, the purpose of tourism marketing is to promote and develop the business, handle rivals, attract customers and generate brand awareness by using the same marketing channels. Various Digital channels like social media, search engine marketing, affiliate marketing come under the ambit of marketing come under the ambit of marketing strategy. Tourism can give boost to the economy in terms of consumer spending, job creating and many thing. For developing and emerging nations tourism promotion may provide a great push to the economy.

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