

## Tourism Marketing and Consumer Behaviour

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### ABSTRACT

Individuals and organizations at any destination promoted those activities through advertising or other forms of marketing. Tourism marketing has distinct characteristics from other marketing plans. Because tourists are temporary, they are exposed to an area's goods and services for shorter periods. But tourists are counting on having a good time, so marketers should consider strategies that appeal to the emotions, such as treating kids to a memorable experience. Tourism-dependent businesses rely on other organizations: One example of leveraging this dependence would be a musical venue offering discount coupons for meals at a nearby restaurant. Modern marketing is customer oriented therefore, the study of customers behavior is vital in framing product policies, price policies, decision regarding sales promotion. The rationale of any business enterprise is to provide value to its customer. Therefore, the study of consumer behavior is of permanent importance for a marketing person to be able to deliver value to consumer.

**Keywords:** Tourist Destination, marketing, consumer behavior, services, economic development.

### Introduction

The relationship of tourism and economic development is the basis for the dependence of some tourist-based economies on the effects of tourism for their economic development. For instance, tourism provides more jobs for local citizens, helps local citizens start businesses that cater to tourists and leads to the generation of revenue from tourist spending and fiscal policies, and aids in the development of infrastructure<sup>1</sup>. One of the benefits or links between tourism and economic development is the fact that a vibrant tourist region provides employment for the citizens of that area. Tourism needs a lot of services in order to sustain the industry. For example, the hospitality industry creates jobs for people in businesses like hotels and restaurants.

Consumer behaviour is a highly important issue for all marketing activities which have the purpose to promote and sell tourism products. Understanding consumer behaviour is important for developing new tourism products and services because it offers a clearer view of what consumers are looking for and the manager can reflect them in the development process. The citizens that might benefit from small businesses linked to tourist include individual or sole entrepreneurs with limited funds

and other types of collaborations that do not require a lot of finance.

### Objectives of the Study

The present study aimed with following objectives:

1. To know about Tourism Marketing
2. To analyze the Consumer Behaviour of Tourism
3. To know the factors affecting the behavior of consumers in Tourism
4. To study the components of Tourism Products
5. To get an framework about internet marketing strategies for Tourism products
6. To classify the tourists into psychographic types.

### Tourism Marketing

Tourism industry is the largest employment generator of the world. This is the only industry which requires less or no investment, yet generates billions of foreign exchange to the country's exchequer. Many small nations viz. Singapore, Srilanka, Malaysia, Thailand etc. woo millions of foreign tourists and bag billions of foreign exchange. India, albeit, the country houses rich tourism locations, yet, figured in the bottom of the rank table in wooing foreign tourists. Considering the above facts, the marketing of tourism plays a vital role in any country's agenda. Tourism proved to be world's biggest industry, generates massive

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employment opportunities and revenues as well. It is unlike, other marketing concepts, it needs a well-planned integrated approach, because, it is marketing of a country. Positioning and promotion are twin eyes, which are to be emphasized more, in the minds of international population. It is integrated with leisure, entertainment, transportation, communication and all service sectors. Traditionally, the job is usually done by a Government to promote the country. The whole process has to be revitalized and a full-fledged marketing process to be undertaken. The same old STP (Segmentation, Targeting, and Positioning) Process can well be used in this marketing.

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### Travel to Meet Family

In pre-liberalization days, with little disposable income and fewer options, holidays for most middleclass Indians were about visiting friends and families in India. It is a trend that is playing out well overseas among globetrotting Indians. According to the Amadeus-Frost & Sullivan report, a high 43% of leisure travelers from India say visiting friends and relatives (VFR) was the main reason behind their overseas travel. Partly this has to do with the growing diaspora — estimated by the government at 25 million but Kalra puts it at around 100 million

**Extended Weekends** — Abroad Weekend holidays in nearby hill stations are passed. Now with direct flights to a number of foreign tourist destinations, Indians would

rather spend their extended weekends overseas. Short-haul direct international flights anything around five hours of flight time are seeing the biggest growth, says Kalra. Maldives, Thailand, Hong Kong, the UAE and Dubai are some of the important emerging destinations. The fact that it is cheaper to travel and holiday in Thailand than in Kerala, and stay in better hotels, is a big incentive. Also noticeable is the fact that Indians are taking more frequent holidays. According to the makemytrip data, while Indians would typically take an international holiday once in 18-24 months five years back, the frequency is now once in 12-18 months.

New Niches, Customized Offerings Of course the demand for packaged tours offered by companies like Cox & Kings is growing among Indians travelling overseas for the first time. But more and more globetrotting Indians are turning experimental, looking to customize trips, opting for offbeat destinations and newer experiences. According to the Amadeus Frost & Sullivan report, while the number of solo women and senior Indians (65 years-plus) travelling overseas is still a small category in both the business and leisure segments, it is likely to grow many fold by 2030.

Women business travelers, today pegged at 25% of the total, are set to rise by 891% by 2030. And senior travelers, currently pegged at 1.3 million, are set to rise to 7.3 million by 2030. There is a small but growing category of Indian food lovers, says Himmat Anand, founder of Tree of Life Resort, who is a travel industry veteran having worked with Sita Travels and Kuoni India. "Earlier, it was an afterthought. But now, food is becoming very important, especially at the upper end," he says. This entire means that the companies in travel and tourism will have plenty of opportunities to differentiate themselves and customize their offerings to lure international travelers from India.

Growth at the Top and BOP Experts see two categories of Indian travelers growing at the top end and the bottom end as incomes rise. This isn't true just for India but Asia Pacific at large. From around 700 million people in the middle class in 2014, the number is set to touch 2.1 billion by 2030, signaling the rise of what is called the consuming class (annual household income of \$5,000 plus). The biggest chunk of this growth will come from China and India. India's middle class, the report estimates, will grow from the present 5% to 50% by 2030.

Similarly, HNIs are expected to grow six fold by 2030 from around 0.2 million in 2016 to over 1.2 million by 2030. This segment will fuel growth at the luxury end of the market.



### Consumer Behavior

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers. The study of consumer behavior assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. The roles also vary in different consumption situations; for example, a mother plays the role of an influence in a child's purchase process, whereas she plays the role of a disposer for the products consumed by the family.

Study of consumer behavior and attempts to meet changing expectations of the buyers, can retain its consumers for a long period. Consumer behavior study assists in facing competition, too. Based on consumers' expectations, more competitive advantages can be offered. It is useful in improving competitive strengths of the company.

New product is developed in respect of needs and wants of the target market. In order to develop the best-fit product, a marketer must know adequately about the market. Thus, the study of consumer behavior is the base for developing a new product successfully. The study of consumer behavior assists the manager to make the organizational efforts consumer-oriented.

It ensures an exact use of resources for achieving maximum efficiency. Each unit of resources can contribute maximum to objectives. It is to be mentioned that the study of consumer behavior is not only important for the current sales, but also helps in capturing the future market. Consumer behavior assumes: Take care of consumer needs, the consumers, in return, will take care of your needs. Most of problems can be reasonably solved by the study of consumer.

### Consumer Behaviour Analysis

#### Database Tourism Marketing

The New Marketing Environment For Leisure & Tourism	
Mass Marketing	Direct Consumer Communications
Socio-Economic Groups	Customer Databases
Media Placement	Telemarketing/Targeted Messages
One-way communication	Building Customer Relationships

The number of foreign tourists coming to India grew a modest four per cent between January and December 2015, coinciding with women travelers' perception on the country as a safe destination hitting rock bottom.

#### Tourism Marketing Goals

Tourism Marketing Goals		
Target	2010	2017
Tourism Expenditure	\$3.6 Billion	4.8 Billion
Number of Total Visitors	5.4 Million 1.6% growth / year (Historical 7 yrs)	6.4 Million 2.5% growth / year (Projected 7 yrs)
Number of Overnight Visitors	353, 000 (11% of Total )	800, 000 (20% of Total)

This is less than the five per cent growth in 2012 and 13 per cent in 2011. Expansion in foreign tourist arrivals worldwide was pegged at around five per cent during the first nine months of 2014, according to data from the World Travel Organization. India's total foreign tourist arrivals in 2014 stood at 6.84 million.



The travel companies were hoping that because of the rupee depreciation, inbound tourism would get a major boost in 2014. However, as challenges persist, most are now pinning their hopes on 2015. "In the last one year, inbound tourism has not grown to our expectations due to sluggish economic climate in source markets. We believe this will change and Indian tour operators will reap the benefits of this revival. Another factor that will help India is the depreciation of the rupee by 12 per cent, which will boost inbound tourism in the 2016-17 season," said Arup Sen, director (special projects), Cox & Kings.

Foreign exchange earnings from tourism in 2015 grew 2.2 per cent to \$18.1 billion, compared to a growth of seven per cent in the previous years. Meanwhile, travel companies continue to be optimistic on domestic tourism. Domestic tourists showed a growth of 19.9 per cent in 2014 over 2015. "For inbound travel, we are still focused on improving our distribution networks.

For domestic, the whole discussion is around growing newer destinations," said Sharat Dhall, president, Yatra.com.

### Factors Affecting the Behaviour of Consumers In Tourism

Economists argue that there are a variety of factors (other than the price of tourism) that could affect the demand for tourism. These factors include: The income of the consumers: When the population that is the source of the tourism goes into a recession, for example, demand for tourism drops. The tastes of the consumers: For example, if vacations go out of style (if, perhaps, consumers believe that it is more "green" to stay home than to take an airplane to some exotic vacation spot), the demand for tourism drops. The cost of complementary goods: If you think of air travel as a complementary good to tourism, you will realize that an increase in the price of air travel will cause a decrease in the demand for tourism. There are some other important factors that affect demand for tourism as well. Let's take the tourism industry in Mexico as an example. FACTS ABOUT TOURISM IN INDIA BY 2015 No. of Foreign Tourist Arrivals in India 6.97 Million Annual Growth Rate 5.9% No. of Indian Nationals Departures from India 16.63 Million Annual Growth Rate 11.4% No. of Domestic Tourist Visits to all States/UTs 1145 Million Annual Growth Rate 9.6%. In INR terms ` Rs. 107671 crore (#) Annual Growth Rate 14.0% In US\$ terms US\$ 18.44 Billion (#) Annual Growth Rate 4.0%.

### Month-Wise Foreign Tourist Arrivals (Ftas) In India, 2014-2016

Months	Foreign Tourist Arrivals (FTAs) in India				
	2014	2015	2016	Percentage (%) Change	
January	681002	720321	719965	5.8	0.0
February	681193	688569	737870	1.1	7.2
March	606456	639530	668896	5.5	4.6
April	447581	450580	504211	0.7	11.9
May	374476	417453	420976	11.5	0.8
June	433390	451223	4918333	4.1	9.0
July	485808	506427	NA	4.2	NA
August	445632	486338	NA	9.1	NA



September	411562	453561	NA	10.2	NA
October	556488	598095	NA	7.5	NA
November	701185	733923	NA	4.7	NA
December	752972	821581	NA	9.1	NA
Total	6577745	6967601	3543751	5.9	
Sub-Total (Jan-June)	3224098	3367676	3543751	4.5@	5.2@

Source: (i) Bureau of Immigration, Govt. of India, for 2015 & 2016.  
(ii) Ministry of Tourism, Govt. of India for 2014.

### The Components of Tourism Products

Physical (tangible) goods...	Plus human resources	... create activities or services (experiences)
Attractions • Natural attractions (e.g. a lake) • Cultural Attractions (e.g. local architecture) • Tourism Attractions (e.g. Disneyland)	----->	Activities • Swimming, Kayaking, Fishing • Sightseeing, Visiting a museum • Riding a rollercoaster
Facilities and equipment • A restaurant • A hotel • A bus	----->	Services • Drinking and eating • Lodging • Traveling

### Internet Marketing Strategies for Tourism Products

It is these companies in particular that must learn to take advantage of internet marketing strategies for tourism products. Of all the popular online marketing tactics, there are four that all business owners promoting tourism products should focus extensively on. 1. Newsletters, Deals and Tweets – The ability to quickly send out short text like blogs of information regarding hot destinations, good deals and even changes in itineraries is vital for the tourism industry. By allowing quick and concise contact with potential clients, it is often possible to pique interest and get them to your site – the first step towards conversion 2. SEO / Article Marketing – writing fun and interesting articles about travel is easy. By creating interest generating pieces about exotic travel localities or little known travel tips, tourism web business owners can easily generate additional targeted traffic to their sites. Getting these articles indexed and ultimately ranked on major search engines will allow travel sites to target niche terms

and acquire customers across the board with varied, but targeted, interests. 3. Content – While content is important for any web-based business, it is a critical tool for internet marketing for tourism products. Create interesting content about travel destinations, providing attractive information, and insider tips by providing content that is, not just keyword rich for the spiders, but full of information travelers will actually want to read about. Always remember that people will naturally want to research their chosen destination, so provide that information for them right on your site through well written and updated content. 4. RSS Feeds and API Integration –This is the reason sites such as Expedia.com and Orbitz.com were able to make millions of dollars in revenue. The rapid sharing of data across the globe enables travel sites, agencies, airlines and hotels to share the same information and conduct business.





### Classification of Tourists (Consumers in Tourism) into Psychographic Types

Types	Characteristics
New Indulgers	Escapists, seeking comforts and fantasies of pampered luxury; major motivation is to escape stress; are experiential more than acquisitive; trendies; want the good life.
Anti-tourists	Try to be seen as independent, non-conformist, and as the opposite of the symbols of 'tourist', which they avoid if possible; put very high value on authenticity; deep down they are insecure about status.
Big spenders	Heavily dependent on extensive and intensive service; want luxury and are prepared to pay more to get it; usually experienced and discerning tourists.
New enthusiasts	Inexperienced tourists, eager for newness; energetic, mainly young and single; prefer resort holidays e.g. Sun lust for socializing and for active recreation
Stay-at-homes	These go on trips but want the destination to be much like home in its security; unimaginative, seek passive rather than active holidays; highly motivated by status of having been there, done that; sightseers.

### Conclusion

Tourists are defined as persons traveling away from their normal places to other unusual places. They can be classified according to their characteristics of travel or their so-called consumer behavior. Tourist typology is therefore a term used to identify how each group of traveling persons behave in the tourist destination. From all the information presented, it is possible to say that the knowledge about tourists' behaviors not merely of academic interest but it also proves valuable information for practicing managers to be able to plan effectively. Understanding consumer behavior is very useful for developing tourism products. It is also an integral source of information for promoting tourism products and highlights how to sell tourism products particularly in this globalized era, in which the patterns of tourist traveling is highly influenced by global factors such as the mass media. In short, the study of consumers' behavior is solely of not academic interest but it is also substantially beneficial when practicing managers have the need to know and respond to tourists' needs and wants correctly. To conclude, India possesses everything. The rich cultural heritage, sculptures, sprawling deserts, highest mountains, palaces, temples, delicious cuisine, rare mixture of life style etc, which makes it a 'Cross Cultural Paradise' stays on 'Unity in Diversity'. The Government and private sector need to work earnestly and with a commitment to develop

India, a most attractive tourism destination in the world. The author touches all the facts and figures, option of marketing, strategies and techniques to woo international visitors and also to encourage domestic tourism. We have all, yet we may the drive to work. We should not miss this massive golden opportunity, like we miss for past 53 years. It is a time to review, analyze and to act.

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