Preface

Marketing in tourism is to be understood as the systematic and the coordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international level to achieve to optimal satisfaction of the needs of identifiable consumer groups and in doing so to achieve an appropriate return. Tourism is now a booming fastest growing industry next to the oil & jewelry industry. In the next few decades’ tourism will acts as a potential role in different fields like human resource, economic growth of a country, improve the wealth and productivity. Impact of tourism has a great potentiality. Because each and every destination has unique culture, traditions, food habit, folklore, craft, languages, etc all of which would be a great interest to the National & International visitors. Tourism turns the largest industry worldwide in terms of employment and gross domestic product. The tourism industry has been growing rapidly as well as changing at a fast pace. As more people are interested in spending holiday in nature, ecotourism as well as rural tourism has become one of the segments of the tourism industry. This creates opportunities in areas characterized by natural attractions, wildlife and wilderness habitats, agriculture, farm stay, local craft, bird watching, local cuisines etc. Local communities may benefit in economic terms as well as create an employment opportunities and commitment to conservation and sustainable development. With the rapid growth in the Tourism Industry the need for marketing is necessary and in particular all communications related to marketing with an objective of reaching the target audience. Organizations and companies have to be market oriented and pay exact attention to customers’ needs in future (Walker et al., 2001). Marketing is a way of thinking about a situation that balances that needs of tourists with services or variety of recreations available in the destinations. Various types of information should be available the general geographical, historical and cultural background of the area, the attractions, facilities and series and there costs etc. that are available. Target customer i.e. here tourists are more likely to extend their stay in a rural area if they have sufficient information about destination and various activities and attractions as well.

ORGANIZATION OF THE BOOK

Chapter 1: This chapter proposes a conceptual framework to encapsulate our understanding of how consumers’ search behavior influences the content in search advertising in the hotel industry. We suggest that firms can better match consumers’ preferences and needs by embracing a trade-off between price information and product information in search advertising.
Chapter 2: This chapter seeks about CRM in tourism. Businesses tend to operate under the influence of their internal and external environment for favourable outcome and competitive sustainability. Under such circumstances, it becomes critical to develop and maintain mutually beneficial relationships with the variety of stakeholders and customers being of paramount importance, especially in the tourism sector.

Chapter 3: This chapter focused on application of IT in Tourism. Information Technology is one of the key factors of competitiveness. Internet is especially relevant to tourism since it enables knowledge about a consumer or a tourist to be gathered and vice versa. Tourism is dominated by the need to provide fast and accurate information to a consumer. The implications of IT revolution for tourism competitiveness and promotions are identified in different sectors of tourism and its closely associated industries. Globally IT is widely used in industries such as airlines and travel, hospitality, tour operators, travel agencies, reservation systems for tourism and destinations. This chapter looks at the different uses of information and communication technologies in tourism sector.

Chapter 4: The chapter describes how sustainable tourism marketing strategy can bring competitive advantage to a destination. It defines tourism destinations; characterizes the principles of sustainable tourism development and its role in competitiveness of the destination. The chapter also shows a destination’ best practice in the implementation of sustainable tourism marketing strategy.

Chapter 5: This chapter elaborates on augmented reality marketing (ARM) as a digital marketing campaign and a strategic trend in tourism and hospitality. The computer assisted augmenting of perception by means of additional interactive information levels in real time is known as augmented reality. Augmented reality marketing is a constructed worldview on a device with blend of reality and added or augmented themes interacting with five sense organs and experiences.

Chapter 6: This present study seeks about new impetus is redefining new relationships with customers tourism. One major contributor to GDP growth in Africa is Tourism. Africa is endowed with many natural and beautiful tourist attractions. However this natural endowment alone is not enough to bring about growth and revenue so desired by investors. Managers in the Tourism sector must therefore give investors value for money by embarking on innovative growth strategies. Ansoff growth Strategies have been identified in marketing literature to provides insights for understanding and growing businesses.

Chapter 7: This paper presents the profile of AR applications and marketing benefits in tourism industry. The growing number of applications available through smart devices provides an increasing diversity of travel-related services like looking up menus for restaurants, finding directions, making reservations, marketing, advertising and using translations. In the last decade, marketers have developed more creative practices to attract consumers. One of these new marketing tools is augmented reality application with the smart technologies, which is considered as an advertising and new marketing communication instrument that increases awareness and helps get information.

Chapter 8: This chapter concentrates on wine tourism. Wines are here to stay and there are many wine related service providers in many wine tasting destinations and vineyards vying to grab this upoming dining market. Although the concept of wine tasting is in its nascent stage in India, there are many vineyards which have come up, primarily in the Nashik and Pune region of Maharashtra state. One of the attractions for those following the wine trails in India are not only the domestic tourists but also by the foreign tourists who love having Indian foods pairing with the Indian wines.

Chapter 9: This present study concentrates about the comparative study on MHRIL and SHRIL. The tourism sector of India is economically important and though has been growing at a substantial rate, it has also undergone some turbulence post Mumbai attack on Hotel Taj at Mumbai on 26th November 2008. However it has started growing gradually gaining back the momentum since 2009 with a mar-
original growth rate. Researchers depicted two companies MHRIL and SHRIL marketing strategies. In the conclusion researchers depicted that Business strategy and target market for both the organizations are quite different and accordingly 4 P combination of both the companies have significant differences, the other fact is both the companies have a huge untapped market opportunities in their particular segment and has been growing in terms of market and business opportunities.

Chapter 10: This chapter introduces the role of marketing strategies in the tourism industry, thus explaining the application overview of marketing strategies in the tourism industry in terms of the consumer-oriented approach, the competitor-oriented approach, and the trade-oriented approach; the characteristics of consumer behavior in the tourism industry; brand management in the tourism industry; and strategic marketing in the tourism industry. This chapter has explained a wide variety of marketing strategies and an interdisciplinary perspective of tourism marketing that encompasses the academic and practical areas to effectively understand the concept of tourism marketing.

Chapter 11: This chapter highlights on tourism is an attractive tool for economic development, especially in the developing world because tourism industry is considered as one of the largest and the most diverse industries in the world and it is one of the fastest growing sectors of the global economic. Many countries are seeking a way to improve their economic conditions; they see tourism as a major source of income, employment, and development of economic. The World Travel & Tourism Council (WTTC) researches assesses that the Travel & Tourism industry’s contribution to GDP and jobs for 184 countries and 24 regions and economic groups in the world.

Chapter 12: This chapter focused that tourism can be considered overall as an experiential and aesthetic product, which includes the five senses. In order to offer unforgettable and valuable experiences, tourist products should be designed in a way that takes into account the subjective reactions of the single customer. Therefore, in the design of the service process, firms must offer a physical environment that favours the opportunity for every customer to live unique and subjective experiences, based on the personal use of services cape, taking always into account the subjective reactions of the single consumer.

Chapter 13: The concept of tourism has become one of the vital issues of economic and social benefits to the society. This present study identifies different motivational factors which may directly or indirectly influence the tourists’ motivation. The primary objective of this study includes the growth, development and emergence of tourism potentials at Bhutan, in particular, as well as to analyze the tourist flow pattern and also examine the existing and future requirement in the motivational point of view.

Chapter 14: This chapter focused that leisure is defined in Sociology as activities other than work, or a work other than a specific performance or task carried out in return for wages. Leisure includes free time, means allow to a release from occupational or domestic responsibilities, forms of relaxation, such as recreation and hobbies, and various creative pursuits that give expression to imagination. Today, hobbies are increasingly sought since people have ample surplus time or else want to escape the pressures of the strenuous jobs they undertake.

Chapter 15: This study aims to determine the potential of cultural tourism in the municipalities that comprise region 6 of the State of Jalisco, territorially delimited in the South of Jalisco. These municipalities are tested first to identify the demand for cultural tourism to determine the profile of the cultural tourist under the assumptions that tourists especially motivated by culture tend to travel longer distances than most tourists. It discusses the motivations and satisfactions of cultural tourists in order to establish the potential market in accordance with the characteristics of the target market in the southern region of Jalisco. Any operation of cultural tourism companies should make the strategic diagnosis, which explains the use of SWOT analysis as a tool for strategic planning of cultural tourism enterprises. Finally, we propose some development strategies of cultural tourism in this region of Southern Jalisco.
Chapter 16: This research study reveals that opinion about Bishnupur as a tourist destination is negatively related with the problems and positively with the advantages. Socio economic factors such as occupation, caste as well as sub situational variables such as number of visits, reason for visit are important. In all Bishnupur is not a very attractive place as a tourist center even within the state.

Chapter 17: This present paper discussed on regional Theme park promotional strategies. Theme parks have become a vital component of the tourism industry, providing entertainment and excitement to local residents and tourists. Particularly, more and more parks start their business in Asia. In this competitive environment, investigating the success and failure cases may prove very fruitful implications to other practitioners. Among these implications innovative marketing strategies are one of the most important ones. However, few previous studies attached importance to the study of theme park industry and the service performance in China.

Chapter 18: The result denotes that the perceived brand image of a nation is formed according to tourists’ cognitive and affective beliefs, which at the end; influence the action to recommend to others and/or for repeat visitation. In addition, the “pretentious” nation brand campaign and national identity found in this exploratory study should be focused upon as variables for further research and testing the framework.

Chapter 19: This chapter focused that tourism industry” has been considered as the second largest employer amongst other significant sectors contributing to economic growth. It is having a close nexus with employment generation and economic growth. When a country moves forward socially and economically, a need for expansion of employment avenues also grows simultaneously. Hence, Tourism Sector has a tremendous potential, especially in India, for development. This chapter is proposed to study the role of Tourism industry in boosting socio-economic development Nagaland, to focus on contribution of hotels and restaurants towards employment generation, to identify major marketing issues/bottlenecks the industry and to suggest corrective measures to ensure sustainable tourism marketing in the State.

Last but not least, this volume has focused to present a variety of practical application tools, skills, practices, models, approaches and strategies that are proving themselves in practice-demonstrating effectiveness with managing diversity and innovation. The overall objectives and mission of this volume are to share a different pattern of research work that will provide a platform for new avenues in overall infrastructure, socioeconomic conditions, and modern tourism business infrastructure. This publication also provides some recommendations and policy implications to the government as well as private agencies including NGOs intending to promote organizational infrastructure for consistent economic development and positive social change worldwide. This volume has covered mainly marketing aspects of tourism not only tourism but also keeping in the mind about different allied tourism related services like hospitality, destination infrastructure, service gaps etc. This proposed volume ‘ll cover also Rural/Adventure/ Eco Tourism, Tourism Gaps, Service recovery strategies, destination Marketing, Service quality etc.