

# Opportunities in Tourism Marketing

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## ABSTRACT

Culture & civilization in any country is intimately related to the history of trade, commerce and industry. Culture in all times follows the wake of commerce. This is more true of ancient times than of the modern. The caravans of the olden times were not only the carriers of wars but also of civilization. Because of this tourism has developed in India right from the ancient times. But, with the advent of computers development in the means of transportation and information technology (IT) tourism marketing has been facing a number of challenges yet they are not without opportunities.

The objective of this paper is to present an analytic study of opportunities in tourism marketing. This paper is limited to tourism industry, particularly in the function of marketing. Tourism industry in India has to face a number of challenges which are not without opportunities.

The researcher has selected the field survey method of research. The researcher has further selected the sample of 160 tourist operators in Nanded district working in various tourist segments (Religious, Nature, Adventure etc.). The sample has been selected on the basis of No. of Talukas in Nanded district. There are 16 talukas in Nanded district. The researcher has selected 10 Tourist Operators from each Talukas in Nanded district.

**Keywords :** Opportunities, Promotion, Public Relation, Customer Satisfaction.

## **Introduction**

India is the cradle of human civilization. It has a variety and rich cultural heritage. India is a country spread over a vast continent from the Himalayas to the North and the Indian Ocean at the south, the Arabian Sea on the west, the Bay of Bengal in the East. India is very rich in natural resources like fertile lands, dense forests, rivers with perennial water flows, rich mineral reserves, her animal kingdom, a variety of plants and herbs, have made this land a center of human habitation right from the dawn of human civilization but not all its resources have been fully tapped. India is known as Bharatvarsh.

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Because of this tourism has developed in India right from the ancient times. But, with the advent of computers development in the means of transportation and information technology (IT) tourism marketing has been facing a number of challenges yet they are not without opportunities.

## **Objective of the Paper**

The objective of this paper is to present an analytic study of opportunities in tourism marketing.

## **Limitations**

This paper is limited to tourism industry, particularly in the function of marketing.

## **Hypothesis of the paper**

Tourism industry in India has to face a number of challenges which are not without opportunities.

## **Research Methodology**

The researcher has selected the field survey method of research. The researcher has further selected the sample of 160 tourist operators in Nanded district working in various tourist segments (Religious, Nature, Adventure etc.). The sample has been selected on the basis of No. of Talukas in Nanded district. There are 16 talukas in Nanded district. The researcher has selected 10 Tourist Operators from each Talukas in Nanded district.

## **Opportunities in Tourism Marketing**

The researcher has studied various marketing opportunities with the help of primary data such as –

1. Opportunities in Promotion
2. Opportunities in Public Relation
3. Opportunities in Customer Satisfaction

These are analysed in this paper.

## **Opportunities in Promotion**

There are No. of opportunities in Promotional activities in Tourism Industry. The researcher has studied the responses of sample tourist operators regarding opportunities in Promotion. The results are tabulated and shown in the following table.

Table No. 1

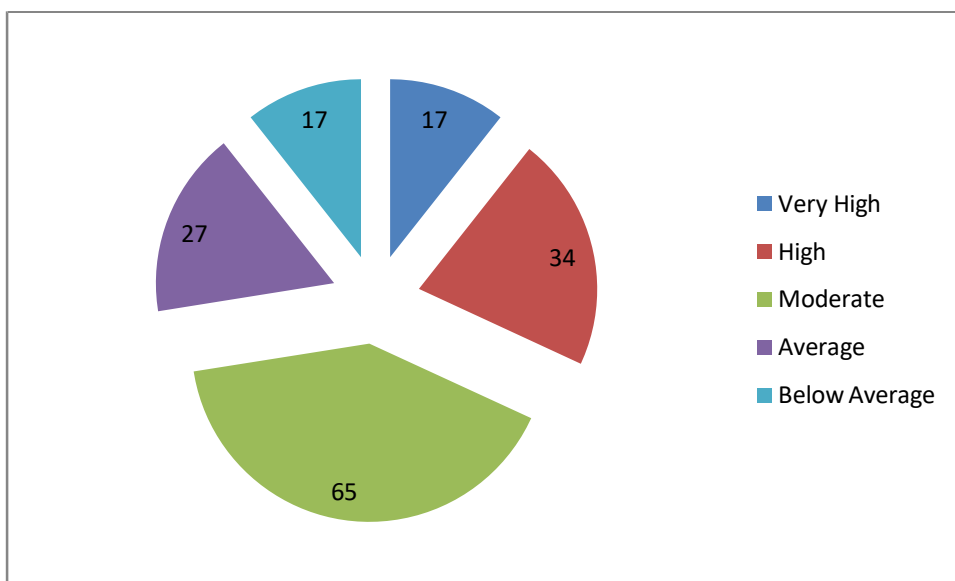
**Opportunities in Promotion**

Sr. No.	Opportunities	Responses	%
1	Very High	17	10.63
2	High	34	21.25
3	Moderate	65	40.63
4	Average	27	16.88
5	Below Average	17	10.63
	Total	160	100.00

Source: Primary Data.

Graph No. 1

**Graph Showing Opportunities in Promotion**



It can be seen from the above table that,

Out of the total 160 tourists operators in Nanded district, 17 (10.63%) have reported that the opportunities in promotion of tourism marketing are ‘Very High’, whereas, 34 (21.25%) have opined that the opportunities in promotion of tourism marketing are ‘High’, whereas that of 65 (40.63%) have expressed that the

opportunities in promotion of tourism marketing are ‘Moderate’, whereas 27 (16.88%) have opined that the opportunities in promotion of tourism marketing are ‘Average’ and 17 (10.63%) have stated that the opportunities in promotion tourism marketing are ‘Below Average’.

### **Opportunities in Public Relation**

There are No. of opportunities in Public Relation in Tourism Industry. The researcher has studied the responses of sample tourist operators regarding opportunities in Public Relation. The results are tabulated and shown in the following table.

Table No. 2

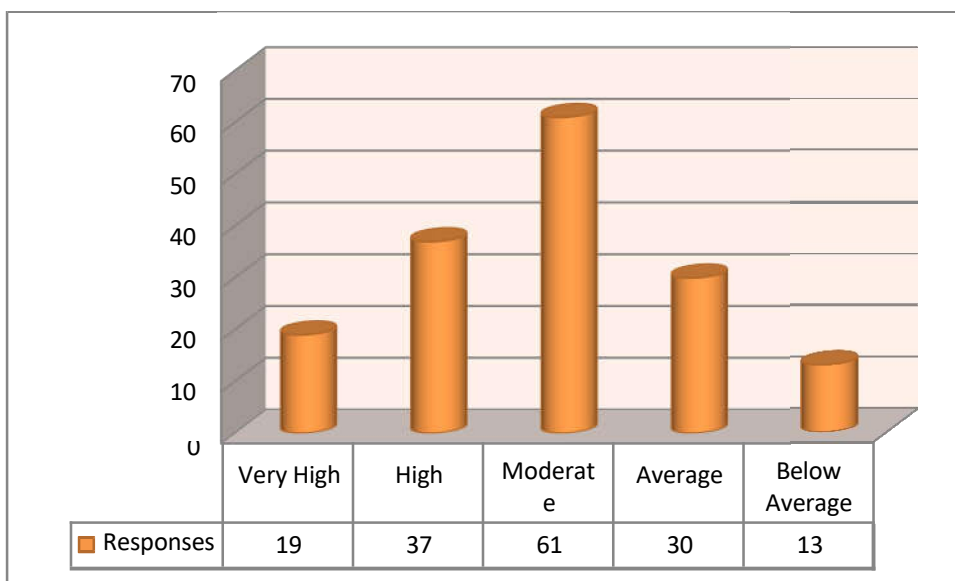
#### **Opportunities in Public Relation**

Sr. No.	Opportunities	Responses	%
1	Very High	19	11.88
2	High	37	23.13
3	Moderate	61	38.13
4	Average	30	18.75
5	Below Average	13	8.13
	Total	160	100.00

*Source: Primary Data.*

Graph No. 2

**Graph Showing Opportunities in Public Relation**



It can be seen from the above table that,

Out of the total 160 tourists operators in Nanded district, 19 (11.88%) have reported that the opportunities in Public Relation of tourism marketing are ‘Very High’, whereas, 37 (23.13%) have opined that the opportunities in Public Relation of tourism marketing are ‘High’, whereas that of 61 (38.13%) have expressed that the opportunities in Public Relation of tourism marketing are ‘Moderate’, whereas 30 (18.75%) have opined that the opportunities in Public Relation of tourism marketing are ‘Average’ and 13 (8.13%) have stated that the opportunities in Public Relation tourism marketing are ‘Below Average’.

**Opportunities in Customer Satisfaction**

There are No. of opportunities in Customer Satisfaction activities in Tourism Industry. The researcher has studied the responses of sample tourist operators regarding opportunities in Customer Satisfaction. The results are tabulated and shown in the following table.

Table No. 3

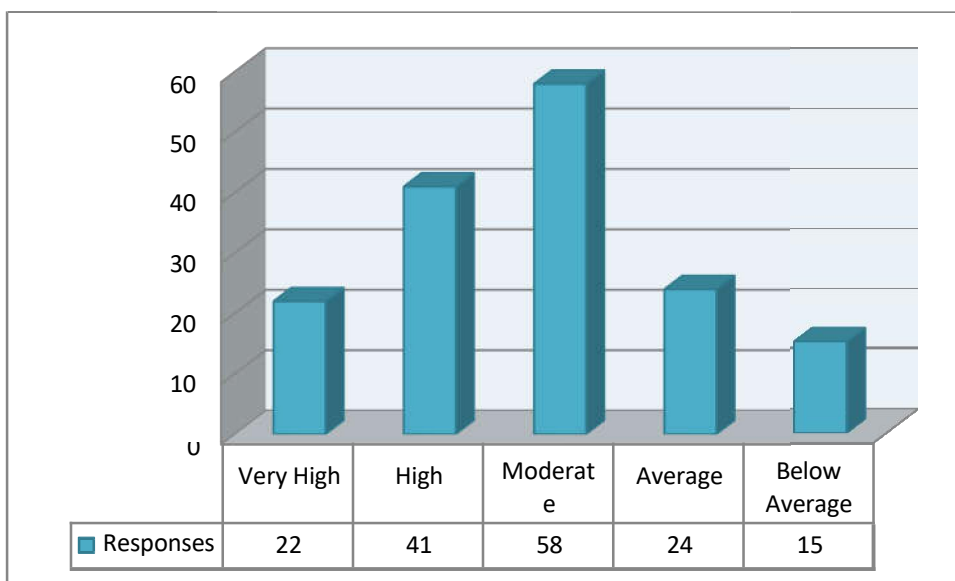
**Opportunities in Customer Satisfaction**

Sr. No.	Opportunities	Responses	%
1	Very High	22	13.75
2	High	41	25.63
3	Moderate	58	36.25
4	Average	24	15.00
5	Below Average	15	9.38
	Total	160	100.00

Source: Primary Data.

Graph No. 1

**Graph Showing Opportunities in Customer Satisfaction**



It can be seen from the above table that,

Out of the total 160 tourists operators in Nanded district, 22 (13.75%) have reported that the opportunities in Customer Satisfaction of tourism marketing are ‘Very High’, whereas, 41 (25.63%) have opined that the opportunities in Customer Satisfaction of tourism marketing are ‘High’, whereas that of 58 (36.25%) have

expressed that the opportunities in Customer Satisfaction of tourism marketing are 'Moderate', whereas 24 (15.00%) have opined that the opportunities in Customer Satisfaction of tourism marketing are 'Average' and 15 (9.38%) have stated that the opportunities in Customer Satisfaction tourism marketing are 'Below Average'.

### **Conclusions:**

1. It can be concluded that the highest i.e. 40.63% among the tourist operators have opined that the opportunities in promotion of tourism marketing are 'Moderate'.
2. It can be concluded that the highest i.e. 38.13% among the tourist operators have opined that the opportunities in Public Relation of tourism marketing are 'Moderate'.
3. It can be concluded that the highest i.e. 36.25% among the tourist operators have opined that the opportunities in Customer Satisfaction of tourism marketing are 'Moderate'.

Thus, in this paper the researcher has studied various opportunities in tourism industry.

### **References :**

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2. Hawkins, Shafer & Rovelstad (1980), Tourism Marketing and Management Issues, George Washington University, Washington DC.
3. Seth PranNath (1985), Successful Tourism Management, Sterling Publishers Private Limited, New Delhi.