

# ATTITUDE OF TOURIST TOWARDS TOURISM MARKETING IN KERALA

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**Abstract-** The travel tradition of India, motivated by trade and religion, is the oldest in the world dating back to the pre-Vedic Indus valley civilisation of Mohenjo-Daro. The emissaries of Emperor Asoka travelled with the message of Buddhism to Srilanka and East and West Asia, two and a half centuries before Christ. The demand profiles and travel habits of potential visitors have not received attention; hence it has become difficult to assess the perceptions and satisfaction levels of visitors. In order to give more infrastructural facilities to the international tourists, the Government of India has selected, very prominent tourist centres and given them the status of international tourism centre. These centre's include beaches, hill resorts, ancient temples, historical monuments, wild life sanctuaries and the like. Moreover, marketing of tourism aims at satisfying all the wants and needs of foreign and domestic tourists. Marketing of tourism also aims at satisfying present tourists, creation of prospective tourists and development of tourism infrastructure with a maximum effectiveness at low cost.

**Key Words-** Tourism Marketing, Potential visitors, Tourism infrastructure

## INTRODUCTION

The Chinese travellers named Fa-Hien (405 - 411 A.D) and Hieun Tsang (643 A.D) paid visits to India and left a detailed account of their extensive travel in India.

Not only did India attract a series of invaders starting with Alexander of Macedonia, but also great travelers like Vasco da Gama. A large number of foreigners, Arabs and Europeans came to India to establish trading ports. The great explorer, Christopher Columbus set out to find a new route to India and in the process discovered the new world. India had a great fascination for foreign travelers. Mark Twain once described it as a fabulous world of "splendor and rags, the one country under the sun with an imperishable interest, the one land that all men desired to see".

India's tourism potential is unlimited. As a land of colourful contrasts, it offers an opportunity to tourists to feast their eyes on ancient art and architecture side by side with macro projects of modern science and technology. The wild grandeur of the Himalayas, the historical monuments, the ancient temples, the fascinating beaches, sanctuaries, the varied flora and fauna, a wide variety of costumes and a diversity of customs of her nearly 820 millions citizens - all these go to make India a very desirable destination of domestic as well as international tourists.

The next task is to provide recreational facilities and some other amenities like short travel transportation, shopping facility and safety provisions. The recreational facilities and safety conditions at a place promote the stay of the tourists. If the tourists do not feel safe and secure they will cut short their itinerary and leave the place immediately.

In order to offer all the facilities to the tourists both government and private functionaries will lend helping hand. Marketing of tourism is deemed necessary because it provides sufficient information to the tourists about the facilities available at a particular place of interest. Marketing identifies the facilities and strives to develop them. It advertises the type of products available at a promoters and the right time to visit the place so as to exploit the available resources to the fullest satisfaction of the tourists.

The present study is an attempt to probe the AN ANALYTICAL STUDY OF TOURISM MARKETING IN KERALA. The empirical basis of the study would pave way for taking certain policy decisions for effective marketing of tourist products and hence the study shall have been undertaken.

## SIGNIFICANCE OF THE STUDY

Prior marketing and tourism research indicates that business applications are not uniformly delivering anticipated business improvements and that the problem may stem from factors such as lack of customer orientation, management practices and issues around people, process and technology. Furthermore, the available market research does not identify the potential markets and their characteristics in relation to tourism products of the destinations. No specific definition of market segments in terms of geographical units, and socio-economic and psychological profiles is available. There is no source available to understand the reading and viewing habits of potential customers (tourist) so as to select the appropriate publicity and advertising media and it

also becomes difficult to monitor the effectiveness and cost efficiency of publicity and promotional efforts. Therefore, the investigator feels it important to conduct a research on marketing of tourism destinations.

### OBJECTIVES OF THE STUDY

The major objectives of the present study are as follows:

- To study the concept of tourism marketing.
- To assess the socio-economic status of tourists, their purpose of visit and problems faced by them at the tourist spots.
- To study the attitude of tourist towards tourism marketing in Kerala.

### RESEARCH METHODOLOGY

This study is an analytical one based on primary and secondary data. The secondary data required for the study was drawn from published documents of tourism development corporation Limited, journals, articles, books and reports relating to tourism.

### SOURCES OF DATA

The study utilized both primary and secondary sources of data.

#### PRIMARY DATA

Data was collected through a structured questionnaire.

#### Sampling

Convenient sampling method was adopted for choosing 50 foreign tourists and 50 domestic tourists in the study area.

#### Statistical Tools used

Data collected was carefully fed into the computer and tables were prepared with the help of computer. Statistical tools such as simple percentage, mean, standard deviation and t-test were used.

#### Area of the Study

Pathanamthitta in the state of Kerala was chosen as an area of the study.

### REVIEW OF LITERATURE

Researcher has surveyed the some review-literatures and tried to know the Present state of knowledge.

1. **Montanari & Staniscia**(2009) stressed that food is not merely a source of nourishment: depending on production methods, food can also become a cultural reference point, an element of regional development and a tourist resource. This occurs with “local” food, representing a model of production and consumption which suggests a strong link with the region in which the food is produced.
2. **Amira**, (2009). In their study evaluates the role of local food in tourism promotion. It also focuses on economic development, exploring the potential for creating linkages between local food and tourism in the context of sustainable tourism practices. The research is based on a case study of the Republic of Maldives, a country which has gained success in the international tourism market by promoting the natural beauty of its tropical islands.
3. **Mykletun**,(2009) portrayed the changing status and use of a traditional Norwegian meal, Smalahove, in designing tourist experience through a mixed-method case study approach. Authors found that entrepreneurs in the Voss region had developed a new commodification approach to a culinary heritage.
4. **Henderson** (2010) shows that food hawking in Singapore, just as in many other countries, serves a number of purposes, including meeting local food needs and providing food experiences for tourists. Her research indicates that the government promotes food hawkers as “unique icons of Singapore”, but at the same time threatens the authenticity of hawking through regulation and control.
5. **Sengupta**, (2010) examines themes related to cooking, food, nutrition, and the relationship between dietary practice and health in late-nineteenth century and early-twentieth century Bengal, and argues that food and cuisine represented a vibrant site on which a complex rhetorical struggle between colonialism and nationalism was played out.
6. **Fernandes, C.** (2011) suggests that Viana do Castelo strengthened its creative spaces, and thus its creative energy, by preserving heritage buildings as well as constructing a cultural transformation through better building design to showcase the uniqueness of the destination. The objective of this paper is to identify creativity strategies developed in Viana do Castelo for building the necessary infrastructure and environment in which creative tourism can flourish and to create awareness and share best practices with destinations facing similar challenges.
7. **Mohanram**(2011) examines the relationship between feast and famine, the logic of modernity and imperial rule. It juxtaposes two different ‘texts’ of British imperialism – the 1878 cookbook Culinary Jottings of Madras and the Madras famine of 1875–1878 – to examine the dynamics between feast and famine, not only under imperial rule, but also in the present.
8. **Hillel & Shani**(2013) study incorporates examples which illustrate its theoretical proposition regarding the need to substantiate authenticity by offering gastronomic products and experiences that faithfully communicate an intimate link between food, place and the local community. Furthermore, Bessi re,(2013) proposed the use of food to investigate the process of heritage construction or ‘heritagisation’ as an important issue for rural tourism promotion.
9. **Bali**,(2014) advocates that despite of multiple religions existence in India, the Hindu and the Muslim traditions have influenced Indian cooking and food habits as per their own culinary practices. Each and every invader came up with culinary innovations and it really took the shape of super specialty while mixed with Indian traditional practices if not fully at least a part.
10. **Sarkaret. al.**(2015) revealed that lentils and rice were the combinations of complementary nutritional elements consumed by Aryans (Sen, 2004). However, The study conducted by Sarkaret. al. further concluded that there is so much diversity in traditional health foods of India because the regional health foods have evolved according to the climate, culture, and cropping

practices of a particular region. In order to preserve the food heritage authors' recommended a national survey to document the existing food heritage.

### DATA ANALYSIS AND INTERPRETATION

#### Age Wise Classification

Age Group	Number of Respondents	Percentage
< 25years	26	26
25-35	32	32
35-45	12	12
45-55	14	14
> 55years	16	16
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Annual Income</b>		

Rs	Number of Respondents	Percentage
Less than100000	18	18
100000-200000	32	32
200000-300000	14	14
Above Rs.300000	36	36

#### Sex of the Respondents

Sex	Number of Respondents	Percentage
Male	82	82
Female	18	18
Total	100	100

#### Occupation of the respondents

Occupation	Number of Respondents	Percentage
Professional	18	18
Educationalist	16	16
Businessmen	28	28
Students	16	16
Others	8	8
Officials	14	14
<b>Total</b>	<b>100</b>	<b>100</b>

#### SOURCES OF INFORMATION ABOUT TOURISTS

Sources of information	Percentage
Own previous experience	14
Others who visited India	12
Indian tourist office/ Air India	18
Travel agents/Tour operators	22
Exhibition	10
Film/Advertisement	18
Others	6
<b>Total</b>	<b>100</b>

#### PURPOSE OF VISIT

Purpose	Percentage
Pleasure	4
Pilgrimage	28
Business/Official	44
Academic	24
<b>Total</b>	<b>100</b>

**EXPENSES FOR SHOPPING – DOMESTIC TOURISTS**

Items	Expenses Rs.				
	Less than 2000	2000-4000	4000-6000	Above 6000	Total
Jewellery	12	54	20	14	100
Carpet	10	60	22	8	100
Leather goods	4	60	30	6	100
Textiles	14	72	10	4	100
Brass/ Copperware	14	48	28	10	100
Ivory goods	4	78	10	8	100
Handicrafts	4	82	10	4	100
Readymade garments	4	60	30	6	100
Others	6	64	26	4	100
<b>Total</b>	<b>8</b>	<b>64</b>	<b>20</b>	<b>8</b>	<b>100</b>

**EXPENSES FOR SHOPPING – FOREIGN TOURISTS**

Items	Expenses Rs.				
	Less than 2000	2000-4000	4000-6000	Above 6000	Total
Jewellery	40	30	4	26	100
Carpet	52	14	12	22	100
Leather goods	12	10	24	54	100
Textiles	34	12	22	32	100
Brass/ Copperware	34	16	16	34	100
Ivory goods	26	20	10	44	100
Handicrafts	18	10	6	66	100
Readymade garments	34	10	22	34	100
Others	50	20	10	20	100
<b>Total</b>	<b>29</b>	<b>16</b>	<b>13</b>	<b>42</b>	<b>100</b>

**TYPE OF TOURISTS VS. PROBLEMS FACED BY TOURISTS**

Problems	Domestic tourists	Foreign tourists	Total
In hospitable climate	8	6	7
Poor quality of accommodation	6	10	8

Non availability of right type of food	14	10	12
Poor sanitary conditions	8	8	8
Tiresome customs & immigration procedure	10	6	8
Non availability of air bookings	8	6	7
Non availability of train bookings	6	6	6
Non availability of air conditioned car/coach	8	12	10
Inadequate tourist guide services	4	6	5
Problems of personnel Security & safety	8	8	8
Limited shopping facility	6	12	9
Inadequate culture activity/ entertainment	8	6	7
Inadequate nightlife	6	4	5
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

## FINDINGS OF THE STUDY

The following are the major findings of the study:

- 26 per cent of sample respondents are less than 25 years old; 32 per cent of them belong to 25-35 years; 12 per cent of them belong to 35-45 years; 14 per cent of them belong to 45-55 years and the rest 16 per cent of them are above 55 years. Hence it is inferred that majority of the sample respondents are 25-35 years old.
- 18 per cent of the sample respondents earn less than Rs.100000 per annum; 32 per cent of them earn Rs.100000-200000; 14 per cent of them earn Rs.200000-300000 and the rest 36 per cent of them earn above Rs.300000. Hence it is inferred that majority of the sample respondents have an annual income of above Rs.300000.
- 82 per cent of the sample respondents are male and the rest 18 per cent of them are female. Hence it is inferred that majority of the sample respondents are male.
- 18 per cent of the sample respondents are professionals; 16 per cent of them are educationalists; 28 per cent of them are businessmen; 14 per cent of them are officials; 16 per cent of them are students and the rest 8 per cent of them are others category. Hence it is inferred that majority of the sample respondents are businessmen.
- Among the sample domestic tourists, 50 per cent of them have visited Kerala during winter season and the rest of them have visited Kerala during summer season. Likewise, among the sample foreign tourists, 50 per cent of them have visited Kerala during winter season and the rest of them have visited during summer season.
- 4 per cent of the sample respondents have visited due to pleasure; 28 per cent of them due to pilgrimage, 44 per cent of them due to their business purpose and the rest 24 per cent of them due to academic purpose. Hence it is inferred that majority of the sample respondents have visited due to develop their business/profession.
- 24 per cent of the sample respondents feel that package tour is excellent; 27 per cent of them feel that it is satisfactory; 30 per cent of them feel that it is poor and 18 per cent of them did not say anything. Hence it is inferred that majority of the sample respondents feel that the package tour is poor.
- 20 per cent of the sample respondents feel that free pickups and drops is excellent; 24 per cent of them feel that it is satisfactory; 38 per cent of them feel that it is poor and 16 per cent of them did not say anything.
- 19 per cent of the sample respondents have arrived through KTDC coach; 26 per cent of them through Airway; 25 per cent of them through train; 14 per cent of them through own van; 8 per cent of them through maxi cab and the rest 11 per cent of them through tourist car. Hence it is inferred that majority of the sample respondents have arrived through airways.

10. 7 per cent of the sample respondents have the problem of unsuitable climate, 7 per cent of them have the problem of poor quality of accommodation; 12 per cent of them have the problem of non availability of right type of food, 8 per cent of them have the problem of poor sanitary condition, 8 per cent of them have the problem of tiresome customs and immigration procedure, 7 per cent of them have the problem of non availability of air booking; 6 per cent of them have the problem of non availability of train booking; 10 per cent of them have the problem of non availability of air conditioned car/coach; 5 per cent of them have the problem of inadequate tourist guide services; 8 per cent of them have the problem of personal security and safety; 9 per cent of them have the problem of limited shopping facility; 7 per cent of them have the problem of inadequate cultural activity/entertainment and the rest 5 per cent of them have the problem of inadequate night life.

### CONCLUSIONS & SUGGESTIONS

The main aim of this research project was to explore how existing and potential stakeholder groups influence the environmental awareness, attitudes and behaviours of small businesses owners. The study was designed to determine whether the shopkeepers of the region are influenced by various factors in developing their awareness of environmental issues and environmental attitudes, and the extent to which these in turn shape their motivations to engage in environmentally sustainable practices. In relation to the level of awareness of environmental issues, the results of this study indicate that in general, shopkeepers are not only conscious of supplier influence and mandatory compliance, but are also aware that certain environmental practices may lead to benefits for their business in the future. Coupled with a high level of awareness, the majority of owner/managers have a strong, positive environmental outlook. However, in contrast, only a minority of businesses have committed to implementing environmentally sustainable practices. On the other hand it would appear that lack of financial resources is proving to be a major obstacle for owner/managers of small businesses in becoming aware of environmentally sustainable practices. The study identifies three different processes affecting environmental outcomes in small businesses. The effect of legislation is described as raising general environmental awareness which is related to the establishment of formal environmental processes and policies and actions to reduce waste in the firm. Legislation is therefore effective in that it results in improvements in environmental outcomes. The study also indicates that suppliers can influence their customers to reduce waste without the additional costs of maintaining formal systems within the organization. There will always be dabawalas where legislation is necessary because of the potential of the industry to cause environmental damage, but there may be a case for a combination of approaches. In dabawalas with a lower potential impact, it may be more productive to target key firms, invest in devising cost-effective interventions to improve environmental outcomes, and encourage the dissemination of this information through the supply chain. The third process identified as influencing environmental outcomes was environmental attitudes which were related to support for environmental organizations. However, having favourable attitudes to the environment was not associated with taking action to improve the environmental impact of their firm, although it was related to making voluntary contributions to activist organizations.

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