

# A Study of conceptual framework of Tourism Marketing Mix and Its Impact on Tourism Destinations in Rajasthan

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## ABSTRACT

Tourism plays an important role in the economic, cultural, social and industrial development of any nation, tourism sector has not received due consideration for the researchers in the past. Rajasthan, the land of chivalry, royalty, rich art & culture, traditions, heritage, a wide platter of tourist spots, music, rustic as well as royal beauty to savour the tastes of a variety of tourists.

The state has been one of the few states which have been aggressively promoted by the Incredible India Campaign. The state was one of the first few states to come out with a state Tourism Policy in 2001. Rajasthan is a popular tourist hangout spot in North India. It is frequently visited by global tourists. The prosperous tourist attractions of Rajasthan includes numerous forts and palaces, monuments and structures, lakes and mountains, sand dunes and desert beauty, national parks and wildlife destinations. . Mass tourism, for example, even if it keeps attracting a great amount of people and generating important revenues, is not the most attractive kind of tourism anymore.

The countryside tries to capture these customers that can contribute to diversifying the local economy and improving the dynamism of the territory. Emphasis on promoting tourism is however a comparatively recent phenomenon of the west. Tourism on the one hand help the people release their stress of city life in the midst of nature, and on the other hand, help develop the tourism destination areas through various ways, such as, income and employment generation of the people, creating social and cultural awareness among them, raising demand for physical infrastructure, ICT services as well as health and educational services, and above all establishes linkages between rural and urban areas.

Keywords- Rajasthan Tourism, Tourism Destination

Tourism is a vital breath in the human activity while making a prolonged journey from one place to another. It is a human desire to make a round of the places of interest like religious, spiritual, natural, beautiful places, monuments, ancient cities, historical sites, pilgrimage centers and other places that raises curiosity. Tourism is a leading industry in the service sector at the global level. It is a vast dimension industry which supports socio-economic development of the destination. It provides job opportunities in different tourist sectors like accommodation, catering, transport, entertainment and others which related to tourism activities. It plays an important role in a country's balance of payments. Lloyd records that the tourist industry is a composite group of heterogeneous services and industries. Therefore, the recreational studies are multifarious and complex, constituting a fruitful field of research in economic geography. The significance of Tourism, as defined by *Ghosh* is one of the major items of international trade. Tourism is many faceted phenomenon which strengthens the economics of tourism destinations and forges bonds of international-national and inter-regional relationship.

Accordingly, international tourism is dependent on:

- Spatial distance, time and cost between the country of origin and the destination.
  - Existence and nonexistence of past and present international connectivity forming economic and cultural linkages.
  - Reciprocity of travel flows and patterns.
  - Attractiveness of one country for the other thus creating universal brotherhood.
  - Known or considered cost of visits within the destination country.
  - Influence of intervening opportunities.
  - Impact of characteristics on non-recurring events.
  - The national character of the residents of tourist originating countries.
  - The mental image of the country of destination in the minds of citizens of originating countries.

### Definitions:

Professor Hunziker and Krapf of Berne University in 1942 defined tourism as *“the sum of the phenomenon and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”*.

**Principles of Tourism Destination Management** Every field of management needs some principles through which the entire process of management will be done properly. While making a strategy of tourism developing country like India vis-à-vis Rajasthan

#### 1. Basic Principles -

Tourism management must encompass all travel business and pleasure. Planning objectives, process and outcomes vary from macro to micro level, integration at all levels must be done, clustering must be adopted and planning must integrate all components of supply side-urban and rural, traffic and pedestrian planning must be integrated.

#### 2. Environment and Resource –

Global environment deterioration demands tourism attention. Sustainable development must be there, resolving of visitor impact management is there, and appropriateness and places must be given priority.

#### 3. Policies and Goals –

Tourism planning should not focus on economic development but quality and growth. Efforts must be made to attain greater public private cooperation, regional tourism policies must be designed, and tourism planning must link government and non-profit organization.

#### 4. Process–

In tourism management continuous planning needs integration, geography requires destination identification, process technique should be used to identify destination, place making must be there in planning, and side scale design must carefully be planned.

#### 5. Future Challenges –

Entrepreneurship, creativity and innovation are essential for future plans. Plans should foster low impact development research and training, proactive environment planning and professional planning.

### **Destination Management Importance:-**

The competitiveness of destinations depends on the existence of specific attractions visitors are willing to pay for, on the basis of specific advantages that differentiate them from the rivals and give them an advantage. Destination competitiveness has become a critical issue in present scenario. The tourist destination is the central component of the functional tourism system. The major players in this system the government, tourist, tourism enterprises and local communities-

may have different approaches to destination competitiveness. Travel and tourism is one of the highest priority industries and employers. Tourism has been firmly established as the largest industry in many countries and regions and the fastest-

growing economic sector in terms of revenue and employment. Tourist involvement specifically deals with the level of consumers' engagement in the consumption process, thus represents a better tourism experience indicator which may influence the tourists' perception of quality of tourism experience and destination competitiveness.

### **TOURISM AND TRAVEL INDUSTRY ERA IN RAJASTHAN**

Rajasthan has emerged as one of the popular tourist destinations in India for both domestic and foreign tourists. The number of tourist arrivals in the state has increased fourfold in the last thirty years and in 2013, the state received 1.43 Mn foreign tourist and over 3.02 Mn domestic tourists. The state is known for its diversity in terms of natural resources, cultural heritage, historical as well as archaeological wonders and rare wild life. The forts and palaces, heritage hotels, colourful fairs and festivals, local art and handicrafts, etc. has been a unique selling proposition for tourists coming to the state. The desert environment in the western parts of the state is also a major attraction for visitors, particularly the foreign tourist. Four decades ago tourism in Rajasthan was small industry that was largely confined to the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand tourists annually and were primarily recorded in select places such as Jaipur, the state capital, Udaipur and Jodhpur (for foreign tourists) and the pilgrim centres of Ajmer, Pushkar and Nathdwara (for domestic tourists).

The traditional tourism experience is no doubt desired but the focus is gradually shifting to more varied tourism products like:

- *Eco-tourism/wild life tourism (Sanctuaries and reserves)*
- *Weekend tourism/conference tourism (particularly in Northern Rajasthan given its proximity to Delhi and NCR)*

- *Value-added desert tourism (including adventure tourism, desert safaris, desert sports, etc.)*
- *Newer (less 'touristic') destinations offering the same traditional experience (e.g. Kota, Bundi distant heritage hotels, etc.)*

Destination marketing competitiveness strategy is the most important parameters in determining the economic progress and overall infrastructural improvement. Competitiveness includes cost effectiveness, maintainability, and above all, productivity and inflows. Sustained development and increase in the quality of service delivery at the destination level is an important tool in this direction. Sustained Development includes those models which enhances balanced growth. Market competitiveness demands analysis with the aim of locating weaknesses and creating the possibilities for shaping the propositions of destination competitiveness and brand value. Competitive advantages of tourist destinations are the capabilities of a tourist destination management. Every natural or cultural attraction has some potential to attract the visitors, which adds to tourism development in a specific destination. It is possible to achieve tourist competitive destinations in all areas using a balanced approach and marketing quality, together with creation of sustainable approach. Every region should be focused on the development of the specific qualitative and valuable offer, which will be based on the specifics of the destination.

#### Factors that Influence Destination Marketing Competitiveness:-

Tourism Destinations are increasingly confronted with the intensification of competitiveness at regional level, the rapid advance of technology and higher expectations form customers. These are understood as superior abilities to manage resources shared by several tourism destinations.

1. The first targets the internal analysis of the resources and capacities of the tourism destination.
2. The second stage is represented by the analysis of relations between activities,
3. Stage three is represented by the integration process.
4. Stage four consists in actually developing the ability to interact that targets the degree of cooperation and the integration process attained. 'Learning organization'. Transforming the tourism destination in a learning organization represents a new strategy.

**CONCLUSION** The sustainability of the destination's attractiveness and potentiality of the economic growth depends on the ability of maintaining and integrating infrastructure and other components. Destination competitiveness framework enables to understand various influential factors which affect the overall activities creating a long term effects. From a theoretical perspective, this research reacts to the need to explore the conjecture of tourism marketing and destination competitiveness in greater detail. From the practical perspective, the research intend to demonstrate that characteristics contributing to the competitiveness of tourism destinations. Tourism marketing organizations are struggling to cope with the complexities of competition. competition for tourism marketing is more multidimensional and must address not only economic issues but also sociocultural, environmental and ecological considerations as well. The drivers and strategies for tourism marketing and destination competitiveness are framed finding direct tourist oriented measures for developing Rajasthan as tourist destination in global competition and strong distinct image for the future of tourism. Since existing and potential tourism flows to any destination are inextricably linked to that destination's overall competitiveness, there is need to develop a framework and indicators of de

stination competitiveness. The development of a set of competitiveness indicators can serve as a valuable tool in identifying what aspects or factors influence tourists in their decision to visit other countries. The development of a model of destination competitiveness and an associated set of indicators will allow identification of the relative strengths and weaknesses of different tourism destinations, and can be used by industry and Governments to increase tourism numbers, expenditure and positive economic impacts.

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