

BLEND OF 14 Ps FOR ACCELERATING THE PACE OF TOURISM DEVELOPMENT —AN EMPIRICAL STUDY IN MYSORE DISTRICT

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ABSTRACT

Tourism thrives better in an environment which caters to the special needs of tourists of divergent nature. The tourist places and other supporting services in the form of logistics, boarding ,lodging, parking facilities, water and hygienic services need to be utmost standardized to sustain the growth of the tourism industry. While majority of tourist places are bounties of nature, their basic ambience can hardly be altered. However, temples, scenic gardens, palaces, art gallery, statues, and fountains can be improved on perpetual basis. Likewise any other service, marketing in the tourism services success rests upon healthy mixture of all marketing elements. Apart from basic 7 elements of marketing mix elements in service industry namely price, product, place, promotion, people, process and physical evidence , there are 7 subsidiary elements which can ensure sustainable growth of tourism industry. Those 7 additional elements are pre-empting, postulating, permeate, permanency, proficiency, preponderance and pretentions. It is imperative on the part of all players in the supply side of tourism industry to take part in all these 14 Ps rather seriously, so that the customers feel elated and tourism industry grows stronger. The problem on the part of supply side in the tourism industry lies with demand analysis. Individualistic aspirations of the tourists cannot be so easily gauzed. Standardization of supply element in tourism industry, keeping in view divergent needs of tourist is a daunting task because beauty lies in the beholders eyes .Unless the professionalization in managing all these 14 Ps ensured, the sustainability in the growth of tourism is doubtful.

In Mysore region, there are natural and artificial places of tourist attraction. Ambavilaspalace, Chamarajendra Zoological garden, St.philomena's church, Jaganmohana Art Gallery, Nanjundeshwara temple, Chamundeshwari temple are the few manmade attractive places where as, Kakanakote forest, Chunchanakatte waterfalls are the two places of natural natural beauty. Of these places Ambavilas palace ranks second to Tajmahal of Agra in respect of

the number of footfalls per year. Many places in this district are having better road connectivity and conveyance facilities of private and public carriers. The survey conducted by the researchers on “ Blend of 14P’s for accelerating the pace of tourism development in Mysore District” is mainly explorative in nature. The perceptions of selected 227 tourists and 63 tour operators are studied. To collect primary data, structured questionnaires are administered and collected data is analyzed through SPSS package. The final results have proved that healthy blending of all the 14Ps significantly contribute to the sustainable growth of tourism industry. Further, the domestic tourists expect that, innovations in the place concept on regular basis ensure continued patronizing where as out station tourists expect high quality support services in the nature of vehicle parking, clean environment, boarding, lodging facilities, affordable entry fees, proper tourist guide and logistics.

KEYWORDS: Ambavilas palace, domestic tourists, outstation tourists, sustainable growth, 14P’s

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INTRODUCTION

Tourism services thrive better in an environment which suits specialized needs of class people. Tourists patronize those places which keep them delighted. Ensuring delight to the customers in the tourism industry is indeed a herculean task. Divergences in the customer expectations and lack of standards in tourism products and services make it a very difficult task in offering the package, which can satisfy both ends-service providers and tourists. Promotion of tourism industry is very much dependent on healthy mixture of 14 Ps - price, product, place, promotion, people, process, physical evidence, pre-empting, postulating, permeate, permanency, proficiency, preponderance and pretentious. Of these 14 Ps, the catalytic elements are pre-empting, postulating, permeate, permanency, proficiency, preponderance and pretentious. These 7 Ps catalyze acceleration process of promotion and development of tourism. The supply side of market for tourism service need to be overhauled to conform with high quality expectations from the demand side. Access, equity, comfort and ultimately delightfulness are the main thrust areas on the part of supply side. As long as Government owns the supply side of tourism service, there is a

likelihood that access, comfort and delightfulness mismatch with expectations of demand side. Where as the tourist services offered by private agencies are suiting the needs of the market. Excepting few cases of theme parks, water sports, fantasy parks and private museums, many other tourist places are owned and managed by Government agencies. Laxity on the part of government is marring the success in tourism industry. Frequent change of guard at the populist governments, subjective attention by policy makers, public apathy towards government owned institutions are notable hindrances in the sustained growth of tourism industry. Players on the supply side of tourism industry need to have diagonal combination to ensure delightful service to tourists, The tourist operators in collaboration with other players in the supply side need re-innovation and try out blend of all promotional techniques in boosting up the tourism service.

DEVELOPMENT OF TOURISM IN INDIA

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth. Tourism development in India has passed through many phases. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan.

The role of the Government in tourism development has been redefined from that of a regulator to that of a catalyst for developing tourist destinations, accommodation and taking measures to promote the same through marketing. In addition to these, the focus of India's tourism development plans is now on integrated development of enabling infrastructure through effective partnership with various stakeholders.

The effect of measures taken by the government is evinced in the fact that the tourism industry earns foreign exchanges worth Rupees 21,828 crores in 2015. In 2016, the growth rate of the tourism sector of Indian economy was recorded as 17.3%. The growth in the tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Tourists from Africa, Australia, Latin America, Europe, Southeast Asia are visiting India and the number is growing year after year. Indian Tourism offers an opportunity to experience different cultures and traditions in addition to knowing about their popular festivals, and places of interest. India's rich cultural and traditional diversity is reflected in its tourism. The different parts of the country offer wide variety of interesting places to visit.

While the international tourism is experiencing a decelerated growth, the Indian counterpart is not affected. But, India's share in world tourism market is less as the planning effort is not sufficient to derive the benefits expected. Therefore, the tourism growth needs a systematic approach with defined policies to all tourist regions of the country is the need of the hour.

TOURISM GROWTH IN KARNATAKA

The scope for tourism development is more in the state of Karnataka in India. Karnataka is a veritable treasure trove of tourism. Towering hills, bewitching white sand beaches, historic monuments resplendent with architectural marvels belonging to a bygone era, exciting wild life, exquisite handicrafts, salubrious and eco-friendly climate, immortal sculptures, palaces as well as temples, forests and even the hustle and bustle of industries, endless variety of attractive cuisine, divine hospitality of the people, a rich heritage and a glorious culture, large species of flora and fauna make the whole state a tourist paradise. Data relating to Karnataka's Tourism industry reveals that close to 9 crore tourists visited the state last year compared to 3.87 crores in 2010 and 9.41 Crores in 2011 and in 2015, it increased to 85 million.

Marketing mix in tourism is largely a complex group of several factors intervening to achieve the marketing 'end product' which is increased effectiveness in demand output in relation to supply and marketing investment by tourist enterprises. A tourist enterprise with a combination of specific activities can decide which specify activity to use, how it is to be used, when and where to use and what resources are to be allocated to them. The different elements in the mix may be seen as coordinating or replacing each other as compliments or substitutes. The marketing strategy, or mix, should be viewed as a package of offerings designed to attract and serve the customer or visitor. Recreation and tourism business and communities should develop both external and internal marketing mixes for different target markets.

The marketing mix element is including 4Ps which are product, price, place and promotion. The 4Ps apply in tourism in tourism industry has be enlarge to 8Ps, the others are physical environment, purchasing process, packaging and participation. The 8 Ps is a marketing strategy four tourism industry (Morrison, 1996). Kotler Philip (2007) considered four P's as marketing mix which has significant impact on marketing for tourism services. These marketing mix elements are Product, Price, and Promotion. In case of service organization, he added extra three P's. These are: people, physical evidence and process.

DEVELOPMENT OF TOURISM IN MYSORE DISTRICT

Mysore is the third most populous and the third largest city after state capital Bangalore and Hubli in the state of Karnataka. Mysore is noted for its heritage structures and palaces, including the Mysore palace and for the festivities that take place during the Dasara festival when the city receives a large number of tourists from around the world. Tourism is the major industry alongside the traditional industries. India has many tourist destinations which attract a large number of tourists destinations which attract a large number of tourists to the country, one among such destination is none other than Mysore in the state of Karnataka.

The city attracted about 3.15 million tourists in every year. While the number of tourists visiting the city used to over around 1.5 million about 10 years ago. It increased to two million in 2005-06 and reached 3 million in 2010. One of the main reasons for Mysore's emergence as a favorite destination for tourists is the easy access to places of interest all of which can be covered with in a day.

But, in recent years, conventional tourists on a guided tour are being supplimented by weekend travellers from Bangalore & other cities, who use Mysore as the base camp to visit or explore Kodagu, Belur, Halebid, Bandipur Nagarahole, Shravanabelagola, the Tibetan settlement at Bylakuppe&Somanathpur among others. The growth in tourism has also coincided with the emergence of Mysore as a centre for yoga & the city plays lost to significant number of international tourists.

Mysore District occupies a prime position as a tourist region, which consists of tourists spots spread over the taluks Periyapatna, Hunsur, Krishnarajanagara, Mysore, Heggadadevana Kote, Nanjangud, Tirumakudalu Narasipura. All the taluks need a facelift through policy changes in tourism development and quality management of the tourism industry. Hence, Mysore District has been chosen for an in-depth study to understand the problems of tourists and to provide suggestions for an orderly growth of tourism in this division. In order to analyze, seven taluks belonging to different category have been selected for the study and they are:

SI No	Taluk	Places of tourism attraction
1	Periyapatna	Tibetan refugee settlement, Buddhist Monasteries
2	Hunsur	Historical temples.

3	Krishnarajanagara	Water falls & Historical Temples.
4	Mysore	Historical and pleasure oriented
5	HeggadadevanaKote,	Kabini & Nugu Dams. Kakanakote forest
6	Nanjangud	Historical temples
7	TirumakudaluNarasipura	Historical temples

These centres are selected based on the regional importance besides the size and functional characteristics.

LITERATURE REVIEW

HEATH AND WALL (1991) in their book entitled “*Marketing tourism destinations a strategic planning approach*” have discussed in detail about the importance of marketing tourism destination to the need for a strategic planning approach to the same. This book covers chapters relating to regional goal and strategy formulation; the strategic marketing planning frame work; target marketing & regional positing strategy and regional marketing mix strategy. The authors identify the need for measures to be taken to develop tourism plans at the regional and community levels. The book is written predominantly with regional & community scales in mind & from the perspective of an organization responsible for co-ordination, planning and marketing of tourism.

DIMITRIOS BUHALIS (1998) in his book entitled “*Strategic use of information technologies in the tourism industry*”, have explained about the Information Technologies prevail in all functions of strategic management. This book covers the details about the utilization of technology in tourism industry by adopting a perspective strategies. The author also discussed, how the tourism industry improves its competitiveness by utilizing the emerging its and innovative methods of management.

J.R. BRENT RITCHIE (2003) in his book entitled *“The competitive destinations – A Sustainable Tourism perspective”* have made an attempt to capture & convey the essence of important to successful tourism. The author focus on the tourism destination itself. The author have chosen to take more micro perspective by focusing on the operation of the successful hospitality firm. The author has covered eleven chapters and in all the chapters, the author discussed in detail about the destination of tourism marketing in an effective manner.

BRAIN GOOD ALL AND GREGORY ASHWORTH (2013) in their book *“Marketing in the tourism Industry – The promotion of destination region”* have focused on the emergence of tourism as a global. The author discussed on, how to create or maintain a share of the tourism market, if they choose particular destination. The author covered Fourteen chapters and in that, they discussed about changing patterns and structure of European tourism, the role of travel agent and tour operator, role of tourist board, the image of destination regions and tourist marketing considerations.

PETER MANSON (2016) in his book *“Tourism Impacts, planning and Management”*, have discussed about the growth, development, impacts of economic, socio-cultural and also on environmental impacts. The author covers Fourteen chapters and in that chapters the author has used many case studies and also to illustrate major concepts, themes & issues and also once again a number of student activities are linked to the case studies in each chapter. The author also provides a detailed information about the sustainability issues and tourism planning and management and the final part of the book also uses case studies with related questions for students.

MEERA SINGH (2012) in her article on *“Marketing mix of 4P’s for competitive Advantage”* she has prepared a report on the overview of the past, present & future of the marketing mix of 4P’s for competitive advantage. In her report, she identify the challenges faced by the marketing professionals in today’s world to fulfill the customer satisfaction & organizational goals. According to her opinion, marketing manager should meet the demand from different markets & the match the competition in the market by delivering satisfaction to the customer. From, this point of view, she concluded that, all the elements of marketing mix

helps to achieve organizational goals of profit maximization by high sales volume & attaining higher market share.

A.K. RAINA & S.K. AGARWAL (2004) in their book *“The Essence of Tourism Development (Dynamics, philosophy & Strategies)”* have focused on the development of Tourism & Travel related activities in recent years in India. The authors covers Hotels, resorts, recreation centres, tourist lodges, tourist bungalows, Guest-houses have been developed by public sector as well as private sector enterprises to boost the tourist in flow within the country. The book covers nine chapters and in that chapters the authors study about the Tourism organizational setup, Tourism marketing strategies, Socio-economic impact assessment, infrastructure of tourism, problems of tourism industry, Eco-tourism and finally the future of Tourism industry.

DEVASHISH DAS GUPTA (2011) in his book entitled *“Tourism marketing”* discussed about the marketing environment in tourism industry. The micro and macro market environment are explained in detail by the author in different chapters. The author covers Fourteen chapters starting from Introduction of tourism industry to contemporary avenues in tourism. The main features of this book is destination perspective, International research, complete marketing structure and Real life examples from India and abroad as well as live experiences of tourists. The author is mainly focuses on unsung tourist destination in India.

STATEMENT OF THE PROBLEM

Strategizing the marketing of service in general and in marketing of tourism services in particular is a greater task. Because, conforming to the tourist's divergence expectations is rather impossible. Absence of measurable yardstick in studying the statistical level of customers, lack of intimacy between service provider and tourist's, while appraising the services and chances of dilution of good opinions with a spark of mis-deed from any one element in tourism market spell a downtrend in the tourism industry. Keeping all the basic elements intact and supplementary elements also on a positive note cannot be expected in a single instance on a same platform. Further, an effective tourist service agency when succeeds in ensuring all positive elements in a single stroke it is likely to be shortly, because sustenance is doubtful.

RESEARCH QUESTION

- Can there be optimal blending of 14 P's for accelerating the pace of tourism development?

OBJECTIVES

Following are the important objectives:

- To study, in brief , a profile of tourism industry in Mysore District.
- To explore the effectiveness of blending 14 P's while boosting tourism services in Mysore District.

HYPOTHESIS

H1: Optimal blending of 14 Ps in promoting significantly contributes to the effective marketing of tourism services.

SCOPE OF THE STUDY

The present study is confined only to the District of Mysore in Karnataka State, India.

RESEARCH METHODOLOGY

The present study is based on primary and secondary data. Secondary data is collected from various published and un-published sources. The primary data is based on empirical study where in structured questionnaires were administered to select respondents representing supply side and demand side of tourism market. The survey was conducted during the period April 2018 to July 2018. The total sample size is 227 tourists and tour operators, of which 149 are nonresidents. Among nonresident tourists 17 are foreigners. 63 respondents are selected from supply side of the tourism industry. The survey also includes data collected on the basis of oral interactions and observations. The data is subjected to analysis, using SPSS 16.0 package. Ratios, Percentages, Averages, Standard Deviation and Chi-square test are used as tools for analysis and interpreted.

ANALYSIS OF PERCEPTION OF RESPONDENTS

The survey mainly encompassed the collection of Data from respondents through administering pilot tested structured questionnaires.

The average age of tourist respondents is 36 years and their gender ration is 14:11. 76 percent of tourists were literates with above matriculation education. 31 percent of the respondents of this category were directly engaged in gainful employment or profession or vocation. 23 percent were in primary occupation of agriculture, and the remaining were dependents. Among 17 foreigners 8 were from European countries, five were Americans and others were from other Asians. Among nonresident tourists 24 were from Tamil Nadu, 36 from Kerala, 15 from Andhra Pradesh, 12 from Maharashtra and remaining 46 were from other parts of India.

To study the perceptions of tourists and tour operators about effectiveness of 14 Ps in promoting tourism following questions were included and replies were recorded in 5 point Likert's scale assigning 1 for Strongly Disagree, 2 for Disagree, 3 for Not Sure, 4 for Agree and 5 for Strongly Agree.

The questions were: 1) Price for the service determines the rate of attraction to the tourist place. 2) The very product is significant factor in attracting tourist. 3) promotion of tourism service is essential to attract tourists. 4) Enabling ease in physical movement of tourists is significant in developing tourism. 5) persons involved in supply side play greater role in accelerating tourism industry. 6) The process involved in extending tourism services contribute significantly towards tourism development. 7) Leaving some indelible mark of satisfaction through photo evidence plays vital role in developing tourism industry. 8) combination of & Ps do contribute significantly for growth and sustenance of tourism. 9) Preemptive move by tourist operator enhance competitive strength. 10) Permeating deep into the emotional attachments of tourist enable carving out niche in tourism. 11) Postulating the future and adjusting thereupon is a prerequisite for success in tourism. 12) preponderance is a must for greater achievement. 13) pretentiousness is basic requisite to catalyze tourism service. 14) Permanency of policies sustain

growth. 15) proficiency in service delivery contributes significantly to growth of tourism.16) All 14Ps contribute to accelerated growth in tourism.

Table 1

Test Statistics - All Respondents

Sl no	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
AM	3.9	4.1	4.1	4.6	4.3	4.0	3.9	4.3	3.6	4.0	3.6	4.0	3.8	3.	4.3	4.1
SD	.94	.73	.67	.47	.57	.72	.78	.67	.81	.84	.83	.79	.85	.77	.54	.55
P	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
HF %	A 44.5	A 54.6	A 62.1	A 67	A 58.1	SA 58.1	A 59.9	A 48.0	A 58.1	A 48.0	A 67.0	A 59.9	A 49.3	A 65.6	A 56.8	A 73.6
TA %	76.7	80.1	90.7	93.8	100	83.7	81.9	92.9	67.4	78.0	73.2	85.9	71.8	81.5	96.9	94.1
TD %	6.2	3.1	3.1	31	0	3.5	7.0	7.0	6.7	6.2	9.7	7.5	7.9	5.7	3.1	1.8

Source: Primary data- Analysis

AM =Arithmetic Mean, SD =Standard Deviation, P= Chi square test statistic, HF= Highest Frequency, TA= Total Agreed, TD= Total Disagreed, A = Agree, SA= Strongly Agree.

DISCUSSION AND HYPOTHESES TESTING

The above table reveals that the arithmetic mean in all the cases is in the range between 3.0 to 4.6 with standard deviation hovering in the range of .47 to .94, thus indicating positive assertion that 14 Ps play a decisive role in accelerating the pace of development of tourism. Further the chi square value in all the case is .000 which confirms that the data are consistent. The significance of person involved in service is overwhelmingly accepted by all respondents. The level of disagreements in respect of subsidiary Ps is bit higher than traditional basic 7 elements. With these, the hypothesis that **“Optimal blending of 14 Ps in promoting significantly contributes to the effective marketing of tourism services”** is proved.

SUGGESTIONS

- Based on the findings of the survey it is suggested that the tour operators appreciate the significance of 14 Ps and effectively leverage them for the growth and sustenance of their business.
- The Government shall sync with the private agencies in providing quality services beside up keeping the place of tourist attraction continuously at higher standards

CONCLUSION

The study on significance of 14 Ps in accelerating the pace of tourism in Mysore district has proved that these 14 Ps do exert heavy influence on growth and sustenance of tourism. The study also reveals that the government is apathetic in maintaining requisite standards in tourism service where as private agencies are striving to improve the quality. With the new found 7 Ps as catalytic elements in marketing mix, the tour operators could properly leverage them and ensure success for a longer period.

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