

# Destination Marketing

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**Abstract**—Destination Marketing is the process of communicating the potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices. It is the articulation and communication of the values, vision and competitive attributes of the destination. The actions implemented in the destination marketing phase should be underpinned by the findings of the destination planning process and the subsequent destination development activities. Destination marketing is an utmost important activity in the current scenario, due to many upcoming destinations, ever since the nations have chosen tourism industry as a revenue generating source and enhancing themselves to make it a primary income resource.

## 1. INTROCUATION

Market is a place where people exchange the products with monies. In an industry like tourism, it is not just exchanged with monies alone, but a mere satisfaction, a complete experience and the everlasting memories. Thus, a tourism product needs to be given utmost priority in order to earn or gain a lot number of tourists/visitors towards a destination.

Since a destination is a tangible product, one needs to create great interest to the tourist, which should be attractive and accessible for a tourist.

However, it has a huge process at times to click in the market and at a few times, it would click as a flash in the market. For an instance; Universal studios in Singapore, Disneyland and Ocean park in Hongkong, Burj Khalifa and Miracle Gardens in Dubai.

To let the product know well in the market, proper marketing techniques are to be used. Apart from marketing, the promotional activities are to be done, so as it reaches the targeted customers.

Market segmentation has to be done to know the potential customers and accordingly, the attractions in a destination needs to be developed and then to be introduced in the market. There are various techniques to market a destination in the Market. Some of them are Advertising, Conducting Tourism Fairs, and promotional activities.

Destination is an amalgamation of tourism products, offering an integrated experience to consumers. Traditionally, destinations are regarded as well-defined geographical areas, such as a country, an island or a town. However, it is

increasingly recognised that a destination can also be a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, and purpose of visit, educational level and past experience. Therefore, a destination can be regarded as a combination (or even as a brand) of all products, services and ultimately experiences provided locally. It also enables us to assess the impact of tourism regionally.

**Table 1: Analysis of tourism destinations**



Destination developers play a major role before marketing a destination. The developers should consider the segments of the market and the market potential of a destination; most significantly should prefer and assure that a particular attraction or destination has got proper accessibility.

Managing and marketing destinations is also challenging because of the variety of stakeholders involved in the development and production of tourism products. The destination experience is essentially comprised of regions, resources and amalgams of tourism facilities and services, which often do not belong to individuals. Instead they represent a collection of both professional and personal interests of all the people who live and work in the area. Managing often conflicting stakeholders' interests makes controlling and marketing destinations as an extreme challenge. Hence, strategies and actions should take into account the wishes of all stakeholders, namely indigenous people, business men and investors, tourists, tour operators and intermediaries, and interest groups. Perhaps the most difficult problem is ensuring the rational use of zero-priced

public goods, such as landscapes, mountains, and the sea for the benefit of all stakeholders and at the same time preserving the resources for future generations. Conflicts can easily develop, especially when some (perhaps greedy) stakeholders exploit resources for short-term benefits. A compromise encompassing of all these interests is extremely difficult if not impossible, but is the key to long term success.

Destination marketing organizations should be formed in the line of western business model to guard the greater interest of destinations and stakeholders associated directly and indirectly in the promotion and development of destinations in India.

DMOs tend to be part of the local, regional or national government and have political and legislative power as well as the financial means to manage resources rationally and to ensure that all stakeholders can benefit in the long term. Destination management and marketing should act as tools and facilitators to achieve a complex range of strategic objectives, which will ultimately need to satisfy the needs and wants of stakeholders. Failure to ensure and maintain a balance effectively jeopardises relationships between stakeholders, and threatens the achievement of the strategic objectives and the long term prosperity of destinations.

Hence, tourism marketing should not only be regarded as a tool for attracting more visitors to a region, as it has been the case for most destinations. Instead, tourism marketing should operate as a mechanism to facilitate regional development objectives and to rationalise the provision of tourism in order to ensure that the strategic objectives of destinations are achieved. Tourism marketing should also ensure equitable returns-on-resources-utilised for the production and delivery of tourism products, as well as the regeneration of these resources. It should also provide suitable gains to all stakeholders involved in the tourism system. Hence, marketing should be used as a strategic mechanism in co-ordination with planning and management rather than a sales tool.

**Table2: Marketing objectives for destinations**

❖ Enhance the long term prosperity of local people
❖ Delight visitors by maximising their satisfaction
❖ Maximise profitability of local enterprises and maximise multiplier effects
❖ Maintaining ecological balance to have sustainable tourism management

To market a destination, various means of media and advertising are required to bring a quick awareness in the market. Advertising by Online, Newspaper, Travel Brochures, other travel literature like Travel magazines, Airline magazines, Websites, through Social media and the foremost being Word of mouth are a few means, to name a few.

Catchy punch lines and expressions those touch the heart to lay upon an impression are to be kept in mind and design the advertisements. For an example, to focus the customers who have interest on Wildlife, or for ornithologists, a theme like,

“We come here in millions, and await you to join us” – as a saying by migratory birds or Animals would really draw the attention of those who love the wildlife tourism.

Once a destination is developed and promoted well, it is also important to create safety and security to it in order to gain the tourists to travel fearlessly. A few causes which would discourage the tourists to reach a particular destination are Natural calamities, Terrorism, Political unrest, Criminal activities – (Thefts, attacks and Child molestation). To promote and create the comfortability, a nation should keep a check against all those causes, since “Tourism is a manifestation of Peace and Prosperity”.

Without safety, it is tough to organise or manage tourism; and hence the local government, the central government and the local people need to create such an environment hosting the tourists with hospitality to travel fearlessly.

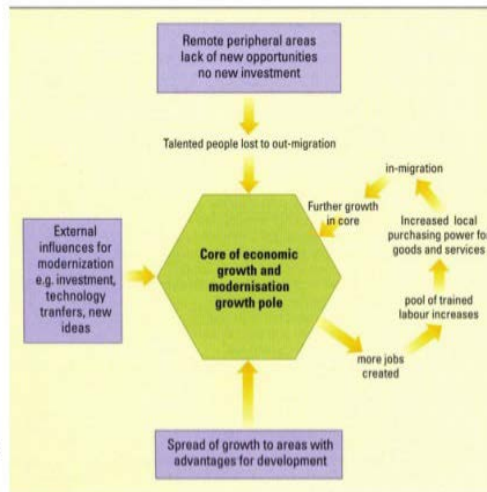
A few of the places which are under the part of Red corridor are also remained and are isolated under developed with regards to the tourism grounds, even though they have got the beautiful natural resources and a scope for creating the accessibility to reach the destination. LAMBASINGI in Visakhapatnam district in Andhra Pradesh state is one such place. The government need to take proper precautions in order to curtail such and ensure the development of certain areas creating the comfortability for tourists in exploring and experiencing the destinations.

Once a tourism management and marketing strategy has been decided destinations will have to develop their marketing mix. This will enable them to approach each target market with a comprehensive range of offerings and to propose an integrated solution to consumer needs and wants. Developing a marketing mix for destinations will depend on each destination, the types of target markets and a whole range of issues on the external environment. Nevertheless some principles need to be addressed and the following text illustrates examples and frameworks which can assist destination marketers to decide on the most appropriate marketing mixes.

It is also important to be precautionary; as a mere development of a destination and attracting a huge number of tourists would not serve the purpose of the cause, but it needs to be properly maintained without polluting and managing the sustainability to protect the environment as well. To maintain such sustainability, the principle of “Multiplier Effect” by Keynes and Kahn need to be implemented. For example, if Taj Mahal is the core attraction in Agra, the other attractions need to be developed in and around Agra city to deviate some of the tourists in order to maintain the carrying capacity of that attraction. Thus, a destination needs to be well managed with the principle of Sustainable Tourism Management.

## How can the tourist positive multiplier effect spread?

### Myral's model of cumulative causation



**Fig. 1**

### REFERENCES

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