



CHOOSING THE RIGHT ADVERTISEMENT MEDIA REFERENCE TO INDIAN TOURISM INDUSTRY

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ABSTRACT

Tourism is a multi - sectoral activity characterized by multiple services. It is the largest service industry in the country. Its importance lies in being an instrument for economic development and employment generation, particularly in remote and backward areas. The economic benefits flow into the economy through growth of tourism in the shape of increased national and State revenues, business income, employment, wages, and salary income. Tourism is overwhelmingly an industry of private sector providers and the public sector has a significant role to play in infrastructure areas either directly or through Public Private Partnership mode. A recent study indicates that 40 percent of the tourism market may be composed of consumer segments interested in minimizing their environmental impact, while still demonstrating a disposition for high expenditures. Every business has expecting the maximum returns for their investment and learn the advantages and disadvantages of each advertising medium that can use to provide business the winning edge

This paper discussed useful hints and tips to help achieve better results from advertising by tourism organizations and tourism businesses. It is designed to help regional tourism to avoid advertisements that are a waste of money and to get better results from advertising budgets

Key Words: Tourism, Advertising, Media, Economy

INTRODUCTION

Tourism is a multi-sectoral activity characterized by multiple services provided by a range of suppliers. Its importance lies in being an instrument for economic development and employment generation, particularly in remote and backward areas. The economic benefits flow into the economy through growth of tourism in the shape of increased national and State revenues, business income, employment, wages, and salary income. Tourism is overwhelmingly an industry of private sector providers and the public sector has a significant role to play in infrastructure areas either directly or through Public Private Partnership mode. Tourism has the potential to grow at a high rate and can ensure consequential development of the infrastructure of the destinations. It has the potential to stimulate other economic sectors like agriculture, horticulture, handicrafts, transport, construction, etc. The significance of tourism industry in India is its contribution to national integration and preservation of natural as well as enrichment of the social and cultural lives of people

Over the past few years, the Tourism industry suffered with a series of unprecedented challenges like terrorism and economic turbulence have led to significant changes in Travel & Tourism demand. At the same time, international events such as an increase in information and booking facilities made available over the Internet; an ongoing desire by consumers to travel more frequently; stronger branding and globalization by companies; and the expansion of low-cost carriers have acted as a catalyst, accelerating fundamental changes in market behavior and travel patterns that have been slowly emerging over the past decade. While business plans have become increasingly short term, more and more governments are starting to realize that they cannot leave the growth of T&T to chance. This emerging global consciousness represents a great opportunity for this industry. As per the WTCC estimations is to grow by 4.3% per annum between 2008-17. The industry contribution to GDP in 2007 3.6% (US\$ 1851.1 billion), which is expected to rise to US\$ 3121.7 billion in absolute terms but percentage wise it will decrease to 3.4% by 2017.

With 3 blockbuster events unfolding in 2010, the Indian tourism sector is the catchphrase for the world in 2010. Marketers ensured with opportunity to unleash fast paced & sustainable growth. The Ministry of Tourism taken care of promotion and publicity in both overseas and domestic market vigorously. The strategy to be adopted is to promote Indian tourism in the European markets regional languages and in the Korean and Japanese markets in a focused manner. India promoted as a summer retreat in the months of July, August, and September when many European and North American schools and colleges have their holiday breaks. The campaign conveyed India as a **'Year Round' Destination**. In 2009 declared as **'Visit India Year'** as this was very close to the Commonwealth Games in 2010, and would enable a boost to inbound tourism. The Indian Concept of **"Atithi Devo Bhava"** throw up interesting and amusing possibilities. One cannot ignore that marketing power of this simple and short slogan that's symbolic of Indian culture. That explains why it became the title of the Indian Government's campaign to promote Tourism. And the campaign is working.

Advertising generally as far as economy is concerned makes volume sales possible, therefore significantly lowering price. Looking from competition side, it stimulates competition, leading to service quality improvements assists new market sector entrants, providing greater consumer choice. It helps the development of new markets and emerging economies and encourages research and development. Advertising has considerable social and economic impact that could be factors to bring peoples together and improve the lifestyle. For a small business in tourism industry, every dollar is precious. Small businesses do not advertise for the sake of advertising. Advertising campaign should translate to greater sales, more profits and healthier bottom line. While there are a number of venues when promoting the business, and to ask three important questions:

- Where are the target buyers?
- What is the best medium to reach them?
- What is the affordability to launch an effective campaign using the medium?

An important step to develop sales and marketing plan is to select the right media to send out the message. There are no hard-and-fast rules as to which media is better. The right media for one business may be wrong for another.

Below are the relative advantages and disadvantages of the advertising media most frequently used by businesses:

TELEVISION

Advantages

- Television permits to reach large numbers of people on a national or regional level in a short period of time and it offers the ability to convey the message with sight, sound and motion
- Independent stations and cable offer new opportunities to pinpoint local audiences

Disadvantages

- Message is temporary, limited length and may require multiple exposure for the ad to rise above the clutter
- Ads on network affiliates are concentrated in local news broadcasts and station breaks
- Preferred ad times are often sold out far in advance
- Relatively expensive in terms of creative, production and airtime costs

RADIO

Advantages

- Radio is a universal medium
- Narrowly defined segments of consumers most likely to respond to the offer.
- Free creative help is often available, rates are negotiable
- Past ten years, radio rates have seen less inflation than other media

Disadvantages

- Because of spread listeners over many stations, simultaneous advertisements required for several stations.
- Listeners cannot go back to the ads to go over important points
- As it is an interruption in the entertainment, it requires multiple exposure to break through the listener's "tune-out" factor and ensure message retention to get audience's attention.

SOCIAL MEDIA ADVERTISING

An astounding growth in the last few years in social media. It consists of both social networking sites and social bookmarking sites and includes blogs, video sharing sites such as YouTube, micro blogging platform Twitter, Facebook, Stumble upon and the like.

Advantages

- Social media sites are great for building customer relationship in an entirely new way
- Offers a wide reach, with its potential for viral marketing
- Extremely targeted & Tools are relatively inexpensive

Disadvantages

- Targeting is low because of the diversity and breadth of audiences, resulting in low ROI as visitors do not convert
- Visitors are not interested in advertising at social networks
- It is a hard branding tool for small businesses, hard to build awareness, create appeal and generate traffic

NEWSPAPERS

Newspapers are one of the traditional mediums used by businesses, both big and small alike, to advertise the businesses.

Advantages

- Allows to reach a huge number of people in a given geographic area
- Ad can be as large as necessary to communicate as much of a story to tell
- Flexible for ad size and Exposure is unlimited; readers can go back to the message again and again if so desired. Free help in creating and producing ad copy is usually available
- Quick turn-around reflects the changing market conditions.
- The ad you decide to run today can be in customers' hands in one to two days.

Disadvantages

- Ad space can be expensive and compete against the other advertisers
- Poor photo reproduction limits creativity
- Price-oriented medium; most ads are for sales
- Expect your ad to have a short shelf life, as newspapers are usually read once and then
- Newspapers are a highly visible medium, so competitors can quickly react to the prices

TELEMARKETING

Telephone sales, or telemarketing, are an effective system for introducing a company to a prospect and setting up appointments.

Advantages

- Provides venue for easy interaction with the prospect, answering any questions or concerns about the product or service.
- It's easy to prospect, cost- effective and Results are highly measurable.
- If outsourcing, set-up cost is minimal
- Great tool to improve relationship and maintain contact with existing and right customers, as well increased efficiency
- Easy to expand sales territory

Disadvantages

- An increasing number of people have become averse to telemarketing.
- People use of technology to screen out telemarketers
- Government is implementing tougher measures to curb unscrupulous telemarketers
- Lots of businesses use telemarketing.
- lesser control in the process given, Extremely expensive
- Need to hire a professional to prepare a well-crafted and effective script

BANNER ADVERTISING

Banner advertising is one of the dominant forms of advertising online. It entails the display of a graphical advertising unit, with the typical size the 468x60 banners. However, it also includes buttons, leader boards, popup, pounders, interstitials, and flash banners.

Advantages

- Prices (CPM and CPC rates) have gone down through the years
- Banner ads are good branding tools
- Easy to track with the available ad serving tools
- Bring in targeted traffic interested in offerings

Disadvantages

- Some types of banner advertising often seen as annoying and highly intrusive
- Growing usage of popup and ad blockers that prevents users from seeing the ads
- Click through rates have significantly declined, due to poor banner design to accumulated bad experiences of web users
- Oversaturation of banner ads leads to ad blindness

Pay Per Click Advertising (Search Engines)

As the Web becomes a must-use daily medium today, pay per click (PPC) advertising has grown by leaps and bounds. PPC advertisement is a form of advertising where ads are run and shown in search engines (including their partner sites).

Advantages

- Pay only for results (clicks) & Better chance to reach target audiences
- Can generate immediate visibility, as ads go live immediately
- Easily modified, adjusted even deleted instantaneously depending on the results
- Allows for quick, easy tracking of the effectiveness of the campaign allowing to better analyze the ROI

Disadvantages

- Automatically matched against a broad array of related queries, can result in ads that are irrelevant to the intended search.
- Bidding war result where competitors can bid a higher amount, lowering the position of the ad and decreasing its visibility
- Click through fraud where users maliciously click on the adverts, from disgruntled competitors to website owners who earns from ads shown on their pages
- Requires constant monitoring; otherwise, outsource to a PPC management company which in turn will increase the cost of the advertising campaign

MAGAZINES

Magazines are a more focused, albeit more expensive, alternative to newspaper advertising. This medium allows reaching highly targeted audiences.

Advantages

- Allows for better targeting of audience, magazine publications that cater to the specific audience
- High reader involvement means that more attention will be paid to the advertisement
- Better quality paper permits better color reproduction and full-color ads
- The smaller page permits even small ads to stand out

Disadvantages

- Advance planning for leads
- The slower lead time heightens the risk of your ad getting overtaken by events
- There is limited flexibility for ad placement.
- Space and ad layout costs are higher

YELLOW PAGES

. The Web version of Yellow Pages (and its many competitors online) has been growing by leaps and bounds in recent years, with many foregoing the traditional Yellow Pages supplied by phone companies. Specialized directories targeted to specific markets (e.g. Indian medical dictionary etc)

Advantages

- Non-intrusive & action- oriented
- Reasonably inexpensive & Responses are easily tracked and measured

Disadvantages

- Pages can look cluttered, and your ad can easily get lost in the clutter
- Ad can be placed together with all your competitors
- Limited creativity in the ads, given the need to follow a pre-determined format
- Ads slow to reflect market changes

DIRECT MAIL

Direct mail, often called direct marketing or direct response marketing, is a marketing technique in which the seller sends marketing messages directly to the buyer. Direct mail includes catalogs or other product literature with ordering opportunities; sales letters; and sales letters with brochures.

Advantages

- Advertising message is targeted to those most likely to buy the product or service.
- Personalized marketing message helps to positive response & easily measured.
- Message can be as long as is necessary to fully tell the story & Active involvement
- Total control over the presentation of the advertising message.

- Ad campaign is hidden from the competitors until it's too late for them to react

Disadvantages

- Some people do not like receiving offers in their mail, and throw them immediately without even opening the mail.
- Resources need to be allocated in the maintenance of lists, as the success of this kind of promotional campaign depends on the quality of your mailing list.
- Long lead times are required for creative printing and mailing
- Producing direct mail materials entail the expense of using various professionals - copywriter, artists, photographers, printers, etc.
- Expensive, depending on target market, quality of list and size of the campaign.

TV, radio and newspaper are still considered the major media for effective marketing off-line. However, a lot has changed with these top three marketing vehicles in the past 15 years. Television is primarily an entertainment medium. For many years, TV was considered the most powerful advertising choice because of the huge audience it provided. Even today, nearly everyone watches some TV every day. There are three things to consider before spending money on TV advertising - limited lifespan of the ad, audience fragmentation, and ad avoidance.

At one time, a huge TV audience was split over only a few local channels. Today, with cable and satellite TV, this same audience is now fragmented over 200 or more channels. The percentage of viewers on local TV has dropped dramatically. Running ads on cable will spread them out over ten or more channels. This shotgun advertising has not worked well for small businesses because many of these stations have only a half percent or less of the total viewers. The public watches TV primarily for entertainment, they see advertising as an unwelcome interruption - not unlike the hated telemarketing. Today, with pay-per-view, public broadcast stations, and the multitude of satellite and cable channels, the public has shown a willingness to pay for reduced interruption from advertising.

Radio has similar problems. It is also primarily an entertainment medium. As such, advertising is also considered an interruption. Satellite radio is one of the fastest growing industries today primarily because people, again, are willing to pay to avoid commercials. In fact, most new cars have satellite radio built in. Additionally, radio has evolved into an entertainment source for primarily driving, and background noise at work. At home, radio use drops off. People can play CD's or listen to satellite radio. This way they can choose exactly the music or programming they prefer without commercial interruption. The radio industry understands that folks do not want to be interrupted with advertising. Many times radio stations promote themselves by offering "more music, less commercials".

Newspapers have had their ups and downs, but have steadily maintained their local readership base and strength for local marketing. Even when radio, then TV, came on the scene, people still were loyal in reading their local newspaper. Advertising in a newspaper is not viewed as an interruption. In fact, one of the reasons people buy newspapers is for the advertisement content. Surveys have shown among 23% of those buying a newspaper do so primarily for the advertising. Many people do want to see and read advertisements. They do want to - and need to - buy products and services. They just want the ads on their terms. TV's best day of the year is Super bowl Sunday, delivering nearly 40% of households. In striking contrast, newspapers consistently deliver well over 50% of the community households. They do it every day, 365 days a year. Now that is some serious marketing power.

Another advantage over broadcast that only newspapers can deliver is engagement of the consumer at the moment they are making a buying decision. When a person is reading the ad, it is because they choose to. At



that time one should have their full and focused attention. And the working life of the newspaper ad is enormous because it is physical and static. Potential customer can refer back to it anytime they wish, or even cut it out. It is heard on TV and radio that newspaper subscriptions and readership are dropping. This is true. But it is not to the degree they would like to believe. What they do not tell is newspaper on line versions are growing much faster than the 7% or so losses in subscriptions. In fact, newspaper web sites are usually the business web sites in any community. It shows why today's trend among business people who are in-the-know is away from broadcast and back into the old, reliable newspaper. Most all the major stores are getting back to the basics and finding the print advertising to be the best return on investment. So. Newspapers, of course, should not be the only advertising medium, but it is the solid foundation on an effective marketing plan in today's environment.

CONCLUSION

Regarding the media findings of the study confirmed that relative to television and newspapers, billboard is effective vehicles for reaching upscale and status-seeking targets that are important to advertisers with an upscale. So the tourism companies and advertising companies should take in to consideration this issue in order to attain the final objective of the advertisement. Since the objective of ad is not only to create good image of service that is offered but also to encourage the consumption for it.

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