



ADVERTISEMENT OF TOUR AND TRAVELS

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ABSTRACT

Advertising can be considered as the successful resource which is a combination of different techniques that could be used for the purpose of promoting products and services of a company. The brand image and brand awareness can be created by using the advertisements. Nowadays, in this competitive market for getting competitive advantages among their competitors many companies are using advertisements as their major marketing campaigns. In order to perform their advertisements, companies are trying to make use of advertising agencies through which they are trying to design their advertisements efficiently to attract the customers. Especially advertising agencies are happened to be important resources within the advertising field and they are playing important role in supporting the companies with their effective advertising designs and campaigns. Advertising agencies are the group of people who has experienced talented and skilled individuals capable of making efficient advertisements on behalf of companies in order to succeed themselves in the market place. An overview is given of the short history and rapid rise of medical tourism, its documentation, and current knowledge and analysis of the industry. Definitions of medical tourism are limited hence who medical tourists are and how many exist are both indeterminate and inflated. Definitions often conflate medical tourism, health tourism and medical travel, and are further complicated by the variable significance of motivation, procedures and tourism. While media coverage suggests long-distance travel for surgical procedures, and the dominance of middle class European patients, much medical tourism is across nearby borders and from diasporas, and of limited medical gravity, conflicting with popular assumptions. Numbers are usually substantially less than industry and media estimates. Data must remain subject to critical scrutiny. Medical travel may be a better form of overall categorization with medical tourism a sub-category where 'patient-tourists' move through their own volition. Opportunities are diffused by word of mouth with the internet of secondary value. Quality and availability of care are key influences on medical tourism behavior, alongside economic and cultural factors. More analysis is needed of the rationale for travel, the behaviour of medical tourists, the economic and social impact of medical tourism, the role of intermediaries, the place of medical tourism within tourism (linkages with hotels, airlines, travel agents), ethical concerns and global health restructuring. Interpersonal influence and word-of-mouth

OBJECTIVES OF THE STUDY

Although there is phenomenal growth in Indian Tourism, but rural tourism was never given any priority. The concept of rural tourism has a noble cause, it is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generates increasing benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern times.

INTRODUCTION

Tourism is one of the world's fastest growing industries as well as the major source of foreign exchange earning and employment for many developing countries. World tourism demand continues to exceed expectations, showing resilience against extraneous factors. According to the UNWTO World Tourism Barometer, released (November 2006):

- In the first eight months of 2006 international tourist arrivals totaled 578 million worldwide (+4.5%), up from 553 million in the same period of 2005, a year which saw an all-time record of 806 million people traveling internationally.
- Growth is expected to continue in 2007 at a pace of around 4% worldwide.

Tourism is vital to the well being of many countries, because of the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry and the opportunity for employment and economic advancement by working in the industry.

WHAT DEFINES TOURISM

The concept of tourism refers to the broad framework that identifies tourism's essential characteristics and distinguishes tourism from similar, often related but different phenomena. The two terms 'travel' and 'tourism' can be used in isolation or together to describe three concepts:



- **International Tourism:** Consists of inbound tourism, visits to a country by non-residents, and outbound tourism, residents of a country visiting another country
- **Internal Tourism:** Residents of a country visiting their own country
- **Domestic Tourism:** Internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country)
- **National Tourism:** Internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

According to the WTO tourists are people who: “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”

Devised by WTO was endorsed by the UN Statistical Commission in 1993 following an International Government Conference held in Ottawa, Canada in 1991.

The main features of advertise are as under

- It is directed towards increasing the sales of business.
- Advertising is a paid form of publicity
- It is non-personal. They are directed at a mass audience and not at the individual as is in the case of personal selling.
- Advertisement are identifiable with their sponsor or originator which is not always the case with publicity or propaganda.

Objective / Functions of advertising

The purpose of advertising is nothing but to sell something - a product, a service or an idea. The real objective of advertising is effective communication between producers and consumers. The following are the main objectives of advertising:

Preparing Ground for New Product

New product needs introduction because potential customers have never used such product earlier and the advertisement prepare a ground for that new product.

Creation of Demand

The main objective of the advertisement is to create a favorable climate for maintaining or improving sales. Customers are to be reminded about the product and the brand. It may induce new customers to buy the product by informing them its qualities since it is possible that some of the customers may change their brands.

Facing the Competition

Another important objective of the advertisement is to face to competition. Under competitive conditions, advertisement helps to build up brand image and brand loyalty

and when customers have developed brand loyalty, becomes difficult for the middlemen to change it.

Creating or Enhancing Goodwill:

Large scale advertising is often undertaken with the objective of creating or enhancing the goodwill of the advertising company. This, in turn, increases the market receptiveness of the company's product and helps the salesmen to win customers easily.

Informing the Changes to the Customers

Whenever changes are made in the prices, channels of distribution or in the product by way of any improvement in quality, size, weight, brand, packing, etc., they must be informed to the public by the producer through advertisement. local tribal community. Guide service, food

Benefits to Manufacturers

- It increases sales volume by creating attraction towards the product.
- It helps easy introduction of new products into the markets by the same manufacturer.
- It helps to create an image and reputation not only of the products but also of the producer or advertiser. In this way, it creates goodwill for the manufacturer.
- Retail price, maintenance is also possible by advertising where price appeal is the promotional strategy.
- It helps to establish a direct contact between manufacturers and consumers.

Benefits to Wholesalers and Retailers

- Easy sale of the products is possible since consumers are aware of the product and its quality.
- It increases the rate of the turn-over of the stock because demand is already created by advertisement.
- It supplements the selling activities.
- The reputation created is shared by the wholesalers and retailers alike because they need not spend anything for the advertising of already a well advertised product.
- It ensures more economical selling because selling overheads are reduced.
- It enables them to have product information.

Benefits to Consumers

- Advertising stresses quality and very often prices. This forms an indirect guarantee to the consumers of the quality and price. Further large scale production assumed by advertising enables the seller to sell product at a lower cost.
- Advertising helps in eliminating the middlemen by establishing direct contacts between producers and consumers. It results in cheaper goods.
- It helps them to know where and when the products are available. This reduces their shopping time.



- It provides an opportunity to the customers to compare the merits and demerits of various substitute products.
- This is perhaps the only medium through which consumers could know the varied and new uses of the product.
- Modern advertisements are highly informative.

Benefits to Salesmen

Salesmanship is incomplete without advertising. Advertising serves as the forerunner of a salesman in the distribution of goods. Sales is benefited the advertisement in following ways:

- Introducing the product becomes quite easy and convenient because manufacturer has already advertised the goods informing the consumers about the product and its quality.
- Advertising prepares necessary ground for a salesman to begin his work effectively. Hence sales efforts are reduced.
- The contact established with the customer by a salesman is made permanent through effective advertising because a customer is assumed of the quality and price of the product.
- The salesman can weigh the effectiveness of advertising when he makes direct contact with the consumers.

Benefits to Community or Society

- Advertising, in general, is educative in nature. In the words of the late President Roosevelt of the U.S.A., "Advertising brings to the greatest number of people actual knowledge concerning useful things: it is essentially a form of education and the progress of civilization depends on education."

Ecotourism

Ecotourism, or ecological tourism, is a movement to make Tourism more ecological. When successful, it contributes actively to the conservation of natural and cultural heritage, includes local and indigenous communities in its planning, development and operation, reduces poverty and enhances intercultural & environmental understanding.

Marketing and promotion

Marketing and promotion of India as a major tourist destination is critical for the industry to achieve its potential. Lack of adequate budgetary support for promotion and marketing, compared with competing tourist destinations, is a major reason for India lagging behind as a tourist destination. Marketing under the "Incredible India" campaign helped place India as a good tourist destination on the global tourism map.

CONCLUSIONS

Highlighting some of the most important inconsistencies in Indian Government thinking on tourism, we

attempted to provide tentative answers to some major policy questions. What is the relative growth potential of domestic and international tourism in India? Can one use tourism as a development tool? We tried to show that the dominant tourism-as-an-engine-of-growth position underlying the government policy (2002) has resulted in an inflation of the importance of international tourism and a gross overvaluation of its economic potential. We also attempted to substantiate the point of view that the 'responsible development' idea which supports some minor parts of the government policy, may lead to ideal forms of tourism on paper, but is in fact based on simplifications which tend collude with the stubborn, harsh realities of everyday life.

Both aforementioned perspectives have in common that they start from outspoken goals or norms. Without much research and analysis, the government seems to have embraced these norms and goals - at least on paper. Apart from the fact that these goals are not exactly compatible, one wonders whether a little more original thinking, research and analysis would not have resulted in a more realistic and useful policy. Given the lack of reliable statistics and meaningful quantitative research, even today, the overall picture of Indian tourism remains rather patchy and unclear. For example, while international tourism is thought to harbor an enormous unused potential, so far, it remains unclear who the international tourists are?; What categories of international tourists can be distinguished? and what the quantitative significance is of each of these categories.

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