

ROLE OF MARKETING TOURISM IN INDIAN ECONOMY: A SUN RISING SECTOR

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INTRODUCTION

Marketing is so basic that it cannot be considered a separate functions' whole business seen from the point of view of its final result, which is from the customer's point of view.

As per our subject there is a crucial role which is performed by marketing. Marketing has been defined in various ways by different writers. "Marketing is a social and managerial process by which individuals and groups obtain what they need and what through creating, offering and exchanging products of value with others."

Here in this our topic the core concept of marketing and its role today sector lies in human needs and wants. People need food, shelter, clothing, air am the same time people needs some recreational activities, educational activities services. People have strong preferences for particular brand choice, versions, I and services.

ROLE OF GOVERNMENT AS A MARKETER

As we know that in this current year we are celebrating "PRAVASHAN VARSM". This idea is given by our government only. So with the celebration of this "PRAVASHAN VARSH", we can get the awareness of various places and knowledge about that places also. With this, we

can also invite the international tourists in our India and with the help of them we can achieve the balanced economy.

TOURIST'S LITERATURE

The government also gives the literature regarding that places and get aware to the tourist. In that literature they are going to provide all the related details pertaining to that place such as geographical background, its importance, available hotels, rates, services, etc. so with the help of this literature indirectly the government invites the people and take a knowledge about the particular places.

INVITING INTERNATIONAL TOURISTS

As we said earlier that marketing and marketing management both are playing a crucial role in tourism sector. But here the government also applied the same role as a marketer in tourism sectors. With the help of these literature and all giving knowledge which are not only for the Indians but these are desperately sign towards the international tourists also. As we know that the international tourists are also more valuable for the Indian economy. So here the government desperately invites the international tourists for increasing other currency in Indian market and for balancing the Indian economy.

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DO MORE ADVERTISING CAMPAIGN

The government also applies the marketing tools in their role as a marketer in tourism. The government is doing advertising campaign, and using the methods of for placing their product in the market and getting success with the product, television media a very good and effective advertised making for the intent and the slogan is, "ATITHI DEVO BHAVA:" which is very much effect international tourists.

USING MARKETING POLICY FOR SUCCESS

The government is using certain types of marketing policies for tourism sector. Such as, consumer oriented policies, business oriented management policies, ad campaign policies, etc. so this way with giving lot the business and can get the better opportunity to the employment also. Above is the role of government in the tourism sector and how it vegetating awareness and success about the tourism and the Indian economy.

IMPACT ON INDIAN ECONOMY:

According to the survey of World Tour tourist movement throughout the world can touch the 1600 million mark\ that's why the specialists of this industry think that "it is a new economic new business, a new industry of vast dimension and magnitude." The bigger industry is that it can generate maximum employment opportunity. Tourism is one of the driving force which helps regional development. The Government of India understood the importance of tourist in 1980's.

It brings the opportunity of infrastructure development of any country depends specially on the improvement of communication, water supply, airports, and railway stations. 'Tourism industry in India has several positive and

negative impacts on the economical and society.

POSITIVE FACTORS WHICH AFFECTS TO INDIAN ECONOMY

GENERATING INCOME AND EMPLOYMENT OPPORTUNITIES

With the discussion of positive factors the first and foremost is that we can generate more income and at the same time we also can have more opportunities for the employment. As we also discuss how government play a role for marketing the tourism sector.

SOURCE OF FOREIGN EXCHANGE EARNINGS

We have to believe that the Tourism is an important source of foreign enchains more earnings in India. This has favorable impact on the balance of payment of the cost the tourism industry in India generated increasing rate of Foreign Exchange Earnings 2007, 2008 and 2009 which shows as table mentioned below.

PROMOTING PEACE AND STABILITY

Honey and Gilpin (2009) suggests that the tourism industry can also help to prone peace and stability in developing country like India by providing job opportunities, genera income, inviting more Indian and foreign visitors, diversifying the economy, protecting environment, and also we can pan mote the cross-cultural awareness. Above are the positive factors which affects the Indian economy but as were; that there are two sides of every coin. In the regards, there is also some negative face which affects our Indian economy as well.

CONCLUSION

Lastly I have concluded that if we are going to

role of marketing in tourism is we can get the success at economy level as well as get the employment opportunities I have noted down the advertising is closely related with the marketing in tourism. So, I to conclude that without marketing we can not aware about the tourism sector am getting awareness we need some advertising for success in tourism sector. Ultimately tourism sector is playing a vital role in developing the Indian economy and society.

Here I want to conclude with the title i.e. "YAATR1 DEVO BHAVA:" that re towards the role of government as. a marketer towards the tourism sector. With these and its positive impacts on tourism sectors, it goes on the peak of the mountain if the eco will be balanced with sector of tourism.

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