



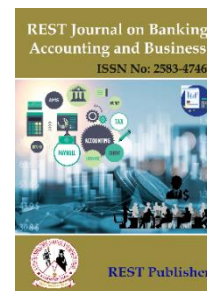
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Transformative Impacts of Tourism Advertising on Global Travel Industry

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Abstract: The reason for this paper is to show how advertising in creating and changing the travel industry on the planet. The travel industry advertising is the business control of pulling in guests to a particular area. Lodgings, urban areas, states, purchaser attractions, assembly halls and different destinations and areas related with customer and business travel, all apply fundamental advertising methodologies to explicit strategies intended to build visits. In the travel industry, showcasing incorporates deciding the extraordinary selling advantage or advantages one region has over its opposition. An objective may offer individuals hoping to join business and delight simplicity of movement to and from the space, adequate show lobbies and lodgings, fascinating nightlife, and exercises for grown-up accomplices and kids. The travel industry advertising utilizes a wide assortment of interchange as procedures and strategies to advance regions and objections. A conference hall may buy commercials in exchange magazines for meeting organizers and send post office-based mail materials to partnerships that hold occasions. They may put promotions in tennis or golf magazines to draw in those buyers. The travel industry objections assemble sites and spot advertisements in shopper distributions read by their objective clients. The offices of trade are engaged with advancing their zones for the most part and the organizations inside their spaces explicitly. This regularly incorporates offering potential guests bundles loaded up with pamphlets, rebate coupons and different materials.

Keywords: Business Travel, Travel Industry, Travel Industry Advertising, Nilgiris..

1. INTRODUCTION

Developing positive relationships between people and enhancing the socio-economic growth of a country are crucial aspects of tourism. With such a great deal of potential in terms of foreign exchange, tourism can be seen as quite profitable business that provides jobs for many individuals. Moreover, it contributes to national unity and global harmony through conserving its handicrafts, fine arts, natural beauty of environment as well as cultural histories and traditions. For analytical purposes, one is required to distinguish between different forms or types of tourism. International tourist and domestic tourist are the two main categories under which tourism is usually divided based on the geographical boundaries where tourists reside permanently. There is no minimum distance required for a trip to be considered a tour. The most important factor is the fact that people undertake travel from their places of usual residence to various destination points outside their local areas. Tourism is a thriving sector that increases knowledge while also contributing to social development and economic prosperity. In comparison to established countries, India's service sectors are still developing. Tourism and medical tourism are growing in popularity these days.

Tourism is one of the evergreen industries which is always keeping itself busy. Tourism is the act of journey for relax purposes and also includes the services which supports this act. Tourism comprises all the activities, services and industries which provide travel experience, accommodation, feeding, shops, entertainments and other services to the tourists or travelers. It is the fast-developing industry in today's world and influencing societal, governmental and academic areas. In India tourism industry acts as the instrument of income and contributes to the development of a nation. In Tamilnadu, Nilgiris District is the exclusive place and attracts a greater number of tourists. Therefore, giving attention to this place is most important and all the governing bodies should concentrate on the development of this area.

2. REVIEW OF LITERATURE

Typically, the flow of visitors in a specific area consists of two main components. According to the WTO, tourists are defined as visitors who stay at least 24 hours and spend at least one night at the place. Individuals who visit for a duration of fewer than 24 hours during daylight hours may be classified as day trippers or excursionists. Both groups exhibit clear differences in their preferences for facilities and spending habits. Stay-over tourists typically have a longer average duration of stay compared to day-trippers. They usually require commercial housing and spend a significant amount on various commodities. Independent travellers who do not need commercial lodging tend to spend a significant portion of their money on shopping. Hotels are crucial and indispensable elements of the tourism industry. They are essential components in the structure of global tourism. Tourists from many backgrounds and regions are together through this attraction. It is a small country that showcases to tourists from other regions the essence of a country's cuisine, culture, and lifestyle. Inadequate development of housing resources hinders the ability to attract a substantial volume of tourists, regardless of the national scenery, climate characteristics, and recreational facilities available.

Kaul (1985) asserts in his book "Transport and Tourism – A Dynamic Relationship" that the fundamental basis of tourism is the mobility of people, which is a common factor in characterising the link between transport and tourist. The necessity of appropriate mobility for a tour highlights the interconnectedness between tourism and transit. Individuals require transportation for employment, leisure, social activities, travel, and religious journeys. The interconnection between transport and tourism will not only thrive noticeably in the future but will also play a crucial role in the mutual development and advancement of both.

According to Beer (2012), Yercaud's name originates from the Tamil words yeri and kaadu, which translate to lake and woodland. The British encountered it during the early 19th century. Coffee plantations were established in the area by a British commander in the early 1800s. The first house was constructed in 1840, however metalled roads were not erected until the early 20th century. Christian missionaries were drawn to the cold temperature and founded the Sacred Heart Convent for ladies and Montfort School for boys. Schools such as the Holy Cross Novitiate House, established by the Brothers of Don Bosco, adhered to these principles. Taneja (2010) states in her book "Tourism Planning" that the principal settlements in the Yelagiri mountains are Athnavur and Nilavur. Athnavur is an ideal location for lodging and organising a nearby excursion. High-quality cottages and motels are available in this location. This is the final location where modernization is evident. Nilavur is the adjacent town. The area is abundant in agricultural land, as well as vegetable and rose farms. Visiting these farms will be an intriguing diversion.

3. STATEMENT OF PROBLEM

Tourism growth, along areas and estuaries in Southeast Asia and the Pacific regions has disrupted the natural habitats of birds and fish affecting their breeding and feeding patterns. The tourism industry currently faces challenges such as government indifference, inadequate infrastructure, issues, with law enforcement, visa complications, subpar sanitation conditions, pollution concerns and more. Tourism industry is playing the extensive role in the socio-economic advancement of a nation. The dynamic customer preferences make it crucial for the tourism market to establish its products and services in accordance with the changing customer needs and preferences. Indian tourism during the previous years had achieved a lot of development but still had problems regarding the well-structured tourism policy, lawlessness, natural calamities, lack of technological advancements, cleanliness and absence of adequate quality hotels and accommodations. Therefore, this study mainly focuses on to evaluate the staying habits and satisfaction of tourists on accommodation and food facilities with special reference to Nilgiris.

4. OBJECTIVES OF THE STUDY

1. To Determine the services provided by hotel owners for tourists.
2. To Analyze the reasons for tourists' visits and the challenges they encounter at tourist destinations.
3. To Evaluate the contentment levels of both foreign and local tourists in the Nilgiris region.

5. SCOPE OF THE STUDY

The study relates to the tourism industry and the tourists who are visiting Nilgiris. It covers all the components of tourism industry namely locale, accommodation, cuisine, and other framework facilities and it covers the growth of tourism industry in Nilgiri District. The viewpoints and recommendations shared by the tourists involved in this research will serve as a foundation, for determining the steps to be taken in Nilgiris.

6. RESEARCH METHODOLOGY

Sampling: Convenience Sampling is used in the Study.

Sampling Size: A Total of 152 responses is collected among Students, Employees, Business and Professionals.

Source of Data: Primary data is collected through well-structured questionnaire and interview with IT Professionals. Secondary data was collected from Library records, Books, Newspaper, Journals, and Magazines. Secondary Data gave a detailed view about the Problem Statement. A sample is 126 responses have been selected and analyzed.

Tools Applied: The statistical used for the purpose of the study are Simple Percentage, Chi- Square Tests, Weighted Average Score, Mean, Standard Deviation and Mean Rank.

7. LIMITATIONS OF THE STUDY

This study was conducted in Coimbatore, the results cannot be generalized without reconfirming the findings in another location. Due to time constraints, the sample size is limited to 152 responders. Furthermore, the drawbacks of using a questionnaire as a data collection technique apply here as well. The prejudice is lessened, however, because the respondents are individuals who have actively participated for the survey.

8. RESULTS AND DISCUSSION

TABLE 1. Demographic Profile of the Respondents

S.No	Demographic Variable	No. of Respondents	Percentage	
1.	Age	Less Than 18	6	3.95
		18 - 25	115	75.66
		25 - 35	20	13.16
		35 - 45	6	3.95
		More Than 45	5	3.29
2.	Gender	Male	90	59.21
		Female	62	40.79
3.	Educational Qualification	UG	128	84.21
		PG	12	7.89
		HSE	12	7.89
4.	Marital Status	Unmarried	121	79.61
		Married	31	20.39
5.	Occupation	Student	47	30.92
		Government Employee	11	7.24
		Public or Private Sector	75	49.34
		Business or Profession	19	12.50
6.	Residential area	Urban	103	67.76
		Semi Urban	43	28.29
		Rural	6	3.95
7.	Monthly Income	10000 - 20000	87	57.24
		20000 - 30000	51	33.55
		30000 - 40000	7	4.61
		More Than 40000	7	4.61
8.	Number of Members in the Family	1 - 3	12	7.32
		3 - 5	127	77.44
		Mote than 5	13	7.93

From the above table it is analyzed that majority (75.66%) of the respondents are belongs to the age group of (18.25%) years, and (59.25%) of the respondents are male, (79.61%) of the respondents are unmarried, and occupation (49.34%) of the respondents are from public and private sector. (57.84%) of them earn 10000-20000 monthly. Majority of the respondents (67.76%) are from urban areas and (77.44%) of the respondents has 3-5 members in their family. These are the demographic profile of respondents which are taken for the study.

TABLE 2. Awareness About Nilgiris as A Tourist Spot

S. No.	Particulars	No. of Respondents	Percentage	
1.	Aware of Tourism in Nilgiris	Family and friends	58	38.16
		Media advertisements	12	7.89
		E advertisements	18	11.84
		Newspaper and Magazines	64	42.11
2.	Frequency of visit Nilgiris for Vacation	Once in a year	49	32.24
		Twice in a year	89	58.55
		Once in 3 months	12	7.89
		Once in 6 months	2	1.32
3.	Prefer the Period of Visit	January – March	10	6.58
		April – June	115	75.66
		July – September	23	15.13
		October – December	4	2.63

The above table represents most of the respondents (42.11%) are aware of tourism through newspaper and magazines, (58.55%) of the respondents visit Nilgiris twice in a year, (75.66%) respondents travel in the period of April – June.

TABLE 3. Tourism Packages

S. No.	Particulars	No. of Respondents	Percentage	
1.	Amount Spent on one Trip	Below 2000	114	75.00
		2000 - 5000	29	19.08
		5000 - 10000	9	5.92
2.	Type of Holiday Packages	Self-Organized	139	91.45
		Organized	13	8.55
3.	Types of Activities Expected from the Trip	Boating	49	32.24
		View Point	89	58.55
		Trekking	12	7.89
		Camp Fire	2	1.32

From the above table it is analyzed that (75%) of the respondents prefers Below 2000 for a trip and (91.25%) of the respondents chooses self-organized trip and (58.55%) of the respondents prefer view point is the main activity expected for the trip.

TABLE 4. Reasons for Choosing Nilgiris as A Tourism Destination

S. No.	Reasons	Weighted Average Score	Rank
1.	Cost Efficient	62.21	4
2.	Relaxation	43.96	6
3.	Climatic Condition	94.47	1
4.	Exploration	38.28	7
5.	Beauty of the Nature	84.44	2
6.	Famous for Gardens	73.38	3
7.	Wild Life Safari	51.18	5

It is found that from the above table most of the respondents given first preference for climatic condition and second preference for beauty of the nature followed by famous for gardens.

TABLE 5: Facilities Available at Nilgiris

S. No.	Facilities	Mean
1.	Cleanliness of Tourism Spot	1.43
2.	Shopping Experience	1.27
3.	Parking Facilities	1.10
4.	Safety and Security	1.83

It is found from the table that the highest average score of 1.83 is given by the respondent for safety and security as most of the respondents were given highly satisfied. The second average score for cleanliness of tourism spot, shopping experience stood at third and finally the parking facilities.

TABLE 5. Factors Influencing the Level of Satisfaction for Choosing Nilgiris

S. No.	Factors	Mean	Std. Deviation	Mean Rank
1.	Price	3.20	1.09	2.86
2.	Service	3.85	1.05	2.49
3.	Accommodation	3.52	0.97	2.15
4.	Mode of Transport	3.98	1.08	2.83
5.	Offer	4.35	1.29	3.38
6.	Package	4.22	1.19	3.23
7.	Quality of Service	3.76	1.02	2.32
8.	Terms and Conditions	3.65	1.00	2.28
9.	Climatic Conditions (Rain)	4.07	1.07	3.44

It could be noted from the above table that among the six factors, “Climatic Conditions” was ranked first. The factor “Offer” was ranked second and the factor “Package” was ranked third.

TABLE 6. Problems Faced by The Respondents During the Trip

S. No.	Facilities	Mean
1.	Inadequate Maintenance of Tourist Spot	2.10
2.	Traffic Control was not good	2.20
3.	Cheating when buying goods	2.07
4.	Poor Infrastructure facilities	2.23

It is found from the table that highest mean score of 2.23 for problem of poor infra structure facilities faced by the respondents during the trip. The mean score of 2.20 stood at second for traffic control was not good and the score of 2.10 stood at third for in adequate maintenance of tourists’ spot and then lastly the sore of cheating when buying goods.

Chi-square tests: Age and Reasons for Choosing Nilgiris as Tourism Spot

H₀ : There is no significant relationship between age and reason for choosing Nilgiris as tourism spot.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.770 ^a	12	.012

From the above table it is discovered that the level of significance at 5% level at 0.012. Hence it is concluded that there is a significant relationship between the age of the respondents and the reasons for choosing Nilgiris as a tourism spot.

Occupation and Period of Visiting Nilgiris for Vacation

H₀ : There is no significant relationship between occupation and period of visiting Nilgiris for vacation.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.395 ^a	16	.644

From the above table it is discovered that the level of significance at 5% level at 0.644. Hence it is concluded that there is no significant relationship between the Occupation of the respondents and Period of visiting Nilgiris for Vacation.

Monthly Income and Amount Spent On a Trip

H₀ : There is no significant relationship between monthly income and amount spent on a trip.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.649 ^a	9	.301

From the above table it is discovered that the level of significance at 5% level at 0.301. Hence it is concluded that there is no significant relationship between the Monthly Income of the respondents and the amount spent on a trip.

SUGGESTIONS

- As the tourism industry in India grows, it is becoming increasingly important to promote sustainable tourism.
- Many of our monuments are similar to our last remaining primary resources. These can be revived to bring our rich culture and art back to life and become tourist attractions.
- Developing the Infrastructure especially for the Transport.
- Cleanliness is the main thing that to be taken more attention on Nilgiris
- Traffic control should be maintained proper way
- Infra structure facilities should be improved by the Government
- Cheating are done when buying goods should be avoided.

Hotels need to enhance their security measures and have them overseen by the tourism authorities at both the state and national levels.

9. CONCLUSION

Tourists' preference for tourism spot is play a vital role in in the growth and development of the tourism industry. Nilgiris has a high image among the tourists in respect of its climate nature and beauty. There for the image around the world. In this spot has a greater reputation for its earning. In order to retain the same, the Government must know the tourists' suggestions and provide them with proper and more infra structure facilities. In order to draw in tourists, with an interest in technology, travel and tourism companies need to strategize the process of revamping their services. The increasing accessibility of internet connectivity at rates is set to see significant growth. Utilizing email among internet users and tourists could play a role in promoting tourism offerings. With the anticipated time and cost advantages of e tourism services there is likely to be a rise, in tourist engagements moving forward. Therefore it is crucial to develop a tourism strategy that caters to the needs of local communities at this point in time.

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