



A STUDY ON SUCCESS OF TOURISM SECTOR MARKETING PERFORMS (With special reference to Tamilnadu, Karnataka, and Kerala state)

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Abstract:

Tourism sector has turned out to be a major source of revenue for the nations worldwide. Its contributions to India's GDP and employment generation in second to none. Buoyed by its tremendous growth and immense potential, all the states in the country have set up their respective state tourism corporation to shape up its economy with this booming phenomenon. In the present time, role of marketing has become very important. Marketing is the most potent weapon in the armory of an organisation. India is full of tourist attractions including archaeology and historically important places, pilgrimage centers, beaches, vast landscapes, hills and terrains etc. Marketing of tourism services include marketing of both domestic and foreign tourists. In order to make people aware regarding the tourist attractions of the country, the states need to have effective marketing strategies in place. Efficient marketing can take any organization to great heights while insufficient and inefficient marketing may take it to doom. The researcher has made an attempt to study and analyse the marketing practices being adopted by the selected tourism corporations of southern India viz Tamilnadu Tourism Development Corporation-TTDC, Kerala Tourism Development Corporation (KTDC), Karnataka State Tourism Development Corporation (KSTDC). The study primarily attempts to find out the effectiveness of marketing practices of the three corporations by analyzing the seven P's of marketing mix and find out the loopholes in it, if any.

Key words: *Marketing Practices, Tourism services, People, Process, Physical Evidence*

Introduction:

Tourism mainly comprises of two main industries namely hospitality and travel industry. India is known for its ancient tradition of travel. Large numbers of people were impelled to undertake journeys throughout the length and breadth of the country in olden times. This trend has grown over the years. The impact of tourism on national economy is becoming increasingly important today because of growing size of tourist market. Over the years, tourism has really emerged as a major economic activity globally. Tourism industry has out shown both petroleum and arm trade industries to turn into one of the largest industry at the global level. In India, tourism industry has been contributing immensely towards generating employment and in contributing towards GDP, earning of revenue and foreign exchange.

Considering the tremendous potential of growth in this sector, Government of India encouraged the states in the country to set up their state tourism corporations. The present study is an attempt to focus on three such southern state tourism corporations namely Tamilnadu Tourism Development Corporation-TTDC, Kerala Tourism Development Corporation (KTDC), Karnataka State Tourism Development Corporation (KSTDC). Efficient marketing can take any organisation to great heights while insufficient and inefficient marketing may take it to doom. The researcher has made an attempt to