

HERITAGE TOURISM PROMOTION THROUGH MARKETING PHILOSOPHY

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Abstract

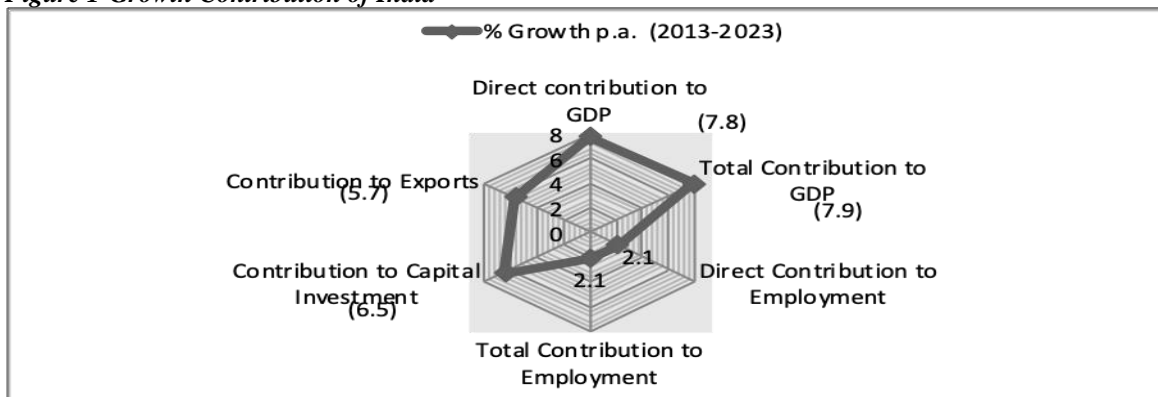
Destination image has been defined as an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination (Crompton, 1979a; Fakeye & Crompton, 1991). World Heritage Sites belong to all people of the world, irrespective of the country in which they are located. It is a universal application what makes the concept of world heritage exceptional. This has been declared in the Convention on the Protection of World Cultural and natural Heritage of UNESCO in 1972. As travellers become more sophisticated, destinations need to become more originative in capturing those tourists. A potential tourist destination needs to create a brand image to compete in the global tourism marketplace. The methodology is based on available secondary and primary data from government bodies of India and relevant international organisations, several factors are identified that affect the implementation of marketing philosophy in area of *Heritage Destination Tourism*. Important initial measure would improve coordination in order to achieve more Tourist-friendly destination. Marketing philosophies cannot be understood simply but can create platform for defining business objectives and strategies, and creation of tourist products which deliver unique experience to tourist and generate profit for heritage tourism destination. It is an initiative to look over the ultimate Sources of heritage marketing – *is it well worth?*

Key words: *Heritage, Innovation, Planning, Unique, Tourist, Destination*

1. INTRODUCTION

Tourism in India has the potential to do wonder in this upcoming industry of profit as well as fun. The outlook for travel industry in India looks extremely bright. "Conde Nast" rank India 6th amongst the top 10 tourist destination in the annual "Reader's Award" in 2004, which was 9th a year before. The magazine ranked Raj Vilas, in Jaipur (Rajasthan) as 3rd in the overseas leisure hotel category for Asia (Business Standard, 2004). The JBIC (Japan Bank of International Cooperation) rank her 5th most attractive investment destination. The World Travel & Tourism Council (WTTC) has been investing in economic impact research for over 20 years. This research assesses the Travel & Tourism industry's contribution to GDP and jobs for 184 countries and 24 regions and economic groups in the world. Graphical presentation of growth (%) in respect of Indian contribution towards critical sectors is shown in figure 1.

Figure 1-Growth Contribution of India



Source: WTTC Report of India (2013)

At present heritagetourism is considered as big business. It not only sustains the heritage, highlight the history but also enhance local economy. In economic and entrepreneurial terms, it is one of the major success stories of recent years. At a time of declining Industrial activity and rising unemployment in any society, heritage tourism has provided an alternative form of enterprise, creating jobs and generating wealth for local economies (Herbert, 1995). In 1983 National Heritage Conference defined heritage as: 'that which a past generation has preserved and handed on to the present and which a significant group of population wishes to hand on to the future' (Hewison, 1989). Hardy (1988) said most researchers accept that heritage is linked to the past that it represents some sort of inheritance to be passed down to current and future generations, both in terms of cultural traditions and physical artefacts (Dallen et al. 2003:2). These definitions indicate culture choice; its focus on preservation and the fact that some people will adopt a conservationist view of heritage. (Herbert, 1997:8). Heritage is like a gift which is passed by one generation to another in the form of culture, nature, customs which is different and unique from others. Prentice (1993) said heritage can be classified as tangible immovable resources (buildings, natural areas) and tangible movable resources (objects in museums, documents in archives); or intangibles such as values, customers, ceremonies, lifestyles, and including experiences such as festivals, arts and cultural events. Heritage can also classified according to type of attraction (Dallen et al. 2003:3). Hall and McArthur (1993) identified four interrelated areas of significance in heritage: economic, social, political and scientific significance.

1.1 Economic significance: Heritage is not cheap! Restoring a property maintaining it, installing necessary facilities (i.e. toilets and drinking water) and establishing and running an interpretive programme can easily cost twice as much (Dallen, 2003:143). Zeppel and Hall (1992) believe heritage is preserved because of the value it offers in terms of expenditures, of visitors to site (Dallen, 2003:13). Tourism is big business and really in *demand*. People have started paying these days for outdoor fun, and if the destinations have potential they will not think twice to visit there.

1.2 Social significance: This refers to the private and collective identity that people and society have with 'their' heritage. That's what local person and community think about their heritage, and how they value to it. The people of India feel pride on is rich and colorful cultural heritage. A social ethics will often be the driving force to consider preservation in the first instance (Dallen, 2003:13).

1.3 Political significance: As Hall and McArthur note, heritage by definition is political, in terms of reinforcing what is conserved, how heritage is told, and placing the wishes of private owners of heritage into conflict with government or public interests. In the words of Johnson (1999:187), 'heritage tourism is not just a set of commercial transactions, but the ideological framing of history and identity'. Politics is in its very essence about power, and heritage by its very nature is apolitical phenomenon, since history is always told from the perspective of winners of wars and people in positions of power (Hall 1994, 97, 2000), (Dallen, 2003:257).

1.4 Scientific significance: Many National Parks and Protected Forest areas may contain genetic material and ecosystems (flora and fauna) that will be useful to medicine and research work. They also provide habitats for rare and endangered species. There is also an educative part to heritage-providing visitors with information about the living history, culture, and people of areas (Dallen, 2003:13).

2. REVIEW OF LITERATURE

As of December 2012, 962 sites were listed as World Heritage sites (UNESCO World Heritage Centre,) with 745 cultural sites, 188 natural sites and 29 mixed. These sites werelocated throughout the world in 157 countries. Designation as a World Heritage site brings increased tourist flow generating income through ticket sales, concessions and associated tourism amenities such as restaurants and hotels. As a particular World Heritage site gains attention, positive benefits increase in the areas of publicity, government support and donations. However, simultaneously growing concerns may also arise about the impact of tourist levels on the overall sustainability of the site for future generations. Ironically the growth in tourists may adversely affect sustainability efforts. So, positive effects of designation can frequently result in a negative impact upon these treasured sites. The success of a site must balance its visitation and preservation. An interdisciplinary approach to explore the issues and debates surrounding the designated World Heritage sites is provided by Rakic (2007). Her study included heritage professionals across forty five countries. She used online questionnaires and semi-structured interviews to garner results. Four key themes were identified in her literature review phase: *Tourism management and marketing, policy and conservation, significance of World Heritagesitestatus and implications of World Heritage site listing for the local population.*

Ho and McKercher (2004), considered the impact of cultural tourism development. Cultural tourism includes sites that have cultural importance to the local communities, but may not be of interest to the typical tourist. When a cultural site is designated as a World Heritage site it draws a new group of tourists that may never have visited the site prior to the designation. Ho and McKercher researched the Cultural Heritage sites as a form of tourism product; they sought to determine if heritage became a commodity. Marketing is defined as a management function that identifies, anticipates and satisfies customers in a profitable manner (Misiura, 2006). In relation to World Heritage sites, marketing is tailored to a specific tourism niche. This research discussed three contributing factors to marketing UNESCO World Heritage sites: Political contributions, Visitor management, and Brand equity. The *political climate* of a country affects tourism promotion (Ryan & Silvanto, 2010). Listing as a World Heritage site impacts political decisions on the branding and marketing of the site. Ryan and Silvanto exposed how political instability and democracy are important in the promotion of the World Heritage sites and affect the development of tourism. The study explored 54 countries and 94 sites to see how the level of democracy affected promotion. It was cited that countries with political instability experienced decreases in the level of tourist activity. A *relationship exists between marketing and visitor management* at World Heritage sites (Fullerton, McGettigan, & Stephens, 2010). This study examined if a balance can be created between visitor impacts and site maintenance. Tourism viewed as successful only on the merits of increase visitors numbers can in fact prove detrimental to the sites if increased visitor numbers puts a strain on site preservation. Brand awareness provides an identity to the user and can evoke a sense of trust and loyalty (Misiura, 2006). *Brand equity* relies on several factors based on loyalty, perceived quality, associations and awareness (Portia, Reichel, & Cohen, 2011). The World Heritage site name can be regarded as a brand. The branding of UNESCO World Heritage sites allows for a set of associations and expectations to be created. The UNESCO brand also evoked certain feelings or perceptions by customers. Brand awareness is a marketing tool for UNESCO World Heritage sites.

3. WORLD HERITAGE SITES IN INDIA

In 1972, the General Conference of UNESCO adopted a resolution with overwhelming enthusiasm creating thereby a 'Convention concerning the protection of the World Cultural and Natural Heritage'. The List of recorded sites on the World Heritage now stands at 981 which include both cultural and natural wonders, and endowment that is shared by all mankind and the protection of which is the concern of the entire mankind. India is an active member State of the World Heritage from 1977 and has been working in close co-operation with other International agencies like ICOMOS (International Council on Monuments and Sites), IUCN (International Union for the Conservation of Nature and Natural Resources) and ICCROM (International Centre for the study of Preservation and Restoration of Cultural Property). There are 30 World Heritage Properties in India out of which 24 are Cultural Properties and 6 are Natural Properties. List of world heritage sites in India is produced by the MHRD, Government of India in 2011. (Table No.1)

Table 1. List of World heritage sites in India

• Agra Fort (1983)	• Mountain Railways of India (1999)
• Ajanta Caves (1983)	• Qutb Minar and its Monuments, Delhi (1993)
• Buddhist Monuments at Sanchi (1989)	• Red Fort Complex (2007)
• Champaner-Pavagadh Archaeological Park (2004)	• Rock Shelters of Bhimbetka (2003)
• Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)	• Sun Temple, Konârak (1984)
• Churches and Convents of Goa (1986)	• Taj Mahal (1983)
• Elephanta Caves (1987)	• The Jantar Mantar, Jaipur (2010)
• Ellora Caves (1983)	• Kaziranga National Park (1985)
• Fatehpur Sikri (1986)	• Keoladeo National Park (1985)

• Great Living Chola Temples (1987)	• Manas Wildlife Sanctuary (1985)
• Group of Monuments at Hampi (1986)	• Nanda Devi and Valley of Flowers National Parks (1988)
• Group of Monuments at Mahabalipuram (1984)	• Sundarbans National Park (1987)
• Group of Monuments at Pattadakal (1987)	• Western Ghats (2012)
• Hill Forts of Rajasthan (2013)	<i>Source: UNESCO Report (2013)</i>
• Humayun's Tomb, Delhi (1993)	
• Khajuraho Group of 000 Monuments (1986)	
• Mahabodhi Temple Complex at Bodh Gaya (2002)	

4. OBJECTIVE

- To study the review of literature for understating role of heritage tourism,
- Outline the key questions for implementation of heritage marketing philosophy,
- To study that how marketing philosophies can promote heritage tourism.

5. MARKETING PHILOSOPHIES: TRIGGER OF HERITAGE MARKETING

A tourism market may be defined as a set of relations between offer and demand within the scope of goods and services which serve to satisfy tourist needs, in a certain area, or as a set of relations between offer and demand arising as a result of tourist movements (Senečić, 1997). The five competing concepts are designed to develop a practical knowledge of the application of marketing techniques in the travel and tourism industry.

5.1. Production concept, It is that products available widely and inexpensive. The heritage products need to be widely available and there should be better connectivity to provide the tourists satisfactory experience and judicious utilization of time. The entry should be affordable to the tourists. Production concept comprises following questions:

- Where are our visitors coming from?
- Is there a visitor perception that, the admission fee of heritage sites, was good value for the experience paid for, or do they think they paid too much for too little?

5.2. Productconceptis based on ways to improve the quality, hospitality, experiences, and features to attract tourists. This philosophy tends to spend too much time identify and adding features to their heritage sites, rather than thinking about what people actually need and want. Product concept comprises following questions:

- What experiences or recreational learning opportunities were they looking for?
- What were the attraction visit components of heritage sites?
- What reasons did we give them to return again to this attraction?

5.3.Selling concept, which places the focus on sales rather than what people actually need or want. Most of the time the product is misrepresented which results in high customer dissatisfaction. This concept may rely upon the generation of profits rather than conservation and preservation of the heritage sites.concept comprises following questions:

- How do we increase visitor participation?
- Convenience of purchasing entrance tickets?
- How do we manage the entrance tickets in seasonal upward and downward phase for generating the profit?

5.4. Marketing concept, which focuses on what tourist need and wants. This concept is about the importance of satisfying the tourist's needs to achieve satisfaction level. Heritage sites are developed around preservation and conversation for fulfilling the needs and wants of the tourist. Marketing concept comprises following questions:

- Was our on-site experience (the visit) as good in reality as our marketing pieces “made it look”?
- Why did they decide to visit the site or attraction in the first place?
- What experiences or recreational learning opportunities were they looking for?
- Did the site/attraction meet or exceed their “**expectations**” of what they would see-do-and experience here or did it “fall short” of the visitors expectations (from marketing brochures and related advertising)?
- What is the attractions “physical and psychological carrying capacity” and did we exceed it? Were we too successful in attracting visitors and couldn't give visitors a quality experience because of too many visitors?
- How do we design and structure our advertising materials to get the attention of, and RELATE to target market groups?

5.5. Societal marketing concept, which not only uses the same philosophy as the marketing concept, but also focuses around the products benefit to the betterment of society as a whole. Greater emphasis is put on environmental impacts, population growth, resource shortages, and social services.

- What were their best or most powerful “memories” of their visit?
- What are their age groups and other socio-economic backgrounds?
- What did they spend money on – and how much?

6. STRATEGIES FOR A STEP FORWARD: RECOMMENDATIONS

- Often the *product* includes intangibles such as history, culture and natural beauty. The closer we can determine how to satisfy the customer's needs, the more successful the destination will be.
- Pricing should be based upon clear-cut goals and objectives: survival, profit maximization, market share, competition or positioning.
- A range of activities can be used to promote heritage sites, including information kits, web sites, advertising, personal selling, sales promotion, travel shows, and public relations.
- Multiple sites of heritage can be offered to the tourists as a bundle at discounted price, which can be beneficial for the tourists as they are able to get the purchase the multiple sites in a single offer.
- The people who sell service of your product are an extremely important part of tourism marketing. Friendly personal service and trained employees can make or generate a tourism business.
- Brand awareness relies on several factors based on loyalty, perceived quality, associations and awareness (Portia, Reichel, & Cohen, 2011). There should be a marketing strategy to encourage sustainability which can be supported simply through promotion of the UNESCO World Heritage brand. Displaying the logo demonstrates the particular site is concerned with the principles of conservation and preservation that the UNESCO Organization put forth.
- We should work upon process in Tourism include, (a) trip planning and anticipation, (b) travel to the site/area, (c) recollection, (d) trip planning packages. The trip planning packages include, maps, attractions, route and on site, information regarding lodging, food, quality souvenirs and mementoes
- Future research is needed to understand the impact of sustainable marketing strategy on visitors' satisfaction.
- Additional research is also needed to understand the interaction between marketing plans and the need for preservation.

5. CONCLUSION

With the ultimate triumph of most heritage attractions centred on how that attraction is marketed – it is well worth the investment in time and staff to do it right the first time. Heritage sites are grouped based on cultural, natural or mixed attributes. They are a global collection of information about human civilization and geological development through time. The marketing perspective provides one way to view sites and inform of measures to support sustainable tourism. Recommendations provided in this research are universal and can be applied singularly or with a combination of many recommendations with identifying the heritage and need of tourist. Increasing tourism sustainability will increase global preservation of mankind's development across time.

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