

A Study on Effect of Marketing Mix Components on Sustainable Development of Tourism in South Tamil Nadu

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Article Info**Volume 82****Page Number: 4841 - 4845****Publication Issue:****January-February 2020****Abstract:**

The best possible combination of components of marketing mix is helpful for attainment of comparative advantage and competitiveness in tourism marketing and development of tourism in long run. Significant difference is prevailing in marketing mix components of tourism among demographics of tourists. Product, distribution and promotion have positive and significant effect on sustainable development of tourism, whereas, price has negative and significant effect on sustainable development of tourism. Hence, in order to develop tourism in a sustainable manner, tourist places should be maintained very clean and they must be equipped with good modern sanitation facilities. Price of services of tour should be reasonable and tour guides must meet demand of tourists, In addition, guidelines and information provided must be useful to tourists and information on tourist places must be available in various languages.

Article History**Article Received:** 18 May 2019**Revised:** 14 July 2019**Accepted:** 22 December 2019**Publication:** 23 January 2020**Keywords:** Marketing Mix, Sustainable Development, Tourism

1. INTRODUCTION

Nowadays, tourism is considered as industry involving various trading and marketing activities across the globe including India and it has diversity and its significance is irrefutable. Tourism is playing an important role in generating personal and social values and for remaking for cultural development, efficient resource use and development of geographical places (Leask, 2010). Sustainable development of tourism is largely depending on uniqueness of tourism places, diversified values, modification and distribution of products and services (Sharma and Lal, 2009), social activities and promotional measures and policies (Jain and Madan, 2015). Marketing and sustainable development of tourism is mainly determining by components of marketing mix and services (Binter et al 2016). The best possible combination of components of marketing mix is helpful for attainment of comparative advantage and

competitiveness in tourism marketing and development of tourism in long run. Thus, it is important to study effect of marketing mix components on sustainable development of tourism in south Tamil Nadu.

2. LITERATURE REVIEW

Pomeroy et al (2011) found that elements of marketing mix were affecting demand of customers for tourism products and were impacting sustainable development of tourism. Emery (2012) concluded that energy usage, use of resources, environment related activities, product, price and promotion were affecting sustainable tourism development.

Michaelidou et al (2013) revealed that elements of marketing mix differentiated image of tourist places and value addition and these elements were also influencing development of tourism places and satisfaction of tourists. Singh (2014) indicated that correct marketing mix was used to promote

products, services and brands of tourism and it had greater impact on sustainable development of tourism.

Magatef (2015) showed that the promotion and product were influencing satisfaction of international tourists and distribution and price were influencing satisfaction of inbound tourists Kadhim et al (2016) found that elements of marketing mix were positively and significantly related with satisfaction of customers and were very significant for sustainability of tourism.

Noourai and Jaroenwisan (2017) concluded that price, product, participation, promotion, packaging, process and physical evidence were influencing sustainable development of tourism. Paniandi et al (2018) revealed that components of marketing mix were positively and significantly affecting image of tourist places and satisfaction of tourists and also development of tourism.

3. RESEARCH GAP AND RESEARCH PROBLEM

By reviewing previous research works, the research gap is discovered and included in the present study and it is effect of marketing mix components on sustainable development of tourism. Tourism sector is one of the potential areas for business, economic and social activities and exhibits an enormous growth in recent times. The best blend of marketing mix elements can be attained through efficient and effective operations of various stock holders of tourism. For sustainable development of tourism, components marketing mix are playing major role and these have to be adopted preciously.

4. OBJECTIVES OF THE STUDY

1. To examine marketing mix components of tourism.
2. To scrutinize difference in marketing mix components of tourism among demographics of tourists.
3. To assess effect of marketing mix components on sustainable development of tourism.

5. HYPOTHESES OF THE STUDY

1. There is no significant difference in marketing mix components of tourism among demographics of tourists.
2. There is no significant effect of marketing mix components on sustainable development of tourism.

6. RESEARCH METHODOLOGY

The present study is carried out in south Tamil Nadu and convenience sampling method is applied to select tourists and data are gathered from 320 tourists through questionnaire. Percentages are used to examine demographics of tourists and mean and standard deviation are used to examine marketing mix components of tourism. t-test and Analysis of Variance (ANOVA) test are employed to scrutinize difference in marketing mix components of tourism among demographics of tourists. Multiple regression analysis is done to assess effect of marketing mix components on sustainable development of tourism.

7. FINDINGS

7.1. DEMOGRAPHICS OF TOURISTS

The demographics of tourists are given in Table-1. The findings clarify that 59.38 per cent of them are males, where as, 40.62 per cent of them are females and 32.19 per cent of them are coming to age category of 21 – 30 years, where as, 5.94 per cent of them are coming to age category of below 20 years. The findings display that 35.62 per cent of them are having under graduation, where as, 16.88 per cent of them are having higher secondary and 35.00 per cent of them are receiving monthly income of Rs.20,001 – Rs.30,000, where as, 5.31 per cent of them are receiving monthly income of above Rs.50,000 and 81.56 per cent of them are married, where as, 18.44 per cent of them are unmarried.

Table-1. Demographics of Tourists

Demographics	Number of Tourists	Percentage
Gender		
Male	190	59.38
Female	130	40.62

Age Category		
Below 20 Years	19	5.94
21 – 30 Years	103	32.19
31 – 40 Years	92	28.75
41 – 50 Years	74	23.12
Above 50 Years	32	10.00
Education		
Higher Secondary	54	16.88
Diploma	67	20.94
Under Graduation	114	35.62
Post Graduation	85	26.56
Monthly Income		
Below Rs.20,000	40	12.50
Rs.20,001 – Rs.30,000	112	35.00
Rs.30,001 – Rs.40,000	87	27.19
Rs.40,001 – Rs.50,000	64	20.00
Above Rs.50,000	17	5.31
Marital Profile		
Married	261	81.56
Unmarried	59	18.44

7.2. MARKETING MIX COMPONENTS OF TOURISM

The marketing mix components of tourism were studied and the results are shown as below.

7.2.1. Product of Tourism

The product of tourism is shown in Table-2.

Table-2. Product of Tourism

Product of Tourism	Mean	Standard Deviation
Tourist places are eye catching	3.80	0.97
Tourist places are very clean	3.32	1.06
Tourist places are diverse in nature	3.76	1.03
Tourist places are easily accessible	3.79	1.01
Tourist places have good sanitation	3.30	1.09

The tourists are agreed with tourist places are eye catching, tourist places are diverse in nature and tourist places are easily accessible, where as, they are neutral with tourist places are very clean and tourist places have good sanitation.

7.2.2. Price of Tourism

The price of tourism is shown in Table-3.

Table-3. Price of Tourism

Price of Tourism	Mean	Standard Deviation
Price for tours is affordable	3.84	0.99
Price of tourism services is realistic	3.25	1.00
Price for accommodation is nominal	3.72	1.07
Price of food items is not cheaper	3.74	1.04
Price for transport is rational	3.70	1.11

The tourists are agreed with price for tours is affordable, price for accommodation is nominal, price of food items is not cheaper and price for transport is rational, where as, they are neutral with price of tourism services is realistic.

7.2.3. Distribution of Tourism

The distribution of tourism is shown in Table-4.

Table-4. Distribution of Tourism

Distribution of Tourism	Mean	Standard Deviation
Booking is very easy	3.90	0.93
Tour guides always meet demand of tourists	3.34	1.12
Transport facilities are sufficient	3.88	1.02
Guidelines and information are largely useful	3.28	1.17
Transport has good networking	3.86	1.07

The tourists are agreed with booking is very easy, transport facilities are sufficient and transport has good networking, where as, they are neutral with tour guides always meet demand of tourists and guidelines and information are largely useful.

7.2.4. Promotion of Tourism

The promotion of tourism is shown in Table-5.

Table-5. Promotion of Tourism

Promotion of Tourism	Mean	Standard Deviation
Information about tourist places in online sources is adequate	3.77	1.11
Information on tourist places is easily obtainable	3.81	1.07

Information about tourist places is available in regional languages	3.37	1.13
Pamphlets are accessible in tourist places	3.82	1.05
Media provide sufficient information on tourist places	3.85	1.03

The tourists are agreed with information about tourist places in online sources is adequate, information on tourist places is easily obtainable, pamphlets are accessible in tourist places and media provide sufficient information on tourist places, where as, they are neutral with information about tourist places is available in regional languages.

7.3. MARKETING MIX COMPONENTS OF TOURISM AND DEMOGRAPHICS OF TOURISTS

To scrutinize difference in marketing mix components of tourism among demographics of tourists, ANOVA (Analysis of Variance) test and t-test are used and the results are shown in Table-6.

Table-6. Difference among Demographics of Tourists and Marketing Mix Components of Tourism

Particulars	t-Value / F-Value	Sig.
Gender and Marketing Mix Components of Tourism	6.131** (t-value)	.000
Age Category and Marketing Mix Components of Tourism	5.113** (F-value)	.001
Education and Marketing Mix Components of Tourism	7.074** (F-value)	.000
Monthly Income and Marketing Mix Components of Tourism	9.548** (F-value)	.000
Marital Profile and Marketing Mix Components of Tourism	6.528** (t-value)	.000

** Significant at 1 % level

The t-value and F-values are significant and these values are elucidating that significant difference is there in marketing mix components of tourism among demographics of tourists. Accordingly, the null hypothesis is not accepted.

7.4. EFFECT OF MARKETING MIX COMPONENTS ON SUSTAINABLE DEVELOPMENT OF TOURISM

To assess effect of marketing mix components on sustainable development of tourism, multiple regression analysis is employed and the results are shown in Table-7. R^2 is 0.59 and adjusted R^2 is 0.57 and these measures are revealing the regression model has good fit and 57.00 per cent of variation in sustainable development of tourism is shared by components of marketing mix. F-value of 31.426 is illustrating that the model has significance at one per cent level.

Table-7. Effect of Marketing Mix Components on Sustainable Development of Tourism

Marketing Mix	Regression Co-efficients	t – Value	Sig.
Intercept	1.103**	11.512	.000
Product (X_1)	.044**	8.104	.000
Price (X_2)	-.035**	7.238	.002
Distribution (X_3)	.039**	7.625	.000
Promotion (X_4)	.047**	8.742	.000
R^2	0.59	-	-
Adjusted R^2	0.57	-	-
F	31.426	-	.000

** Significant at 1 % level

Product, distribution and promotion have positive and significant effect on sustainable development of tourism, whereas, price has negative and significant effect on sustainable development of tourism at one per cent level. Accordingly, the null hypothesis is not accepted.

8. CONCLUSION

The findings of this study are explicating that significant difference is prevailing in marketing mix components of tourism among demographics of tourists. Product, distribution and promotion have

positive and significant effect on sustainable development of tourism, whereas, price has negative and significant effect on sustainable development of tourism. Hence, in order to develop tourism in a sustainable manner, tourist places should be maintained very clean and they must be equipped with good modern sanitation facilities. Price of services of tour should be reasonable and tour guides must meet demand of tourists, In addition, guidelines and information provided must be useful to tourists and information on tourist places must be available in various languages.

9. IMPLICATIONS OF THE STUDY

The findings of this study will be useful for tourism department, hotels and transport authorities to assess their existing marketing mix strategies and make necessary changes in order to attract more number of tourists. The findings of this study will also be helpful to make and execute effective promotional strategies for sustainable development of tourism in south Tamil Nadu.

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