

An Empirical Analysis on Image of Marketing for Promotion of Cultural Tourism Destinations: A Study from Select Destinations in West Bengal

Dr. Nilanjan Ray, Associate Professor, School of Management, ADAMAS University
West Bengal, India

Mr. Santanu Sengupta, PhD Research Scholar, School of Management, ADAMAS
University, West Bengal, India

Dr. Sudin Bag, Assistant Professor, Department of Business Administration, Vidyasagar
University, West Bengal, India

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Abstract:

Cultural parts generally following kinds of products are available, viz. historical, heritage, natural-based, medication- based, religious-based, cultural-based and manmade. It has been observed that till now tourism has remained neglected in India for variety of factors like lack of infrastructure, civic amenities, lack of publicity, and peoples' ignorance in accessibility to tourist location. This present study has been focused on image of marketing for cultural tourism in West Bengal. Keeping in mind of the above stated objectives researchers were collected Primary data from filed survey, face to face interaction and observation method and Secondary data has been collected from different journals, research articles and WBTDCC websites. To conduct this present study 320 respondents were selected through convenience sampling method to identify Marketing image of Cultural Tourism destination of Shantiniketan in Birbhum district and Bishnupur in Bankura district through Marketing Mix (Product, Price, Promotion and Place). On the basis of analysis it has been observed that marketing mix elements are more significant for promotional image of both destinations.

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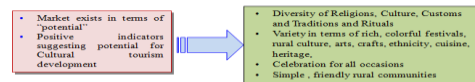
Introduction

Travel and Tourism industry has grown rapidly as well as changing at a fast pace. West Bengal is such a destination where consists with rich culture, heritage, flora & fauna, combination of both sea, mountains & wildlife. Tourism has various dimensions in various aspects like economic, social,

demographic, technological, geographical, cultural, natural, and so many fields. Rural Tourism is a subset of tourism which helps to boost up local economy like farming, forestry or other traditional activities like women empowerment. There is an opportunity which supplies various goods, needed for tourism product may be in the position to open

avenues of employment. Cultural parts generally following kinds of products are available, viz. historical, heritage, natural-based, medication- based, religious-based, cultural-based and manmade. It has been observed that till now tourism has remained neglected in India for variety of factors like lack of infrastructure, civic amenities, lack of publicity, and peoples' ignorance in accessibility to tourist location. As a result, tourists from home country and overseas countries prefer to visit urban tourist sites. Cultural tourism includes both those who intend to stay away from home for one night or more and those out for the day in the countryside for instance, visiting attractions, walking, cycling or enjoying a whole different range of countryside activities. Cultural tourism is one of the growing sectors in the tourism and travel industry. It has become more popular post World War II when people grew more interest in knowing others culture and life style. India with its unique cultural diversity and reach cultural tourism components invites a great number of tourists to visit India. All the Indian states is remarkably good in their cultural representation, thus West Bengal is one of them with reach cultural tourism product. Culture of West Bengal has emerged as the perfect mixture of tradition. Bengal Culture donates to the various creation of identity which is also influence to ethnic tourism too. Bengal folk art and cultural forms is ethnic in nature. Various myths has related with certain regions in form of folk lore culture, food culture, customs, arts, heritage culture and tribal culture. These mixed arts and culture is a totality of the cultural experiences of particular regions.

Nonurban and urban settings have a new trend for knowledge about traditional ways of life, arts and crafts and experiencing the rural tourist sites. Rich in traditions of culture, arts, crafts, ethnicity, cuisine, heritage, and diversity of culture India can emerge as the new hub for domestic urban tourists as well as foreign tourists.



Survey of Literature

According to Mill and Morrison (1992), identified different characteristics of tourism supply and demand. According to him tourism services is an intangible experience is being sold, not a physical good that can be inspected prior to purchase.

Researchers also mentioned another second important factor that makes tourism different from other industries is that the service provided a vacation- is in fact an amalgam of several services and some products. The marketing success of each organization in the tourism service chain is thus dependent on the efforts of the other organizations providing the other trip service components.

A third factor that makes tourism different from other industries is the role of travel intermediaries. Because tourist service are located at a distance from potential customers. Organizations that operate between the producer and tourist are often necessary to bridge the gap.

The last factor is tourism demand. It is highly elastic, seasonal in nature and influenced by subjective factors such as taste and fashion as well as the more objective factors such as price.

Marketing strategies for hospitality and tourism products, the nature of decision to be made by marketing manager have long been enshrined in four element of the marketing mix, often referred to as the '4 Ps'. (Middleton, V.T.C., 1994)

The marketing mix may be defined as 'the set of controllable tactical marketing tools (product, price, place and promotion) that the firm blends to produce the response it wants in the target market' (Kotler: 2001)

Marketers usually consider four strategic element as product, price, place and

promotion when the matter is marketing strategic element service nature involve other dimensions such as customers participation in product process and importance of time , need and some other critical elements(Lovelock and Wright, 1999) Krippendrof has defined marketing in tourism as follows:

“Marketing in tourism is to be understood as the systematic and the coordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international level to achieve to optimal satisfaction of the needs of identifiable consumer groups and in doing so to achieve an appropriate return.”

Harrell & Frazier,(1999) Perreault & Mc Carthy (1999) are of the opinion that marketing strategy consists of the following interrelated tasks:

- 1.Setting marketing goals
- 2.Segmenting the market and selecting one or more target markets
- 3.Positioning the products/ service
- 4.Developing the appropriate marketing mix

According to Cooper C. and team (1993) suggested the fundamental starting point for the creation a successful marketing mix strategy is to ensure that the target market is clearly defined. For both the internal and the domestic tourist, the holiday visitor and the recreationalist, target markets can be based upon a number of factors:

Socioeconomic groups, Geographic location, Age, Gender, Income levels, Visitor type, Benefits sought, Purchase behavior, Attitudes.

Middleton (1994) explained the detail of marketing mix as follow:

Product- Product covers the shape or form of what is offered to prospective customers; in other words the characteristics of the product as design by management decisions.

Price- Price denotes the published or negotiated terms of the exchange transaction for a product, between a producer aiming to

achieve predetermined sales volume and revenue objectives and prospective customers seeking to maximize their perceptions of value for money in the choices they make between alternative products.

Promotion- the most visible of the four Ps’, promotion includes advertising, direct mailing, sales promotion, merchandising, sale-force activities, brochure production, and public relations activity. Promotional techniques are used to make prospective customers aware of products, to whet their appetites, and stimulate demand. They also provide information to help customers decide, and generally provide incentives to purchase, either direct from a producer or through a channel of distribution. All the promotion mix elements involve some means of communicating with potential customers (Mill and Morrison: 1992)

Place- for marketing purpose, place does not just mean the location of a tourist attraction or facility, but the location of all the points of sale that provide prospective customers with access to tourist products.

Mill and Morrison (1992) explained more about Tourism distribution that is a unique set of distribution channels and travel intermediaries. These intermediaries influence customers’ choices of tourism destinations and organizations and require separate attention by the tourism marketer. The choice of specific channels of distribution and intermediaries influenced by several factors, including the target market, type of tourism service or destination and the location of the service relative to the customers’ residences.

Because each of the four Ps includes within so many important sub-element and the uniqueness of tourism marketing, various author in the field of tourism have suggested that there are additional components to the marketing mix in tourism industry. It has been recommended that packaging, programming, people, process, physical evidence and partnership be considered as additional marketing mix components.

Cowell (1993) reviewed recent American contributions and drew in particular on work by Booms and Bitner in 1981, argue that the marketing mix of four Ps is not comprehensive enough for the tourism and hospitality industry. The major difference is said to be the intangible element of human behavior, where quality and its control is of paramount importance (quoted in Cooper C. and team (1993: 263).

They recommends a revised marketing mix for service products, which comprises:

- ☐Product
- ☐Price
- ☐Place
- ☐Promotion

Closer scrutiny suggested that the proposed additional three mix elements are in fact all integral elements of travel and tourism products that make more understanding the product element. A similar approach to marketing mix is adopted by Morrison (1989,p.175), whose definition comprises:

- Product
- Packaging
- Price
- Programming
- Place
- People
- Promotion
- Partnership

Relationship marketing is a process of strengthening ties between the organization and its customers, intermediaries, suppliers and employees. Building relationships involves economic, social and structural components (Zeithaml and Bitner, 1996). These components can be applied to all relationships important to the hospitality, tourism and leisure organization.

Hospitality marketing took on a more strategic focus (Sasser& Morgan 1977; Blomstrom, 1983) with increasing attention being given to such topics as:

Market segmentation(Lewis, 1980), marketing planning(Yesawich, 1979),new product development (Withiam, 1985), promotional strategies(Lewis, 1987;Renaghan & Kaye,1987, Morrison,1989).

Zeithaml(1988) mentions that from the consumer's point of view price is consumers to get a product to be abandoned or the price of sacrifice. "Price" is affecting the profitability of companies the most important factor, which is one of factors considered for the consumer decision-making.

Objectives of Study

The objectives of the study are:

- 1.To study the growth, development and emergence of cultural tourism in the state of West Bengal in general and particular in Shantiniketan & Bishnupur.
- 2.To examine the relationship between Marketing Mix and its overall impact on Tourist's satisfaction (Marketing Images) in the study area.

Methodology

Keeping in mind of the above stated objectives researchers were collected Primary data from filed survey, face to face interaction and observation method and Secondary data has been collected from different journals, research articles and WBTDc websites. To conduct this present study 320 respondents were selected through convenience sampling method to identify Marketing image of Cultural Tourism destination of Shantiniketan in Birbhum district and Bishnupur in Bankura district through Marketing Mix (Product, Price, Promotion and Place).

Collected data has been analyzed through Multiple Regression Method where Marketing Mix Image of the tourist destination is dependent variable and Product, Price, Promotion and Place are independent variables.

Cultural Tourism in West Bengal in General

West Bengal has an enormous vast source of cultural tradition, belief, art and performance which can be used as a tourism production. Bengal is of course a great source of rich culture and traditions. Here some classified folk cultures of West Bengal are given which carries its own glory throughout the years.

Performing Art & Fine Arts Culture of West Bengal (District wise) At a Glance

Folk Form	Type	District of Performance	Related Festival	Celebration Time
Baul	Song	Birbhum	PoushMela, Shantiniketan/Jaydeva	MakarSankranti of Poush (December)
Kirtan	Song	All over south and middle Bengal specially in Nadia district	Janmastami and Ashtaprahar shataname of lord Krishna	Mainly on March-April
Vadu	Song	Purulia, Birbhum, Bankura	VaduParab	Mid-August Mid-September
Tusu	Song	Purulia, Birbhum, Bankura	TusuParab	Last day of Poush/Jan
Baromashya	Song	North & South Bengal	-----	-----
Kobigan	Song	All over South and middle Bengal	In major festivals it is performed all over the state	Any time of the year
Bhatiali	Song	South 24 Parganas and Coochbehar	-----	Any time of the year
Bhawayia	Song	Coochbehar, Jalpaiguri, parts of Darjeeling and North Dinajpur	In rainy seson time of cultivation	Any time of the year
DhunuchiNach	Dance	All over Bengal	Durga Puja	Specially in the month of September or October
Gambhira	Dance	Malda	Shibratri or Chandi Puja	January or February
Jhumur	Dance	Purulia, Birbhum, Bankura and Bardhaman	Jhumur Festival	Bengal's last month Chaitra
Chang	Dance	Purulia, Birbhum, Bankura and PaschimMidnapore	Any tribal community's celebration	Any time of the year
Bhung	Dance	Purulia, Birbhum, Bankura and PaschimMidnapore	Durga Puja specially bijayadashami	Specially in the month of September or October
Ranpa	Dance	Middle and North Bengal	-----	Any time of the year
Raibeshe	Dance	All over Bengal	Any famous festival or cultural programme	Any time of the year
Bratachari	Dance	All over Bengal	Any famous festival or cultural programme	Any time of the year
Chou	Dance	Purulia	Any famous festival or cultural programme	Any time of the year
Lathi	Dance	All over Bengal	In the occasion of Muhharam	Mid October or early November
Jatra	Dance	All over Bengal	Any famous festival or cultural programme	Any time of the year
PutulNach	Dance	All over Bengal	Any famous festival or cultural programme	Any time of the year

Cultural Tourism in Shantiniketan (Birbhum) and Bishnupur (Bankura) In Particular

Shantiniketan (Birbhum)

In the year of 1862, Maharshi Devendranath Tagore, expressed his desire to open up an ASHRAM and an educational institution in Birbhum. His friend readily agreed to give the entire barren land to Maharshi Devendranath and registered it in the name of Maharshi Devendranath against Rupee One

as a token value. He called his home Shantiniketan (after the name of the house). Shantiniketan became a spiritual centre where people from all religions were invited to join for meditation and prayers. He founded an 'Ashram' here in 1863 and became the initiator of the Brahmo Samaj.

Bolpur-Santiniketan is one of the perfect weekend gateway destinations for the people who are eager to travel. It's a great relief from metropolitan's delirious pace and pollution. Rabindranath Tagore's Visva-Bharati Vishyavidyalaya is the main attraction of the place. It is an International University and a great center of Oriental education and culture.

Prayer Hall, Santiniketan It is a colorful festivals for all Indians and known as Holi. It occurs at the end of winter when spring comes with its beauty. Falgun and Chaitra according to the Bengali calendar is the season of Dol Utsav. Rabindranath Tagore started Dol utsav in his institution with colourful programmes. It coinside with Holi. The students of VisvaBharoti celebrate Basanta utsav in very special way. They make the festival more colorful and attractive to all came from outside the district and also from abroad by their magnificent live performance.

Fairs and festivals- The local fair is 'Pous Mela'. The other popular fairs are Sriniketan Krishi Mela, Jaydev Kenduli Mela and Chandi Das Mela. There is a 'Haat' (weekly market) on every Saturday, from 4.00pm-6.00pm, at Sonajhuri. A new Haat 'Amader Haat' has been developed at the site that bustles every Saturday and Sunday. Chabbish Praha, a significant festival is celebrated for three days through Adivasi customs and cultural program. Badna celebration is done for 5 days, Basanta Utsav and Charak Puja. Karam is the most important festival celebrated among the tribal. This is celebrated in September and October. On the auspicious day tribal thank their God and Goddess for everything they have and worship to have more. Cuisine- The key diet

of the adivasis of the area comprises of rice, pulses (daal) and vegetables. Fish is a compulsion with each meal in this region. The community is fond of locally made sura (drink), namely Hariya that is made from rice and a fruit seed called bakul. Sonjuhri Forest- Ballavpur Danga is sited in the environs of a bird sanctuary presenting large patches of water that are nesting zone for migratory varieties. This small Bird Sactuary is a perfect place to be in for 2 - 3 days. Sonjuhri Forest, as it is called by the Ballavpur people, is the inhabitation place for migratory birds, deer and the water flowing by takes to the realm of these quiet animals. It is a good place for kids too without any tigers or lions. Museum and a Gallery filled with Santhali Paintings and artefacts is a must visit in this village. The Mayurakshi canal lies to the south of the village. Jaydeb-Kenduli (30km) has an old temple Deer Park (4km) - The village is within 2-3km of tourist spots such as the Deer Park Tarapith- Renowned for its Kali temple (88km) Vishwa Bharati University (3km)- The seat of Bangla literature, music and learning Bakreshwar Hot Spring (58km) - The hot spring water is supposed to cure a number of ailments. A single dip is supposed to be enough.

Bishnupur (Bankura)

Bishnupur subdivision of Bankura district in West Bengal is known as temple city. Today Bishnupur is famous tourist spot of West Bengal. Bishnupur has been proposed to be declared as the National Heritage Site of the UNESCO in the year of 2000. Bishnupur, the ancient capital of Mallabhum is rich repository of some excellent terracotta temles. The brick temples at Bishnupur built between the seventeenth and eighteenth centuries when terracotta had culminated to its zenith under the auspicious of MallaKings, are ruined fort area and its neighborhood. Apart from temples the thick Sal forest at Joipur-Bishnupur, Sonamukhi and way to Panchmura provides a picturesque view. One may come across

various birds, reptiles and elephants in that forest stretch. In the vicinity of the town and within the old fortifications there are seven picturesques lakes called Lalbundh, Krishnabundh, Gantatbundh, Kalindibundh, Shyambundh and Pokabundh. Near Lalbundh Bankura Jelaporisod (District HQ)has constructed an Eco Park (LalPrakrityUddyan) to attract tourists.

Art and Craft

The famous art form of Bishnupur is its terracotta work. The exquisite craftsmanship of the terracotta artisans is evident in the Madanmohana Temple an ShyamRai Temple. The temple walls are richly decorated with the carvings of different aspects of Krishna's Life playing with Radha. One of the most expensive Baluchori silk sarees in India called BaluchoriSarees are weaving by craftsmen of this place. The silk strands are dyed separately and then put into a loom. Designs are woven with the help of a sarees of punch cards that are hung from the top of the loom. These punch cards are rectangular pieces of cardboard with hundreds holes punched according to the design.

Dokra

Dokra was used to indicate a group of craftsmanship of nomadic type, scattered over Bengal, Orrissa, Madhya Pradesh were identified by their beautifully shaped and decorated metal products. The craftsmen have latter on settled down in some areas of Burdwan, Bankura and Midnapur districts of West Bengal leaving their nomadic character.

Conch Shell

The conch shell curving is one of the traditional arts of Bishnupur. Traditional artisans mostly belonging to SankhaBanik caste partake conch shell curving at Sankhari Bazaar, Malleswar and Kadakuli. The artisans beautifully curve various mythological characters of Hindu pantheons on conch shell.

Bell Metals

Bell metals and brass metal craft found to be one of the oldest craft in Bishnupur. Mostly artisans belonging to Karmakar caste are traditionally engaged in such metal casting. Artisans of Kaitypara, Kamarpara, Krishnaganj, Koilashtola, Gopalganj etc are traditionally engaged in brass and Bell metal works. Presently the artisans are organized under Bishnupur Branzeiers Co-Operative Society Ltd.

Wood Curving

Wood curving is another important handicraft in Bishnupur. The artisans with dexterous hand make beautiful handicrafts and wooden horse of different sizes Pot and Dash Avatar Taash another important handicraft item has foreign market demand.

Bishnupur Fair

The Poush mela also known as the Bishnupur fair is held every year around the last week of December, near the Madanmohan Temple. This fair stretches over four days and people from all the nearby villages come together to celebrate the end of the agricultural season. A recent addition is the Bishnupur Utsav, held immediately after the Mela. It is a classical music and dance festival in recognition of the 'Bishnupur Gharana' in music. According to Ministry of Panchyati Raj, Weaving is the major livelihood in the area. In addition, most of these weavers also do farming as an alternative source of income mainly during rainy season. This cluster is famous for silk product, but gradually weavers have started weaving cotton, due to increasing market demand. Weaving in this area are predominantly done by Hindu community out of which 70 percent of the weavers are from OBC category and the remaining 30 percent are from general and SC/ST category. Bishnupur, Sunamukhi, Jaypore and Patrasayer are the major weaving blocks in the cluster. Baluchari Sari is produced in and around Bishnupur. The other areas are producing plain silk yardage. The skill level

of weavers producing Baluchuri sari is significantly higher than the weavers producing plain yardage. Income level also differs based on this skill level. Major value added work like katha stitch and block printing is done outside the cluster. Though Baluchari product enjoys a good place in regional and national market but still the weavers have less direct exposure to these markets. They largely depend on the intermediaries and traders in Kolkata and other nearby cities to sell their product and hence lose a good chunk of profit. Bishnupur has immense potentials in rural folk as well. Jhapan is one of the folk lore in Bishnupur. This cultural activity being celebrated in the end day of Sravana (Bengali calendar 4th month) or mid Aug. Bishnupur is the main center of this cultural activities. It is the occasion that makes the people to worship snakes. Rabankata Dance is a mask dance evolved since Malla Kingdom of four hundred years ago celebrated in the end day of Durga puja. The mask dance is performed with the rhythm of folk music in the heart of Bishnupur.

Analysis and Discussions:

In order to find out the relationship between Marketing Mix and its overall impact on Tourist's satisfaction (Marketing Images) in the study area. For this analysis 'Multiple Regression Analysis' has been done to identify the relationship along with significant of the variables towards the marketing image. The function is as follows:

$$Y = C + \beta x_1 + \beta x_2 + \beta x_3 + \beta x_4 + \dots + \beta x_n$$

Y = prediction relationship of types of variables towards (Marketing Mix Image of the Tourist destination)

C = Constant value

β = Unstandardized Coefficient

$x_1, x_2, x_3 \dots$ = Dimension of independent variable (P_1, P_2, P_3, P_4)

The Regression models are used in the research for marketing image of the tourist destination is to predict a variable from one or more than one variables. The Regression Analysis is used in the study to predict the extent of dependence of Tourist's Satisfaction with various factors of its explanatory variable.

This was tested by using the first result of the regression analysis i.e. ANOVA (F-test). Further, R square value of the regression analysis has been made to show the extent to which the explanatory variables explain the dependent factor. The second result of the regression analysis i.e. t-test along with significant value (p-value) indicates the most significant explanatory variable that influences the explained/ dependent factor. The regression co-efficient of the independent variables has been estimated and the results are shown

The regression co-efficient of the independent variables has been estimated and the results are shown

Table: 1 Descriptive Statistics			
	Mean	Std. Deviation	N
OVS	3.3217	1.12387	319
Product	3.4565	1.11299	319
Price	3.1221	1.22368	319
Promotion	3.3244	1.17034	319
Place	3.1023	1.34517	319

OVS: Overall Satisfaction

Table:2 Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	Sig. F Change
1	.515 ^a	.325	.348	.85782	.325	27.254	4	.000

a. Predictors: (Constant), Place, Price, Product, Promotion

From the above table it has been found that the co-efficient of determination (R^2) was

0.258 indicating that 25.80 per cent of the variation in the marketing image can be explained by and influenced by the four explanatory variables by 25.80 percent .

Table:3 ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	100.222	4	25.056	27.254	.000 ^b
	Residual	288.674	314	.919		
	Total	388.897	318			

a. Dependent Variable: OVS

b. Predictors: (Constant), Place, Price, Product, Promotion

The above table depicts ANOVA (F-test) indicates that the scale/ factor – marketing mix image of the tourist destination was quite significant since it is seen from the above table, that the significant value (p-value) of F-test are 0.000, which means that explanatory variables are highly significant with respect to the explained factor i.e. “Marketing Mix Image”.

Table:4 Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.185	.237		4.996	.000	.718	1.651
	Product	.206	.052	.206	3.986	.000	.105	.308
	Price	.205	.049	.233	4.154	.000	.108	.301
	Promotion	.137	.053	.147	2.576	.010	.032	.242
	Place	.186	.044	.210	4.228	.000	.100	.273
<i>a. Dependent Variable: OVS (Overall Satisfaction)</i>								

a. Dependent Variable: OVS (Overall Satisfaction)

Based on Multiple Regression Output Table of Marketing Mix Image of Overall Tourist Satisfaction (Y) and its constituent variables (P_1, P_2, P_3, P_4), researcher can able to derive the following equation:

Hence, Marketing Mix Image of Overall Tourist Satisfaction Equation Model is

$$MMIOT'S (Y) = 1.185 + .206(P_1) + .205(P_2) + .137(P_3) + .186(P_4)$$

Table:5 Summary of Analysis and Identification of Effective Factor(s)

Factors Name	Coefficient	Comments
Tourism Products	.206	Out of all independent variables Product's (.206) and Product's Price (.205) contribute maximum towards Tourist Satisfaction and creating positive Destination Marketing Image since the coefficient of the independent variables are maximum out of all the variables
Products' Price	.205	
Cultural Tourism Promotion	.137	
Place (Destination)	.187	

Major Findings of Study:

From the above analysis of the study following major findings are derived:

- From the above study it has been derived that tourism products were selected to analysis the first and vital dimension of marketing mix. Shantiniketan and Bishnupur both destinations are rich for Cultural values, Folk lore , Handicraft, monuments, cultural events, transportation facilities, cultural knowledge , art, living habits, cuisine culture, local festivals, architecture, religious events, amusement park. Tourists are to some extent are satisfied for such tourism products during tourism. Few respondents complained about sometimes they were deprived from various allied or auxiliary tourism elements from host communities.
- In the context of Product's price four parameters were selected like revenue earning, Hotel's room price, price of food, price of souvenirs and other ancillary products price. Among these according to respondents room price is very nominal or low but during tourism or any festive season according to the respondents room rent is going very high. Most of the respondents shared their view in the context of handicraft the price of handiwork at Shantiniketan and Bishnupur is moderate. Low prices would easily and quickly attract clients, but this is an inefficient way to seek for sustained success in the market (Vitkienė, 2002; Kotler, 2003).
- In the point of view of place according to tourists Shantiniketan and Bishnupur get overcrowded at the time of celebration or on festive occasion tourists who came with their cars, found it easy to park their car it denotes that sufficient availability for car parking. Again it has been found that different recreational facilities are available at these places according to respondents like Meditation Hall, Yoga Centre, Indoor Game Centre, Bird Watching, Cycle Riding, Fishing and so on. Some respondents depict that when they want to move from one destination to another tourist destination some times monopoly attitude exist in the service providers like rickshaw puller, taxi/cab etc.
- In the context of promotion of marketing mix dimension, four elements were selected. Among four parameters PR Cell has the highest score and publications has the lowest score. According to respondents Public relation plays a very vital role in the promotional activity of any tourist destination. At Shantiniketan and Bishnupur has , well executed PR Cell by Rabindrarati University and West Bengal Tourism Development Corporation respectively as per respondents. Respondents have agreed that Fairs & Trade shows or quality Brochures carry more weightage than publications. According to them Fairs & Trade shows / Brochures have stronger impact in their minds compared to any publication. Good quality of Brochures cater information regarding destination may be produced containing detailed information regarding accommodation, prices travel, schedules, attractions, for tourists in Shantiniketan and Bishnupur should be available including auxiliary and ancillary services through illustrations, roadmap, and graphic design of the cover and the layout of the Brochures.
- Physical Evidence is one of the vital elements. Attractive environment for cultural and eco friendly environment belong highly acceptable to respondents . Cultural recreation

during tourism and festive occasion attract tourist for repeat visit these places.

- In the process dimension has three parameters. Among them highest score belongs to easy booking and lowest score belongs to Government sanctions. Most of the Government officials agreed to offer their full support to the safety and security of the community development subject to government sanction of the requisite fund.

Some Marketing Strategies for promotion of Cultural Tourism

Coalition with specific whole sellers having a narrower but in depth range of handicraft products.

Departmental stores prefer to deal directly with manufacturers. The buyers are very specialized and only handle a limited range of product. Artisan group may establish business contacts with the buyers. The mail order houses in foreign countries may be contacted to secure orders for the products. By placing product informal on a website, artisan group can create awareness and promote sales. Information should provide in WBTDCC website properly. Different teleshopping companies operates all over the world offering various types of gift ware and handiwork, jewelry, fashion, health. Marketing and promotion of tourist areas requires sensitively develop tourism infrastructure in or adjacent to these areas. Tourism industry is a service industry so it must accept and adopt an integrated planning and regularly. The marketing and promotion of rural areas and protected areas requires a supply led tourism industry. For this, the industry must agree to cooperate and coordinate with other body or authority to make decisions about tourism operating activities, price structure, licensing, segmentation and so forth. Structural considerations such as pricing economics of scale, price yield management and all other financial tools will have to be modified

accordingly. The philosophy of segments such as ecotourism calls on low volume tourism with high ticket prices per head. This tactic also negates the business philosophy of competitive pricing to win new customers, either from the latent market or from competitor. Tourism is an experience based industry; better service offerings make experience immemorial. Side by side the places of attractions and other attractions and other important aspects include accommodation, where servicescape is excellent and a safe and secure stay during tourism with the best hospitality and amenities. Also, the accessibility creates a vital role. Now a day, large diversity of tourism has been introduced and product created would vary for the different group of people where some prefer for a cultural trip and activity. Value is a most important factor of any marketing. As Value is a function of Cost and Benefit. So, Price would be always compared with the value and quality of product. Growing mobility of tourists and increasing tourism is due to the emerging powerful middle class. But they have fixed budget which they do not want to cross. As per modern concept of marketing organization should keep in mind that maximize organization's profit through customer's satisfaction or tourist's satisfaction and proving the worth of the product. Demand and Supply both are directly affected by price. The increased number of firms in the tourism sector has increased the competition in the market hence a unique market approach can give a firm upper hand in the market. Promotion or advertisement is a vital tool of marketing. Promotion can be done by various forms including digital/ internet/web, print media, hoarding, brochures, digital promotion like introducing various mobile apps.

What the state Government has to offer to promote tourism?

Government of West Bengal has to increase the budgetary provision significantly so that proper promotion of

cultural tourism can be made through digital advertisement / digital marketing. Since tourism is a multi sectoral and multi dimensional activity, proper co-ordination should be maintain between tourism department with and other departments of state government. The state department should try to increase the duration of stay in different destinations by providing variety of recreational facilities in and around the study area. The state government should try consciously to change the mindset of the tourist regarding the impression about Bengal, its poor infrastructure, overcrowding and congestion etc.

Local cuisine should be promoted vividly to attract large number of domestic and foreign tourists at different destinations. Provision of marketing assistance should be given to various travel agencies and tour operator to market the rural destinations of the state. Innovative marketing strategies should be adopted by the state in form availing various package tours with the help of internet bookings.

Private operators may be given approval in this regard to sell the package tour on commission basis. The concept of public private partnership should be developed and they should be provided with different tax benefits, easy long term loans, subsidies on loans etc. in construction of hotels, restaurants, tea stall owners, small dhabas so that the socio economic conditions of the people will increase. Provision of training for the rural youths in form of guide training programme.

Capacity Building for Service Providers programme may be implemented properly to give a boost to the rural tourism sector in the state. Provide forum for the rural artisans and craftsmen to participate in different fairs, festivals, exhibitions which are organize both within the state, nationally and internationally to

give a boost to the legendary handicrafts of Bengal.

Impact of Promotional Intervention through Macro and Micro Level

Broad-based Micro-level Intervention:

CBOs and Local Governments (Panchayats) jointly should help for promoting of Capacity Building of Self Help Groups with joint venture of Self Help Promoting Institutes (SHPI) . It helps to promote folk artists to upgrade economic viable micro enterprises. This attempt should be mobilize through Self Help Promoting Institutes for granting loan for SHGs from financial institutions. This initiative also deploy also for promoting local culture and developing indigenous handicrafts. Last but not least SHPIs should enables to sell products directly to customers by avoiding middlemen.

Broad-based Macro-level Intervention:

Impact of Press

Press media should cover intricacies and varieties of diversifications of traditional cultures with special emphasis upon folk lore, local food culture, heritage culture, monumental evidence to reinforcement of communal harmony and bolstering national integration.

Impact of Electronic media (Radio and television)

Radio and television should reform their schedule to provide platform to the folk artists, thus facilitating the catharsis of their creative talent. Through such coverage attention of the national as well as abroad viewers will be grabbed and drawn towards the various folk forms as well as the folk artists.

Impact of the Universities and the Institutes

Universities and the Institutes should design integrated training curricula for promotion of tribal and folk art & culture so that the cultural activists of the future years can

operate with competence for enshrining and promoting traditional art and culture.

Impact of Resource Center

Information Resource centers for different tribal groups can be set up which will help the CBOs and the SHGs to study literature/reading materials, preserve the documents pertaining to their cultural heritage etc. in local languages. It may continue to help tribal institutions to celebrate different traditional occasions, festivals etc. They should publish newsletters/journal on tribal culture –in their own tribal languages.

Impact of Publishers

The publishing concerns should take the initiative of publishing books, journals and periodicals for making the common people familiar with folk art and culture, thus crystallizing favorable public opinion in favor of the preservation and promotion of our indigenous cultural heritage.

Conclusion:

Implementation of marketing philosophy has different advantages. Management realize first the consumer needs (i.e. here the needs of the tourists) of particular tourism products and services. These products may be architectural resources, natural resources, cultural resources, food, accessibility, accommodation, transportation etc. The classical approach of marketing is to produce the goods/ services and sell to consumers. This concept is no longer exist in tourism industry. Marketing in tourism industry is a difficult task and challenging too. Different tourism product/ services available in urban tourist destination which are easy to accessible but at rural tourism destination it is very complex task to satisfy consumers , due to different needs, tasks, attitudes, expectation & patterns of behaviors.

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