



Revitalizing Tourism

Strategies for Sustainable Growth and Development



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Preface

he book contains three sections, first section deals knowing Madhesh followed by the factors of Restaurant Business in Nepal as second section and the Transformation of the Food and Grocery Retail Sector in Old Bihar as third section of the book

The restaurant industry is currently undergoing a significant transformation, influenced by a multitude of factors such as changing consumer preferences, technological advancements, a heightened focus on sustainability, and an increasing appreciation for diverse cuisines. This dynamic sector encompasses a wide range of establishments—from fast-food outlets to upscale dining venues—each catering to distinct tastes and preferences. In this competitive landscape, customer loyalty has emerged as a critical element for success.

The Growth of Nepal's Restaurant Scene

Similar to many developing nations, Nepal's restaurant industry has experienced a remarkable surge in the number of establishments. However, sustaining a competitive edge in this burgeoning market presents considerable challenges for restaurateurs. The evolving tastes and expectations of consumers necessitate that restaurants adopt innovative strategies to foster customer satisfaction and loyalty. Key factors influencing this endeavor include:

- **Competitive Pricing:** Ensuring affordability while maintaining quality.
- **Inviting Atmosphere:** Creating a welcoming physical environment that enhances the dining experience.
- **Food Quality:** Delivering exceptional culinary experiences that meet customer expectations.
- **Service Excellence:** Providing outstanding customer service that fosters repeat visits.

This study aims to explore customer loyalty within the context of restaurant selection in Madhesh Province, examining how demographic factors such as gender, age, family income, and education level relate to dining frequency and preferences.

Findings and Implications

Preliminary findings indicate that customer loyalty towards restaurant choices in Madhesh Province is notably strong. Significant relationships were identified between loyalty and factors such as price, physical environment, and food quality. However, service quality did not demonstrate a statistically significant impact on customer loyalty.

Unique Challenges and Opportunities in Madhesh Province

Operating a restaurant in Nepal, particularly in Madhesh Province, entails navigating unique cultural and economic landscapes. Emphasizing local cuisine can resonate deeply with both Nepali patrons and tourists seeking authentic experiences. Additionally:

- **Sustainability Practices:** Highlighting local sourcing can attract environmentally conscious customers while bolstering the local economy.
- **Cultural Sensitivity:** Offering vegetarian and vegan options respects local dietary customs.
- **Community Engagement:** Building relationships through events fosters goodwill and enhances reputation.
- **Regulatory Compliance:** Adhering to local food safety and labor laws is crucial for long-term viability.
- **Seasonal Adaptation:** Adjusting operations according to tourist traffic fluctuations optimizes revenue potential.

The Transformation of the Food and Grocery Retail Sector in India

The food and grocery retail sector in India is currently undergoing a significant metamorphosis, driven by robust macroeconomic fundamentals and evolving socio-economic dynamics. Traditional and small-scale retail outlets are restructuring into organized retail formats to better cater to the changing tastes and needs of consumers. This shift has been fueled by an increasingly informed consumer base that demands greater variety, quality, and convenience in their shopping experiences.

The rise of organized retailing—encompassing convenience stores, department stores, supermarkets, specialty stores, and hypermarkets—reflects the substantial changes in consumer behavior. Key factors contributing to this transformation include:

- **Demographic Trends:** A large young population, a rapidly expanding middle class, rising income levels, growing literacy rates, and an increasing number of working women have collectively created a formidable demand for consumer goods. These trends have paved the way for modern retail formats, particularly in the food and grocery sector.
- **Changing Lifestyles:** The emergence of nuclear family structures has altered shopping habits, leading consumers to seek more convenient shopping options that fit their busy lives.
- **Psychographic Influences:** Consumers' activities, interests, opinions, values, and lifestyles are continually evolving, significantly impacting their preferences in food and grocery retailing.

Despite these developments, there remains a gap in empirical analysis regarding the actual influence of these factors on organized retailing within the food and grocery sector. This study aims to address this gap by exploring both organized and unorganized food and grocery retailing while examining consumer preferences and the underlying reasons for these choices.

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Dr. Anjay Kumar Mishra

Dr. Anjay Kumar Mishra, PhD, Post Doc, D.Litt.(s) serves as Dean at Madhesh University. Dr. Mishra has made significant contributions to academia with over 250 research publications and 25 copyrights in India, alongside 7 patents in the UK and India. His editorial roles enhance scholarly communication, reflecting his commitment to research integrity. He has led more than 20 projects focused on project performance, operation and safety under California Public University, Srinivas University, Aatmnirbhar Bharat, International American Council for Research and Development, Government of Nepal and DK research Foundation. He has participated as a keynote speaker at numerous conferences. Recognized for his innovative work, he has received multiple awards, including the Young Scientist Award, Best Researcher, Best Research Supervisor, Glory of the Globe and accolades for best research contributions.

He is executive board member of occupational Safety and Health Professionals Nepal, Member of World Research Council, SCIENCE and Engineering Institute (SCIEI), Asia Society of Researcher (ASR), Teaching and Education Research Association (TERA) life member, Research Scholars Hub life member, South Asia Institute of Science and Engineering (SAISE), Member of All India Management Association Fellow members of SAS Society, Member of Management Association of Nepal and Member of Operation Research Society of Nepal.

Dr. Mishra's dedication to advancing knowledge positions him as a prominent figure in Nepal's scientific community as appreciated by Ministry of Education, Science and Technology, Government of Nepal.



Dr. Shila Mishra

Dr. Shila Mishra is a prominent economist and policymaker with a Ph.D. in Economics from RUDN University, Moscow. She has taught economics and business management before returning to Nepal, where she has significantly contributed to socioeconomic development. Her doctoral research focused on the effects of foreign direct investment on Nepal's economic growth. In Nepal, Dr. Mishra serves as a Research Associate at the National Planning Commission followed by member of the Provincial Policy and Planning Commission, where she shapes sustainable development policies. Her research interests include gender equality, financial inclusion, and education's role in economic growth. Dr. Mishra is recognized for her collaborative work with international researchers and has published extensively in international economics and management. She is dedicated to crafting policies that promote equitable development and empower women, reflecting her commitment to addressing critical economic challenges in Nepal. Her achievements underscore her role as a thought leader in progressive reforms aimed at fostering inclusive growth.

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Knowing Madhesh Province of Nepal

1.1 Introduction

Madhesh Province, located in the southeastern region of Nepal, comprises eight districts: Parsa, Bara, Rautahat, Sarlahi, Mahottari, Dhanusha, Siraha, and Saptari, as established by the new constitution adopted on September 20, 2015. The province covers a total area of 9,661 square kilometers and has a population of approximately 5,404,145. The capital for Madhesh Province is Janakpur, also known as Janakpurdham, which serves as a significant center for religious and cultural tourism. Birgunj is the only metropolitan city within the province. Notably, all districts in Madhesh Province are interconnected with the Indian border, enhancing cross-border interaction and economic opportunities.

Table 1.1

Population Statistics

Indicators	Statistics
Population	6,114,600
Sex Ratio	100.5 Male per 100 female (National Ratio is 95.6)
Population Density	633 Persons per sq. Km (Highest among all provinces)
Population Growth Rate	1.19 (National rate is 0.9)
Households	1,156,715
Average Household Size	5.29 Persons per Household
Women of Reproductive Age 15 to 49 Years	1,599,321 (26%)
Young Men (15 to 24 Years)	597,911 (10%)
Young Women (15 to 24 Years)	598,942 (10%)
Total Youths (15 to 24)	1,196,853 (20%)
Elderly Population (60 and above)	559,107 (9%)

1.2 Scope

The proposed Nijgadh International Airport and the Kathmandu-Tarai Fast Track project represent significant developments for the people of Madhesh Province, offering hope for enhanced connectivity and economic growth. While the state embodies a singular identity among the Madhesi community, it faces challenges in fostering an inclusive society that accommodates diverse interests and backgrounds.

The majority of industries in Madhesh Province are concentrated in Parsa and Bara districts, particularly around the Birgunj-Raxaul border, which is a critical hub for trade and commerce. The Birgunj Customs Office, tasked with a revenue collection target of NPR 9.07 billion for the Nepali calendar month of Chait (mid-March to mid-April), exceeded expectations by generating NPR 9.08 billion during that period. Cumulatively, the office collected NPR 81.41 billion in revenue during the first nine months of the current fiscal year, surpassing government targets by 0.60%. Similarly, the customs office at Sirsiya Dry Port in Birgunj achieved a revenue of NPR 1.99 billion between mid-March and mid-April, exceeding its

target of NPR 1.91 billion and accumulating NPR 15.91 billion in revenue for the first nine months of the fiscal year against a target of NPR 15.3 billion.

The Nijgadh International Airport project, estimated to cost NPR 670 billion, aims to alleviate anticipated capacity constraints at Tribhuvan International Airport in Kathmandu and provide an alternative entry point for international flights should the primary airport become unavailable. Located approximately 150 kilometers from Kathmandu by road, this airport is expected to feature two parallel runways and accommodate up to 15 million passengers annually, including large aircraft such as the Airbus A380.

Currently, the Samara Airport, operated by the Civil Aviation Authority of Nepal since its establishment on July 4, 1958, serves as a regional air transport facility with a single runway measuring 1,300 by 30 meters (4,265 ft × 98 ft) at an elevation of 256 feet (78 m) above sea level. Presently, two daily flights are operated by Buddha Air from this airport, while Janakpur Airport also facilitates air travel to and from the region.

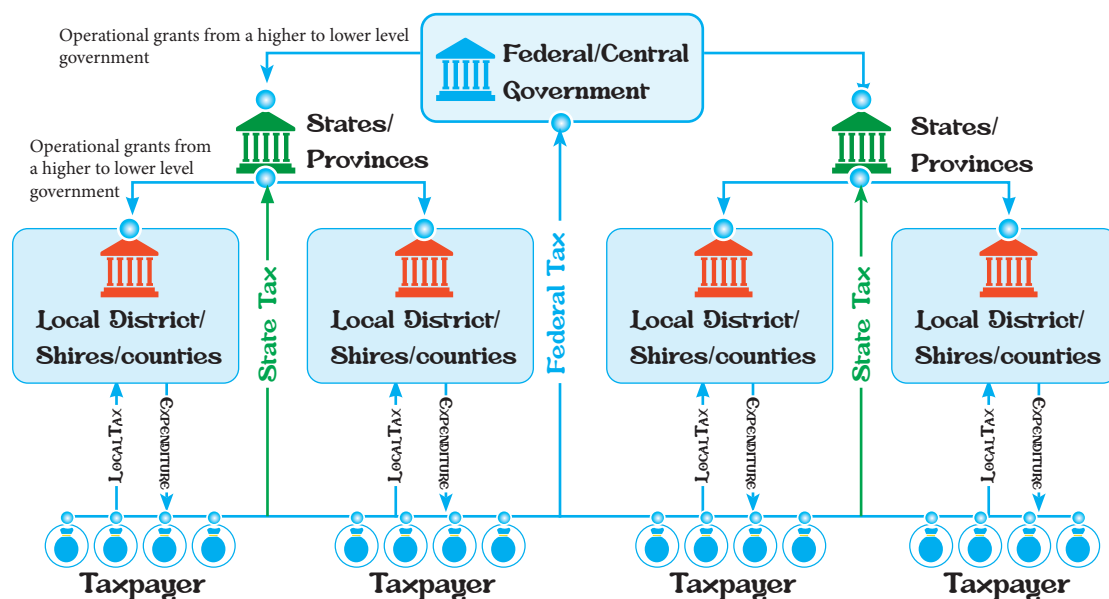
Janakpurdham is strategically located 25 kilometers south of the East-West Highway, which connects to major routes leading to Kathmandu and other significant cities. The Mahendra (East-West) Highway, spanning 1,000 kilometers (620 miles), serves as a vital artery for transportation across Nepal. Although it does not traverse as much of Madhesh Province as the Tribhuvan Highway, which links the province to both Kathmandu and neighboring Indian states like Bihar and Uttar Pradesh, it remains crucial for regional connectivity.

Parsa and Bara districts function as an industrial hub within Madhesh Province, hosting various industries including timber yards, a sugar mill, a match factory, a cement factory, and Jagdamba Steel Factory. Additionally, these districts feature bustling bus stations where residents frequently board overcrowded buses heading to Kathmandu.

In summary, while these infrastructural developments herald potential economic benefits for Madhesh Province through improved tourism and trade opportunities between India and Nepal, it is imperative that efforts are made to ensure inclusivity and equitable growth within this evolving socio-economic landscape.

Figure 1.1

Structure of Fiscal Flows in a Federal System with Three Levels of Governments



Before the adoption of the new constitution on September 20, 2015, Madhesh Province was divided between two development regions in Nepal. The eastern districts of Siraha and Saptari were included in the Eastern Development Region, while the six districts of Dhanusha, Mahottari, Sarlahi, Rautahat, Bara, and Parsa fell under the Central Development Region. Madhesh Province presents significant opportunities for enhancing agricultural production and marketing through the modernization and commercialization of its agricultural business ecosystem. However, farming communities within the province continue to rely on traditional practices and limited technological advancements, hampered by an ineffective extension system. While the Nepal Agricultural Research Council and the Department of Agriculture collaborate to develop and disseminate agricultural technologies nationwide, challenges persist. Issues such as land fragmentation, restricted access to modern technical packages, low investment levels, marginal land use, limited irrigation facilities, and climate change adversely impact agricultural productivity. Moreover, Nepal has faced considerable challenges over the past few years due to significant migration patterns, the devastating earthquakes of 2015 (B.S. 2072), and the COVID-19 pandemic. These factors have contributed to rising unemployment in both rural and urban areas and exacerbated food insecurity across the country. Madhesh Province is particularly vulnerable to flooding, with major rivers such as the Koshi, Bagmati, Kamla, Lakhandei, and Bishnumati posing ongoing risks.

1.3 District Profile: Opportunities in Tourism and Agriculture

The scope of tourism in Madhesh Province is intertwined with its natural resources and geographic conditions. An assessment of tourism potential alongside agricultural opportunities is outlined below.

1.3.1 Saptari District

Saptari is one of the seventy-five districts in Nepal and serves as part of Madhesh Province. The district headquarters is located in Rajbiraj. Covering an area of 1,363 square kilometers, Saptari had a population of 639,284 according to the 2011 census, making it the tenth most populous district in Nepal. The district is well-known for its agricultural productivity and fish farming activities, bordered to the east by the expansive Sapta Koshi River. Saptari is also home to significant cultural landmarks such as the Chhinna Masta Temple and Kankalini Temple. The Chhinna Masta Temple is particularly revered by locals and attracts numerous Indian pilgrims during festivals like Bada Dashain when thousands of goats are sacrificed as part of traditional rituals. However, recent developments have raised concerns regarding infrastructure progress in Saptari. The district was blacklisted by the Indian embassy due to delays in infrastructure projects funded by Indian investments. This situation has prompted calls from local media and intellectuals for swift action by the Nepali government to address corruption issues that hinder development.

Economic Indicators for Saptari

- Agriculture and Forestry: 11,230
- Gross Domestic Product (GDP): 22,799
- Per Capita Income (Index): 0.347
- Adult Literacy Index: 0.454
- Life Expectancy Index: 0.772
- Human Development Index (HDI): 0.437
- Gross National Income (GNI): 22,911
- Fishing Sector Contribution: 561
- Percentage Without Safe Water: 3.97%
- Wholesale and Retail Prices: 3,833
- Manufacturing Sector Contribution: 660

- Real Estate, Renting, and Business Activities: 970
- Health and Social Work Contribution: 266
- Human Poverty Index (HPI): 38.34
- Deprivation in Economic Provisioning: 18.69%
- Percentage of Children Under Age Five Who Are Malnourished: 33.4%

Picture 1.1

Chinnamasta Bhagwati, Sakhda

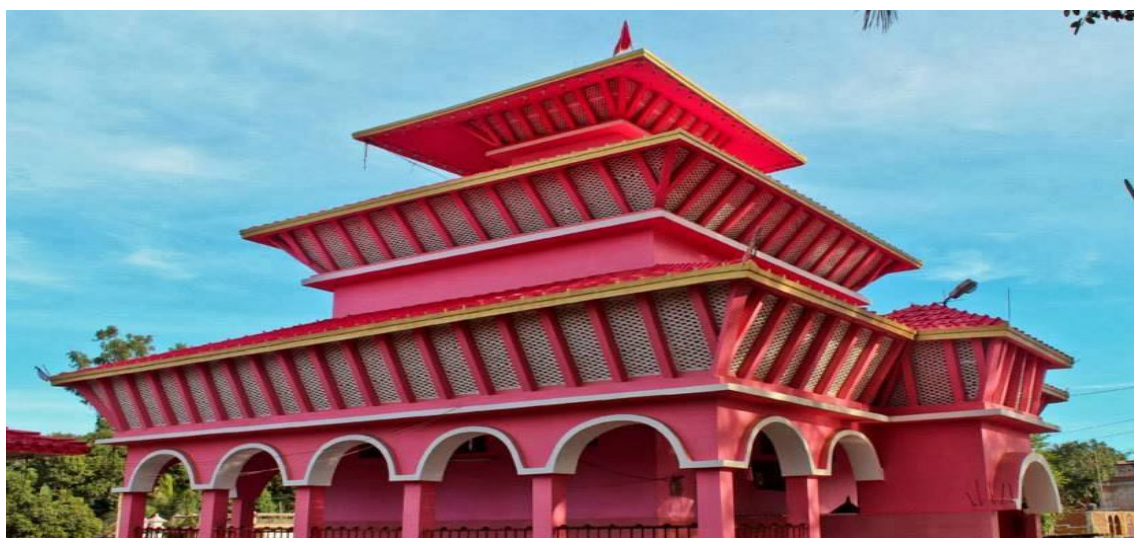


Shambhunath

Shambhunath is another one of the famous temples of Eastern Nepal. It is situated in Shambhunath, 12 km from Rajbiraj and also near Mahendra Highway. This Temple is a main attraction for Indian Pilgrims. People are likely to come here in Siruwa Mela during month of Baisakh (The first month of BikramSambat).

Picture 1.2

Sambhunath Temple



Kankalini Temple

Kankalini Temple is another temple situated in this district, it is located in Bhardah-1 of Hanumannagar Kankalini Municipality. This temple is main attraction for Indian pilgrims. Kankalini Temple has great religious importance. Like most of the other Shakti Peethas in Nepal, this temple, too, has a legend attached to it. According to the legend, the people settled in Bhardaha village had started to use the land for farming, however, while digging, some farmers had found a stone statue carved beautifully with the image of Goddess Durga and in that very place, this temple is said to have been build. It is believed that when a devotee worships with great devotion and true heart in the temple, their wish comes true. So, thousands of peoples from many part of the country come to this temple to worship the avatar of Goddess Durga, known famously as goddess Kankalini.

Picture 1.3

Kankalini Temple



Table 1.2

Climate and Geography

Climate Zone	Elevation Range	Percentage of Area
Lower Tropical	Below 300 meters (1,000 ft)	94.7
Upper Tropical	300 to 1,000 meters 1,000 to 3,300 ft.	2.3%

1.3.2 Siraha District

Siraha District is situated in Madhesh Province and is one of the seventy-five districts in Nepal. The district, with Siraha as its administrative headquarters, encompasses an area of 1,188 square kilometers and had a population of 637,328 as recorded in the 2011 census. Located in the eastern part of Nepal, Siraha is characterized by a diverse demographic that includes communities such as the Madhesi, Tharu, Muslims, and Marwari. The principal municipal town in Siraha District is Lahan, which straddles both sides of the East-West Highway. This town serves as a vital marketplace for residents from both the mountainous regions

and the Terai, who come to procure essential goods. Siraha District is notable for its dense population, particularly among indigenous communities. The Tharu, Pasawan, and Dhusadha communities inhabit various interior areas of the district. These communities are known for their rich cultural heritage, which includes the construction and maintenance of large artificial ponds that span thousands of square meters and reach depths of four to five meters. One significant pond, Manikdaha, located approximately four hours' walk north of Lahan, is said to have historical significance dating back to ancient times. This pond measures about 1 kilometer in length and 100 meters in width, resembling the natural shape of a river and reportedly never drying up. Surrounding this pond are several small temples housing earthen images of various deities. Siraha Bazaar serves as the district headquarters and is located approximately 18 kilometers west of Lahan. It is predominantly populated by Yadavs, Jhas, and Rajput communities and features numerous small businesses catering to local needs. Major rivers in the district include Kamala, Mainabari, Gagana, Kutti, Balan, and Kalyan. Buses from Lahan provide transportation to Siraha and connect the district with other regions of Nepal. The East-West Highway facilitates significant traffic through Lahan, enhancing connectivity within the country.

Table 1.3

Economic Indicators

Indicator	Value
Agriculture and Forestry	11,230
GDP	22,799
Per Capita Income (Index)	0.347
Adult Literacy Index	0.454
Life Expectancy Index	0.772
Human Development Index (HDI)	0.437
Gross National Income (GNI)	22,911
Fishing	561
% Without Safe Water	3.97%
Wholesale and Retail Price	3,833
Manufacturing	660
Real Estate, Renting and Business Activities	970
Health and Social Work	266
Human Poverty Index (HPI)	38.34
Deprivation in Economic Provisioning	18.69%
% of Children Under Age Five Who Are Malnourished	33.4%

1.3.3 Dhanusa District

Dhanusa District, also part of Madhesh Province, is one of the seventy-seven districts in Nepal. With Janakpur as its administrative center, Dhanusa covers an area of 1,180 square kilometers and had a population of 754,777 according to the 2011 census. The district gained political prominence during the elections in April 2008 when it was divided into seven constituencies. Notably, it is the home district of Dr. Ram Baran Yadav, Nepal's first president. Maithili is the predominant language spoken in Dhanusa. The district is renowned for its cultural heritage sites, particularly its temples and ponds located mainly in Janakpur. Key attractions include Janaki Temple—believed to be associated with Hindu mythology—and Dhanusadham, where it is said that a part of Lord Shiva's bow fell after being broken by Lord Ram. Dhanusa boasts an airport and hosts Nepal's only railway system connecting Janakpur with Jayanagar in

India. The district features several accommodations including Hotel Rama and Hotel Sita Palace. Janakpur has earned recognition as a significant pilgrimage destination for Hindus due to its association with Sita's birthplace. The Ram Mandir stands as a historical site where it is believed that Lord Ram married Sita; this event is celebrated annually during Bibaha Panchami.

Geography and Climate

- Lower Tropical Zone: Below 300 meters (1,000 ft) - covering approximately 92.5% of the area.
- Upper Tropical Zone: Between 300 to 1,000 meters (1,000 to 3,300 ft) - encompassing about 7.5% of the area.

Economic Overview

Agriculture serves as the primary economic activity in Dhanusa District, with around 90% of residents engaged in cultivating crops such as wheat and rice—rice being the principal output. Traditional farming methods are still prevalent; however, there are gradual introductions of modern agricultural techniques such as tractors for transportation.

Table 1.4

Economic Indicators

Indicator	Value
Agriculture and Forestry	11,230
GDP	22,799
Per Capita Income (Index)	0.347
Adult Literacy Index	0.454
Life Expectancy Index	0.772
Human Development Index (HDI)	0.437
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Health and Social Work	266
Human Poverty Index (HPI)	38.34
Deprivation in Economic Provisioning	18.69%
% of Children Under Age Five Who Are Malnourished	33.4%

1.3.4 Mahottari District

Mahottari District is located in Madhesh Province and is one of the seventy-five districts of Nepal. With Jaleshwar as its administrative headquarters, the district spans an area of 1,002 square kilometers and had a population of 627,580 according to the 2011 census. The district is situated adjacent to the historical city of Janakpur and has an elevation ranging from 61 meters to 807.7 meters above sea level. The name "Jaleshwar" translates to "God in Water," reflecting the presence of a significant temple dedicated to Lord Shiva in the area. This district lies just a few kilometers from the Nepal-India border and is predominantly inhabited by the Maithili-speaking community. Historically, Mahottari was part of the Mithila principality, known as the birthplace of Lady Sita. Local legends suggest that soil from Matihani was used in the

marriage ceremony of Lord Ram and Lady Sita. The district features several notable ponds, including Mahottari Pokhari, Barun Sar, and Bhargai Sar. The major rivers flowing through Mahottari include Banke, Bindhi, Goge, Jangha, Megha, and Rato. Key places of interest within the district are Jaleswor, Matihani, Ratabara, Gaushala, Sona Maisthan, and Haraphuka Gaun.

Geography and Climate

- Lower Tropical Zone: Below 300 meters (1,000 ft), covering approximately 85% of the area.
- Upper Tropical Zone: Between 300 to 1,000 meters (1,000 to 3,300 ft), accounting for about 15% of the area.

Table 1.5

Economic Indicators

Indicator	Value
Agriculture and Forestry	11,230
GDP	22,799
Per Capita Income (Index)	0.347
Adult Literacy Index	0.454
Life Expectancy Index	0.772
Human Development Index (HDI)	0.437
Gross National Income (GNI)	22,911
Fishing	561
% Without Safe Water	3.97%
Wholesale and Retail Price	3,833
Manufacturing	660
Real Estate, Renting and Business Activities	970
Health and Social Work	266
Human Poverty Index (HPI)	38.34
Deprivation in Economic Provisioning	18.69%
% of Children Under Age Five Who Are Malnourished	33.4%

1.3.5 Sarlahi District

Sarlahi District is also part of Madhesh Province and encompasses an area of 1,259 square kilometers. According to the 2011 census, it had a population of approximately 769,729. The district is bordered by the Bagmati River to the west and shares boundaries with Mahottari District to the east. The etymology of Sarlahi is believed to derive from the Sarlahi Devi Temple located in Hempur village. This temple is associated with local beliefs that discourage nighttime visits with light due to superstitions regarding death. Sarlahi is particularly renowned for its agricultural production; it is recognized as a significant supplier of tomatoes in Nepal, particularly from Lalbandi—often referred to as the "Tomato Capital" of Nepal. Additionally, sugarcane production plays a vital role in the local economy with notable facilities such as Indushankar Sugar Mills contributing significantly to sugar production.

Geography and Climate

- Lower Tropical Zone: Below 300 meters (1,000 ft), covering approximately 88.3% of the area.
- Upper Tropical Zone: Between 300 to 1,000 meters (1,000 to 3,300 ft), accounting for about 11.7% of the area.
- Major rivers include Bagmati and Lakhandei which flow into India.

Table 1.6*Economic Indicators*

Agriculture and Forestry	11,230
GDP	22,799
Per Capita Income (Index)	0.347
Adult Literacy Index	0.454
Life Expectancy Index	0.772
Human Development Index (HDI)	0.437
Gross National Income (GNI)	22,911
Fishing	561
% Without Safe Water	3.97%
Wholesale and Retail Price	3,833
Manufacturing	660
Real Estate, Renting and Business Activities	970
Health and Social Work	266
Human Poverty Index (HPI)	38.34
Deprivation in Economic Provisioning	18.69%
% of Children Under Age Five Who Are Malnourished	33.4%

1.3.6 Rautahat District

Rautahat District is another significant area within Madhesh Province covering an area of approximately 1,126 square kilometers. The district had a population of around 686,722 according to the last census in 2011. Rautahat has a notable demographic composition with a substantial percentage of Muslims—approximately 19%—making it one of the districts with a significant Muslim population in Nepal. The district headquarters include Gaur and Garuda. The economy primarily relies on agriculture with various crops being cultivated alongside notable industries such as Sri Ram Sugar Mill located in Garuda.

Picture 1.4*Durgamandir Matsari*

Durga Mandir Matsari stands as a symbol of faith and cultural heritage in Rautahat District. Its surrounding beauty, coupled with its spiritual significance, makes it an important landmark for both locals and visitors. As efforts continue to preserve and promote this cherished site, it will undoubtedly remain a focal point for worship and community engagement in the years to come.

Geography and Climate

- Lower Tropical Zone: Below 300 meters (1,000 ft), comprising about 94.4% of the area.
- Upper Tropical Zone: Between 300 to 1,000 meters (1,000 to 3,300 ft), accounting for 5.6% of the area.

Table 1.7

Economic Indicators

Indicator	Value
Agriculture and Forestry	11,230
GDP	22,799
Per Capita Income (Index)	0.347
Adult Literacy Index	0.454
Life Expectancy Index	0.772
Human Development Index (HDI)	0.437
Gross National Income (GNI)	22,911
Fishing	561
% Without Safe Water	3.97%
Wholesale and Retail Price	3,833
Manufacturing	660
Real Estate, Renting and Business Activities	970
Health and Social Work	266
Human Poverty Index (HPI)	38.34
Deprivation in Economic Provisioning	18.69%

1.3.7 Bara District

Bara District lies within Madhesh Province covering an area of approximately 1,190 square kilometers with a population recorded at 687,708 in 2011. Bara's economic activities are primarily agricultural with significant production of crops such as wheat, corn, and various vegetables. The district is known for its historical significance at Simraungadh which has played an important role in agriculture throughout Nepal's history.

Geography and Climate

- Lower Tropical Zone: Below 300 meters (1,000 ft), comprising 86.6% of the area.
- Upper Tropical Zone: Between 300 to 1,000 meters (1,000 to 3,300 ft), accounting for 13.4% of the area.

Table 1.8

Economic Indicators

Indicator	Value
Agriculture and Forestry	11,230
GDP	22,799
Per Capita Income (Index)	0.347
Adult Literacy Index	0.454
Life Expectancy Index	0.772
Human Development Index (HDI)	0.437
Gross National Income (GNI)	22,911

Fishing	561
% Without Safe Water	3.97%
Wholesale and Retail Price	3,833

1.3.8 Parsa District

Parsa District is situated in Madhesh Province covering an area of approximately 1,353 square kilometers and had a population of 497,219 in 2001. Birgunj serves as its administrative headquarters and is linked by the Mahendra Highway and Tribhuvan Rajpath. Parsa serves as an industrial hub with various factories including timber yards, sugar mills, and match factories. The Parsa Wildlife Reserve offers ecological diversity while attracting tourists visiting nearby Chitwan National Park.

Geography and Climate

Parsa's climate can be categorized similarly:

- Lower Tropical Zone: Below 300 meters (1,000 ft).
- Upper Tropical Zone: Between 300 to 1,000 meters (1,000 to 3,300 ft).

Economic Indicators

This report highlights key aspects across various districts within Madhesh Province emphasizing their economic potential alongside cultural heritage while addressing challenges faced by these regions for sustainable development moving forward.

Table 1.9

Economic Indicators

Climate Zone	Elevation Range	Percentage of Area
Upper Tropical	300 to 1,000 meters 1,000 to 3,300 ft.	25.3n%

1.4 Opportunities for Employment and Sustainable Development

Madhesh Province, with its rich cultural heritage and diverse resources, holds immense potential for economic growth and improved livelihoods. The vision of a prosperous Madhesh and a happy Madhesi community is not just a dream; it can be realized through strategic initiatives in small-scale industries and agriculture. By focusing on the following activities, we can create significant employment opportunities and foster sustainable development in the region.

Small-Scale Industries: A Pathway to Employment

1. **Agro-Based Industries:** The establishment of agro-based industries such as tomato sauce production, papad making, fish feed manufacturing, dairy centers, and food processing units can significantly boost local economies. These industries not only create jobs but also add value to local agricultural products.
2. **Ornamental Work:** With a dense population, there is an opportunity to engage individuals in part-time ornamental work, such as net formation for clothing and crafting jewelry like malas (garlands) and earrings. This can provide supplementary income for many households.
3. **Construction Material Industry:** Developing small-scale construction material industries that focus on producing ventilation systems, blocks, and sanitary items can cater to the growing demand for housing and infrastructure in the region.
4. **IT-Based Call Centers:** Promoting IT-based call centers and social entrepreneurship can create job opportunities for the youth. Training programs focused on enhancing skills in communication and technology will prepare them for employment in this expanding sector.

1.5 Agricultural Potential in Madhesh Province

The agricultural landscape of Madhesh Province is ripe with opportunities that can lead to increased productivity and economic stability. Implementing long-term strategies for sustainable agriculture is essential:

1. **Increasing Productivity:** Communities should be encouraged to adopt suitable technologies and resource management practices to enhance agricultural productivity. This includes utilizing effective custom hiring systems and limited liability partnerships.
2. **Cost Reduction Strategies:** The use of low-cost resource conservation technologies, such as organic fertilizers and standard tillage practices, can help reduce production costs while maintaining quality.
3. **Utilization of Fallow Land:** Bringing agriculturally suitable fallow land into production through improved irrigation facilities and soil enhancement techniques will increase the area under cultivation.
4. **Crop Diversification:** Increasing cropping intensity by cultivating second and third crops after rice can significantly boost agricultural output and farmer incomes. This approach addresses issues such as irrigation constraints and access to improved technologies.
5. **Strengthening Cooperatives:** Developing cooperative structures among small-scale farmers, producers, and traders will enable them to achieve economies of scale in production and marketing.
6. **Research and Development:** Funding agricultural research tailored to local contexts is crucial for developing modern technologies that address poverty reduction and enhance crop profiles specific to Madhesh Province.
7. **Access to Credit and Insurance:** Implementing appropriate credit policies and insurance schemes will modernize agriculture by improving small farmers' access to financial resources while mitigating risks associated with climate change, market fluctuations, and pest outbreaks.

1.5.1 Major Agricultural Products from Madhesh Province

Madhesh Province is known for several key agricultural products that have significant market potential:

- **Tomatoes:** With Sarlahi being recognized as the "Tomato Capital" of Nepal, enhancing tomato production through scientific methods can meet national demand.
- **Makhana (Lotus Seed):** Cultivating Makhana offers opportunities for both local consumption and export.
- **Cash Crops:** Growing cashew nuts, flowers, tobacco plants, off-season vegetables, and protected fruit production can diversify income sources for farmers.
- **Dairy Farming:** Strengthening dairy farms through genetic improvement programs will enhance milk production.
- **Aquaculture:** Expanding fish farming initiatives can provide nutritional benefits while creating jobs in rural areas.

1.5.2 Short-Term Strategies for Immediate Impact

In the current context, several short-term interventions can be implemented to promote agricultural development:

- Introducing high-yielding seeds for crop production.
- Promoting livestock farming with breeds like African Boer goats and buffaloes.
- Establishing collective management systems for production.
- Engaging youth in agriculture through training programs focused on modern farming techniques.
- Implementing 24-hour technical support services for farmers.

1.5.3 Policy Interventions

To support these initiatives effectively, robust policy interventions are necessary:

1. **Job Creation Initiatives:** Strong enforcement of job creation schemes by the government should be prioritized.
2. **Farmer Identification Cards:** Developing identification cards for farmers will facilitate access to grants, loans, and insurance.
3. **Custom Hiring Systems:** Establishing custom hiring systems or limited liability partnerships will enhance collaboration among farmers.
4. **Self-Employment Act:** Promoting self-employment through business training programs will empower individuals who have faced educational setbacks.
5. **Tax Incentives for Entrepreneurs:** Providing tax facilities for entrepreneurs will encourage investment in small-scale industries.

1.6 Solar Energy Potential in Madhesh Province: An Investor's Perspective

Madhesh Province, with its abundant sunlight and favorable climate conditions, presents a promising opportunity for solar energy development. As the demand for renewable energy sources continues to rise globally, Madhesh stands out due to its high average temperatures and significant solar irradiance, making it an ideal location for solar energy projects.

1.6.1 Climate and Temperature Insights

The province experiences warm temperatures throughout the year, which are conducive to solar energy generation. Here are the average temperature and precipitation statistics for selected communities in Madhesh Province:

Table 1.10

Climate and Temperature Insights

Location	August (°F/°C)	January (°F/°C)	Annual Precipitation (mm/in)
Gaur	91/32.8	73.4/23	1590.2/62.6
Siraha	89.6/32	72.1/22.3	1293.1/50.9
Birgunj	84.7/29.3	60.8/16	1862.2/73.3
Jaleshwar	84.4/29.1	61.2/16.2	1492.9/58.8
Malangwa	84.4/29.1	60.8/16	1817.7/71.6
Janakpur	84.2/29	60.8/16	1516.5/59.7
Rajbiraj	83.3/28.5	60.4/15.8	1223.3/48.2
Lahan	83.3/28.5	60.3/15.7	1231.4/48.5

These statistics indicate that Madhesh Province enjoys a warm climate with substantial rainfall, which can be harnessed effectively through solar technology.

1.6.2 Investment Opportunities

1. **Solar Power Generation:** The high levels of sunlight throughout the year make Madhesh an ideal location for solar power plants, which can significantly contribute to the local and national grid while reducing dependency on fossil fuels.
2. **Rural Electrification:** Solar energy can provide a sustainable solution for electrifying rural areas of Madhesh Province, where access to electricity is limited or non-existent.
3. **Solar Water Pumping Systems:** Investing in solar-powered irrigation systems can enhance agricultural productivity by providing reliable water sources for farming, particularly in areas where traditional irrigation methods are insufficient.

4. **Solar Heating Solutions:** The implementation of solar water heating systems can benefit households and businesses, reducing energy costs and improving living standards.
5. **Job Creation:** The development of solar energy projects will create numerous job opportunities in installation, maintenance, and operation of solar systems, contributing to local economic growth.

1.6.3 Government Support and Policy Framework

The government of Nepal has recognized the importance of renewable energy and is actively promoting policies that support solar energy development:

- **Incentives for Investors:** Tax breaks, subsidies, and grants for solar projects can encourage both domestic and foreign investment in the sector.
- **Public-Private Partnerships:** Collaborations between government entities and private investors can facilitate the development of large-scale solar projects.
- **Training Programs:** Initiatives aimed at training local technicians in solar technology will ensure that the workforce is equipped with the necessary skills to support the industry.

1.7 Summary

The vision of a prosperous Madhesh with happy Madhesi communities is not only attainable but also imperative for the region's future. Madhesh Province stands as an agricultural hub in Nepal, offering vast opportunities for industrial expansion and agricultural development, particularly due to its flat terrain and fertile land. The province has demonstrated a capacity for significant revenue generation, surpassing that of other regions in Nepal. However, despite this potential, challenges remain. Inadequate infrastructure and unmet basic needs in education and health have led to rising illiteracy rates and negative health outcomes, leaving many residents living below the poverty line. To realize the dream of a thriving Madhesh, it is essential to foster an entrepreneurial ecosystem that nurtures local talent and innovation. By developing the right attitude and skills among the populace, job creation will not be a challenge. Investment in small-scale industries, particularly agro-based ventures, can create numerous employment opportunities while enhancing local economies. Initiatives such as establishing food processing units, promoting ornamental crafts, and supporting IT-based enterprises can significantly contribute to job creation. Moreover, agriculture remains a cornerstone of Madhesh's economy. Implementing sustainable agricultural practices and modern technologies will not only increase productivity but also improve the quality of life for farmers. Training programs focused on modern farming techniques, cooperative structures for resource sharing, and access to credit will empower local farmers and enhance their livelihoods.

Madhesh Province offers a unique opportunity for investors looking to tap into the renewable energy sector, particularly solar energy. With its favorable climate conditions, supportive government policies, and potential for job creation, investing in solar energy not only promises financial returns but also contributes to sustainable development in the region. By harnessing the power of the sun, Madhesh can pave the way toward a greener future while improving the quality of life for its residents and promoting economic growth across the province. Investors are encouraged to explore these opportunities and be part of Madhesh's transformation into a leader in renewable energy production in Nepal.

In brief, by leveraging local resources, enhancing skills through targeted training, promoting cooperative structures, and implementing supportive policies, we can create a thriving economy that benefits all residents of Madhesh Province. Together, we can cultivate hope for a brighter future where every individual has access to meaningful employment opportunities and an improved quality of life. The path to a prosperous Madhesh is within reach; it requires collective effort, commitment, and vision from all stakeholders involved.



Introduction

1.1 Background Information

Nepal is endowed with a rich and diverse array of natural resources and cultural attractions, characterized by its unparalleled cultural heritage and a varied environmental spectrum that ranges from the highest peaks of the Himalayas to the Terai plains. This unique geographical diversity positions Nepal as an exceptional destination for exploration, offering visitors a distinctive experience amidst some of the world's most breathtaking landscapes. The country's ancient civilizations, set against this stunning backdrop, provide an authentic and captivating experience for those seeking to immerse themselves in its rich history and culture. Since opening its doors to tourists in 1951, Nepal has progressively developed its tourism sector, with the first Tourism Master Plan published in 1972, signaling the government's commitment to fostering growth in this industry (Rayamajhi & Gautam, 2013). The extensive diversity of Nepal's landscapes—from the humid jungles of the Terai to the frigid heights of the Himalayas—offers an unrivaled selection of activities. The country is particularly renowned for trekking, mountaineering, and rafting, all conducted in spectacular natural settings. Unique experiences such as Elephant Polo and microlight flights over the Himalayas exemplify the boundless opportunities available to adventurous travelers. Furthermore, Nepal is one of the few places globally where one can observe the Asiatic rhinoceros and the Royal Bengal Tiger within its 15 national parks and wildlife reserves, two of which are designated as UNESCO World Heritage Sites. In recent years, Nepal's tourism industry has experienced significant growth, with visitor numbers increasing from approximately 380,000 in 2006 to nearly 800,000 by 2013. Recent statistics indicate that over two-thirds of tourists visit for leisure activities such as hiking expeditions or pilgrimages. The demographic profile of visitors reveals that about one-third are aged between 30 and 45 years old, with roughly 20% originating from India. On average, tourists spend around 13 days in Nepal, with March, October, and November being peak months for tourism. The Nepal Tourism Board has set ambitious goals to increase annual international tourist arrivals to 2 million by 2020 while also generating tourism-related employment (Boroni et al., 2000). The warmth and hospitality of Nepal's diverse ethnic groups significantly enhance the appeal of the country. Tourism plays a vital role in the Nepalese economy as a major source of revenue and foreign exchange. With eight of the world's ten tallest mountains situated within its borders, Nepal attracts mountaineers, rock climbers, and adventure seekers alike. The country's rich cultural heritage—encompassing Hinduism, Buddhism, and other religious traditions—coupled with favorable year-round weather conditions serves as powerful draws for visitors (Gamble & Durkan, 2011). Among its many attractions are Mount Everest, the tallest mountain on Earth, and Lumbini, recognized as the birthplace of Gautama Buddha. Adventure tourism—including mountaineering—and ecotourism are particularly popular among visitors. Additionally, numerous religious pilgrimage sites attract followers from various sects and religions across the country. The hospitality infrastructure includes 105 five-star

hotels alongside numerous basic tourist accommodations and homestays; during peak seasons, occupancy rates at five-star establishments range from 40% to 80%. Protected areas encompass approximately 23% of Nepal's land area through ten national parks, three wildlife reserves, six conservation areas, and one hunting area. Although comprising only 0.1% of the world's total landmass, Nepal is home to approximately 2.8% of global flora, 4% of mammalian species, 3.72% of butterfly species, and 8.9% of bird species (Lamsal, 2022). Tourism marketing encompasses various strategies employed by businesses within the industry to promote their services effectively (Basnet, 2018). This includes hotels and accommodations, airlines, car rental services, restaurants, entertainment venues, travel agents, and tour operators. The primary objectives of tourism marketing are to enhance brand awareness while distinguishing businesses from competitors to attract customers. Modern marketing strategies heavily utilize digital platforms such as websites and social media to reach potential clients. Given that tourism is one of the world's most competitive industries, entities within this sector must identify unique selling propositions that differentiate them from competitors while effectively promoting their offerings. Staying abreast of current trends is essential for marketers aiming to develop a diversified marketing mix that resonates with prospective tourists (Basnet, 2018). As Nepal enters a new tourism year amid hopes for revitalization among stakeholders in the sector following a record high in air arrivals in previous years (NTB), it continues to be celebrated for its rich cultural landscapes—a harmonious coexistence between Hinduism and Buddhism over centuries (Basnet, 2018). However, the COVID-19 pandemic has severely impacted global travel patterns; it has necessitated adaptations across airlines, hotels, cruise lines, restaurants, and related businesses while highlighting emerging tourism trends. Tourism remains a crucial source of foreign exchange revenue for governments worldwide as well as a livelihood for millions in developing nations. This study aims to explore the preliminary effects of COVID-19 on Nepal's tourism sector while offering policy recommendations for government intervention aimed at mitigating adverse impacts and facilitating recovery efforts. Prior to COVID-19 disruptions, tourism contributed approximately 8% to Nepal's GDP while providing employment for about 6.7% of the workforce; however, projections indicate significant losses due to pandemic-related restrictions (Kunwar et al., 2022). Despite notable achievements against a backdrop of political instability within an expanding tourism economy framework—Nepal faces challenges regarding market share retention within an increasingly competitive global landscape that warrants serious consideration. Tourism can be defined as the movement of individuals from one location to another during leisure time for pleasure—a phenomenon deeply rooted in social interaction across economic and cultural dimensions (Kunwar et al., 2022). Key characteristics influencing tourism include:

- Religion
- Artistic expressions such as painting and carving
- Handicrafts
- Music and dance
- Literacy traditions
- Language

These elements collectively contribute to an enriching experience for visitors exploring Nepal's multifaceted cultural landscape.

1.2 Filling the Gap

The Nepalese tourism sector has experienced remarkable growth in recent years, emerging as a pivotal contributor to the national economy. However, despite this expansion, there remains a significant gap in research regarding the effectiveness of service marketing strategies employed by industry stakeholders to

attract and retain customers. The importance of customer satisfaction and loyalty cannot be overstated; yet, there is limited understanding of how service marketing strategies correlate with these critical metrics within the Nepalese tourism context.

This thesis aims to explore and evaluate the current service marketing strategies utilized by tourism service providers in Nepal and their subsequent impact on customer satisfaction and loyalty. Specifically, the research seeks to identify the most effective service marketing strategies that can enhance customer satisfaction and loyalty among Nepalese tourism service providers. Additionally, the study will investigate various service marketing factors—including service quality, pricing, and promotional activities—and their influence on customer satisfaction and loyalty.

As the tourism sector continues to flourish in Nepal, it faces pressing challenges related to service marketing and customer satisfaction. Despite the country's immense potential as a tourist destination, concerns persist regarding the alignment between marketed services and actual customer experiences, which ultimately affects overall satisfaction levels.

1.1.1 Several Critical Issues Warrant thorough Investigation

1. **Service Quality Discrepancy:** There exists a perception that the quality of services marketed to tourists does not consistently meet their expectations. Variations in service quality across different tourism offerings and destinations may contribute to this concern.
2. **Price Competitiveness and Value:** While Nepal is often recognized for its competitive pricing, it is essential to assess whether these lower prices correspond with the perceived value offered to tourists. Misalignments may indicate issues related to transparency and the actual cost-benefit ratio of tourism services.
3. **Infrastructure and Convenience:** The accessibility of major attractions, accommodation options, and transportation infrastructure significantly shapes tourists' experiences. Concerns regarding convenience and ease of travel within Nepal are prevalent.
4. **Cultural Experiences:** Nepal's rich cultural heritage serves as a significant draw for tourists; however, questions arise regarding the authenticity of cultural experiences provided and their impact on overall tourist satisfaction.
5. **Brand Image and Perception:** The perception of Nepal's tourism brand—its distinctiveness and alignment with actual tourist experiences—plays a crucial role in influencing customer satisfaction.
6. **Service Marketing Strategies:** An exploration into the effectiveness of marketing strategies employed by Nepal's tourism sector is vital. This includes assessing whether these strategies resonate with the diverse demographics of tourists visiting the country.
7. **Customer Satisfaction:** Ultimately, the primary concern is whether the collective impact of service quality, pricing, infrastructure, cultural experiences, and brand image aligns with tourists' expectations, leading to high levels of customer satisfaction.

Addressing these issues is essential for Nepal's tourism sector not only to attract visitors but also to foster retention and encourage positive word-of-mouth recommendations. Consequently, this research aims to investigate the relationship between service marketing strategies and customer satisfaction within Nepal's tourism sector, providing valuable insights and recommendations for industry stakeholders and policymakers.

Tourism represents a major sector poised to significantly contribute to Nepal's economic growth (Satyal, 1983). The development of tourism has far-reaching implications across various aspects of life within the country. Therefore, it warrants focused attention at the highest levels of planning to ensure long-

term social and economic health while providing a wholesome environment characterized by ecological balance, preservation of natural beauty, recreational facilities, and efficient transportation systems.

The impact of tourism development extends beyond mere hospitality services; it encompasses a wide range of economic activities that support communities and enhance infrastructure. This includes providing essential services such as hotels, restaurants, entertainment venues, highways, airports, public facilities for recreation, cultural presentations, as well as substantial agricultural and industrial activities that support tourism initiatives.

In summary, understanding how effective service marketing strategies can enhance customer satisfaction is crucial for maximizing the benefits derived from tourism in Nepal. This study aims not only to fill existing research gaps but also to provide actionable insights that can help shape future policies and practices within this vital sector..



CHAPTER**2****Theoretical Foundation****2.1 Concept of Marketing**

Over the years, key themes in marketing definitions have included competitiveness, problem-solving, and understanding customer needs, with early discussions on buyer-seller relationships, particularly highlighted by Kotler in 1972. Although these themes were not explicitly included in all marketing definitions, they have gained significance in more recent approaches, such as the Service-Dominant Logic (SDL) debate. According to Gamble and Durkan (2011), contemporary marketing definitions need to be socially relevant, innovative, and adaptable to various economies, while incorporating advancements in technology and corporate social responsibility. Future marketing definitions may move away from traditional terms like "producers" and "consumers," but will likely emphasize marketing's role in fostering a harmonious relationship between people, businesses, and society.

Kotler and Armstrong (1993) in their book *Marketing: An Introduction* define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. This definition revolves around several core concepts: needs, wants, and demands; products (goods, services, and ideas); value, cost, and satisfaction; exchange and transactions; relationships and networks; and marketers and prospects. The definition highlights marketing as an organizational function that involves creating, communicating, and delivering value to customers while managing relationships that benefit both the organization and its stakeholders. As marketing has evolved, the focus has shifted towards providing continuous benefits to customers, which are exchanged in transactional relationships.

2.1.1 The Concept of Service

Lovelock and Wirtz (2011) define services as economic activities offered by one party to another, typically involving time-based performances to achieve desired outcomes for recipients. For instance, services are provided by organizations like theaters (entertainment) or universities (education), where customers do not own the physical elements involved but instead gain value from the service offered. Services involve access to goods, labor, skills, facilities, networks, or systems. Lovelock and Wirtz (2011) also explain that service marketing focuses on the unique characteristics of services and their impact on both customer behavior and marketing strategies. Unlike product marketing, which follows the traditional 4Ps (product, price, promotion, and place), service marketing adapts these elements while adding 3 more Ps: people, physical evidence, and process.

In services, the process of delivery is as significant as the service itself. From the organization's perspective, service is a process, but from the customer's viewpoint, it is an experience. Effective service marketing ensures that service delivery processes are designed with the customer in mind. The physical environment, which includes aspects like building design, interior furnishings, and employee uniforms, plays a crucial role in conveying service quality and guiding customers through the service process. People,

especially frontline employees, are integral to service delivery. They represent the service to customers and must possess the necessary technical and interpersonal skills, as well as a positive attitude (Lovelock & Wirtz, 2020).

2.1.2 Service Marketing

Shostack and Parkinson (1977) critiqued traditional marketing and management theories for failing to address the unique characteristics of services. Kotler (1991) defined services as "any act or performance that one party can offer to another that is intangible and does not result in ownership of anything," emphasizing that services may or may not be linked to a physical product. Collins and Payne (1991) offered a similar definition, describing services as non-goods activities that complement or enhance the main product in the customer-provider interaction.

Gorchels and Linda (1995) pointed out that services are inherently different from products, as they are intangible and often require personal interaction between the service provider and customer. Despite these differences, services contribute significantly to economic output, with service jobs accounting for 74% of GDP. Many service marketing strategies overlap with product marketing tactics, such as advertising, but the key distinction lies in the need for strong interpersonal relationships and customer interactions.

In their conceptual model, Parasuraman, Berry, and Zeithaml (1993) identified service marketing as a sub-discipline emerging from the need to address offerings that do not fit the traditional goods-based manufacturing model. This model, based on standardized tangible outputs, does not apply to services, which are typically customized and involve customer participation. The traditional model, developed by economists and adopted by marketers, assumed that value was added solely through the production of tangible goods.

Christopher, Jochen, and Patterson (2015) argued that services are an integral part of everyday life, with some services—such as using a phone or withdrawing money from an ATM—being so routine that they go unnoticed unless something goes wrong. Other services, such as booking a vacation or receiving financial advice, may require more thought and become memorable experiences. These examples highlight both business-to-consumer (B2C) and business-to-business (B2B) service consumption. Organizations are increasingly outsourcing tasks to external service providers, enabling them to focus on core business activities.

Although much research has been done on service quality, there has been relatively little focus on service quality issues in non-Western countries, particularly in Asia. This gap offers an opportunity for further exploration in service marketing, particularly regarding how cultural differences and local market dynamics influence service delivery and customer satisfaction.

2.1.3 Tourism

The World Tourism Organization defines tourism as a set of activities of people traveling to a place outside his/her usual environment for at least one night or less than a year, and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited."

Tourism is generally divided into the following categories (WTO)

- **Domestic Tourism:** Residents of a country visiting destinations in their own country
- **Inbound Tourism:** Visits to a country by non-residents
- **Outbound Tourism:** Residents of a country visiting destinations in another country
- **Internal Tourism:** The combination of domestic tourism and inbound tourism
- **National Tourism:** The combination of domestic tourism and outbound tourism
- **International Tourism:** Combination of inbound and outbound tourism

Middleton, Morgan, and Ranchhod (2012), in "Marketing in Travel and Tourism" mentions that "it is important to learn the five main sectors which surround the travel and tourism industry. Becoming a destination spot is not easy, but it is possible. A coordinated effort is needed between airlines, hotels, taxicabs, and major attractions. The book also explains how to create an economic development association that brings money into our area, and how to reinvest some of that money to Create an ongoing synergy and get our region firing on all cylinders.

Component of Tourism

Tourism has many components comprising (Philip Kotler & Kevin, 2014)

- Travel experience
- Accommodations
- Food
- Beverage services
- Shops
- Entertainment
- Aesthetics and
- Special events

Significance of Marketing in the Tourism Industry

Tourism is the world's largest industry today, a total of 625 million arrivals were recorded in 1998 contributing a total of US \$ 444 billion in receipts (WTO). In the context of Nepal, the beginning of the tourism industry dates back to the later fifties and early sixties. The recorded numbers we got is only 6,000 in 1962 which to 156,000 in 1976, 266,000 in 1988, and 491,000 in 1999. Tourism continued to be one of the important aspects of the Nepalese economy in 1999. Among the tourists visited in 1999, 54% were from Asia, 36% from Western Europe, 10% from North America, and 3% from Australia and the Pacific. Tourism contributes 3.6% to the GDP and 16% of the total foreign exchange earnings of the country. gave direct or indirect employment to 257,000 people in 1998 (Nepal Economic Survey 89/99).

Bhatia and Mukul (1983), an Indian writer, have defined tourism marketing as the "systematic and coordinated efforts exerted by NTOs and/or the tourist enterprises on international and local levels to optimize the satisfaction of tourists, groups, and, individuals, in given stained tourism growth."

Kotler and Armstrong (2007), defined tourism marketing as the process by which the needs of tourists can be balanced against the objectives of a tourist organization or region. Tourism marketing is an activity that tourism institutions do to innovate, communicate, deliver, and share offers that have added value to customers, partners and the relentless community Pomeroy, Johnson, and Noble (2011), Tourism marketing activities focus primarily on tourism products or services and their development and reasonable pricing policies to control the quantities of tourism between peak and recession seasons, a distribution channel to target markets, and the development of the tourism services package by integrating the total tourism services In this regard, tourism marketing is an administrative and technical activity carried out by tourist organizations and establishments inside and outside the country to identify the potential and anticipated tourist markets in orthologue and increase the tourist traffic. In addition, it is to achieve compatibility between the tourism product and the desires and motives of different market beneficiaries. The tourism the marketing mix includes four elements (product/service, price, place, and promotion) to suit customers' needs and desires. This represents the traditional approach that as been developed in line with the marketing of services and products. The modified tourism marketing mix emerged to include seven elements: tourist products, tourism product pricing, tourism placement/distribution, tourism promotion, people/individuals, the process of service delivery, and customer service.

Service Marketing Dimensions for the Tourism Sector

Majed and Othman (2019) explain that service marketing dimensions for the tourism sector reflect the range and multi-dimensional nature of tourism service products, managing the tourism product, the importance of effective and consistent service delivery, and the communication message and the region's image." Further adds the scope and range of tourism service products are vast. They can range from very tangible products such as geographical areas, unique sites, and man-made facilities to more intangible specific attractions, destination facilities, amenities, accessibility, images, and price. All aspects of the tourist service product must be recognized, explicitly provided in relevant places, and in adequate numbers. Deficiencies need to be identified so that they can be met both in terms of the infrastructure and tangible elements and the intangible aspects of service. Large investments are required for the tangible aspects of tourism services and therefore financial support often needs to be provided by public bodies for aspects of service development. The overall development of the tourism product needs to focus on meeting market deficiencies and delivering tangibles and intangibles. Given the scope and range of tourism service products, there is a considerable managerial role implied in coordinating this service delivery.

Today consumers have an expanding choice of destinations. Consequently, tourism marketers need to persuade customers in an increasingly competitive global market to achieve a competitive advantage. Marketing the tourism product involves differentiating and positioning a strong destination image, developing and marketing a tourism brand, and looking for new niche markets. To achieve this the companies involved in the tourism sector need to come together to integrate their market focus and offerings. A strongly integrated and recognizable tourism service needs to evolve and strengthen over time before an appropriate brand can be developed based on the overall market positioning of the tourism service product for any area.

Marketing of the Tourism Product

Smith and LJ (1994) further, explain that today consumers have an expanding choice of destinations. Consequently, tourism marketers need to persuade customers in an increasingly competitive global market to achieve a competitive advantage. Marketing the tourism product involves differentiating and positioning a strong destination image, developing and marketing a tourism brand, and looking for new or niche markets. To achieve this the companies involved in the tourism sector need to come together to integrate their market focus and offerings. A strongly integrated and recognizable tourism service needs to evolve and strengthen over time before an appropriate brand can be developed based on the overall market positioning of the tourism service product for any area. The entire tourist service process consists of many services and different groups of service employees. For example, a typical 'fully extended products' experience for a tourist will include a long and often sequential path.

2.1.4 Service Quality

Mackoy and Spreng (1996), mention in the article that service quality and customer satisfaction are inarguably fundamental concepts within services marketing theory and their relationship has seen increasing research interest over the years While it is generally accepted that a positive relationship exists between service quality and customer satisfaction, there is a debate with proposals of a causal link from customer satisfaction to service quality to customer satisfaction Parasuraman, Zeithaml and Bery (1994), suggest that directionality varies according to the service situation and even that there is no relationship under particular circumstances. Such contention within the literature has led to repeated calls for further examination of this relationship. In the case of fast food, however, it seems likely that high service quality will lead to increased satisfaction for consumers.

As such, loyal customers are valuable marketing tools, telling friends and families of their positive experiences and creating new business and increased revenue for successful service organizations. Service quality is tied to desirable business outcomes, such as customer loyalty, which ultimately lead to increased profits. As argued service quality generates consumer intention to return, which can translate into actual behaviors that may lead to increased revenues and profits. Findings as to the relationship between overall service quality and behaviors that are indicative of customer loyalty, Johnstone (1995).

It provides empirical support that higher perceptions of service quality increase loyalty intention and found that overall service quality did not affect repurchase intentions. Overall, however, results tend to support this relationship and it seems likely that this will be the case for Malaysian consumers of the fast food industry. According to Taylor and Cronin (2000), satisfied customers most likely will become loyal which can then translate into higher profits organizations. As such, the relationship between customer satisfaction and repurchase intentions has been examined with results implying that satisfied customers are more likely to intend to repurchase. According to such findings, it appears likely that this will also be the case for Malaysian consumers in the fast food industry.

2.2 Concept of Service Marketing

Baron and Warnaby (2013) that service marketing is a form of marketing that focuses on selling services. Services can be tricky to sell and the marketing approach for them is much different than the approach for products. Some companies offer both products and services and must use a mixture of styles; for example, a store that sells computers also tends to offer services such as helping people select computers and providing computer repair. Such a store must market both its products and the supporting services it offers to appeal to customers. When people market services, the goal is not to get customers to buy a product but to get people to do business with a particular company, often in a specific location. For example, a restaurant offers a service: It provides food to customers, both on-site and in the to-go form in many cases. When the restaurant markets itself, it must convince people that it is preferable to other restaurants and that its facility is worth the trip. As with the marketing of products, the marketing of services covers issues like what is being offered, what the price point is, how it compares to similar things, and why people should choose that particular iteration over other options. With services, which are often intangible in nature, consumers must also be convinced through service marketing that the service is something they need and will have some sort of benefit.

When it comes to marketing a service it can at times be more challenging than marketing a product. We are not selling something that is tangible; you are in fact selling the invisible.

When selling a service, the customer experience is extremely important to close the deal and marketing effectively. The experience has an impact on the perceived value of the service. Services also tend to have a reputation built on one person. The people involved in selling and performing the service have the ability to make or break a company's reputation. Consumers often find it more difficult to compare service vendors. They cannot touch or feel the product, rather they have to trust that the service will be performed as promised. How can you help your consumers compare you to other vendors? A service cannot be returned. If a service is purchased but does not live up to the consumer's expectation they cannot return it for a new product. This costs the consumer time and as individuals we often find our time more valuable than money (Hoffman, 2017).

2.2.1 Service Characteristics

Blut, Beatty, and Brock (2014), identified that the most commonly employed of these lists of typical characteristics are based on the systematic review of the service literature by (Zeithaml, Parasuraman, and

Bery, 1985) and identified as intangibility, heterogeneity, inseparability, and perishability. They appear to have near-uniform and almost unquestioned acceptance by market scholars and are "repeated in almost every context with any discussion of the undermining logic." Information scientists are often providing services e.g. advice, or searches, rather than physically distinct products. Marketing experts acknowledge that marketing service is more difficult than marketing a tangible product. They identify the following as characteristics of service:

- Inseparability
- Heterogeneity
- Intangibility
- Perishability
- Intangibility

Services are not tangible, as stated by Beatty: "A goods are an object, a device, a thing; a service is a deed, a performance, an effort". When a service is purchased, there is generally nothing tangible to show for it. As argued by the scholars "Services are consumed but not possessed. Although the performance of most services is supported by tangibles, the essence of what is being bought is a performance rendered by one party, for another (Hoffman, 2017).

Inseparability

Another characteristic concerning services is that production takes place simultaneously with consumption. Generally, goods are first produced, sold, and then consumed. Services on the other hand are usually sold first and then produced and consumed simultaneously. This raises a number of problems that marketers often do not face: Participation of customers in the production process, or delivery process, the interaction between the service provider, the service environment, and the customer, and the merging of operations, and responsibilities in one individual (Hoffman, 2017).

Heterogeneity

Compared to goods services are normally less standardized and uniform. Services are not homogeneous. Service industries tend to differ regarding the extent to which they are "people-based" or "equipment-based". That is to say, there is a larger human component involved in performing some services than others. Equipment-based services vary depending on whether they are automated or monitored by skilled or unskilled operators. People-based services also vary depending on whether they are provided by unskilled or professional workers (Hoffman, 2017).

Perishability

Service cannot be stored, hence services are highly perishable, e.g. empty tables in a restaurant can see as revenue of opportunity. Time cannot be held over for future sale, thus, services cannot be inventoried. Service marketers need therefore to manage not only the demand but also the supply so that a profitable equilibrium is consistently obtained. All of these mentioned service characteristics are associated with several marketing problems (Hoffman, 2017).

The characteristics discussed above constitute the four traditional characteristics of services; however, in business marketing, two additional characteristics can be added: Specialization and technology. Much more than consumer marketing the business marketing of services involves the provision of specialized, custom-designed bundles of Services. The management consultant for example identifies the unique problems of the business client and recommends unique solutions. As business markets involve more and more complex high-technology products, the service sector has to keep pace in meeting the customer's more sophisticated needs.

2.2.2 Market Analysis

In order to succeed in a highly competitive market, it is important to modify the product or services so that it meets customer demand. In that process, the company must know which market segment to focus on, and how to best address these people. The company should also attempt to improve the existing advertising methods to reach out to the chosen markets more efficiently. Competition always exists: therefore, a company must differentiate itself from its competitors in order to gain sustainable competitive advantages Plog and Goeldner (2004). However, for it to be effective, it is essential for the company to develop explicit and unequivocal initiatives that distinguish them from its competitors. By identifying and comparing the properties that exist in the same market, the company can more easily determine its own strengths and weaknesses. This knowledge will be of assistance when it comes to positioning. Also to better cater to customer demand and improve the company's position on the market. "Marketing is concerned with the dynamic interrelationships between company's products and services, the consumers' wants and needs and the activities of competitors."

2.2.3 Conceptual Review of the Term Marketing Strategy

According to Shaw (2012), it is vital to understand the theoretical and conceptual meaning of the widely used term strategy. The word strategy is broadly used in terms of tactics and procedural changes in accordance with the rivals with an objective of winning. At present, the word strategy is frequently used even in management, advertisement, campaign, and market promotion. production and distribution fields. According to Philip Kotler and Kevin (2014), marketing strategy is a series of integrated actions leading to sustainable competitive advantages. Planning for marketing strategies for any organization begins with a broad decision and then flows into more specific decisions as the process proceeds through subsequent planning stages. It involves establishing an organizational mission, goals, and objectives. Hence, a marketing strategy is a long-term strategic marketing plan that an organization adopts to make the best use of its resources to match market opportunities over the long run to reach the firm's objectives and goals. This is vital to understand the theoretical and conceptual meaning of the widely used term strategy. The word strategy is broadly used in terms of tactics and changing working procedures in accordance with the rivals with an objective of winning on the battlefield. At present, the word strategy is frequently used even in management science, particularly in marketing, advertisement, campaign, market promotion, production, and distribution fields. We are using the same term in the context of the tourism marketing strategy adopted by Nepal for global tourism attraction purposes.

Strategy is a comprehensive master plan, which directs the way to achieve missions, visions, and objectives. It helps to maximize competitive advantages and minimizes disadvantages. It is a pattern of actions for achieving objectives and goals in accordance with the requirements of the external and internal environment after successful implementation. Strategy is concerned with making strategic decisions about the future direction and implementation of plans. Chandler (2012), defines Strategy as the determination of the basic long-term goals and objectives of an enterprise, and adoption of the course of action, and the allocation of resources necessary for carrying out these goals.

Any organization or industry in the business requires marketing strategies to implement its marketing plan and successfully compete with other organizations over the long run. It follows developing a marketing strategy, which includes selecting and analyzing target markets and creating and maintaining an appropriate marketing mix to satisfy the needs of customers in those target markets. Thus, any marketing strategy ultimately results in a strategic market plan that outlines the activities and resources required to fulfill the organization's mission and achieve its goals and objectives. Kazmi (2008), stated that tourism, the world's fastest-growing smokeless industry, is an industry with a difference. The things to sell are already there and

what is, in fact, required is an effective and efficient promotional strategy. The researcher in this contribution tries to put forth a series of strategies for the development of tourism in Uttar Pradesh which is as follows:

- Product Strategy
- Market Strategy
- Accommodation Strategy
- Transport Strategy
- Strategy to develop new tourist spots

In the "Guidelines for the scheme of market development assistance for promotion of domestic Tourism Ministry of Tourism (1995), it is written that however for a long, it has been felt that the existing scheme is silent on promoting India, within India itself. It has therefore been decided that the scope of the present scheme of hospitality program should also be molded to make it inward looking considering that the country provides the vast and unexploited potential for domestic tourists who, along with the foreign tourists, could contribute towards pushing the economic growth further, while providing employment opportunities. The emphasis of the new scheme is:

- To motivate travel agents/tour operators and especially, those who are yet to promote India to include tour packages to various destinations in the country in their marketing program.
- To encourage domestic tourists to visit such unexploited tourist destinations in various states and thereby, project India as a multi-dimensional tourist destination.
- To familiarize travel agents/ tour operators/ hoteliers with new tourism products and the latest developments in the field of tourism.

2.2.4 Service Quality

Notably, the alteration of service quality can be more rapid, when the profitability of rural tourism farmsteads is growing, and the competing farmsteads can extremely change the content, price, or, staff experience of services. It means that consumers immediately react to changes in service quality, and only 15 percent of consumers are irrelevant to service quality perception Thompson and Cook (2000). Such a conclusion provides an idea that changes in service quality play a great role in a new purchase decision or conversion to consumer loyalty. Service quality management of rural tourism has to focus on the following solution to problems:

- Involvement of regional traditions and products helps to reveal the regional peculiarities, which impact the service content as a new service quality for consumers.
- Differentiation of rural tourism services concerning dislocation, specialization, and size of rural tourism farmsteads.
- Development of information system regarding technology for consumers to learn about new service quality.
- Rural tourism farmsteads have to assign a strategic role to their IT function and implement more efforts to concentrate on information coordination concerning their business with target points to service quality management. Thompson & Cook, (2000)

2.2.5 Service Blueprint

Service blueprinting is a process analysis methodology proposed by Shostack G. L. (1982). Shostack's methodical procedure draws upon time/motion method engineering. PERT/project programming and computer system and software design. The proposed blueprint allows for a quantitative description of critical service elements, such as time, logical sequences of actions and processes, also specifying both actions/events that happen and the place of the interaction (front office) and actions/events that are out of the line of visibility for the users but are fundamental for the service.

Shostack defines service blueprinting as a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of the service from the customer's point of view. With this description, the authors emphasize the different systemic layers overlapping in service, from the layer of customer interaction and physical evidence to the layer of internal interaction within the service production process. Service blueprinting involves the description of all the activities for designing and managing services, including schedules, project plans, detailed representations, and design plans, or service platforms.

2.2.6 Tourism Marketing

Being a service product it has to adopt Service marketing principles. Marketing Mix for Tourism The marketing mix for any service industry is discussed as 8Ps. They are:

- Product Elements
- Process
- Place and Time
- Productivity and Quality
- Promotion & Education
- People
- Price & other user costs
- Physical Evidence

Morgan, Middleton, and Fyall (2018), explain t(ourism marketing as the organized, combined efforts of the national tourist bodies and/or the businesses in the tourism sector

of an international, national or local area to achieve growth in tourism by maximizing the satisfaction of tourists. In doing so, the tourist bodies and businesses expect to receive profits.

Product

The tourism product includes all the experiences of a tourist from when he leaves his home to when he returns. An area's natural attractions, including climate, history and culture, can be seen as the raw materials of the tourism product. Other aspects that can help achieve tourist satisfaction include amenities such as water, electricity, transport, and communication. The tourism product is the sum of all the factors in an area that can result in consumer satisfaction. A tourist or his travel agent combines the different components to get his own tourist product (Morgan, Middleton, & Fyall, 2018).

Characteristics

Tourism marketing differs from marketing in other sectors because of certain characteristics of the tourist product. Tourism is an intangible product that cannot be transferred from one consumer to another. Consumption happens at once, and the consumer relies on pre-purchase information to make his decisions because he has no option to see, inspect, compare or try out the product beforehand. Many different producers are involved to create and market the product. Demand is seasonal and the motivations of consumers vary widely. Intermediaries such as travel agents have strong control over product design, distribution, promotion, and pricing. High fixed costs are often involved, resulting in the use of short-run marketing methods (Morgan, Middleton, & Fyall, 2018).

Features

Tourism marketing involves several steps. Market research seeks to understand the consumer, while product development aims to meet his needs. Analysis and selection of target markets, also known as segmentation, means studying potential customer groups and selecting only certain groups whose needs and wants can be best met with a certain producer's product. Marketing strategy seeks to reach the target markets using promotion, advertising, pricing, and distribution (Morgan, Middleton, & Fyall, 2018).

Communication

Marketing communications occur in three ways: external, internal, and word-of-mouth. External marketing uses formal communication channels to promote the tourism product to the traveler, boasting of its benefits and making promises. Internal marketing communication occurs when the tourism service provider makes contact with the tourist and delivers the promised benefits. Word-of-mouth communication occurs informally when visitors or employees discuss their experiences of the tourism product with others (Morgan, Middleton, & Fyall, 2018).

2.2.7 Differences between Tourism Marketing and Other Services

Srinivasan, (2009) The marketing of services is dependent much on the interdependence of marketing, operations, and human resources. The differences between tourism marketing and other services are:

- Principal products provided by recreation/tourism businesses are recreational experiences and hospitality.
- Instead of moving the product to the customer, the customer must travel to the product (area/community).
- Travel is a significant portion of the time and money spent in association with recreational and tourism experiences.
- It is a major factor in people's decisions on whether or not to visit.

2.2.8 Marketing of Tourism in Nepal

According to Gurung, (2017) This section will start by introducing agencies responsible for tourism promotion in Nepal. Nepal Government's involvement in the tourism sector occurs through the activities of two bodies: The National Tourism Board (NTB) and the Tourism Industry Division of the Ministry of Culture, Tourism and Civil Aviation (Nepal Tourism Board, 2003).

Marketing Plan for Tourism in Nepal

According to Badal(2019), The marketing plan should focus on quality rather than "quantity It means attracting 'quality visitors to a quality destination. The number doesn't matter here Quality visitors are defined as individuals who are socially and environmentally aware and responsible. Getting qualitative tourists can certainly make a difference rather than having huge numbers instead which can prevent the tourist destination from being exploited. As a result, they are more likely to have a longer average length of stay, For the improvement in service marketing for the tourism sector in Nepal the following marketing plan must be taken into consideration:

- There should be Clarity in marketing communication.
- Visitors must be provided accurate and timely information to help them decide whether to visit the community or business.
- There should be quality, standards, and low-cost destinations for tourists.
- Other key attributes, particularly the friendliness of the Nepalese people and destination diversity should be consistently highlighted under the "Nepal Tourism Year" theme.
- The brand must consistently hit the targeted market with proper approaches with an effective brand strategy.

Nepal Tourism Board (NTB)

The Nepal Tourism Board (NTB) Act was passed by the parliament in December 1996 and obtained the Government seal in February 1997 The Board was designed as a partnership between the government and the private sector travel trade industry of Nepal and started functioning on December 31, 1998. NTB

has been assigned the prime responsibility of tourism marketing and destination management and it will subsequently carry out other regulatory functions as well. The board provides a platform for drawing leadership for Nepal's tourism section by integrating government commitment with the dynamism of private sector tourism industries (World Bank Group, 2003).

NTB, responsible for promoting Nepal in the domestic and international market is working towards repositioning the image of the country as a safe destination. The board is established to work as a professional and dynamic NTO to address the support of the same by self-sustained promotional campaigns. The government of Nepal has established a well- defined funding mechanism through the collection of tourism service fees while departing from the airport to finance the promotional effort of the board (World Bank Group, 2003).

NTB's Responsibilities

- To develop and introduce Nepal as an attractive tourist destination and the international arena.
- To develop, expand, and promote tourism enterprises and activities while working for the conservation of natural, environmental, and cultural resources of the country.
- To work towards increasing the gross domestic product and foreign exchange income by means of promoting the tourism industry.
- To create maximum employment opportunities by developing, expanding, and promoting enterprise.
- To establish a good and distinguished image of Nepal in the international tourism community by developing Nepal as a secure, reliable, and attractive destination.
- To work toward providing quality service to tourists visiting Nepal
- To promote and develop institutions for the promotion of the tourism industry.
- To develop Nepal as a tourism hub for South Asia.

Nepal Tourism Board (NTB) recently released data that showed a 36.6 percent rise in tourist arrival at the Tribhuvan International Airport (TIA) in March 2010 as compared with the same month last year. The arrivals of visitors from South Asian countries gained a growth of 35.3 percent with an increase in Indian tourists by 35.5 percent, Bangladeshis by 53.8 percent, and Pakistanis by 3.2 percent. The remarkable rise in tourists was from China with 114 percent in March. Arrivals from Japan, Malaysia, and South Korea also saw a 6.8 percent, 38.4 percent, and 68.1 percent rise respectively. According to NTB, there is a 42 percent growth of arrivals from European countries with the arrivals from major countries like the UK going up by 44.9 percent, France by 5.4 percent, Germany by 40.8 percent, Italy by 44 percent, and the Netherlands by 128.2 percent (World Bank Group, 2003).

MOCTCA (Ministry of Culture, Tourism, and Civil Aviation)

Ministry of Tourism first came into existence in 2035 BS (1978 AD). In 2039 (1982 AD), Civil Aviation was also merged into the Ministry of Tourism and it became the Ministry of Tourism & Civil Aviation. In 2057 (2000 AD), Culture was also integrated into the Ministry and called the Ministry of Culture, Tourism & Civil Aviation (MOCTCA). On August 31, 2008 (B.S. 2065-5-15) the ministry was divided into two ministries, i.e. Ministry of Tourism and Civil Aviation and the Ministry of Culture and State Restructuring. Hence, the name of this ministry has now become the Ministry of Tourism and Civil Aviation (MOCTCA, 2008). The Ministry of Tourism& Civil Aviation is headed by Minister for Tourism & Civil Aviation The working area of the Tourism Industry Division after the re-structuring of the ministry in 2055 B.S. and 2057 B.S has been specified as follows:

- The work related to tourist standard hotels, Resorts, lodges, and restaurants
- Travel, trekking, rafting, and other business related to the tourism industry

- Mountaineering expedition, mountain tourism, and all adventure-based tourism activities.
- Coordination with government and non-governmental tourism-related associations

Similarly, this division deals with issuing permission to run a tourism business, renewing the permissions, and regulating it. It also regulates the mountaineering permission, mountaineering the tourism industries through the six district tourism offices, based in Kakadbhitta, Janakpur, Birgunj, Pokhara, Bhairahawa, and Nepalgunj. Sections running under the Tourism Industry Division (MOCTCA, 2008).

- Hotel, Restaurant, and Travel Section
- Trekking and Mountaineering Section
- Tourist Police Unit

TAAN

Trekking Agencies Association of Nepal (TAAN) was formed and registered with the Kathmandu CDO Office in 1979 by a handful of trekking agents who realized that it was time to assemble and create an umbrella organization. They could work together to meet their common goals and also assist the government by providing suggestions to develop the trekking business into a revenue-generating industry. Such a body was necessary for many reasons. There was a need for a single organization, which could undertake the major responsibilities to develop and promote adventure tourism in the country. The need for a responsible body, which could play a significant and conducive role to mitigate mountain environmental stress, was felt essential (TAAN, 2019).

Since the inception of TAAN not only the trekking agencies have been increasing, and so have the TAAN members. TAAN limited its membership only to Nepalese trekking agents in its initial phase. Nevertheless, it opened its associate membership to foreign organizations to broaden the scope of the Association (TAAN, 2019).

Objectives of TAAN

- Develop and promote tourism in Nepal.
- Contribute to preserving the environment of Nepal.
- Contribute to the uplift of the mountain economy of Nepal.
- Preserve the rights and promote member trekking agencies.
- Make a wide search of the new trails and regions feasible for trekking and help the Government of Nepal and trekking agencies for its further development.
- Regularize the facilities provided by member trekking agencies to their staff, including porters.
- Provide necessary opinions and advise the government for the formulation of the rules and regulations related to tourism and facilities to be provided to trekking agencies.
- Promote mountain tourism in collaboration with various Government and semi- government bodies, domestic and International Non- Governmental Organizations. (TAAN, 2019)

The TAAN conducts and participates in various activities in order to achieve its objectives. Some of these activities are of regular nature and the rest take place as and when necessary. The main regular activities of the association are as follows: Promotional Activities

- To organize different meetings, conferences seminars, and talks programs on tourism.
- To participate in tourism-related fairs, marts, and conferences within and outside the country.
- To Submit pieces of advice/ suggestions on matters relating to tourism promotion to the Government of Nepal regularly.
- To publish and distribute complimentary copies of the newsletter, member directory, and other useful booklets pertaining to tourism.

- To establish cordial relations and exchange delegations with organizations or other countries.
- To support and recommend its members on promotional activities. (TAAN, 2019)

Visit Nepal Tourism Year 2011

To attract tourists from all over the world, the Ministry of Tourism and Civil Aviation has come up with an ambitious plan, Visit Nepal Tourism Year 2011. Ministry is optimistic that this kind of event will increase tourist arrival and ultimately will create jobs and reduce poverty. In the budget Government already committed funds to construct a new international airport at Bara and upgrade a few domestic airports. In addition, Ministry is searching for new trekking routes and looking to invest in infrastructure development. A previous such event was held back in 1998 as 'Visit Nepal' 1998. "National Tourism Promotion Report 1983 was prepared by the National Tourism Promotion Committee of 1981. Suggestions were also provided on marketing strategies and plans for tourism. It reemphasized the need for promoting Nepal Style Tourism as mentioned in the Nepal Tourism Master plan which would include sightseeing, trekking and wildlife adventure and which would promote Nepal as a primary destination. The major suggestions given in this report are to develop resorts in the mid mountains to encourage tourists from India during the hot Indian summer season, promotion in Europe be stepped up. Special programs be designed for Buddhist pilgrims from Asian countries and similar pilgrimage packages be designed for Hindu pilgrims from India (Nepal Tourism Board, 2011).

According to Parajuli and Poudel (2014), Tourism is a growing industry in Nepal. Pokhara is one of the major tourist destinations in Nepal. To foster the tourism industry in Nepal the government of Nepal decided in 2008 to launch a national tourism campaign "Nepal Tourism Year 2011" targeting to bring one million international tourists into Nepal in the year 2011. This paper focuses on analyzing the impact of Nepal Tourism Year 2011's advertisement campaign on tourist arrival in Pokhara City. Also, it attempts to highlight the impact of network and information access on tourism arrival. A sincere attempt has also been made to investigate the impact of NTY in bringing international tourists to Nepal, particularly in Pokhara.

Nepal is a small landlocked Himalayan country in South Asia that overlaps with East Asia, bordered by Tibet of China to the north and by India to the south, east, and west. Though a small territory, the Nepali landscape is uncommonly diverse, ranging from the humid Terai in the south to the lofty Himalayas in the north. There are eight in Nepal out of the world's top ten highest mountains including Mount Everest (29,032 ft.; 8,849 m). The climate of Nepal varies from cool summers and severe winters in the north to subtropical summers and mild winters in the south. Similarly, "Atithi Devo Bhava" (Guests are Gods) is embedded in Nepali culture. Natural attractions, cultural values, and archeological beauties are the main attractions for tourists in Nepal. The campaign was said to have been also designed to focus on mobilizing the networks of the Non-Resident Nepali (NRN) communities, Nepalese diplomatic missions abroad, INGOs, airlines, and national and international media. Similarly, friends and well-wishers of Nepal, tourism academicians, and celebrities were also to be approached in order to highlight the campaign internally as well as internationally. And the campaign was also called Visit Nepal Year 2011. New trekking trails for adventure tourists as well as sports like paragliding, rafting, canoeing, and homestay were the new products to lure tourists during the year expecting that it truly substantiates the spirit of Nepal tourism brand- "Naturally Nepal, once is not enough!" (Parajuli & Poudel, 2014). Objectives of Campaign for Nepal Tourism Year 2011 were:

- Establish Nepal as a choice of premier holiday destination with a definite brand image.
- Improve and extend tourism-related infrastructures in existing and new destinations.
- Enhance the capacity of service providers.
- Boost community capacity in the new areas to cater to the need of the visitors.
- Promote domestic tourism for sustainable growth of the industry.

2.2.9 Campaign Targets

- Achieve one million international visitors.
- Encouraging more investment on tourism infrastructures. (Nepal Tourism Board, 2011)

The ‘Nepal Tourism Year 2011’ is one of the efforts to introduce Nepal as a tourist hub for those who really wondered about natural phenomena. Pokhara is introduced as a most attractive place for Mountain panorama, particularly the range of Annapurna Mountain, and its reflection view in Phewa and Begnas lakes. It is known also for its green hills, temperate climate, and cultural diversity. Most of the tourists during this study were from economically rich countries and culturally ‘travel and adventure seeking’ communities. Tourists arrived for various purposes, but most of them were for entertainment and adventure (Nepal Tourism Board, 2011).

Impact of COVID-19 in Tourism

The COVID-19 pandemic is having far-reaching impacts beyond the health crisis, and it seems to get escalating. Nepal was least prepared for a pandemic of this nature and scale because limited quarantine service and health-related services were only developed in the initial stage. The performance of the government in managing the crisis and de-escalating the ramifications of the pandemic seems challenging with the increasing number of infections (Ulak, 2020).

Thus, the lockdown strategy to eliminate the transmission seemed effective in the initial stage; however, it could not be the permanent solution. Therefore, the Government of Nepal should trace the chain of transmission to control the pandemic as it has already reached the third stage. In addition to health-related services, PCR test facilities, quarantines, and isolation wards were increased and upgraded with the help of WHO which is still felt inadequate with the rise of infected patients. NTB has prepared a hygiene protocol as guidelines to be maintained strictly for resuming the tourism industry. Altogether, 270 travel and tour agencies, restaurants, curio shops, and hotels have been closed in the past three months, and hundreds of hotels and around 10,000 tourism subsectors are facing problems to sustain their businesses amid the COVID-19 crisis (Rahn, 2021).

According to PubMed Central (2020), For the recovery of the tourism industry, tourism sub-sectors employees need extensive training and orientation to maintain the highest standard of sanitation and hygiene; there should be a strong monitoring mechanism for the actual implementation of the standard operating procedures (SOPs) for sanitation and hygiene guided by the protocol in the field; if any breaches or gaps are identified then immediate corrective actions must be taken; it is very essential to keep the employees in discipline to mitigate and eliminate the chance of coronavirus transmission.

According to Ramesh et al., (2022) in the case of the tourism sector, a total of 230,085 international tourists visited Nepal in the year 2020 which is the lowest in 34 years. The number of tourists visiting Nepal decreased by 80.33% in 2018, and by 84.86% in 2020 compared to 2019. Massive cancellations of tourist bookings at stars and non-star hotels resulted in widespread unemployment and loss of income. Revenue generated from the tourism sector shrunk by 20.26% in 2018, and by 21.6% in 2020 than in 2019. Further, a loss of 85.2 billion USD per month has been estimated from the tourism sector due to the nationwide lockdown emphasized to control the pandemic. According to the World Travel and Tourism Council Report 2020, Nepal’s tourism industry contributed NRs. 247.5 billion i.e. 6.7% (USD 2,089.0 million) GDP in 2019 and the total contribution of travel and tourism to employment was 6.9% of the total employment in 2019 (WTTC, 2020). The World Travel and Tourism Council reported that the travel and tourism investment in Nepal was NRs. 16.5 billion nearly 3% of the total investment in 2019 (WTTC, 2020). The total number of tourists who arrived in Nepal was 11,97,191 from different countries. 83% of the traveler came via airplane and about 17% of them came by land. The rising number of tourists in Nepal has a positive impact on different sectors of the country (Immigration Department of Nepal, 2019; in Nepal Tourism Statistics

2020). The tourism industry is the backbone of the Nepalese economy. In 2019, approximately 1.2 million international tourists visited Nepal which is 2% greater than in 2018. The top five countries are India 21.2%, China 14.2%, USA 7.8%, the United Kingdom 5.1%, and Sri Lanka 4.7% respectively.

As a result of rapid virus proliferation, a revolutionary change is taking place in the dominant modes of communication. For reasons of health security, business, education, and even central and global administration moves online. This is a profound change involving: technical infrastructure and software, but above all the shaping of new socio- cultural patterns. It seems that the transition to web-based communication methods is taking place at a rapid pace and also includes training, motivating, and controlling employees. The most sensitive and at the same time most affected by the epidemic sectors will include tourism, hotel industry, gastronomy, culture, show business, cinematography, transport, education, and health (Khanal, 2020).

Shivakoti (2021) stated it is undeniable that the pandemic has impacted the entire world, as well as all sectors of Nepal. To boost tourism in Sauraha, the government should provide tax breaks, low-interest loans, corona care hospital facilities for locals and tourists, a solid plan for disaster preparedness, create a safe environment for tourists, build Sauraha exclusively as a tourist destination, and assurance insurance policies for owners, employees, and locals, so that they are well prepared in the period of pandemic and during the other disasters, a loan assumption policy, and the development of a high-level task force at the national as well as in the community level, comprised of experts and stakeholders from Nepal's tourist sector, are all urgently needed to develop a strategic plan to prevent further losses and damages.

2.3 Review of the Study

There is a very limited study regarding the tourism sector of Nepal particularly on the tourism market promotion activities. A study was conducted and its findings were presented by Sanjay K. Nepal and Jiaying Lu (2009), entitled *Sustainable Tourism in Nepal*, according to them, tourism has significantly influenced most of the communities. The study explains that:

Srinivasan (2009) concluded that tourism is a most complex functional system comprised of five components viz. tourists, attractions, service facilities, transportation, and information direction. Tourism is a series of activities of the people for the development of tourist movement. This is a practice of traveling for recreation, pleasure or culture, exploration, promotion or encouragement of touring, and accommodation of tourists. Tourism is the world's largest industry in these days. This has made a leading contribution to improving the economy of many countries including Nepal.

Travel is a strong influence on the development of human potential and a vital link in world communication. By visiting other lands, exchanging ideas, and making new friendships, we can help to build goodwill and peace full intercourse among all people. This gives a high vision of the value system of world tourism to make it sustainable and highlights the importance of the tourism sector (Li & Petrick, 2007).

Another joint research was carried out by Boroni, Boselli, Caravello, and Giacomini, (2000) for the National Research Council, entitled "Tourist impact on an environmental and anthropic matrix in the Everest National Park-Nepal that mainly focuses on the socio- economic and environmental aspects caused by the massive mobility of tourist around the Everest National Park of Nepal. Over the last decades, we registered a profound socio- economic transformation in Nepal due to the tourism sector connected with the ever-greater abandoning of the traditional economy such as agro-forestall, mercantile, breeding, etc. totally to mass tourism and commerce (expeditions, trekking, souvenirs, etc.). This has not only modified the economic activities, but it has also, heavily undermined local customs and social organization.

Along all the main trekking routes, many dwellings have been converted into lodges, and many small shops, often in front of hotels and lodges, have been opened. This has produced wealth for locals with property in these villages. Most of the local population has been driven towards tourist activities, both at home and away, with its strong attraction of paid labor from the poorer areas. The Chartered Institute of Marketing defines marketing as The management process responsible for identifying, anticipating, and satisfying customer requirements profitably. If we look at this definition in more detail Marketing is a management responsibility and should not be solely left to junior members of staff. Marketing requires coordination and planning. implementation of campaigns and a competent manager with the appropriate skills to ensure success (Kotler, Bowen, & Makens, 2009).

Marketing objectives, goals, and targets have to be monitored and met, and competitor strategies analyzed, anticipated, and exceeded. Through effective use of market and marketing research, an organization should be able to identify the needs and wants of the customer and try to deliver benefits that will enhance or add to the customer's lifestyle, while at the same time ensuring that the satisfaction of these needs results in a healthy turnover for the organization (Christopher, Jochen, & Patterson, 2015).

Oluyemi and Okuwobi (2006), The Service Marketing illustrates that Image, Branding, and Competition are much like product marketing, the effective marketing of a service requires the development of a desirable image. It can even be argued that, because of the intangible nature of services, the creation of a proper image is actually more critical for service marketing than for product marketing. In the market for TV news programs, the package is regularly updated to sustain ratings. Evert Gummesson, Professor of Service Management & Marketing, Stockholm University School of Business mentioned in his article "Exit Service Marketing - Enter Service Marketing" that this has been an account of my travels and adventures in marketing land. As the reader has probably noticed, the terminology and the logic are not yet sufficiently consistent and complete, However, the lookouts that we camped at during the journey offered fascinating sights waiting to be converted to insights and adapted to unique marketing Situations, be it B2B or B2C/ C2B. During the journey, we encountered these Issues:

- Goods, services, and the service sector are ill-defined categories. The definitions become fuzzy for the very reason that they represent fuzzy phenomena. This has to be accepted as a springboard for creative and scholarly work, and the mock images of economic reality have to be weeded out. When the terms goods and services are used in this article they represent perspectives. The focus can be on either the things or activities aspect.
- In alignment with the service-dominant logic, the term service is used as synonymous with value. A supplier has a value proposition but value actualization takes place during the customer's usage and consumption process. Suppliers and customers are co-creators of value.
- The IHIPs- intangibility, heterogeneity, Inseparability, and perishability- can be applied very well among a multitude of other properties to characterize a value proposition. They may help to identify specific marketing situations, but they do not separate services from goods.
- What we have learned about interaction in the service encounter has been extended and becomes applicable to all marketing situations. Relationships, networks, and interactions have been proposed at the top level of marketing with 4ps and the marketing mix demoted to the next level. The marketing mix is supplier-centric and manipulative first and customer-centric second. It still has its mission as a set of strategies for the supplier to act.
- The understanding of the customer's active involvement in value-creation is growing Services marketing. the service-dominant logic, relational approaches to B2B marketing. developments on the internet, and increased understanding of C2C interaction all provide heavyweight empirical and conceptual evidence for re-casting supplier and customer roles.

- Marketing is the revenue-generating function of a firm. Therefore, marketing needs not only to focus on revenue but also on cost and capital. In this process, quality, or value as perceived by the customer, productivity, and profitability become triplets. All this is reflected in the current boom in marketing metrics.

2.4 Qualitative Findings Based on Observations and Informal Consultations

The qualitative findings presented in this study are derived from the authors' observations and informal consultations conducted through focus group discussions. These discussions provided valuable insights into the perspectives and experiences of participants without relying on structured questionnaire surveys. During the focus group sessions, participants shared their thoughts and feelings regarding various aspects of the topic under investigation. The authors observed key themes emerging from these discussions, reflecting the nuanced understanding of the participants' experiences. This approach allowed for a rich exploration of opinions and attitudes, capturing the complexity of the issues at hand. The informal nature of these consultations fostered an open environment where participants felt comfortable expressing their views. This led to in-depth conversations that revealed underlying motivations, challenges, and suggestions for improvement related to the subject matter. The findings highlight the importance of qualitative methods in understanding participant perspectives and provide a foundation for further research in this area. Feel free to adjust any specific details or themes based on your actual observations and findings.



Methodology

3.1 Focus Group Discussion Outcomes on Service Quality, Price Competitiveness, Location, Cultural Experience, Brand Image, and Customer Satisfaction in Nepal's Tourism Sector

3.1.1 Service Quality

During the discussion, participants highlighted several key strengths and areas for improvement in Nepal's tourism services. Most agreed that the pre-trip information—whether online or in brochures—was somewhat helpful, although there were suggestions for making the information more comprehensive and easier to access. Many participants shared positive experiences regarding the booking process, finding it fairly seamless when it came to arranging accommodations, transportation, and tours. However, they felt there was still room for improvement, particularly in terms of streamlining these processes further for greater convenience.

A significant point of agreement was that the response time to inquiries was efficient. Tourists appreciated the promptness with which their questions or concerns were addressed, reflecting a well-organized customer service system. Staff responsiveness was also generally praised, with tourists feeling that the personnel were helpful and approachable, though there were occasional instances where quicker assistance could have been provided.

In terms of overall service delivery, participants noted that services were generally effective and efficient. However, some suggested that while the basics were well-executed, there might be opportunities to further elevate the service experience through more personalized touches or attention to detail.

3.1.2 Price Competitiveness

Tourists were generally satisfied with the affordability of Nepal's tourism offerings, expressing that the costs were reasonable and well-suited to budget-conscious travelers. There was a consensus that Nepal's pricing is competitive, especially when compared to similar destinations, though some participants noted that other destinations might offer lower or similarly priced options.

Participants felt they received good value for money, with most believing that the experiences and services provided justified the costs. However, a few raised concerns about pricing transparency, noting instances where hidden fees or unclear costs were encountered. This feedback pointed to a need for more transparency in pricing, ensuring that tourists have a clearer understanding of the total costs involved. The general sentiment was that while the prices align well with the quality of service, there's potential for improvement in terms of consistency and clarity in pricing across different service providers.

3.1.3 Convenient Location

In discussing the convenience of locations, participants acknowledged that most major tourist attractions in Nepal were reasonably accessible, though there were suggestions for improving transportation to some of the more remote sites. Many appreciated how accommodations were often located near key

attractions, making it easy to explore on foot or with minimal travel. The accessibility of attractions played a major role in enhancing their overall travel experience.

However, regional travel within Nepal received more mixed feedback. While some felt that the transportation infrastructure in major tourist hubs was adequate, others expressed frustrations with the availability and reliability of transport options for exploring areas outside of the central regions. There were calls for improved transportation networks to make regional exploration easier and more efficient for tourists.

3.1.4 Cultural Experience

Cultural experiences were a major highlight for many participants. Tourists found Nepal's cultural offerings deeply enriching, with many feeling that they gained valuable insights into local life and traditions. The diversity of cultural activities, from festivals to performances, was also appreciated as an enriching part of the visit.

Participants expressed strong admiration for the authenticity of Nepal's cultural performances, though some felt there was room for improvement in ensuring that all performances fully reflected the local traditions and heritage. Cultural immersion experiences, including opportunities to interact with locals and learn about Nepal's history, were seen as highly impactful, shaping visitors' overall view of the country. Several participants mentioned that deeper or more varied cultural immersion experiences could further enhance their connection to Nepal.

Overall, the cultural experiences contributed significantly to their understanding and appreciation of Nepal's heritage.

3.1.5 Brand Image

The branding of Nepal as a tourist destination was widely regarded as effective and memorable. Many tourists felt that Nepal's tourism brand stood out and had a distinct appeal, helping attract visitors. The consistency between the country's brand image and the actual experience of visiting Nepal was also highlighted as a strength. Tourists noted that their experiences largely aligned with the expectations set by the brand, which helped build trust in the destination.

However, there were some comments suggesting that while the brand's core values were clear and aligned with the services provided, there were occasional gaps in fully delivering on the brand promise. Some participants felt that certain aspects of the experience did not fully reflect the higher-end services or adventure tourism imagery often associated with Nepal's branding.

3.1.6 Customer Satisfaction

Overall, participants expressed very high levels of satisfaction with their visit to Nepal. Many described their trip as both fulfilling and enjoyable, with the country's natural beauty, cultural richness, and welcoming atmosphere making a lasting impression. Most tourists felt that their experiences met or exceeded their expectations, and there was a strong desire among participants to revisit Nepal. Many were also keen to recommend the destination to others, reflecting a high level of loyalty and satisfaction with the overall experience.

Several tourists mentioned that their satisfaction was bolstered by the excellent service quality, the affordability of the trip, and the diverse cultural experiences. Many participants also noted that the trip had exceeded their expectations, both in terms of the unique experiences offered and the overall quality of tourism services.

Nepal's tourism sector was seen positively across most areas discussed, with clear strengths in service delivery, cultural experiences, and customer satisfaction. However, there were areas for improvement,

particularly in terms of pricing transparency, regional transportation, and ensuring consistency in the authenticity of cultural experiences. Addressing these areas could further enhance Nepal's appeal and make it an even more attractive destination for global travelers.

3.2 Findings from Observations, Consultations, and Focus Group Discussions on Nepal's Tourism

Service Quality

From the focus group discussions and consultations, participants generally acknowledged that the service quality within Nepal's tourism sector meets expectations in most areas, though there were nuances to the feedback. Pre-trip information, while helpful, was seen as something that could be further enhanced. Tourists often mentioned that while online resources and brochures provided basic guidance, more detailed and accessible information would improve their planning process. Booking accommodations, transportation, and tours was widely regarded as efficient, although participants indicated that there were still opportunities to streamline the process, especially for international visitors.

In terms of customer service, tourists felt that staff were generally responsive and helpful, which contributed to a positive experience. However, there were occasional concerns regarding slower response times or instances where staff were less proactive in assisting tourists. This suggests that while the service delivery is competent, improvements could be made in ensuring consistently high levels of attention and timeliness across all service points.

Price Competitiveness

Affordability emerged as one of the strongest points in the discussions. Tourists expressed that Nepal offers excellent value for money, which makes the country an attractive destination for budget-conscious travelers. There was consensus among participants that the prices in Nepal are competitive compared to other similar destinations, with many pointing to the relatively low cost of accommodations, food, and activities as a major selling point.

However, some participants mentioned challenges related to pricing transparency. A few expressed concerns about hidden costs or unclear pricing structures, particularly in some service categories. This feedback suggests that while Nepal is perceived as affordable, there is room for improvement in ensuring that all costs are clearly communicated to tourists in advance.

Convenient Location

Accessibility to major tourist attractions was seen as generally satisfactory, with participants noting that most attractions were relatively easy to reach. Proximity of accommodations to key sites was also positively highlighted, with many tourists appreciating the convenience of staying near areas of interest, which enhanced their overall experience.

However, challenges related to regional transportation were noted, particularly for those who wanted to explore areas outside the main tourist hubs. There were reports of difficulties in accessing remote locations, suggesting that improved transportation infrastructure could enhance the visitor experience, especially for tourists seeking to explore beyond popular destinations.

Cultural Experience

Cultural experiences played a significant role in shaping tourists' perceptions of Nepal. Many participants expressed that their interactions with local culture enriched their visit, providing a deeper understanding of Nepalese traditions and lifestyles. Tourists particularly appreciated the variety of cultural activities available, such as festivals, performances, and interactions with locals, which they felt added authenticity to their trip.

While the majority felt the cultural performances were authentic, a few tourists suggested that some performances could be more closely tied to local traditions to enhance their genuineness. There was also feedback indicating that deeper, more immersive cultural experiences could further strengthen tourists' connection to Nepal's heritage. Despite this, cultural immersion was still seen as one of the most enriching aspects of the trip.

Brand Image

Tourists in the focus groups generally agreed that Nepal's tourism brand is strong, memorable, and appealing. The country's reputation for adventure, natural beauty, and cultural richness was highlighted as a key attraction. Tourists felt that the brand image effectively captured the essence of what Nepal offers, and many noted that it was one of the factors that influenced their decision to visit.

However, a few participants noted that there were occasional discrepancies between the brand's portrayal and some of their actual experiences. While most felt the brand accurately reflected their visit, there were instances where the expectations set by the marketing did not entirely align with what was experienced on the ground. Nevertheless, the overall sentiment was that Nepal's branding is largely successful in creating a distinctive and appealing image for the country.

Customer Satisfaction

Tourists expressed a high level of satisfaction with their visits to Nepal, with many commenting that their expectations were exceeded. The natural beauty of the country, combined with its rich cultural offerings and welcoming environment, were frequently mentioned as key factors contributing to their overall satisfaction. Many participants expressed a strong desire to revisit Nepal and to recommend it to others, indicating a high level of loyalty and satisfaction.

The sense of fulfillment and enjoyment was consistently reflected across the discussions, with tourists feeling that their experiences in Nepal were both memorable and rewarding. This satisfaction, in turn, was strongly tied to factors like service quality, price competitiveness, cultural experiences, and the overall brand image of the country. Tourists felt that these elements worked together to create a highly satisfying travel experience.

Summary of Key Insights

- **Service Quality:** Generally positive but with some room for improvement in providing more detailed pre-trip information and ensuring consistent staff responsiveness.
- **Price Competitiveness:** A major strength, with Nepal viewed as offering excellent value for money, although more clarity around pricing would be beneficial.
- **Convenient Location:** Most major attractions are accessible, but regional transportation options could be improved to encourage exploration beyond central areas.
- **Cultural Experience:** Highly valued by tourists for its authenticity and variety, but there is potential for deeper cultural immersion and more authentic performances.
- **Brand Image:** Strong and appealing, though some minor discrepancies between branding and actual experiences were noted.
- **Customer Satisfaction:** Very high, with many expressing a desire to return and recommend Nepal to others, reflecting overall satisfaction with the tourism experience.

In conclusion, Nepal's tourism industry generally delivers a positive experience for visitors, particularly in terms of affordability, cultural experiences, and customer satisfaction. However, addressing areas like pricing transparency, regional transportation, and ensuring consistent service quality could further enhance Nepal's appeal and increase its competitiveness in the global tourism market.



CHAPTER

4

Results and Discussion

4.1 Value-Added Contributions to Nepal's Tourism Sector

The primary aim of this study was to explore the impact of service marketing on Nepal's tourism sector, focusing on factors that influence customer satisfaction and loyalty. By utilizing qualitative research methods—including focus group discussions, participant observations, and expert consultations—this study uncovered rich insights into the vacation decisions of tourists, highlighting their perceptions of service quality, price, location, culture, and brand image in Nepal. These qualitative findings go beyond statistical analysis, offering actionable recommendations that can significantly improve Nepal's tourism marketing strategies and service offerings.

4.1.1 Service Quality

A central theme that emerged from discussions with tourists and industry experts was the significant role that service quality plays in shaping the overall tourist experience. Tourists generally expressed satisfaction with Nepal's hospitality, particularly the warmth and friendliness of local staff, including hotel employees, tour guides, and restaurant workers. This positive attribute aligns with Nepal's reputation for warm and welcoming service. However, the study revealed a key gap: service quality was perceived to be inconsistent, with noticeable disparities between key tourist hubs such as Kathmandu, Pokhara, and Chitwan, and less-developed or rural regions.

Focus group participants highlighted that while some sectors of the tourism industry, particularly in major cities, offered personalized and attentive service, others were less consistent. Tourists pointed out that the variability in service quality could negatively impact their overall satisfaction, especially when expectations were set high in more commercialized areas. Additionally, experts noted that the service experience in rural areas—while often intimate—lacked the same level of professionalism seen in more developed tourist regions.

4.1.2 Value Added from Research

The study suggests that improving service standardization across Nepal, especially in less-visited regions, could be a significant step toward enhancing the tourist experience. Developing training programs that focus on customer service excellence and cultural sensitivity for tourism employees across the country could help bridge this gap.

Call to Action

Tourism businesses and local government bodies are encouraged to invest in uniform service standards across Nepal. Promoting best practices in hospitality training can help provide a consistent level of service that meets the expectations of both international and domestic tourists.

Price Competitiveness

Price competitiveness was identified as one of Nepal's greatest strengths in attracting tourists, especially those from Western countries. Tourists appreciated the affordability of accommodations, food,

and activities, often citing it as a major factor influencing their decision to visit. Tourists felt that Nepal provided excellent value for money compared to other destinations in Asia, allowing for longer stays and more activities within a reasonable budget.

However, participants expressed concerns regarding pricing transparency. Many reported confusion around hidden fees for services such as guided tours or airport transfers. This lack of clear communication regarding prices could potentially tarnish an otherwise positive experience.

4.1.3 Value Added from Research

Although Nepal's affordability is a competitive advantage, this study suggests that enhancing price transparency could significantly improve tourists' perceptions and trust in Nepal as a destination. The research indicates that clearer pricing strategies—both online and offline—would alleviate tourists' concerns and strengthen Nepal's value proposition as an affordable, reliable destination.

Call to Action

Tourism businesses should review their pricing strategies and adopt clearer, upfront communication about the costs of services. Providing tourists with transparent pricing on websites, booking platforms, and in promotional materials will foster trust and enhance customer satisfaction.

Convenient Location

The convenience of Nepal's location was widely praised by tourists. Its compact size allows for easy travel between major tourist destinations such as Kathmandu Valley, Lumbini, and the Himalayan trekking routes. Tourists appreciated the ability to explore a variety of attractions without long travel times. This made Nepal especially attractive to those with limited vacation time.

However, challenges with transportation—especially to remote areas—were highlighted during the focus group discussions. Participants noted issues with road conditions, limited flight availability, and overcrowded public transport, which could deter visitors from exploring beyond well-known attractions.

4.1.4 Value Added from Research

Improving transportation infrastructure, especially in rural and off-the-beaten-path areas, would not only improve the tourist experience but also help spread tourism benefits more equitably across Nepal. Streamlining transport services and increasing accessibility to lesser-known areas would encourage more sustainable tourism.

Call to Action

The government and tourism authorities should prioritize investment in transportation infrastructure to improve connectivity between remote regions and key tourist hubs. Addressing transportation issues could open new opportunities for tourists to experience Nepal's diverse landscapes and cultures.

Cultural Experience

Cultural immersion was one of the most praised aspects of visiting Nepal. Tourists highly valued opportunities to engage with Nepal's rich traditions, festivals, local cuisine, and interactions with the people. Many tourists mentioned that they were drawn to Nepal for its cultural authenticity, and the opportunity to experience the spiritual and historical significance of places like Kathmandu's temples or the birthplace of Buddha in Lumbini.

Nevertheless, some tourists felt that cultural performances and festivals, while abundant, sometimes appeared overly commercialized. They expressed a desire for more authentic, immersive experiences rather than performances that seemed tailored for tourists. Experts noted that there is untapped potential

for offering deeper cultural engagements, such as hands-on workshops or homestays with local families.

4.1.5 Value Added from Research

The research highlights a significant opportunity for tourism businesses to enhance cultural experiences by offering more authentic, hands-on activities. This could include workshops on traditional arts, craft-making, or cooking, as well as opportunities for visitors to stay in local communities and experience everyday life in Nepal.

Call to Action

Tourism operators should collaborate with local communities to develop more immersive cultural experiences. By promoting authentic cultural interactions, such as participatory workshops or rural homestays, Nepal can offer deeper and more meaningful travel experiences.

Brand Image

Nepal's brand as the “Gateway to the Himalayas” and a destination for spiritual enrichment and adventure was highly regarded by tourists. Many travelers felt that the country's marketing materials accurately conveyed its unique attributes. Word-of-mouth recommendations from previous visitors also played a significant role in reinforcing Nepal’s brand image.

However, some tourists noted that discrepancies existed between the brand’s portrayal and their on-the-ground experience. Specifically, they felt that while Nepal’s natural beauty and cultural richness were well-represented, the infrastructure and service quality did not always align with the idealized image presented in marketing materials.

4.1.6 Value Added from Research

This study underscores the importance of aligning Nepal’s tourism brand with the actual experiences tourists encounter. Ensuring that the country’s infrastructure, services, and overall visitor experience meet or exceed the expectations set by marketing efforts will help build trust and strengthen Nepal’s brand in the competitive global tourism market.

Call to Action

Tourism authorities should ensure that marketing campaigns accurately reflect the realities of traveling in Nepal. They should also work to close the gap between the country’s branding and the real visitor experience through strategic investments in infrastructure and services.

Customer Satisfaction

Overall, customer satisfaction was high, with many tourists expressing that Nepal exceeded their expectations in terms of natural beauty, cultural richness, and the friendliness of its people. However, concerns related to service consistency, transportation accessibility, and pricing transparency emerged as areas for improvement. These issues were seen as potential barriers to repeat visits and recommendations to others.

4.1.7 Value Added from Research

The study highlights that while Nepal’s tourism sector excels in several areas, addressing the above-mentioned challenges would further enhance the satisfaction levels of visitors. By improving service quality, infrastructure, and pricing clarity, Nepal could solidify its position as a top travel destination.

Call to Action

To sustain and improve customer satisfaction, Nepal’s tourism sector must address these challenges systematically. Tourism businesses and government authorities should collaborate to enhance service delivery, improve infrastructure, and increase transparency across the sector.

4.2 Recommendations and Suggestions

Based on these findings, the study offers the following key recommendations for enhancing Nepal's tourism sector:

1. **Enhance Pre-trip Information:** Provide clearer, more comprehensive pre-trip information to help tourists plan their visit with confidence.
2. **Price Transparency:** Ensure that all pricing, including hidden fees, is clearly communicated to tourists at all stages of their visit.
3. **Infrastructure Development:** Invest in improving transportation networks to enhance accessibility to remote areas and ease travel within Nepal.
4. **Promote Authentic Cultural Experiences:** Offer tourists more immersive, genuine cultural activities that foster deeper connections to Nepalese traditions.
5. **Brand Alignment:** Ensure that Nepal's tourism branding accurately reflects the real tourist experience, aligning marketing with actual service delivery.
6. **Ongoing Monitoring and Adaptation:** Continuously track evolving tourist preferences and adapt marketing and service offerings accordingly to stay competitive.

By focusing on these key areas, Nepal can further elevate its tourism sector, ensuring long-term growth and competitiveness in an increasingly crowded global market.



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Introduction

The service sector has assumed a pivotal role in the Indian economy, contributing over 50% to the country's GDP in recent years (IBEF, 2023). This dynamic and diverse sector encompasses a wide range of organizations, which can be broadly categorized into four segments: public agency sector, private non-profit sector, business sector, and emerging services (Mukherjee, 2013).

The growth of the service sector has been driven by various factors, including economic reforms, technological advancements, and the increasing demand for knowledge-based services (Invest India, 2023). The IT and IT-enabled services (ITeS) industry has been a major contributor to this growth, with India's share in global services exports rising significantly (IBEF, 2023).

As the service sector continues to evolve, it presents both opportunities and challenges for the Indian economy, highlighting the need for policies that promote inclusive growth and job creation (Invest India, 2023).

First, it is public agency sector, which includes Post Offices, Police and Fire departments, Water and Electricity authorities, etc. Secondly, the private non profit sector running charities, foundations, old age homes or various societies involved in issues related to women, literacy, family welfare etc. Thirdly, the business sector comprising banks, hotels, airlines, travel agencies, tour operators, courier services, insurance consultancy - legal management for medical. This includes those firms providing security personnel accounts and auditors, Computer operators and Software consultants, which help the manufacturing firms in their operations.

In addition, there are number of other types of services which are emerging in the western society. These range from, on a charge, the availability of a baby sister; to a group of hippies making the party colorful. In India also such services are emerging whether they are a troupe of young boys and girls doing a music - cum - dance show on a birthday party or wedding house maintenance services, real state brokers etc.

The above discussions portray the spectrum of services. The variations perhaps suggest that before proceeding further we should develop clarity on "what is a service?"

Levitt has suggested that there are no such things as service industries. There are only service industries whose service components are greater or less than those of other industries. Everybody is in service. The point, which Levitt was trying to put across, is that with, almost every tangible core physical product an intangible service component is associated. Therefore, everybody is in service.

It was as early as 1997 when Ms. G. L. Lynn Shostac, the vice president of Citibank, suggested that marketing entities are combinations of intangible elements, which are distinct and discrete. If these absolute tangible and intangible elements are taken to the two ends of a continuum. We can observe that all goods and services don't fall at one place. There is a range, which varies from absolute tangible goods like salt or an absolute intangible service like education.

1.1 Goods -Service Continuum

Theodore Levitt proposed the other approach of distinction between various goods. According to him goods can be put into the categories, namely- Search goods and Experiences goods. Search goods are generally those goods which are packed goods and the customer can see, evaluate and try them prior to the purchase like soap or shampoo. Experience goods, on the other hand, are those, which one can see or evaluate after the purchase like holidays, travel etc. Some persons call search goods as tangible goods and the other as intangibles. There is range between the extremes and there could be certain products filling in this range. Philip Kotler has further expanded and clarified the point of Levitt and suggests the four categories in which product services relationship can be categorized.

First, it is pure tangible goods. It is like a commodity where it's rather difficult to distinguish between the goods supplied by two suppliers and these goods look identical. There is absolutely no service or intangibles associated with either of these goods. Secondly, it is the tangible good with accompanying service. In this case the offer consists of a tangible good with service(s) associated with it. Here an effort is made to distinguish the product from the competing products based on service. An example could be two brands of refrigerators; one with five-year guarantee the manufacturer is trying to differentiate the product. Thirdly, it is major service with accompanying minor goods or service. In this case the manufacturer or supplier is primarily offering a service to the market and along with it minor goods or services may or may not be associated. For example, an airline is primarily offering the passenger transportation service. However airlines also offer food and entertainment on board. The primary item, in this case still remains as transportation, food and entertainment etc., remain secondary. Lastly, it is the pure service, where the offer is only a service. The example could be telecommunication, psychotherapy, health club, etc.

1.2 Concept of Services Phenomenon

As we have noticed from the preceding discussion, a service is quite a completed phenomenon. To develop clarity on service as a concept it is desirable to look at the way various researches have defined it over the last three decades.

One of the first to define services was the American Marketing Association, which as early as in 1960 defined services as "activities, benefits, or satisfaction being offered for sale, or provided in connection with the sale of goods. This definition took a very limited view on services as it proposed that services are offered only in connection with the sale of goods. The other definition which was proposed, in 1963 by Regan suggested that "services represent either intangibles yielding satisfaction directly (transportation, housing), or intangibles yielding satisfaction jointly when purchased either with commodities or other services (credit, delivery)". For the first time services were considered as pure intangibles capable of providing satisfaction to the customer and can be marketed like tangible products.

Robert Judd defined services as "a market transaction by an enterprise or entrepreneur where the object of the market transaction is other than transfer of ownership of a tangible commodity". The definition recognized three broad areas of services, which are as follows:

- The right to possess and use a product (rented goods service);
- The custom creation, repair, or improvement of a product (owned goods services); and
- No product elements but rather an experience or what might be termed experiential possession (non-goods services). In 1974, Rathmell suggested the exclusion of the following three activities from the scope of the term services:
 - **First, The Non-economic Transactions.** These include the current wave of political, religious, social, and ecological causes, which the consumer is urged to accept, support or join.

- **Secondly, The voluntary Contributions.** It is in a sense market transaction, in that funds are transferred and presumably some service is purchased. However, the "price" (i.e. how much to contribute is decided by the buyer and not the seller, the amount varies from buyer to buyer and the nature of intangible purchased is difficult to identify. Does the voluntary contribution to a political party mean purchase of their support? Does the voluntary contribution to a religious organization mean purchase of their blessings?
- Thirdly, those services, which are supported exclusively through various forms of local, state, and central taxation. The services of policemen, firemen, army men, schoolteacher etc. are so categorized. A sort of transaction does take place and a service is definitely rendered. However, the transaction is non-voluntary and the value of the service is not determined in the market place. Thus, any service offered by a public institution wherein there is no direct relationship between price paid and service rendered is excluded. Services rendered by public utilities, government owned museums, and stadiums are included because admission is charged even though tax subsidies are also present.
- While Rathmell was defining the distinct features of services three more definitions were proposed.'

Bessom (1973) proposed that "for the consumer, services are any activity offered for sale that provide valuable benefits or satisfactions, activities that he cannot perform for himself or that he chooses not to perform for himself.

According to Blois "A service is an activity offered of sale which yields benefits and satisfactions without leading to a physical change in the form of a good". Stanton who defined service as "separately identifiable intangible activities which provide want satisfaction when marketed to consumers and/or industrial users and which are not necessarily tied to the sale of a product or another service". proposed the third definition. A decade later, a significantly different set of definitions was proposed based on which the present workable definition has been analyzed:

Lahtinen defined services as "an activity or a series of activities which take place in intersections with a contact person or a physical machine and which provides consumer satisfaction."

Kotler and Bloom in 1984 defined services as "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product."

Gummesson has highlighted the intangible nature of services and defined "services as something which can be bought and sold but which you cannot drop on your foot." This definition also pointed out one basic characteristic that the services can be exchanged even though they are not tangible.

Taking a lead from the last three definitions proposed by Lehtinen, Kotler and Bloom, and Gummesson, Gronroos (1990) proposed a working definition. According to him, "A service is an activity or series of activities of more or less intangible nature that normally, not necessarily, take place in interactions between the customer and service employees and/or physical resources or goods and/or system of the service provider, which are provided as solution to customer problems."

This definition takes into account the following important features of service:

- Services are by and large "activities" or they are series of activities rather than things;
- As a result services are intangible;
- They take place in the interaction between the customer and the service provider, which means that services are produced and consumed simultaneously; and,
- Customer has a role to play in the production process as services are being provided in response to problems of customers as solution.

1.3 Characteristics of Service

Hence Services are relatively intangible, produced and consumed simultaneously, and often less standardized than goods. These unique characteristics of services present special challenges and strategic marketing opportunities to the service marketer. Although service industries are quite heterogeneous (ranging from beauty saloons to utilities), are some significant characteristics of service, which are as follows:"

1.3.1 More Intangible than Tangible

A good is an object, a thing. A service is indeed a performance, an effort. When a good is purchased, something tangible is acquired, something that can be seen, touched, perhaps smelled or worn. When a service is purchased there is generally nothing tangible to show for it. Services are consumed but not possessed, therefore the absence of tangible features means it is difficult for the seller to demonstrate or display services, and for buyers to sample. The buyers look for signs or evidence of the service quality. Therefore service provider's task is to "manage the evidence", to "tangibles the intangible"." Most market offering are a combination of tangible and intangible elements. It is whether the essence of what is being bought is tangible or intangible that determines its classification as a good or service.

1.3.2 Simultaneous Production and Consumption:

Services are typically produced and consumed at the same time. The relationship between production and consumption therefore dictates that production and marketing are highly integrated process. The Telephone Company produces telephone service while the telephone user consumes it.

Generally, goods are produced then sold and consumed. Services on the other hand are usually sold first, then produced and consumed simultaneously. The service provider and the client are often physically present when consumption takes place. The firm is unable to store or transport services i.e. only direct distribution is possible, thereby potentially limiting the number of market the firm can cover. Apart from the stress laid on 'right place' and 'right time' in case of distributing goods, there is additional importance given to the performance of service in the 'right way' as well.

1.3.3 Less Standardized and Uniform

It is often impossible to assure consistency in services being provided by a seller or to standardize offering among sellers of the same service, while it is possible to offer consistency and uniformity of products. Levitt argues that such a distinction has limited value because it is a production oriented approach as even an identical generic product will be differentiated when it is viewed as offered product for sale." Thus, while the core product may be uniform, the process will always be differentiated.

Secondly, Levitt argues that owing to industrialization of services the production of service can no longer be viewed as being heterogeneous. Attempts have been made to improve productivity in the service sector by the introduction of technology. Uniformity can be achieved by substituting equipment and machinery for labour. Service firms can also reduce variability by training the service providers in appropriate responses to each customer situation. They can also monitor customer satisfaction through suggestion and complaint system so that poor service can be detected and corrected.

1.3.4 Perish Ability

The utility of most service is short-lived, therefore they cannot be produced ahead of time and stored for periods of peak demand. The perish ability of services is not a problem when demand is steady, because it is easy to staff for the services in advance. When there are Dide fluctuations in demand, there should be a highly flexible production system or idle productive capacity.

Sasser has described several strategies for producing a better match between demand and supply in a service business." On the demand side the firm can make use of differential pricing, cultivating non-

peak demand and developing complementary services. On the supply side for effective matching with demand the firm may hire part-time employees to serve peak demand; peak-time efficiency routines can be introduced, facilities for future expansion can be developed, and increased consumer participation can be encouraged.

1.4 Classification of Services

Ever since marketing researches started defining services, they also proposed their classification of services. The first one was proposed as early as 1964 and the last, as late as 1989.

These classifications not only demonstrate the diversity of service but also suggest how important it is in a specific situation to carefully analyze the detailed nature of the service operation. The general characteristics of services remain unchanged irrespective of the nature of service business, where the customer is always a person or group of persons the service is perceived more or less intangibly, some kind of interaction between the customer and some parts of the production system of the service provider including personnel, technology, or both always occurs, and some kind of input from the customer is always required in the process.

1.5 A Perspective of Marketing

It would be, therefore, appropriate to start looking at marketing in service organization from the basics of marketing and then look at various alternate approaches to services marketing.

1.5.1 Definition of Marketing

According to the revised definition announced by the American Marketing Association, Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual or organizational objectives.' The definition suggests that the marketing process is related to planning and executing the conception, pricing, distribution and promotion. This definition also suggests that the scope of marketing is not narrow. Marketing is not restricted to goods but it is equally applicable to services and ideas.

1.5.2 Customer Orientation

Peter Drucker has given greatest significance to customer. He has said that, "marketing is not only much broader than selling, it is not a specialized activity at all. It encompasses the whole business. It is the whole business seen from the point of view of its final result that is from the customer's point of view. Concern and responsibilities for marketing therefore permeate all areas of the enterprise." Later he even suggested that there is only one valid definition of business purpose i.e. to create a customer. His hidden message in this statement is innovation. It's only through innovation, organization can continuously replace products with newer products satisfying customer's needs better.

Therefore Levitt in his classic "Marketing Myopia" while emphasizing, the need or farsighted marketing remarked that most business suffer from myopia when they fail to ask themselves a question, "What business are we in?" From the customer's point of view, Levitt suggested that one must define his business not in terms of product made or sold but in terms of what needs of the customer are satisfied i.e. in terms of what service is provided to the customer."

Levit's argument on "what service is provided?" was further expanded and given more importance by Thomas J. Peters and Robert H. Waterman in their work on "In search of Excellence." They have concluded that the excellent companies are really close to their customers. Other companies talk about it and the excellent companies do it.

1.5.3 Service Marketing Mix

In practice the core of marketing is considered to be the marketing mix. Neil Borden, while quoting from an article of James Cullen, wrote that a marketer is viewed as a "decider" or an "artist" or a "mixer"

of ingredients" who plans various means of competition.' He may follow a recipe prepared by others, or prepare his own as he goes along, or experiment with or invent ingredients no one else has tried? "If a marketer is a mixer of ingredients", what he is designing a marketing mix. Borden further wrote that "it was logical to proceed from a realization of his existence of a variety of marketing mixes to the development of a concept that would comprehend not only this variety, but also the market forces that cause management to produce a variety of mixes.

Borden's elements of marketing mix and the market forces affecting it are described in. It is the problem raised by these forces that lead marketing managers to exercise their wits in devising mixes of programmes to fight competition.

Elements of Marketing Mix of Manufacturers:

1. Product Planning: Policies and Procedures

- a. Product Lines to be Offered: Qualities, design etc
- b. Markets to Sell: Whom, where, when, and what quantity
- c. New Product Policy: Research and development programme

2. Pricing: Policies and Procedures

- a. Price level to adopt
- b. Specific prices to adopt (odd-even, etc.)
- c. Price policy, e.g., one-price or varying prices, price maintenance, use of list prices, etc

3. Branding Policies and Procedures

- a. Selection of trade marks
- b. Brand Policy: Individualized or family brand
- c. Sale under private label or unbranded

4. Channels of Distribution: Policies and Procedures

- a. Channels to use between plant and consumers
- b. Degree of selectivity among wholesaler and retailers
- c. Efforts to gain co-operation of the trade

5. Personal Selling: Policies and Procedures

Burden to be placed on personal selling and the methods to be employed in

- a. Manufacturer's organization
- b. Wholesale segment for the use of the trade
- c. Retailer segment of the trade.

6. Advertising: Policies and Procedures

- a. Amount to spend: i.e., the burden to be placed on advertising.
- b. Copy platform to adopt
- c. Product image desired
- d. Corporate image desired
- d. Mix of Advertising: To the trade; through the trade & to consumers.

7. Promotions: Policies and Procedures

- a. Burden to place on special selling plans or devices directed as at or through the trade.
- b. Form of these devices for consumer promotions, trade promotion.

8. Packaging: Policies and Procedure

- a. Formulation of package and label.

9. Display: Policies and Procedure

- a. Burden to be put on display to help effect sell.
- b. Method to adopt to secure.

10. Servicing: Policies and Procedure

- a. Providing service needed.

11. Physical Handling: Policies and Procedures

- a. Warehousing
- b. Transportation
- c. Inventories

12. Fact Finding and Analysis: policies and procedure relating to:

- a. Securing, analysis, and use of facts in marketing operations.

Market Forces Bearing on the Marketing Mix**1. Consumer Buying Behavior Determined**

- a. Motivation in purchasing
- b. Buying Habits
- c. Living Habits
- d. Environment (present and future as revealed by trends as for environment influences consumer's attitude towards products and their use)
- e. Buying power
- f. Quantum (i.e. how many)

2. The trade's Behaviors Whole Sellers & Retailers Behavior, as Influenced by

- a. Their Motivation
- b. Their structure, practices, and attitudes
- c. Trends in a structure and that portend change

3. Competitors position and behavior, as influenced by:

- a. Industries structure and the firms relation in reference to:
- b. Size and strength of competitors
- c. Number of competitors and degree of industries concentration
- d. Indirect competition i.e., from other products
- e. Relation of supply to demand - over supply or under supply
- f. Product choices offered to consumers by the industry, i.e. quality, price, service.
- g. Degree to which competitors compete on price vs. non- price bases.
- h. Competitors, motivations and attitudes their likely response to actions of other firms.
- i. Trends-technological and social, portending changes in supply and demand.

4. Governmental Behavior: Controls over Marketing

- a. Regulations over products
- b. Regulations over pricing.
- c. Regulations over competitive practices.
- d. Regulations over advertising and promotion.

Subsequently, Borden's concept of marketing mix was given due recognition in the marketing theory and the concept of marketing mix and was accepted as the set of marketing tools that a firm uses to pursue its marketing objectives in the target market.

It was McCarthy who summed up elements of Borden's marketing mix into 4 Ps, namely product, price, place (i.e. distribution) and promotion' Mc. Carthy even clarified that customer is not a part of the marketing mix rather customer should be the target of all marketing efforts.

1.5.4 The 4Ps of Marketing Mix

At the same time when Mc Carthy proposed a 4Ps approach two more classifications were put forward. First, Frey proposed that all marketing decision variables can be put under two subheads i.e., the offering and the methods or tools,³ Secondly, Lazer & Kelly proposed a three-factor classification: namely, goods and services mix, distribution mix and communication mix. However these classifications did not go beyond the scope of Borden's original concept.

Figure 1.1

Frey's Classification of Marketing Decision Variables



1.5.5 The 4Ps Inadequate

Mc Cathy's 4Ps concept was accepted as the significant tool of marketing. However, from time to time additions to this 4Ps approach were made. Some of the suggestions made are as follows:

Packaging

Many people consider that packaging is not a part of the product. It is something, which contains the product and communicates with the customer about the product features, and therefore, suggested that package should be taken as a separate 'P' of the marketing mix.

Positioning

Positioning relates to implanting in customer's mind a clear meaning of what the product is: what positioning is broadly referred to the picture which is being portrayed in the minds of the customers by the marketer about their product. This dimension takes into account selection of a target market, dimension of uniqueness both in terms of tangible and intangible attributes, communicating these attributes to the target markets in the most effective manner.

People

Judd came out with yet another 'P', people. Judd's argument was that it is the employees of an organization, which represent the organization to the customers. If these employees are not given training in how to go about face-to-face customer contact the entire marketing effort may not prove to be effective.

He even went further by recommending that people power should be formalized, institutionalized and managed like the other 4Ps as a distinctive component of the market mix and consequently as an element of the organization marketing or business plan.

Physical Evidence

In services marketing both peripheral and essential evidence are significant as they tangibles the services. Peripheral evidence can be possessed as a part of the service purchased. They have little value but they significantly supplement the core service sought. In hotel marketing town-guides, notepads, books, matches etc. are the peripheral evidences. Essential evidences on the other hand are those, which cannot be possessed. For car rental service type of car by make and model is essential evidence.

Physical Facilities

McGrath while acknowledging the role people or personnel can play in the marketing effort of an organization added two more Ps namely physical facilities and process management. His argument in support to these additional Ps was the physical facilities are important in facilitating to enhance marketing and delivery of services. A customer must experience a service and this experience is greatly affected by the setting that is visible to customers and the physical assets hidden from view but critical to providing the service.

Process Management

Process management assures service availability and consistent quality. Without sound process management, balancing service demand with service supply is extremely difficult. Service cannot be inventoried and therefore it becomes essential to find out way and means to handle peak load to optimize different customer needs with varied expertise levels within the service organization.

Power and Public Relations

Kotler in his article on Mega Marketing said that successful marketing is increasingly becoming a political exercise. Pepsi Cola outwitted its archrival, Coca Cola, by striking a real to gain entry into India's huge consumer market, fast a heading towards 1,000 million people. While Coca-Cola withdrew from India in 1978, Pepsi made an entry forming a joint venture with an Indian counterpart, winning governmental approvals, despite opposition from other Indian soft drink companies and anti-MNC legislations. The package offered included exports of agro-based products, and focus on rural markets.

Gronoross referring back to Borden's concept of Marketing Mix said that the 4Ps represent a significant over simplification of Borden's original concept, listing twelve elements and suggesting that to be reconsidered in any given situation." Gronross even went to record that advocates of the 4Ps and of today's marketing mix approach seems to have totally forgotten the essence of Borden's concept of marketing mix and additional new variables to the 4Ps is a symptom of the weakness of their approach.

1.6 Marketing Issues before A Service Organisation

The major issues before a marketer in a service organization can be grouped under three heads; namely increasing their competitive differentiation, increasing their service quality both technical and functional, and increasing productivity.

1.6.1 Managing Differentiation

Because of the intangibility, it is rather difficult to differentiate one's services from competitors. The problem takes greater dimension in those services where prices are regulated or in cases where the competition is non-price competition.

However in order to get a competitive edge the solution lies in differentiated offer, delivery and image. The important thing is to understand the various levels of service package. One has to understand the primary service package and the secondary service package in relation to a specific service and then create differentiation. If we take the example from changes, which have come about in the Indian aviation industry and the strategies adopted by private airlines, we would notice that the primary service package for civil aviation industry includes. punctuality. If these airlines have achieved 87% on time departure they are able to differentiate from the governmental/public sector airlines. The other strategies towards differentiation include free on board liquor, non-cabin crew, quality of food, etc.

If we look at this example a little in detail, it may be observed that any innovation in service industry is capable of being copied although this is a reality in service industries but a marketer keeps introducing innovations to sustain the competitive edge. For example, Citibank in India with specific reference to Delhi was not permitted to open branches beyond a limited number - affecting "retailing of their services." They loans to purchase house, scooter/car, TV/VCR and other household appliances and thereby increased distribution of their services.

Productivity is a major concern of industrial society irrespective of goods or services. It not only contributes to the overall economy but also gives the organization a competitive advantage. The productivity improvement in service organizations becomes more complex, since service business is highly labour intensive. The final frontier of productivity improvement is service employees.

Table 1.1

Philosophical Approach

Approach	Philosophy
1	Service providers to work hardly and skillfully through better selection and training procedures.
2	Increase the quantity of service while balancing with quality. (e.g. A doctor seeing more patients than before).
3	"Industrialize the Service" with standardization of procedures and adding equipments (e.g. Fast-Food Standardization).
4	Reduce the need for a service by innovative product solutions. (Wash-n-wear shirt v/s laundries).

Lovelock and Young emphasized the need of support and co-operation from the consumers in implementing a productivity improvement programme." They suggested that consumer resistance to changes in familiar environments and long established behavior patterns can thwart attempts to improve productivity in service organizations. Management's failure to look at productivity related changes from the customer's standpoint actually cause the resistance. Managers of service organizations should avoid such infectivity toward their customers.³⁹

Lovelock and Young suggested the following seven steps to avoid infectivity to consumers:

1. Develop customer trust through long term strategy rather than a snip-shot—superficial programme;
2. Understand customer's habits on how they refer to consume a service e.g. a customer would prefer extended hours for a meal in an exclusive restaurant;
3. Pre-test new procedures and equipments before introducing them. A failure of a productivity improvement programme is more damaging then otherwise, e.g., when Indian Airlines introduced computerized reservation system remained down for most of the time. It created more confusion both in customers and employees, and proved to be counter-productivity;

4. Understand the determinants of consumer behavior in terms of their choice, e.g. shopping behavior is not even brought the month changes between first week to the fourth week of the month, it changes between first week to the fourth week of the month, it changes between weekday and weekend;
5. Test consumers how they use service innovations - most people don't know how to go about treatment in Government hospitals- there is a need to make people informed how to go about from registration to appointment, checkup and treatment, like any change in traffic routes at India Gate or Connaught Place were notified through Press and Television before introducing them;
6. Promote the benefit and stimulate trial. The success in innovation lies in encouraging trial by making the benefit obvious; and,
7. Monitor and evaluate performance. One can learn from experience - good or bad. As one goes along introducing changes corrective measures should also be taken simultaneously. These measures could be restricted to redesign of facilities and procedures of extending to educating, communicating and promoting the efforts.

If one takes these steps the chances of going wrong can be minimized and any productivity improvement programme can be implemented successfully.

1.6.2 Managing Quality

Philip Kotler, when he was in India in January 1991, in one of his interviews said that 80's were the decade of Quality and 90's would be the decade of Customization. The person who first debated the buzzword "Quality" was Peters and Waterman who in their work "In search of Excellence" talked about it.

In relations to services marketing, a number of research papers were published. A Parsuraman, Leonard L. Berry and Valerie Zeithaml did the pioneering work. They not only wrote more than a dozen of research papers, beginning 1985, but also wrote a monograph in 1990 for Marketing Science Institute and a series of two books on the same theme. Their research supported the point that quality is the foundation for services marketing.

However, before Parsuraman and et.al., Gronross proposed that a service firm, in order to compete successfully, must develop quality to their service and they must first define how service quality is perceived by the consumers and secondly, determine in what way service quality is influenced. Therefore essence perceived service than the technical quality. Therefore essence of effectiveness in managing services lies in improving the functional quality of a firm's service by managing the buyer-seller interaction (interactive marketing), than the traditional marketing activities.

Managing the perceived quality of a service means that one has to match the expected service and the perceived service to each other so that consumer satisfaction is achieved. To keep-up the gap between expected and perceived service two things are critical. First, the promises about how the service will perform given by traditional marketing activities when compared to the service being perceived by the customers eventually. Secondly, managers have to understand how the technical and the functional quality of a service are influenced and how the customers perceive these quality dimensions. Gronross in his concluding part emphasized the need for more research, especially on the consumer's view of service quality.

In order to develop greater understanding of the nature of service quality and how it is achieved in an organisation, a service quality model was developed by Pars Raman and et. al. in 1985.⁴ The model clearly indicated that consumer's quality perceptions are influenced by a series of five distinct gaps occurring in an organization. These gaps may impede delivery of services that consumers perceive to be high quality are: -

Gap 1: Difference between consumer expectations and management perceptions of consumer expectations.

Gap 2: Difference between management perceptions of consumer expectations and service quality specifications.

Gap 3: Difference between service quality specifications and the service actually delivered.

Gap 4: Difference between service delivery and what is communicated about the service to consumers.

Gap 5: Difference between the perceived service and expected service. This gap depends on the size and direction of the first four gaps associated with the delivery of service quality.

The next research in the series focused on developing a procedure for qualifying customer's service quality. The research suggested that the service quality could be measured on the following five dimensions:

Reliability: The ability to perform the promised service dependably and accurately.

Tangibility: The appearance of physical facilities, equipment, personnel and communication materials.

Responsiveness: The knowledge and courtesy of employees and their ability to convey trust and confidence.

Assurance: The caring individualized attention provided to the customer.

The third work of the same team of researchers identified an exhaustive set of constructs that could affect the magnitude and direction of Gap 4. Most of these constructs involved communication and control process used to manage employees, as well as consequences of these processes.

They summarized by stating "Service quality is subjective assessment that customers arrive at by comparing the service level they believe an organisation thought to deliver to the service level they perceive is being delivered. Extensive qualitative research conduct in the recent past by Parsuraman and et. al. suggest that service-quality deficiencies perceived by customers, i.e. the gap between their expectations and perceptions, are caused by a series of organizational gaps.

- **Marketing Information Gap:** Inadequate management understanding of customer's service expectations.
- **Standards Gap:** Management is failure to develop performance specifications reflecting customer's expectations.
- **Service performance Gap:** Discrepancy between service performance specifications and service actually delivered.
- **Communication Gap:** discrepancy between communications to customers describing the service and the service actually delivered.

Their study empirically examined the hypothesized relationships between the organizational gaps and their antecedent consequences. Key findings from the study have the following managerial implications. :

1. Face-to-Face interactions between managers and contact employees, and reduction in organizational barriers separating the two groups are useful strategies for understanding expectations.
2. To close the Standard Gap, management must allocate the necessary resources to put in place systematic processes for setting service quality goals.

1.7 Service Marketing: A Perspective

Gronross, taking the lead from the Borden's concept, suggested that as far as the exchange process of service is concerned a range of contacts between the service firm and the customer takes place. Managing and operating these contacts as the responsibility of operations of non-marketing departments only.

Nevertheless, these contacts, i.e. buyer-seller interactions have an immense impact on the future buying behaviour of the customer as well as on word-of mouth; that is, they have marketing implications, and should therefore be considered marketing resources and activities managed as such.

If we go back to the definition of marketing given by Peter Drucker we would find a greater relevance in Gronross argument.

Gronross argument was that marketing activities in service organisation can be therefore, clubbed under three major heads, namely. : External Marketing, Internal Marketing, and Interactive Marketing.

1.7.1 Gronross Services Marketing Model

Gronross's suggestion was that the traditional 4 Ps are the marketing efforts, which are external to an organisation as these efforts are targeted at customers. His point of view on internal marketing was that the company and every single individual in an organisation play some role in marketing a product or service and therefore any effort by the company by way of training on product knowledge, product handling, customer knowledge, selling etc., in addition to motivation can be taken as the internal marketing tool. He described interactive marketing as the skill of employees in handling customer contact. A customer judges the quality not only on the basis of technical quality of the product - services package but also by its functional quality.

1.7.2 Tourism Services of Bihar State Tourism Development Corporation: Tourism Services and Their Characteristics

Tourism is a service sector. The service sector stands on different footing for the purpose of marketing. Service sector is very important sector for our economy. In the last few years there has been increasing awareness of the need of developing service sector and marketing their services for contributing in the earning of the state and country as well. A number of service sector organizations have sprung-up in the various fields e.g. couriers, Air services, Tours and Travels, Surface, Transports etc., These service sector have been facing growing competition specially in the situation of the liberalized economic policy. Tourism is one of the important service organizations and is a very important source of Foreign Exchange earning. The Bihar State Tourism Development Corporations (BSTDC) has mainly provided by the Indian Tourism Development Corporation (I. T.D.C.) and at state level the services of Tour & Travels. Now these Corporations are also facing tough competition. Here the marketing management of the Tourism Corporation has acquired a special significance.

Further the nature of service sector specially the tourism service from the products of other sector. Firstly in the marketing of service sector, there is direct contract between the producer and the consumer; therefore there is need of successful interaction between the consumers and the marketing staff

Secondly in service sector there is simultaneous production and consumption of the services.

Thirdly, there are seasonal fluctuations in demand of tourism services. In some seasons there happens to be peak demand and some seasons there is slack demand.

Fourthly, the tourism industry is a high capital-intensive industry. It needs, beautification of places of tourist interest, construction of guesthouses, restaurants, and transport. The huge capital-intensive situation creates a high degree of fixed charges due to depreciation, repair and maintenance. Such fixed charges tend to increase the ratio of fixed and variable cost and thus add to the degree of market orientation requirements by the tourism services.

Lastly the services of the tourism are highly perishable. The greater perish ability of services are the greater with the creation of demand for the success of this industry.

Hence, the marketing activities occupy a very great significance in the tourism industry and the nature of the industry has much to shape its market operations.

1.8 Problem of Tourism Marketing

The marketing of tourism services is marketing something intangible, marketing of promises. It is more of selling the image, selling the other person to have confidence in the organisation. In marketing

of services of tourism the marketing executives have to convince the customers that what the executive is trying to promote will provide satisfaction to the consumer or will provide satisfaction more than the value of money paid for.

The marketing process in the Tourism Corporation also starts from the identification of the need of the consumer and understanding what the consumer of tourism services wants? How can he be satisfied? What types of services he needs? How much can he pay? Thus, give the idea of nature of services, the extent of demand, and the price at which it can be offered. In fact it is the beginning i.e. the identification of need and the identification of "product"/services, the first "P" of marketing mentioned by Mc Carthy. The marketing man in tourism services has to be creative, imaginative, innovative, and dynamic to give the ideas a shape of services or one way call the desired "P". It is essential for the tourism services & even for the B. S. Tourism Development Corporation to first identify the services needed by the consumers. But unfortunately the Bihar State Tourism Development Corporation has never made any attempt to identify the type of services needed by its customers. After identification of services needed by the consumer / visitors /tourist the marketing man sells a promise only. This is promise regarding performance of a services needed by the customer with an objective to give him a desired satisfaction. If the promise is completed to the satisfaction of the customer the marketing is completed. A demand for future services is created and continuity of relation between salesman and the consumer starts and credibility is established. Thus the marketing man in Tourism services has to sell the services of his organisation and also the credibility of his organisation. This is nothing but the product of Tourism Corporation and the first fundamental "P" of marketing which Mc Carthy has mentioned as "Product Mix". In fact the product Mix here for Bihar State Tourism Development Corporation is (a) The places oftourism interest (b) Transport to the tourism spots to Stay. These all must be presented and placed in such a way that the tourist becomes interested in the visit. It is essential for the development ofthe Corporation Services and increasing the demand for the services of the B. S.T.D.C. that this "P" should become attractive. After deciding the quality, credibility and the promises to be fulfilled by the services, the second important thing involved in the marketing of services of tourism performed by the BSTC is the price at which the services are to be offered. In case of tourism services the price includes many elements; e.g. price of transport, price of guide's services, price of stay and other hospitality charges. Pricing decision is another basic thing in marketing which has been designed as second "P" by Mc Carthy. It might be a composite price, a package price, a group travel price. In fact, Bihar State Tourism Development Corporation has never made any attempt for any scientific pricing policy. It has become imperative to think and devote efforts to analyze the price which can create more demand for the service ofBSTDC. A scientific analysis of pricing i.e. second "P" of the marketing and its application has to be analyzed and applied in the marketing of services of BSTDC.

There are a number of Tourism spots which can be highlighted and visits to these places can be increased. In fact Bihar State Tourism Development Corporation has only occasional trips, known as circular trips to the places such as Patna, Rajgirh, Nalanda, Pawapuri or Bodh Gaya. It seems they have been cautions of the less profitability routes and visits. There are only two transport services Patna–Ranchi-Patna, Patna-Hazaribagh-Patna. In fact this is the third "P" of Mc Crathy for marketing. A deeper analysis will prove that the BSTDC does not have proper analysis of the places. An application of the third "P" i.e. the place of visit arranged properly and regularity may improve the marketing of the BSTDC. There is need to understand its importance and also its application in the marketing of services of Bihar State Tourism Development Corporation.

Lastly and most important marketing activity is pushing the product or services in the mind of the consumer. An effort has to be made by the BSTDC to create awareness, to create intensity of desire to visit

the places. Though BSTDC does some publicity of the Tourism spots and their attraction but that is not enough. Creating an urge for visiting the tourism spots will be result of making people aware and willing to visit. This is called promotion. The fourth "P" of Mc Crathy. A scientific approach to promote the services of Bihar State Tourism Development Corporation is very essential. It is completely lacking for the present. Hence, the application of fourth "P" through MAHOTSAVAS concessional Tours, Package tours, Price differential for visits, for transport and for Transport and stay, contact with Tourism Corporation of China & Japan may be some of the promotional techniques, which could have applied to promote the services of Bihar State Tourism Development Corporation.

1.9 Significance of the Study

The present study is a very significant study, firstly because it is an attempt to analyse the application of the fundamental four "Ps" i.e. Product Mix, Price Mix, Place Mix and Promotion Mix to the marketing of service sector specially the Tourism Services. This is the first of its kind.

Secondly, the service market stands completely different in nature. Here the executive first sells himself and his credibility and then the image and credibility of the organization. He sells for a purpose. \ the application of four 'Ps' in this market will have a different step.

Thirdly, there has not been any study in this area either of the Tourism Corporation of India (ITDC) or the Bihar State Tourism Development Corporation. This first study and expected to be completely different in nature.

Fourthly, the present study is supposed to make significant contribution in the knowledge of service marketing. Service marketing has gained significance in recent years. It is day by day becoming more complex. Hence, the study is very significant as it may highlight certain techniques of marketing of services.

Lastly, the study is also significant, as it will contribute to some policy framework to make Bihar State Tourism Development Corporation profitable enterprises.

1.10 Objectives of the Present Study

Bihar has a number of places of historical importance. Natural places providing nature's beautiful spot. Religious places, which can be developed as tourist spot and the tourism industry, can flourish. Hence, the objectives of the present study are:-

1. To identify the future of the tourism in Bihar which Bihar Tourism Development Corporation can develop;
2. To examine the present system of marketing techniques of the services of BSTDC.
3. To assess the weakness of the existing marketing techniques for the sale of services of BSTDC.
4. To assess how far the fundamental four "Ps" of marketing can be applied in marketing of Tourism Services of the Bihar State Tourism Development Corporation; and,
5. To examine whether the application of the four fundamental "Ps" of Mc Crathy, as marketing mix can improve the marketing efforts and raise the demand or create more demand for the services of the BSTDC.

1.11 Methodology

The present study is an empirical study. It is based on the analysis of marketing of Tourism Services in general in India and that of the BSTDC. The information have been collected through structured questionnaires meant for the executive of the BSTDC, other set of questionnaire was prepared for the domestic & foreign visitors who visit or may come for visiting the tourist sports of Bihar.

The study of executives and the customers is based on simple random sample. The data collected have been used to assess what improvement is needed in the marketing of services of BSTDC; and, which "P" out of the four Ps is more important for creating more demand.

1.12 Sources of Information for the Study

The sources of the present study were both secondary and primary sources. The secondary sources were books & journals related to service marketing & Tourism, Annual reports of BSTDC & ITDC & Articles published in various journals & details from time to time.

1. The primary sources were unpublished documents of the BSTDC & ITDC.
2. Records & circular of BSTDC.
3. Report of public Accounts Committee of Bihar Assembly,
4. Information collected through questionnaires from the executive of BSTDC and the customers both domestic & foreign tourists.

Hypothesis

Following hypothesis have been assumed for the present study:

1. BSTDC should have a proper marketing decision which is completely lacking;
2. A scientific marketing operation for service marketing including Tourism Services is essential;
3. The concept of four "Ps" which is the fundamental of marketing has been completely lacking in the selling activities of BSTDC; and
4. If the four "Ps" are applied in the marketing of the Tourism Services of BSTDC and the customers both domestic & foreign tourists.

Scope & Limitations

The study has covered mainly the services of tourism of Bihar State Tourism Development Corporation and the marketing efforts to sell them by the BSTDC. The study has also covered the tourism in Bihar in retrospect i.e. from the day the BSTDC was incorporated & the present status. It will also cover the future of tourism in Bihar. The main emphasis will be on the tools and techniques of marketing of services & tours and tourist spot by BSTDC up to 1994.

Thus, the study is limited to past two decades in period and the activity of marketing of BSTDC on the other hand. Lastly, it is limited to the examination of the application of the fundamental "Ps" in the marketing of BSTDC.

Plan of Study

The present study has been divided under the following heads:-CHAPTER - I

Chapter-1: Introduction

It deals with concept of services, characteristics, and marketing mix in service. The problem, significance of the study, objective of the study methodology and sources, hypothesis of the study, the scope and limitation of the study have got impetuous in this chapter.

Chapter-2: Tourism Potential of Old Bihar (Including Jharkand)

It deals with the tourism services of Bihar specially the, style, quality, package, boarding and other facilities being provided in the state.

Chapter-3: Problems & Prospects of Hospitality Marketing in reference to Pricing

It is an empirical study of Bihar State Tourism Corporation. It deals with places, infrastructure, state tourism organisation, private tourism organisation as well as future of tourism of Bihar.

Chapter-4: Problems and Prospects of Hospitality Marketing in Reference to Pricing of Tourism Products of Old Bihar

This chapter deals with pricing of services-pricing strategy for tourism services.

Chapter-5: Problems & Prospects of Hospitality Marketing in reference to Promotion of Tourism Products of old Bihar

It deals with the principle of distribution channels, Locations - Auxiliaries - Strategies - Franchising & related matters with the distribution of tourism services of Bihar State Tourism Corporation.

Chapter-6: Problems & Prospects of Hospitality Marketing in reference to Places of Tourism Products of Old Bihar

This chapter analyses the promotional activity of the Bihar State Tourism Development Corporation. The need for promotion of tourism services, designing promotion of services, communication in tourism promotion, advertising and other strategies have been included in this chapter.

Chapter-7: Summary & Suggestions

This chapter has analysed whether the hypothesis assumed are true and that how the marketing mix be applied to the tourism services for better achievements. In addition some important suggestions have been included in this chapter e.g.

1. There is need to develop to awareness about tourist places of Bihar
2. There must be development of proper infrastructure e.g. communication network, places of stay and arrangements of auxiliary services
3. Different types of promotional activities are required to develop the market for the tourist places of Bihar
4. There must be security arrangement for the tourist and internal tourist at places of tourism
5. The people power i.e. marketing through the people must be adopted, the people associated with tourism development must be trained, inter personal behaviour, communication and public relations and
6. The concept of total quality should be applied as a culture in the tourism service & the people associated with it.



CHAPTER**2****Tourism Potential of Old Bihar
(Including Jharkhand)**

The old Bihar had very important places of attraction for the tourist viz. caves, lakes wild life parks, waterfalls, places of pilgrims and above all historical monuments. Before one can recount the achievement of tourism industry in Bihar, one must confess that tourism, as an industry has not been given its due place in the model of development in the state, which it actually deserves. Tourism as an activity and an industry has a very large number of advantages on the basis of which it deserves higher priorities for development. Some of these benefits may be mention as; tourism has potentialities of providing employment at a very low cost of investments. Tourism is also capable of multiplying economic activities at a very faster rate than any other sector. Over and above these advantages, tourism promotes national and international integration.' It is also capable of reducing the caste, creed and various other barriers in the national and international life. This is the second largest foreign exchange earner for the country.' Only on the basis of these consideration tourism development deserves higher priority. Tourism is a global phenomenon. India and particularly our state Bihar have to play a very important role in it. For the development of tourism it is necessary to adopt a strategy and a policy for quick and accelerated development. At the state Government level a positive approach has been adopted and the basis thnist of the state Government is to develop the five basic infrastructure of tourism at a higher speed.' These are Annual Report of Bihar state Tourism development

- Development of Hotels;
- Development of motels and roadside amenities.
- Development of excursion agency;
- Development of transport (tour operators): and,
- Development of guide lecturers.

In old Bihar, all out efforts are being made to develop these basic infrastructures at all-important places. Efforts are also under way to develop other requirements for tourism development in the State and to assess the private sector for a positive role in this field of development. Over and above for the development of infrastructure the state Government has decided to develop three approved travel circuits in the State with the help of the Government of India, Japanese assistance and private sectors. These travel circuits are

- a. Patna, Nalanda, Bodhgaya, Ranchi, Bhimbandh, Sasaram, Buxar, Jagdishpur Maner;
- b. Patna, Vaishali, Muzaffarpur, Motihari, Barharwa, Betiah, Areraj, Nandangarh, Balmikinagar, Raxaul & Sitamarhi; and,
- c. Patna, Pawapuri, Hazaribagh, Ranchi, Netarhat, Betla.

Efforts are being made to develop ail the basic infrastructure of these travel circuits and it is assumed that in the next few years various new schemes with more attractive, comfortable and beautiful sites for the tourists will emerge.

In Bihar, tourism was not recognised in the first and second Five Years Plans and there was no provision in the First and Second plan. For their development the allocation of funds in Bihar Tourism in different Plan Periods can be seen from the following table.

Table 2.1*Statement of Financial Allotments for Tourism Development in the Five years Plan*

S.N.	Five Years Plan	In Lakhs
1.	First	Nil
2.	second	Nil
3.	Third	10.83
4.	Fourth	24.94
5.	Fifth	55.50
6.	Sixth	150
7.	Seventh	700

Analysis of these figures in the context of all-India patterns and provisions for Tourism Development in most of the states. The figures given below are self revealing:

Table 2.2*Allocation of Funds for Development of Tourism in Sixth Pan in Various States*

S.N.	States	Total Budget Provision	Tourism Allocations	Percentage
1.	Assam	1.115	2.50	0.22
2.	Bihar	2.225	1.50	0.04
3.	Haryana	1.800	5.50	0.30
4.	H.P	560	7.00	1.25
5.	J&K	900	24.00	2.60
6.	Orissa	1.500	3.25	0.21
7.	Punjab	1.957	2.25	0.11
8.	Rajsthan	2.025	6.25	0.32
9.	U.P	5.850	10.54	0.18
10.	West Bengal	3.500	3.07	0.08

It may be observed that except Jammu and Kashmir and Himachal Pradesh the financial provision for tourism development are very poor in most of the states. Bihar has the poorest percentage. Most of the states are spending heavy amount on employment subsidy and such other social security measures. It is widely believed in the Government Circle both at the Central and State level, if expenditure on tourism is increased and given higher priority the State will definitely be required to spend less on the social security measures. On the other hand, high employment in the tourism sector and increased economic activities in all walks of life will create more employment avenues. More productive and useful employment of poor people will lead to self-respect and self-reliance. Development of tourism means providing more hotels, motels, transport development and beautification of forests and facilities for viewing the wildlife and establishment of zoos, parks and special category of wildlife sanctuaries with beautiful points situated in the area. These steps will be remunerative. Other sectors, where there are historical and cultural monuments, need hotel, motel, recreation centres and various other developments. Such a development is always followed by commensurate economic activities. If a big lake or suitable river is developed with water sports facilities at Tilaya this may create attractions and will result in economic activities. In Bihar such development are possible in water sports, wildlife tourism, cultural tourism and all other fields of tourism. Bihar is rich in

all the fields, whether it be lakes, waterfalls, caves, wild life sanctuaries, forests, places of pilgrimage and historical monuments, but what is needed is the development on a big scale and for any development there is requirement of huge investment. One can imagine that a small amount in a period of five years cannot make any dent towards the development of Tourism. The sectors need and deserve special priority and recognition without which a big push in development cannot be given.

2.1 Tourism Places In Old Bihar

Keeping in view the potentialities of Bihar Tourism, as its economic advantages and benefits, it needs a big push and this can only be given by a determined decision to provide higher priority in the Plan provisions of the State. Following table provides information about the travellers & tourist visiting Bihar compiled from the annual sports of B S T D C.

Table 2.3

Tourist Arrival in Bihar

Year	Domestic	International	Total
1972	759341	68734	828075
1973	803453	726811	876133
1974	850555	75775	926330
1975	925675	78890	1004565
1976	948918	78312	1031230
1977	962624	88623	1051247
1978	966327	89323	105655
1979	968432	95672	1064304
1980	1002788	30235	1032953
1981	1055492	30955	1086447
1982	1065325	40000	1240000
1983	1200000	40000	1105325
1984	1270879	40279	1311158
1985	1374693	280566	1655259
1986	1481346	92249	1573593
1987	1561217	94205	655422
1988	1654425	27403	1681828
1989	1455184	28985	1484169
1990	1475184	28896	1504080
1991	1585218	29516	1614734
1992	1650215	27856	1678071
1993	1686316	28956	1715272

2.2 Tourism Super Structure & Infrastructure In Bihar

Tourism is a co-ordinated total of many components. It takes many forms. A travel may range from several thousand Km., which may include one or various forms of transport. It involves the stay of several days, weeks, or months, which requires accommodation, recreation, sight seeing and variety of facilities and services for use and enjoyments. The success of tourism depends on all these factors. For the purpose of this study, these facilities may be divided into:

2.2.1 Tourism Infrastructure

An integrated package of infrastructural facilities-water, power, road, air transportation, etc. is the basic and urgent requirement for India to achieve its goal. Boosting tourist traffic in this country and others in the regions depends largely on the extent to which these minimum facilities are provided to the tourists. General National Planning and coherent national programme for the development of tourist industry is essential in a developing economy. A national plan for tourism takes into account the cost gap of infrastructure and services and clearly outlines the potential and the possible rate and return of relevant investment based upon market research, surveys and careful evaluation of all inputs. Tourism is not one business, but involves many industries and a whole range of complex processes. In order to have a comprehensive practical programme and reap the desired fruits of its implementation to investors, the local residents, the state and the tourists' evaluation of the various factors and elements involved is to be made.

The place of tourism in national planning varies according to the priority accorded to it. Many countries regard it as a luxury industry and accord it a low priority in their National Plans. The plans of a nation are based on the priorities, infrastructure, inputs available and the importance of balanced socio-economic development. The successful setting up of the tourist industry is dependent basically upon the growth and development of the general economic infrastructure of the nation.

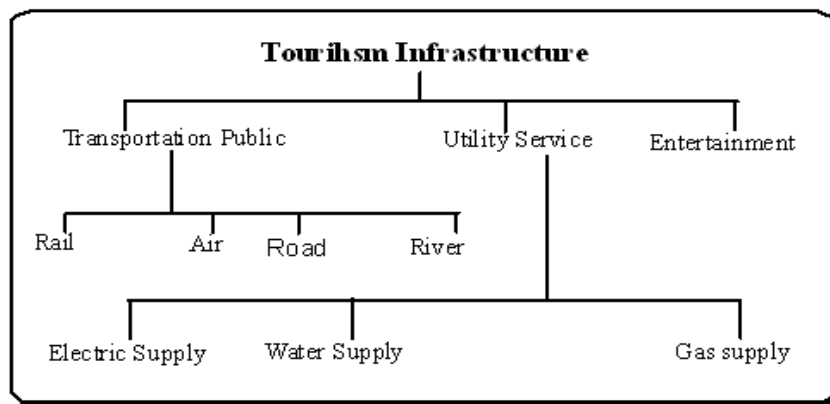
The infrastructure requirement may be divided into the following groups:

- Those, which provide lines of access and communication with the outside world
- Those, which enable the movement of people at the destination.
- Those, which supply essential services of lighting, heating, water, drainage etc. for the development.

Here the Tourism infrastructure can be shown by following figure.

Figure 2.1

Tourism Infrastructure



2.2.2 Transportation

Tourist may reach a particular destination by road, rail, and water or by air or by combination of these modes of transportation. The transportation need must be met subject to cost, comfort and speed. It includes porters, buses, taxis limousine automobiles, trains, aircraft etc.

Bihar have facilities of all modes of transportation. Patna is linked by air with Calcutta, Delhi, Bombay, Lucknow, Ranchi, Jamshedpur and Gaya. By rail whole of Bihar is connected with all India. A number of superfast trains and air services start from the various cities of Bihar or passing through Bihar.

Although various modes of transport are available in Bihar yet their maintenance is perhaps the worst in India. The National Highways and State Highways are full of potholes which makes the Road Tourism as developed in Haryana U.P. and South India, a distant dream. The chronic delay of Indian Airlines, Vayudoot Services has made Patna, Ranchi and district airports like Jamshedpur, Dhanbad, Gaya and Muzaffarpur almost deserted.' The chronic chain pulling and late running of the train services have made both the foreign and domestic tourists to avoid railway journey. In brief the poor transport services in Bihar are one of the major cause of poor tourism development of the State. Public Utility Services all over the State have started taking part in almost all spheres which are related to the welfare of the public tourism is no exception to this. The State creates services, which are indirectly useful to tourism. It encourages and supports the private sector and creates a few pilot schemes. The importance of tourism in the national economy is gaining a place in almost all the countries of the world. It is an expanding industry. Expansion of tourism increases the level of employment by creating new jobs. Thus tourism is a public utility infrastructure. The public authorities have an important role in the creation of necessary infrastructure of tourism. Tourism demand causes the creation of transport and communication facilities urbanism irrigation etc. resulting in a general economic improvement of benefit to all the inhabitants.

A state like Bihar wishing to receive tourism must give them the best of reception by making available the necessary public services." Roads are needed for travel, car park, health services, security, port, post and telegraph, telephone and other facilities are very much needed. At any place, the tourist may be in the need of all these facilities. These services should be provide in such a way that tourists may not feel any inconvenience and the quality should be least of that standard which the foreign tourists enjoy in their own country. Some of the infrastructure helping tourism may not have been created for the purpose but their smooth running will help for the reputation of the country & Bihar in the field of tourism. Water, gas and electricity services should be provided. There must be postal connection and places must have medical facilities. For example, clinics should be established at winter resorts, like Rajgir, Children nurseries and game room have to be built. The economic activity of a country benefits from the existence of correct infrastructure. In Bihar, water supply, cleanliness and beautification are done by PHED and local Municipal Administration. Electricity is supplied through B.S.E.B. but sincere steps should be undertaken in this regard.

2.2.3 Entertainment

Tourists look for entertainment and recreation at the tourist destinations. Development of various entertainment forms such as provision of restaurant music and dance, theatres and shopping centres are an integral part of the tourism industry. In addition to monuments and memorials, arts and crafts, fairs and festivals etc., the tourists are also interested in a variety of entertainment & entertainment is the best method of preventing boredom in the evenings various forms of attractions and entertainments that the tourists week are cabaret, music and dance, theatres and meeting the people in a relaxed atmosphere.

2.2.4 Tourism Superstructure

To attract tourists and provide them with a satisfying experience on which long-term profitable business can be built, construction of suitable accommodation, restaurants and passenger transport termination at the resorts are necessary. These form what is called the superstructure of the region. Super structure elements like hotels and restaurants cover more limited areas but need capital investment. They are usually developed, owned and run by private commercial companies. Only those countries where State ownership is predominated such as India, and some developing nations, hotels are initiated and owned by the State or in some partnership arrangements with private ownership. In some cases the running of the hotels are managed run by a private owner on a service or management agreement.

2.2.5 Passenger Traffic Terminal

These are planned individually or may be components of an overall plan. Airport building and terminal port facilities ex railway, bus and coach terminals etc., which are usually planned in conjunction with the related infrastructure. All terminals should have facilities of restaurant, drinking water, toilet, good sitting arrangement etc.

The existing airport, which is almost ramshackle by international standards, will be replaced with a state of the art and airport. But in Bihar although there are two main airports Patna and Ranchi, facilities are very poor. No facilities are available in respect of bus terminal as well as for rail terminals at these places. Further night lending facilities are also not available in Ranchi airport.

2.2.6 Accommodation

Accommodation is an essential part of tourism. The expansion of tourism will inevitably bring about the development of accommodation. Accommodation sector is the core of the tourism industry. The hotels must provide the various types of physical facilities; prestigious locations and services offered which meet the expectations, wants and needs of the travellers. The demand for accommodations varies according to the social class, price that the guests are willing to pay, level to prices and similar other considerations. Suitable accommodations should be available for all segments of the market.

In planning accommodations the points to be noted are the nature of the environment, the destination itself, the expected markets, the mode of transportation, the types of activities engaged in at the destination etc. Before any investment in hotels or motels and similar lodging facilities is made, the travelling and vacation habits of the prospective guest should be carefully studied.

There are all types of hotels available in Bihar. Welcome group-Hotel Maurya in Patna, Ashoka Groups of Hotel Patliputra Ashok in Patna, Ashok in Ranchi, Besides this B.S.T.D.C. is also functioning with the sole objective of providing assistance and help to the tourist. At present, they are running 13 Hotels in Patna, Ranchi, Bodh-Gaya, Rajgir, Netarhat, Deoghar, Basukinath, Dhanbad, Sasaram and Sitamarhi. There are three youth Hostels in Bihar which are in Rajgir, Bodh-Gaya and Netarhat. An International Youth Hostel has been built by the Government of India at Patna on the pattern of other International youth hostels.' This has been constructed in the heart of the city near Gandhi Maidan. Unfortunately the condition of the hotels run by the B.S.T.D.C and other private hotels especially economy class hotels are not up to the standard and there services are very poor.

2.2.7 Restaurant & Catering

The restaurant facilities are being included in the premises of the hotels and services has been extended to a community as well as the guest. A direct control over food and beverage facilities is made for maintaining the reputation of the hotel. The decorum displayed, the decorations, tablewares, uniforms and standards of the services in the dinning areas and bar are also important aspects.

2.2.8 Travel Agency

In tourism, travel agents play a vital role. They assist individuals or groups wishing to take trips, planning itineraries, making transportation, hotel and tour reservation, obtaining or preparing tickets and performing related services. A travel Agent must possess a great deal of specialized technical knowledge plus training and ability to consult correct reference and sources from which new information could be gathered. The travel agent may also be known as a Travel Broker, Travel Consultant etc.

In Bihar all types of travel agencies are available. In Patna T.C.I.- an All India level travel agency have been working. Besides this Arya Travel Agency's offices are working in Patna, Ranchi, Bokaro. The Arya

Travel is an agent for Air India. The Swan travels, Budha travel. Bihar Tour & Travel Service and are some of the travel agents who are working in Patna and providing facilities to domestic as well as international tourists at local level.

2.2.9 Historical Monuments & Cultural Factors

Characteristics of historical and cultural interest exert a powerful attraction for many. Since many centuries these have had a profound influence of the traveller. Large number of tourists are attracted every year by the great drawing power of Harmandir Sahib in Patna because it is associated with Guru Gonind Singh, 10th Guru of Sikh or the city of Bodh Gaya because of famous Bodhi Tree and Bodhi Temple. Thousands of tourists visit Bihar because of its long historical heritage. Many countries, which are developing tourist industry, are using the legacy of their historical past as their major tourist attractions. In Bihar, the world famous ruins of Nalanda are an example. These ruins are India's oldest University. However, no documentary or video film on these spots have been made neither by the Bihar Tourism nor the Bihar State Tourism Development Corporation.

2.2.10 Shopping

Bihar is a paradise for the souvenir and treasure hunters. Both expensive and cheap objects of utility are produced all over the State, thus presenting an unending variety of skill, colour and imaginations. There are Alpana decorations done in nice, limestone. Fine miniatures in paper and on leaves of Budha and Mahavira from rural area of Bodh Gaya, world famous paintings from Madhubani, printed textile with Indian motifs and hundreds of other articles, which draw the attention of the tourists, are found in abundance in Bihar. Every tourist must buy some souvenir from the State, There is no doubt that Bihar offers very attractive shopping to the foreigners, particularly in handicrafts because in the West handicrafts are almost non-existent.

However, except the shops of Bihar Handloom Agencies in two major metro cities of India. (New Delhi and Calcutta) no shops of the Bihar Government can be found in other metropolitan of India. This major lacuna on the part of the Bihar Tourism Department speaks ill of the system.

2.3 Central, State and Private Tourism Organisation in Bihar

In India, the importance of tourism had been recognised ever before the Second World War. However, the intervention of war put a stop to the tourist promotion activities of the Government. The first conscious and organised efforts in this regard was made in the year 1945, when a committee was set up by Government of India under the Chairmanship of Sir Jhon Sargent, the then Educational Advisor to the Government of India.

The main objectives of the Committee were to survey the potentialities of developing tourist traffic in the country. The Committee submitted its report in the year 1946. The main Recommendations of The Committee was that a separate tourist organisation should be set up at the Centre with regional offices in metropolitan cities of Bombay, Delhi, Calcutta and Madras. The Committee also recommended setting up of tourist publicity cells in Indian embassies and consulates all over the world. As a follow-up an ad hoc Tourist Traffic Committee was appointed in the year 1948. This committee was entrusted with the job of suggesting ways and means of promoting tourist traffic to India. With the formation of this committee the Independent Government of India took the first step towards promotion of tourist in India. The Ministry of Transport constituted an ad hoc Tourist Traffic Committee consisting of representatives of the concerned ministry and of tourist, transport and hotel industries. Since one of the major recommendations of the Sergeant Committee appointed in the year 1945 was "that the work of development of tourist traffic in India should be undertaken on a methodical basis by a separate organisation". As a result of this recommendation

a separate Tourist Traffic Branch was set up in the Ministry of Transport in the year 1949 with the main objective of development of tourist traffic in India.

The subsequent years witnessed an expansion of Tourist Traffic Branch and its activities in various directions. With the increase in its activities the tourist traffic division expanded considerably and during the year 1955-56 the headquarters establishment was increased from one branch to four branches each having wide ranging duties. The four sections looking after various subjects were:

a. Tourist Traffic Section

This section was to look after large number of travel trade subjects which included development of both internal and external tourist traffic legislative matters Five Year Plans, travel agencies, hotels and rest houses, facilities, tourist statistics and monthly reports. It also deals with international conferences on tourism and conferences relating to United Nations and its agencies, co-ordination with railways, establishment of tourist bureaus in states and development of tourist centres and the training of guides.

b. Tourist Administration Section

This section was to deal with the administrative work relating to the tourist offices both in India and abroad, budget, delegation of financial powers to tourist offices, opening of new tourist offices in India and abroad and periodical inspection of tourist offices.

c) Tourist Publicity Section

This section was to deal with publication of the tourist literatures such as pamphlets, guide books and posters, issue of advertisements and participation in exhibitions and fairs,

d) Distribution Section

Distribution section was to deal with the distribution of tourist publicity literatures in India and abroad. Within a short period of time there was manifold increase in the activities of the Tourist Traffic Branch. The four branches as they developed during the year 1955-56 performed a variety of duties covering almost all the important segments of tourism. These branches were functioning less than one Deputy Secretary and two Under Secretaries. At this stage there was a proposal for the creation of Director-General of Tourism. One reason advanced in favour of this proposal was that the policy making and executive functions were combined amongst in the existing staff of the Tourist Division of the Secretariat. However, this proposal did not find favour as it was felt that the subject of tourism had not yet developed to an extent as would justify an immediate separation of these two functions.

Another important step during this period was the opening of a chain of tourist offices both in India and abroad. Steps were taken to establish regional offices at important ports of entry. Tourist offices were opened in Delhi, Bombay, Calcutta and Madras. The establishment of a chain of Information Offices all over the country followed this. By the year 1955 nine such offices were opened. The staff in the Regional Offices in India consisted of one Regional officer, one Assistant Regional Officer, one Receptionist and two clerks. The staff in Information Offices consisted of one Information Officer and a clerk. It was on the 1st. March, 1958 that a separate Tourism Department was formed in the Ministry of Transport to deal with all matters concerning tourism. Thus, a long felt need of such a department was at least met. The new Department was put under the charge of the Director General, having one Deputy Director-General and four Directors each having the charge of administration, publicity, travel relation and planning & development.

By the Presidential Order, dt. 14th March, 1967, the Department of Aviation and Tourism, was formed under a separate Ministry designated as the Ministry of Tourism and Civil Aviation, with two constituent departments (i) Department of Tourism and (ii) Department of Civil Aviation. It was after nearly eighteen

years that subsequent "Tourism" was accorded a separate entity and became independent of transport. The department of Tourism has now become an attached non-participating office of the Ministry of Tourism and Civil Aviation headed by the Director General of Tourism. The Director General of Tourism carries an ex-officio status of Additional Secretary of the Government of India. Although an attached office, the department is both a policymaking and an executive organisation, and corresponds directly with the other ministries and departments of the central and state Government. One Additional Director General, Joint Secretary, Deputy Secretary, and Deputy Director General assist the Director General at the Headquarter.

The department has a chain of 21 tourist information offices established in important cities in India. Four of these offices (Regional Offices) are located at Bombay, Delhi, Calcutta, Madras. Aurangabad and Panaji offices are controlled by Bombay Regional Office. Agra, Jaipur, Khajuraho and Varanasi come under Regional Office Delhi, Patna, Bhubaneswar, Guwahati, Imphal, Nahalagun, Port Blair and Shillong are under Calcutta Regional Office and under Southern Region Madras, there are Cochin, Hyderabad, Bangalore and Trivendrum offices.

2.3.1 Functions of Department of Tourism:

The functions of the Department of Tourism are both promotional and organisational which the following seven divisions conduct.

- Planning and programming
- Publicity and Conference
- Travel Trade & Hospitality
- Accommodation
- Supplementary
- Accommodation and wildlife
- Market Research
- Administration

The activities of the Department have since then increased manifold and covered a wide range of subjects. The manifold activities fall under the following broad heads:

- a. Collection, compilation and dissemination of tourist enquiries from international tourists, tour operators and travel industry such as airlines, steamship companies & hotels.
- b. Co-operation with international travel and tourist organisations at Government and non-Government levels.
- c. Development of tourist facilities of interest to international tourists.
- d. Publicity at home and abroad with the object of creating an overall awareness of the importance of tourism.
- e. Simplification of frontier formalities in respect of international tourists.
- f. Regulation of activities of the various segments of the travel trade such as hotels, youth hostels, travel agents, wildlife outfitters, guide, tourist car operators and shop keepers catering the tourists needs.
- g. Compilation of statistics and market research on international tourist traffic to India and their utilisation for more effective tourism promotion.

In order to establish liaison with various ministries, and co-ordinating various activities pertaining to tourism, the Department is represented on the following Committees and Advisory bodies:-

- a. Standing Facilitation Committee of the Directorate General of Civil Aviation.
- b. Civil Aviation Department Fund committee
- c. Advisory Committee on the Indian Airlines
- d. Export-Import Advisory Council
- e. Indian Board for Wild-life
- f. Aerodrome Planning Group
- g. Central Advisory Board of Archaeology
- h. Hotel Industry study groups of the Ministry of Labour Ministry of Labour
- i. Governing Body of the Institute of Hotel Management, catering Technology and Nutrition, New Delhi, Calcutta, Madras & Bombay.
- j. Adhoc Committee to review statutory rules regarding the use of protected monuments and sites for holding public functions sponsored by the Government and non-Government organisation.
- k. Central Post Telegraph Advisory Council
- l. India Tourism Development Corporation
- m. State Tourism Development Corporation.

The tourist offices in India furnish information to the tourists regarding travel and tourist attractions in India and also render assistance of non-financial nature. These offices help the department in exercising some measures of control over various segments of travel trade and try to ensure that foreign tourists to get various services at reasonable cost of stay in India. All these offices work in close collaboration with State Governments, Travel agencies, excursion agencies, hoteliers, carriers, 'Shikar' our fitters and tourist car operators.

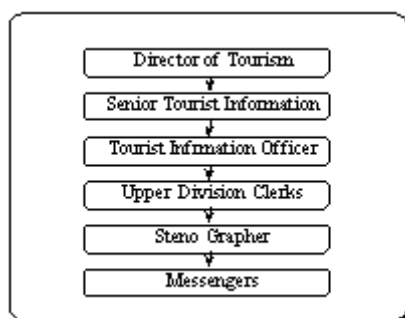
2.4 Organisation of the Central Tourist Offices in Bihar

The tourist offices in Bihar is furnishing information to the tourists coming directly to Patna regarding travel and tourist attractions in India and also renders assistance of non-financial nature. This office helps the department in exercising some measures of control over various services at reasonable cost and are not inconvenienced in any way during their period of stay in Bihar. It works in close collaboration with Bihar State Tourism Development Corporation (BSTDC) ITDC and various Travel Agencies in Bihar.

Similarly, the tourist office at Patna collaborates with the Bihar State Tourism Development Corporation, ITDC and various Travel Agencies spread all over Bihar. The tourist office of Govt. of India at Patna is headed by a Director and assisted by two Tourist Information Officer and three clerks. This is the profile of the organisation of Government of India's Department of Tourism.

Figure 2.2

Organisation Chart of Tourism Office, Govt. of India, Patna(Bihar)



State Tourism Organisation

2.4.1 Tourism Department (Bihar)

In Bihar the most important subject for international tourism is the Buddhist places. Domestic and international tourists come as pilgrims in Buddhist places of Bihar, and their numbers are gradually increasing. The Tourism Department is trying its best to increase their numbers. Tourists of various Buddhist countries of South-East Asian have been encouraged to visit Bihar and for the purpose the facilities of accommodation, transportation, and information have been also increased.

The main objective of the Tourism Department is the development of main tourist spots of Bihar and proper publicity and promotion. The facilities of accommodation, transportation and entertainment provided to a tourist are the main function of the Tourism Department. For the purpose, the State Government has declared Tourism as an industry. Now Tourism business like financial.

Departmental Structure

Following are the administrative section of Tourism Department

Gazetted

- a. Minister
- b. Secretary
- c. Joint Secretary

Directorate of Tourism Department

- a. Tourism Director
- b. Joint Tourism Director
- c. Deputy Tourism Director (Travel-Trade)
- d. Deputy Tourism Director (Publicity)
- e. P.A. to Director
- f. Assistant Tourism Director (Head Quarter)
- g. Assistant Tourism Director (Fair & Festivals)
- h. Section Officer
- i. Accounts Officer

Non-Gazetted

- a. Head Assistant
- b. Assistant
- c. Head Typist
- d. Typist
- e. Routine Clerk
- f. Accountant
- g. Treasurer
- h. Junior Accounts Clerk
- i. Clerk
- j. 4th Grade employees

Publicity Section

- a. Publicity officer
- b. Exhibition Officer
- c. Typist

- d. Store Keeper-cum-clerk
- e. Photographer
- f. Artist
- g. Operator
- h. 4th Grade Employees

Statistical Section

- a. Statistical Officer
- b. Statistical Supervisor
- c. Assistant Statistical Supervisor
- d. Clerk
- e. Typist-Clerk
- f. 4th Grade employees

Bihar State Tourism Development Corporation has been working under Tourism Deptt. from November 1980 for the development of Tourism.

Following are the Regional Offices of the Tourism Department in Bihar.

Regional Tourist Office, Gaya

This Regional Tourist office is headed by one Asstt. Regional Tourist Director. Tourist Information Centre, Rajgir Railway Station, Nalanda, Gaya, Pawapuri, Bodh-Gaya, Sasaram, Buxur and Barbara come under this Regional Office. Beside this, this office also controls Youth Hostel Rajgir and Both Gaya.

Regional Tourist Office, Ranchi

An Assistant Regional Tourist Director heads this Regional Tourist Office. Tourist Information Centre Ranchi, Hazaribagh, Neterhat, Dhanbad, Bokaro, Daltenganj, Jarneshedpur and Parasnath come under this office. Besides this Youth Hostel in Neterhat is also controlled by this office.

Regional Tourist Office, Muzaffarpur

Tourist Information Centre Muzaffarpur, Vaishali, Balmikinagar, Raxaul, Motihari, Sitamarhi, Vidyapati Nagar, Dharbhanga, Madhubani, Sonapur, Chapra and Siwan come under this Regional Office. There are one Deputy Director (Tourism) and Assistant Regional Director, one clerk, two typist clerks, one assistant and two peons in this office.

Regional Tourist Office, Patna

This Regional Office at present controls Tourist Information Centre, Patna and is headed by a Deputy Director.

2.5 Bihar State Tourism Development Corporation

2.5.1 Brief History and Organisational Structure

Bihar State Tourism Development Corporation (BSTDC) is registered under the companies Act, 1956. Bihar State Tourism Development Corporation came into existence in the year 1981. Its main purpose is to promote tourism in Bihar. It has two main departments 'Transportation' and 'Bungalow' (Accommodation).

The Board of Directors is controlling the Bihar State Tourism Development Corporation. The Govt nominates the Board of Directors and Chairman. Of Bihar. The organisation runs under the supervision of a Managing Director who is generally an I.A.S Officer and appointed by the Bihar Government, Sri S. Mukherjee, I.A. S. was first Chairman and Sri J.K. Dutta, I. A.S. was first Managing Director of this Corporation.

Besides these officials there are different categories of Managers such as Asstt. Manager, Junior Managers of various wings in order to look after different branches assigned to them such as accounts, constructions and administration etc. One Accounts Manager is responsible for accounts. Beside this, there are Assistant Manager (Accounts) and Account Assistants in this deptt.

In Construction Department, the Manager Construction enjoys the entire charge of construction. To assist him there are Assistant Manager Construction, Junior Engineers and Draftsman. Same is the case with Administration, which is headed by Manager (Transport), Assistant Manager (Accommodation) and Assistant Manager (Tourist) etc.

2.5.2 Power & Duties of The Board

There are many power and duties of Board, some of the powers and duties of the Board are the following:

- To purchase, take or lease or otherwise acquire for the Company property, rights or privilege which the company is a authorised to acquire at such price and generally on such terms and conditions, as are approved by the Govt.
- To pla schemes to call for tenders and to execute the works provided that no scheme involving a capital expenditure exceeding Rs. Ten Lakhs shall be made unless the prior approval of the Govt. has been obtained.
- To pay for any property, rights or privileges acquired by or services rendered to the company another wholly or partially in cash or suspend such managers secretaries, offices, clerks, agents and servants, employees in permanent, temporary on casual services as they may from time to time think fit and to determine their powers and duties and fix their salaries or emoluments.
- To appoint and promote and remove, retire or suspend such managers, secretaries, officers, clerks, agents, and servants, employees in permanent/ temporary or special services as they may from time to time think fit and to determine their powers and duties and fix their salaries of employees.
- To institute, conduct, defend, compound and abandon any legal proceedings by or against the company or its officers or otherwise concerning the affairs of the company and also to compound and allow time for payment or satisfaction of any claims or demands by or against the company.
- To refer any claim or demand by or against the company to arbitrate and observe and perform the awards.
- To make and give receipts, release and other discharge for money payable to the company and for the claims and demands of the company.
- To determine, who shall be entitled to sign on company's behalf the bills, notes, receipts, acceptance endorsements, cheques, releases, contracts and other documents.
- To give to any person employed by the company a commission on the profits of any particular business, transaction, or a share in the general profits of the company and such commission or share of profits shall be treated as part of the working expenses of the company.
- To provide and arrange for training for all categories of personnel.
- To give award or allow any bonus, pension, gratuity or compensation to any employee of the company or his widow, children or dependents whether they have or have not a legal claim upon the company subject to the approval of the government to borrow money on behalf of the company
- To execute mortgage and charges on its properties.
- To prescribe a procedure for inspection and verification of stocks, stores and inventories.
- To establish a sound accounting, costing and a financial administration in keeping with the general directive of the Government and any other directive that may be issued from time to time; and to review, supervise annual and quarterly budgets, balance sheets etc.

2.5.3 Power of the Managing Director

Following are some important powers of the Managing Director of BSTDC:-

- To carry on the business of the company in any manner beneficial to the company and to provide or the management or the affairs of the company in any specified locality in or outside India and to delegate the persons in charge of the local management such powers as the Board of Directors may decide
- To sanction and pay the cost, charges and expenses, preliminary and incidental to the promotion, formation, establishment and registration of the company and subsequent to the registration, fees and stamps paid in respect thereof and the cost of advertising, printing, stationery, brokerage, legal charges, furniture and fittings of the office and other such costs and charges as also to incur expenditure of any scheme up to two lakhs of rupees.
- To sale for cash or on credit and either wholesale or in retail and for ready of future delivery and realise the proceeds of sale of property, movable of immovable or any rights or privileges belonging to the company.
- To appoint at any time and from time to time by the power of Attorney or otherwise any person or persons to be the Attorney or Attorneys of the company for such purposes and with such powers and authorities and directions and for such period and subject to such conditions as the Managing Director may from time to time think fit with powers for such Attorneys to sub delegate all or any of the powers, authorities, and discretion vested in the attorney for the time being.
- To execute all deeds and agreements, contracts, receipts and other documents that may be necessary or expedient for the purpose of the company and to make and give receipts, release and other discharges for money or goods or properties received in the usual course of business of the company.
- To institute, conduct, defend, compound or abandon any action, suits and legal proceedings by or against the Company or its officers of otherwise concerning the affairs of the Company and also to compound or compromise or submit to arbitration the said actions, suits and legal proceedings.
- To enter into vary or cancel all manner or contracts on behalf of the company.
- To acquire by purchase, lease, exchange, pledge, hypothecation or otherwise lands, estates, fields, building, office, showroom, godowns and other buildings in the State or elsewhere machinery, engines, plants, rolling stock tools, machine tools, outfit stores, hardware, provisions, liquors and beverages of various kinds and description, poultry and dairy products and any other material of whatever description either on credit or for cash and for present or future delivery.
- To plan, develop, improve, cut down process self or otherwise dispose of the products of the Company and to incur all expenses on his behalf.
- To pay to all managers due by the Company and look after the finance of the Company.
- To make all matter of insurance.
- To pay to all managers due by the company and look after the finance of the company.
- To borrow from time to time such sum of money for the purpose of the Company upon such terms on many be expedient and with or without security.
To make loans from time to time upon terms and of such sum on may be expedient with or without security.
- To make or receive advance of money, goods, machinery, plants and other things by way of sale, mortgage, hypothecation, lien, pledge, deposit or otherwise in such manner and on such terms as

he may deem fit.

- To draw, accept, endorse, discount, negotiable and discharge on behalf of the Company all bills of exchange, promissory notes, cheques, hundies, drafts, railway receipts, delivery orders, Government promissory notes, other Govt. instruments, bond, debenture or debenture stock of the Corporation, local bodies, port-trust, improvement trusts of other Corporate Bodies and to execute transfer deed for transferring stock shares or stock certificates of the Government and other local or Corporate Bodies in connection with any business or any object of the company.

2.5.4 Objectives of the B.S.T.D.C

The main objectives of the B.S.T.D.C. is to run, promote, operate and encourage tourism in Bihar and this main objective is being accomplished by the help of the following four enlarged objectives:

- a. To acquire and take over all the assets and the liabilities of all Tourist, Bungalows, Youth Hostels, State Guest Houses, Ropeway, Archaeological Sites and Caterings established and maintained by the Govt. of Bihar, to run efficiently and profitably in order to promote tourism;
- b. To start, operate and promote all activities which are necessary to facilitate the development of tourism and to run promote operate and encourage establishment, undertakings etc. to accelerate the development of hotels, resorts to promote tourism;
- c. To acquire, takeover, maintain, develop and run places of tourist interest, wild life sanctuaries, parks, rivers banks, recreations, sports, religious sites and open space in the Bihar state;
- d. To import, purchase, lease and run all modes of transport of the tourists from place to place and to run tourist information centres wherever necessary;

Apart from these objectives, the corporation has been adopting several auxiliary objectives to the attainment of main objective, some of which are as follows:

To act as proprietors and publisher of newspapers, magazines, books, projecting the image of Bihar culture, and to print road maps, picture post cards needed by the tourist;

- To establish, manage, run, construct, base out, chemist shops, laundries, beauty parlours etc;
- To act as travel agents for the airlines, railways, shipping companies, road transport etc;
- To arrange fairs, exhibition of the article of tourism importance to promote tourism in the State;
- To carry on the business of producers, distributors and exhibitors of fine films, documentaries and the like;
- To plan and execute schemes for the development of tourist resorts;
- To organise or conduct all inclusive tours by road, rail, sea, air or otherwise to enter into agreement for this purpose;
- To provide entertainment by way of cultural shows, dramas, dances, concerts, cabarets, film shows, sports & games and others;
- To act as caterers dealing in catering goods licensed victuallers, wine, beer and spirit merchants, bar keepers and importers of aerated mineral and artificial water;
- To deal in foreign and Indian goods of all kinds connected with or having a bearing or promotion of tourism especially textiles, perfumes, drugs, novelty articles and handicrafts, subject to the law enforced; and, To carry on business of running boats, yachts, night clubs, swimming pools, bakeries and confectioneries and doing of all such other things as are incidental or conducive to the attainment of the objects.

2.6 Present Activities of the B.S.T.D.C

2.6.1 Management of Tourist Places

The B.S.T.D.0 is generally, working on the tourist places in Bihar and going to identify and develop more tourist places in Bihar for tourist promotion. Till now the B.S.T.D.0 has worked in nine tourist places in Bihar. These tourist places are:

1. Patna
2. Bodh-Gaya
3. Rajgir
4. Vaishali
5. Ranchi
6. Netarhat
7. Hazaribagh
8. Dhanbad, and
9. Baidyanath Dham

2.6.2 Management of Hotels

The B. S.T.D.C. have 13 hotels at different tourist places of Bihar two hotels each in Rajgir, Bodh-Gaya, Deoghar, one each in Patna, Dhanbad, Sasaram, Sitamarhi, Netarhat, Basukinath and Ranchi. All these hotels have also got the facilities of restaurant service but in Patna there is a restaurant in hotels on contract basis, the name of this restaurant is "Amrapali", (Restaurant and Bar). There are sently under construction. These hotels are in Netarhat, Betla(Palamu). Rajgir, Madhubani, Parasnath, and Hazaribagh.

Table 2.4

Hotel in Bihar

S.N.	Name of Hotel	Place	Types of Accommodation	No. of Rooms
1	Kautilva Vihar	Patna	A/CRoom, Deluxe Room Dormitory, ordinary Rooms	51 Rooms &4 Beds
2	Gautam Vihar	Rajgir	A.C Room, Ordinary	12 Rooms & 32 Beds
4	Ajatshatni Vihar	Rajgir	Dormitory	48 Beds
5	Sidhartha Vihar	Both-Gaya	Dormitory	40 Beds
7	Baidanath Vihar	Deoghar	Rooms, Dormitory	8 Rooms & 30 Beds
8	Natraj Vihar	Deoghar	A/C Rooms, ordinary Rooms Dormitory	9 Rooms & 38 Beds
9	Basuki Vihar	Basukinath	Rooms	10 Rooms
10	Ratna Vihar	Dhanbad	Rooms	8 Rooms
11	Janaki Vihar	Sitamarahi	Rooms	8 Rooms
12	irsa Vihar	Ranchi	Rooms, Dormitory	20 Rooms, & 28 Beds

Management of Promotional Activities

The Bihar State Tourism Development Corporation has the programmes and the device of advertising, which is totally entrusted to the 'Tourist Department' of Bihar. The advertisement is nationally advertised. The national newspapers as well as regional newspapers and the magazines are the main media of advertising. It invests, approximately, Rs. 6 Lakhs per year for publicity. It spent nearly Rs 1.5 lakhs per year for advertising.

Transport Operations

For convenience of tourists B. S.T.D.C's transport department operates buses as bus transportation is the main transportation facility for tourists to reach easily to different tourist places in Bihar. Now, it operates buses from Patna to Ranchi and Patna to Hazaribagh daily.

The B.S.T.D.C. is a newly set up corporation and it is trying to be economically self sufficient but to earn large amount of achieving economic sufficiency but to earn large amount of profits to develop the more tourist places in Bihar. Private Tourism Organisation in Bihar:

Now-a-days, the tourism organisation is developing very fastly, especially in Bihar. The role of tour operators' travel agencies, transport operators becomes a vital part in development of tourism. There are various travel agencies running in Bihar which can be categorised under the following grades:-

These travel agencies provide services in various fields of tourism. Some travel agencies are providing only domestic services whereas some others are providing both the domestic and international services.

ITDC and the BSTDC are Government concerns and provide accommodation, fooding and transportation. These concern have their own Hotels and Restaurants. Yatri Travel is only one travel agency, which is approved by I.A.T.A. and gives services to both national and international tourists. Swan travel is one of the largest travel agencies in India. There are various branches of this agency in India. The swan Travel sales of Air India and Indian Airlines. It has got branches in Ranchi and Bokaro. T.C.I (Travel Corporation of India) has got the biggest chain in India. This agency provides all facilities to tourists such as accommodation, fooding, and entertainment and does reservation of Air, Rail, and Ship tickets etc. It also conducts packages for international and domestic tours, and gives facility of foreign exchange. Patna Tour & Travel, Subidha Travel, Buddha Travels etc. are small travel agencies, and they conduct only domestic services. They make arrangements for reservation of tickets, local sightseeing, local transportation and accommodation etc.



Tourism product can be appreciated from the belief of the tour operators and travel agents that, in order to have a viable and successful business, they may offer a comprehensive range of package and travel facilities. In addition, the tourism product is a non-material and intangible thing. Unlike a manufactured product, the potential customer cannot feel, taste, touch or sample tour in advance of any decision to buy it. For example, the aircraft seat and hotel room is just components of a package that are made available for the duration of the flight and stay. Ownership does not pass to the tourists. To the various members of the tourism industry the tourism product is a different thing. To a hotel, it is 'guest night', to the airlines it is the 'seats flown' or the 'passenger miles' that result from travel, to the museum, art gallery or archaeological site, the product is measured in terms of the number of visitors. However, for the tourist the product is the complete experience resulting from the package tour or travel facility purchased from the time they leave home till their return. The 'experience' covers the entire amalgam of all the components of the package including their attitudes and expectations. The last two are the most important.

The beginning of any marketing starts from the Product. A Product or Service is anything that can be offered to all markets for attention acquisition use or consumption that might satisfy or wants and needs of the user. It includes physical object, services, persons, places and ideas. Services are also a product. William F. Schoell has mentioned, "a product is an organization's major vehicle for delivering customer satisfaction.

Tourism services also deliver satisfaction. Tourism Product/Services include both core services and secondary services. Philip Kotler has mentioned that producer of Service Supplier must think about a product at three levels

The core level of services offers what the buyer is really buying. In tourism marketing the job of marketers is to uncover the needs hiding under every product and to sell benefits not features. The core level of product or service stands for the core benefit or core services which a buyer expects from the service.

3.1 Features of tourism Product

The tourism services represent either intangibles yielding satisfaction directly or intangibles yielding satisfaction jointly when purchased with other services. The tourism services provide satisfaction if they are combined together with comfortable and good transport, nice accommodation, good hospitals and the creative presentation of a tour guide.

The tourism services and the satisfaction are all intangible. The services can be consumed and the tourist sport can be enjoyed but they cannot be possessed. There is nothing tangible to show as sample hence it is difficult for the seller to display services and for buyers to sample, test or make a thorough evaluation. Therefore, the Service Provider's task is to manage the evidence to tangible the intangible.

The tourism services are consumed and produced simultaneously while a tourist goes by luxury bus from Patna to Rajgir the services are consumed and produced simultaneously. If no one visits Vaishali there is neither production nor consumption. Hence the relationship between the production and consumption dictates that production and marketing of tourism services are highly integrated process.

The product of tourism services together with auxiliaries is highly perishable. They are also less standardised. These services cannot be stocked. The tourism services demand is highly fluctuating. The demand of visit to Bodh Gaya and Rajgriha is high during Rajgriha Mahotsava and similarly visitor visit Vaishali during Vaishali Mahotsava. Lastly, the core value of the services is produced only in buyer seller's interaction. Customers have a role in the production of core value. Due to these features Sasser has described several strategies for producing a better match between demand and supply in service business. It is essential therefore; those Tourism Services must pay a special attention to the marketing of their composite product.

While formulating tourist product many other things must be considered, not just accommodation and transport. There include the attractions, support facilities and services at the resort, the ease of access to it and the attitude and behaviour patterns of target markets or customers. The attractions cover natural elements, (landscape, seascape, climate, and ecological factors) and man made ones cultural activities, historical sites and buildings). The facilities include the infrastructure and super structure of the area accommodation, local transport, roads, railways, airports and other public services). Accessibility is measured not only in the modes of transport available (air, sea, rail, road) and the degree of comfort involved.

3.2 Tourist Products of Bihar

It would be proper to examine the products of Bihar Tourism Development Corporation. Exotic Bihar, on the coast along the Ganges, and with its green valleys, blue hills, lush green forests and famous temples presents a magical impact. The region offers picturesque lakes, mighty rivers and water falls, wild plains and exciting wild life. There are colourful festivals and handicraft galore; Bihar is also a kaleidoscope of past splendor and contemporary expression. Bodh Gaya's Bodhi Tree and Bodhi Temple stand as a testimony to the glory of the prosperous kingdoms that emerged here. Bihar has great tourism potential, for it is our unique diversification of cultural natural attractions, which constitute the resources for this industry. Bihar has an ancient civilization that is preserved in its religion customs, tradition and architecture; it has a distinctive culture and way of life. It abounds in temple that would certainly interest many visitors. All loves its traditional dances and music. It has varied and spectacular scenery including manifestation of history which goes back to more than 5,000 years. This has resulted in historical monuments of great antiquity like the Ashoka Pillar or of Vaishali, and ancient ruin of Nalanda and many other illustrations in art and architecture of fabulous temples. Mosques and churches, Bihar represents the faiths of the world, Hinduism, Buddhism and Jainism, Bihar offers to the tourists, the most exciting costumes, foods and festivals. The present works the tourist products of Bihar have been classified into following three types. Existing Products; Less Known Products; and, Potential Products.

3.3 Existing Product

Patna

Patna, once called Patliputra, the capital of Bihar, is among the world's oldest cities with an unbroken history of many centuries as an imperial metropolis. Ancient Patliputra, discovered through arduous excavation, was situated on the river Sone Founded by Ajatshatni, King of Magadh, in the 5th Century B.C., the city dominated the whole of north India in the Fourth and Third century B.C.

The Martyrs Memorials, Botanical Garden, Golghar, Khudaabaksh Khan Oriental Library, Harimandirji (birthplace of 10th Sikh Guru). Patna Museum, Sadakat Ashram, etc. are places of tourist interests in Patna.

Pawapuri

Pawapuri, which is also known as 'Apapuri' or the 'Sinless' town, is a very sacred Jain pilgrimage centre. It was here that Lord Mahavira breathed his last, 'Jalmandir', a marble temple in the centre of a big Lotus Tank where Mahavira was cremated, is the centre of attraction here. Samoshoran is another beautiful Jain Temple.

Nalanda

The ruins of one of the world's earliest universities lie 90 kms. South of Patna. Founded in the 5th Century A.D. this was a great seat of learning flourished until the 12th Century. Lord Buddha and later Lord Mahavira, the founder of Jainism visited Nalanda. Once 2000 teachers and 10,000 students crowded its portals. King after king built monasteries and temples here. The Nava Nalanda Mahavihar, 2 kms. From the ancient ruins, is a modern institute housing many rare Buddhist manuscripts? Recently, the Nalanda Open University has been started here.

Rajgir

Known in the ancient times a Rajagriha or 'Grivraja', this pre-Patliputra town of the Magadh Empire lies 15 kms. South of Nalanda. The first Buddhist Council immediately after the 'mahaparinirvana' of Lord Buddha was convened here at the Saptaparni cave. It was at Griddhakuta, the hill of vultures, that the Lord Buddha converted the Mauryan King Bimbisara to Buddhism and also delivered many important sermons. Rajgir lies in a pleasant valley. An aerial ropeway provides the link with a hill top stupa built by the Japanese. The hills below reveal the remains of an old fort. Within the valley, the Javakamarvana monastery with elliptical walls has been a favourite retreat of Lord Buddha. Rajgir is a very important pilgrimage centre for the Hindus and the Jains. This is also known as Panchpahari where the Shrines on the five hills are visited by a large number of devotees.

Among the other places of interest are Bimbisara ka jail, Jarasandha ka Akhara, Venuvana, Karand Tank, Pippala cave, Vishwa Shanti Stupa, atop Ratnagiri Hill, hot water springs, ruins of an ancient fort and the massive cyclopean wall.

Ranch

Lying in the tribal country in the heart of the pictures que. Chhotanagpur plateau, Ranchi is a popular hill station. Its features are verdant hillocks, glades, lakes and waterfalls, topped by a Shiva temple and offering a panoramic view of the town. Ranchi Hill is popular with visitors. Other scenic spots in Ranchi are Ranchi Lake and Kanke dam.

Morabadi Hill, 6 kms. From here, inspired Tagore to write a book of poems. The Ramakrishna Ashram is located at the foot of this hill. Hundru Falls (45 kms.) formed by the drop of Subarnarekha river, Jonha Falls (40 kms.). Dassamghagh Falls (34 kms.) and Hirni Falls (75 kms.) are delightful and picturesque excursion points from Ranchi.

Gaya

Gaya is one of the most important places of pilgrimage for the Hindus. Hindus believe that by performing the shradh' ceremony of their ancestors here they would be conferring great spiritual solace on their departed souls. The central point of the Hindu pilgrimage in Gaya is the Vishnupada Temple, built by Rani Ahalyabai of Indore in the 18th Century.

Bodh Gaya

South of Gaya is Bodh Gaya, where the Mahabodhi Temple and the Bodhi Tree are the rallying points of the Buddhist pilgrims from all over the world. It was here, sitting under the Bodhi Tree, the Prince Siddhartha or Sakyamuni attained the Supreme Enlightenment and became the Buddha. The Peepal Tree, which the tourist will see here, is the descendent of its ancient forbear under which Gautaam Buddha mediated.

Parasnath

Parasnath Hill (1366 m) 20 kms. from Dumri on the Grand Trunk Road and 282 kms. from Patna, is one of the most sacred Jain Pilgrim centres. It is believed that 22 Teerthankars attained salvation here.

Jamshedpur

Jamshedpur is famous in the country as a steel city where stands India's giant Iron and Steel Plant established in 1907 by Sir Jamshedjee Nusserwanjee Tata. What was once then significant village of Sakchi has now grown into a great industrial city. A fine example of town planning Tata Nagar named after its illustrious founder. 249 kilometers west of Calcutta, is the railway station for Jamshedpur on the Bombay-Calcutta main line of the South-Eastern Railway. The Jubilee Park and the Dimna Lake are places of considerable interest here, particularly the latter which is one of the beauty spots of the state. The National Metallurgical Laboratory which is one of the first eleven national research laboratories of the Government of India, is situated at Jamshedpur.

Hazaribagh

Hazaribagh is one of the most beautiful towns in Bihar surrounded by picturesque hills and forests on all sides. The district is rich in scenic beauties as well as wealth of aboriginal and wild life. At short distance from the Hazaribagh town are the Kanhar Hill and the Sitagarh Hill and at the foot of the latter is a fine agricultural farm being run on scientific lines. A National Park, extending over 71 square miles, have been laid out at 19 kms. from Hazaribagh on the two sides of the Highway connecting it with the Grand Trunk Road near Barhi.

Dhanbad

Dhanbad is an important industrial centre of the State. The Indian School of Mines, The Mining Research Institute, The National Fuel Research Institute and the Sindri Fertilizer Factory. The biggest of its kind in Asia are situated in and around Dhanbad. The world-renowned coalfield of Jharia is also situated close to Dhanbad.

Palamu

Palamu is another picturesque district of Chhotanagpur abounding in beautiful hills and forests, containing some of the notable waterfalls and hot springs. Palamu has a number of ancient monuments of historical and architectural interest having been the seat of the Chero for many years. The ruins of the great forts located inside the forest attracts a larger number of tourists. The Betla National Park is only 16 kms away from Daltonganj, the district Head Quarter of Palamu. Netarhat, a beautiful hilly area is situated its nearby.

Sasaram

Sasaram being Small Township on the Grand Trunk Road, is well known for its ancient monuments. The most ancient historical monuments at Sasaram is an inscription of Ashoka in a cave on the hill of Chandan Pir to the east of the town. At the top of the hill is also the Dargah of Muslim Saint after, whom the hill takes its name.

Architecturally, by far the most magnificent structure in Sasaram is the imposing Mausoleum of Shershah, which stands on a stone platform 30 feet high and is surrounded by a large sheet of water. From the water level the Mausoleum soars to a height of 150 feet and the great tomb itself is 72 feet in span.

Deoghar

Deoghar, the home of God, is the most important centre of Hindu pilgrimage in the State of Bihar, having an ancient temple of Lord Baidyanath and a beautiful tank known as Shiv Ganga. It is reached from Jasidih, the nearest railway station on the Delhi Howrah main line.

Vaishali

Vaishali, the celebrated ancient Republic of the Lichchavis has hallowed association with Buddha and Mahavira. The former delivered some of his famous sermons here and resided in its monasteries. A century after his passing away the Buddhist Scholars convened the second Buddhist Council here to thrash out

problems of Theology. Vaishali is sacred to the Jains also because Lord Mahavira was born at this place in 561 B.C. Among Vaishali's notable monuments mention may be made of the Lion Pillar of Ashoka, Raja Vishala Ka Garh, Lotus Tank, Bawan Pokhar Temple, Jain Temple, Buddha Stupa etc. Beside above places, Sonapur, Bhimbandh near Monghyr, Netarhat, Maithan and Topchanchi near Dhanbad, Tilaiya Dam etc. are some important tourist places in Bihar.

3.4 Lesser-Known Products

The search for lesser-known products can be started from Patna, the capital of Bihar. The tourist brochures, literatures and guide maps on Bihar while describing the places of tourist interests in Patna only mention Golghar, Janak Museum, Martyrs Memorial, Khudabaksha Oriental Library, Harmandirji and Kumhrar. But, Patna has several monuments of medieval and British periods which are known neither to the officials of tourism department nor to the general people.

Patna is sacred to all, the Hindus, the Sikhs, the Muslims, the Buddhists, the Jains and the Christians. There are centuries old religious and historical monuments at Patna which have become places of tourist interest.

First of all these places, mention must be made of a well situated to the east of the Mauryan ruins of Kumhrar, known as 'Agamkuan', the name perhaps is the distortion of Sanskrit word Agham-kupa'. This huge well has a radius of twenty feet and is surrounded by a circular brick wall, which has eight beautiful arches for the purpose of drawing water from it. Popular belief is that it was built by the emperor Ashoka to punish the offenders. At that time there was no water inside the well, instead it was a hearth of burning charcoal where offenders were thrown into as the measures of punishment. Just by the side of the well is a temple of the Goddess Shitala, where a fair is held every year in the month of Ashad.

The next place of tourist interest in the Patna City area is a tank situated to the south of Gulzarbagh Railway Station, popularly known as 'Kamaldaha'. It is believed that the first Jain council was held at Gulzarbagh Patliputra under the leadership of Mahasthavir Sthulabhadra in 366 B.C. It is also presumed that Sthulabhadra still lies buried at a high mound near this tank. There are two temples, popularly known as Sthulabhadra temple and Sudarshana temple. 'Kamaldahaiji and Siddha Khetra' is a Jaina Shrine of all India importance.

The next place can be that of 'Choti Patan Devi' at Maharajganj area in Patna City. It is believed that this temple of 'Patan Devi' from which the name of modern Patna is stated to be derived, is considered to be important among the 52 'Shaktipithas' in the country. Another important place of tourist attraction is the temple of 'Lord Chaitanya' in the Gaighat lane of Patna City. It is believed that Lord Chaitanya while going to Gaya to offer Pinda to the soul of his deceased father came to the temple site by crossing the river Ganges from the side of Hazipur. The temple is said to be built by the family of Gopal Bhatta, one of the six disciples of Lord Chaitanya. The temple has the idols of Lord Krishna and his consort Radha along with the idols of Lord Chaitanya Nityananda Mahaprabhu.

Patna can boast up a number of beautiful and elegant mosques of the Muslim and Mughal periods. One such mosque is 'Begam Hazam Mosque' which stands at Ashok Rajapath in Khajekalan area. It was built in 1509. Its real founder was the Allauddin Hussain Shah, the founder of Husani dynasty of Gaura of Bengal. At the entrance of the mosque is a window frame made of carved stone of Gaura style. Its finishing is such that apparently it will be considered to be made of wood. The polished coloured tiles inside the mosque are made in the pattern of Gaura tiles.

The next important mosque in the area is that of the Nawab Haibat Jung's tomb and mosque, popularly known as the Shahid Nawab Ka Makbara. This massive and artistic tomb and mosque was built in the

memory of Zain-Ul-din Halbat Jung, the ruler of Bihar, who was murdered by the Afghan in 1748. A tomb of black stone and white marble was built over his remains. This is enclosed within an open lattice work shrine of black homblenda. Today, this place lies in ruins with its land being encroached by unauthorised persons. The Archaeological or Tourism Departments, Government of Bihar have not protected this.

Another beautiful mosque which is popularly known as the Madarsa mosque, was built by the 'Nawab Saif Khan', the then Governor of Bihar on the bank of the river Ganges. A Madarsa, which was of all India importance was attached to it. This was built in 1929-30. It has a spacious double storied building for housing the students and teachers. It is said that Raja Ram Mohan Roy lived here for about six months to study Arabic and Islamic literatures. There were half a dozen beautiful domes on the sides of the Ganges built on Mughal Style; but now only one dome remains. The land is also of mute testimony to the apathy of the Archaeological survey and the Tourism Department.

There is another important place of the tourist interest in the mid-east of Patna known as Dargah of Tie Hazarat Shaheed Saiyad Ghulam Sardar Pir Murad Shah Rahamtullah Aolays, who lived during the early 10th century, near the Patna High Court. It is believed that he came from Arabia to quell the growing propensity of the followers of Islam for easy way of life which they had become accustomed to under the influence of local people. However, he was assassinated while travelling from Dinapore to Patna.

There are several miraculous stories related to Dargah. It is said that any requests made or boons asked for are granted. Both Hindus and Muslims have the fullest faith in the Pir Saheb, Several documents relating to the life and philosophy of the Pir Saheb are housed in the Khuda Baksha Oriental Library.

A grand Urs is held every year when musaihras, quawalti competitions are held around mid-October. Unfortunately the Tourism Department has done very little to popularise the event as one of the tourist attractions of Bihar.

Among the monuments of the British period mention can be made of the 'Dance Hall' of the Bankipur Club, which is a wooden floored with a semi -circular recess at the far end. At the rear end is a raised platform large enough for a band, with an array of doors, which can be opened out to bring into the view sparkling water of the Ganges and boats passing by. It is said to be one of the oldest Dutch buildings still in use. It was built in about the seventh decade of the 18th Century.

The Braj Kishore Memorial near Sadakat Ashram stands as a mute tribute to the freedom movement of India. It houses the Braj Kishore Smarak Pratishthan and the Mazhrul Hague Pustakalaya too. It represents a mixed variety of several beliefs in its architecture which is unique of its kind. The foundation stone of this building was laid by Dr. Rajendra Prasad, the first President of Independent India, in May, 1955. Dr. Rajendra Prasad donated his entire collection of books to the library. Today it has 3000 books, most of them are rare ones about freedom struggle in Bihar and rest of the country. Surprisingly, this place does not find a place in the tourist itinerary of Patna. Similar is the fate of 'Gandhi Sangrahalaya' situated in the north-east corner of Gandhi Maidan. It was the residence of the then Education Minister of Bihar Dr. Saiyad Mahmud, where Gandhiji stayed during Hindu-Muslim riots of 1947. This Museum has some rare manuscripts and photographs on Gandhiji's stay and his association with Bihar.

If Patna has abundance of historical monuments and sites, other places of Bihar are not scarce of such resources. Outside Patna a tourist visiting Bihar can find several places of interests other than Rajgir, Bodh Gaya, Nalanda and Vaishali. Unfortunately, due to the lack of a proper road, road side amenities, other infrastructural facilities and promotional efforts on the part of the tourism departments of both the Central and State Governments, they are lying into oblivion.

First in this category falls the rock cut caves in the Nagarjuna-Barabar Hills. They are the glaring evidence of the rock cut architecture in India. Here wooden and thatch prototypes have been masterly converted into lithic form. All these caves have vanished walls and the gateway of the Lomas Rishi cave is an excellent evidence of maturity in the art of stone cutting. Surprisingly, there is no road worth the name to reach the Barabar Hills nor a tourist information office or a cafeteria, which are the basic infrastructures to attract tourists visiting Bodh-Gaya from Patna by road.

Similar rock cut caves can be found in the Sitamarhi village in the district of Nawada, which is situated 50 kms. south of Nawada. Buchanan visited this site in 1812. The cave in the village has been carved out inside a huge isolated rocky boulder. Its door passage is narrow and trapezoidal. The interior of the cave is highly polished. From the architectural feature and polish it seems that the cave was excavated during the Mauryan period. Another such archaeological site is the 'Aphasad' village situated about 15 kms. north-east from Worsaliganj. It is famous for the temple of Lord Vishnu, a large stone figure of varaha incarnation and inscription of Adityasen of the later Gupta Dynasty. Around 1.5 kms. north from Aphasad is a village called Daryapur - Parbati. Some Buddhist establishments such as mounds, a part of the lower circumference of a brick built stupa, a basement of building and lac impression bearing impression of a temple have been found here. Beglar in 1872 and Cunningham in 1879-80 found sculptures. The findings point to the existence of some ancient monasteries in the area. Cunningham notes that Fahien and Huen Tsang visited this place where the famous 'Pigeon Monastery' of the Buddhist tradition, popularly known as 'Paravatvihara' existed. All these places can be included in the Rajgir-Nalanda-Bodh Gaya circuit for both Buddhist and domestic tourists. Even from these places an excursion to the Kokolat falls can be arranged. But for reasons unknown these places have simply been ignored by the Tourism Department and Bihar State Tourism Development Corporation.

Monghyr is another tourist spot, which has been utterly neglected by the Tourism Department. It is situated at advantage point between Bhimbadi Sanctuary on one side and Deoghar on the other. It is well known that every year, during Durga Puja, a large number of domestic tourists from the neighbouring state of West Bengal are visiting Deoghar. But a few tourists know about the Thandi temple' in Monghyr, situated on the bank of the river Ganges, surrounded by natural beauty and built on a rock. This temple lies 3 kms. north-west of Purabasarai Railway station in Munger town. In a subterranean dark cave of the hillock, over which the temple stands. An eye is inscribed on the rocky wall which is worshipped as the representation of the Goddess Chandi. The location of the worship place, the dark subterranean cave adjacent to the cremation ghat of the Hindus, stretching along side of the Ganges for over a mile, till it reaches the first hamlet, and the sacrifice of animals all indicate a 'Tantric Origin'. According to Mr. B.C. Roy Chowdhary the Gazetteer Bihar there was a small 'vedi' (setting place) between two giant banyan trees which is believed to be the assana (seat) of Raja Bharatharihari the brother of Vikramaditya, where he attended his 'Tantric Siddhi' Every year, devotees from different parts of the state during 'Isiavaratri' festival come to offer prayer by pouring the Holy Ganges water on the Goddess eye. There is an old belief that people who offer puja to the Goddess Chandi, pass the whole year happily, free from physical or mental agony.

The 'Ratha Yatra' or the 'Cart Festival', which is held every year on the day of the Ashad Shukla Pakesha at the Jagannathpur Temple in Ranchi, is only of its kind in Bihar. It traces its history to 1691 when king N.E. Nath of the Badagharh State built the temple atop the hill in Ranchi. The inspiration behind its commencement was the practical difficulties facing a devotee in travelling to Puri in those days. Ever since, the trinity of Lord Jagannath (an avatar of Krishna) his brother Balram and their sister Subhadra (sitting in the middle travel on a ratha or cart to the abode of a Gundicha Rani, a smaller temple at the foot of the hillock. After stay of 10 days, they return to their original abode, the Jagannath temple on the

day of the Ashad Shukla Paksha Ekadashi. the equally significant attraction of Jahnnathpur is the market for traditional tribal items, ranging from local brew - 'Handia' to drums, mandar and nagada. Surprisingly, neither this fair nor the temple has any mention in the brochures of the Department of Tourism, Bihar.

Palamu in Bihar is known for its Betala Tiger Project only. But few people know about the Cheros, the most powerful rulers of South Bihar in the 16th and 17th Centuries, who offered tough resistance to the Mughal expansion, carrying depredations into their territory, changing levies, octroi duty and pastoral taxes independently. There are two forts built by the Chero kings, the Naya (New) and Purana (Old) quilas. They are situated on the north eastern boundary of the park and are built of yellow sand stone. The ground upon which the old fort stands rises in terraces and has many Hindu and Muslim structures. There are four storeyed houses with brightly coloured frescos, a mosque and a well with a vaulted tunnel, which was probably an escape route to the new fort surrounded by double walls. It has multistoreyed galleries probably meant for the garrison and the centre has got a large three storeyed wall, providing a panoramic view of the country side.

The Nagpuri Gate of the south is sculptured beautifully with floral motifs and creeper and is more than 50 feet high. The new fort dates back to the 17th century and was probably built by Chero Raja Medini Rai, the most courageous of all the monarchs of the line as mentioned in the Sanskrit and the Persian inscription on the door jamb.

Buxar is another neglected tourist place in Bihar which has a number of historical places for tourists to visit. The historical sites date back to the age of the Epic Ramayan. The temple of Ahilya at the village Ahrauli is dedicated to Ahilya, wife of the Sage Gautam Muni. Sage 'Vishwamitra' believes to Buxar be the place where epic fight between Lord Rama and Taraka was fought and where Lord Rama and Lakshman conferred higher knowledge. 'Rama Rekha Ghat' with foot print of Lord Rama on a stone, testifies to this fact as the local belief goes. Balkuntha temple at Charitarban is a temple constructed in South Indian Style. Six miles away from the town is the battle field of Buxar where the English army under Lord Clive had a fight with the army of Mir Kasim in 1764. Buxar, though being on the main line of the Eastern Railway and well connected by road, has not been developed as a tourist site a strange policy of the Department of Tourism indeed.

In the North Bihar, though the places of historical interests Lauria, Areraj and Nandargarh in North Bihar considered by the Department of Tourism as Buddhist circuits, have been drarled by the presence of important Buddhist sites as Nalanda, Bodh Gaya and Vaishali. Nandargarh is known for the Lion Pillar of Ashoka and 8.5 Metre single block of polished Sand Stone bearing an edict of the emperor. There are also remains of a huge stupa called Nandargarh. This 26 metre high mound is composed of brick and is conjectured to be the Ashes Stupa in which the Ashes of the Buddha were enshrined. No transport can be available for tourists from Bettiah, which has reduced its importance. Otherwise this place would have been transformed into a tourist's paradise both for foreign tourists as well as domestic tourists for its proximity to Valmiki Nagar Sanctuary. Same is the fate of Lauria & Areraj where stands lofty stone column erected by Emperor Ashoka in 249 B.C. The pillar 1 1.5 Metre in height bears six of his edicts and is a single block of polished sand stone. There is no regular bus service nor rest houses for the tourists. On the other hand, these two places could have been developed along with Vaishali, Nalanda and Bodh Gaya as Buddhist circuit.

Thus, the State of Bihar is rich in historical sites of tourists interests but unfortunately, due to lack of foresight of the Tourism Department and the BSTDC these places have remained into oblivion. Even the intelligentsia, other departments of the Govt. of Bihar and voluntary agencies have neglected these places to such an extent that the rich heritage of Bihar is crumbling and is in a disgusting state. The valuable

places of black stone of Sahid Nabab Ka Makbara are missing, the adjoining land of the Madarsa Mosque is being grabbed by a shoe factory. Aphasad, Barbar hills etc. neither have a place in the tourist brochures nor approachable roads. Lauria, Areraj and Nandargarh suffering for want of finance and proper attention of the Department of Tourism and the BSTDC, and the Archaeological Survey of India with its limited sources, standing as a mute spectators to this destruction of Bihar's rich heritage.

3.5 Potential Tourist Products

Trekking

In Bihar two important trekking events can attract the young tourists from the different parts of the country and the World. Trekking up the Parasnath hilltop to reach the Jains Shrines can infuse enthusiasm among the young trekker and the mountaineers. Similarly, during the Shravani Mela people can trek upto Deoghar from Sultanganj. Even competition can be held during this period to honour the top 'Dak Barns' who trek continuously from Sultanganj to Deoghar in 24 hours.

River Rafting

Rafting across the River surrelling Ganges during the rainy season can become an important event for tourist attraction in Bihar.

Car Rally

The Car rallies from Patna to Jamshedpur and Patna to Kathmandu can attract the car rallyists from different states and countries of the World. This will promote not only the rally but also the important cities of Bihar as tourist spots through which the rallyist will go to their destination. Specially the hilly tracts of Kathmandu can attract the young rallyist to a great extent.

Health Resort

Finally, among the potential tourist products of Bihar, the hot springs of Rajgir and Bhimbad can attract young as well as the old to these spots. Apart from being the important historical and natural beauty tourist destinations, these two places can become the important health resorts in the eastern part of India.

3.6 Product Mix Decision in Tourism

The importance of Tourism product and its composite services can be evaluated by the response of the visitors. Since marketer has to use marketing mix even in Tourism industry he must emphasize the product mix. Whereas India controls 42% share in the World tourism traffic, Bihar has only 15 lakhs tourists with 28,000 foreign tourists till the end of last decade. This low figure in foreign tourist arrival puts a question mark on the marketing activities of the India Tourism Department and specially that of the Bihar Tourism Department.

What is wrong with tourism department in Bihar? Bihar has something for everyone. History, culture wild life, adventure, and shopping opportunities are available in or close to almost every tourist destination in Bihar. The reason lies elsewhere. It lies in poor marketing planning that is now being done by the tourism promotional agencies, both in the Government and private sectors in Bihar.

In an eagerness to attract tourists from various parts of the World, I.T.D.C. started imitating the West. But it may be remembered that the Western tourists, the Far-Eastern tourists or even euthenics Indian tourists from abroad do not come to Bihar for Casio, night clubs, helisking or sun, sea and sand only. They come to Bihar to see its culture, to see its heritage and life style and to see Bihar as it is. They come to get a feel of heritage, cultural, diversity and physical beauty of Bihar and India. In fact, in Bihar, the tourism promotional agencies both in the Government and private sectors are following a 'selling process'. Just like a salesman, these agencies are simply concerned with handing over the products and receiving money

in exchange from the consumers (tourists). This principle is in sharp contrast to the modern marketing principle. Peter F. Drucker has mentioned that the consumer rather than the producer defines market. Thus the most fundamental concept, which must be realised as being the basis of all marketing activities, is the consumers' satisfaction. Marketing of Services should be seen from the point of view of the consumers. The consumers are identified. The tourism marketers can determine the product which can help to satisfy the need. This is the modern philosophy of marketing or the marketing concept. The need of the hour for Bihar Tourism is the introduction of an appropriate and viable modern marketing concept. In order to implement such a concept in the tourism product e.g. Product development. The Tourism Corporation will have to take into account two basic factors into consideration:

1. Tourist market segmentation; and
2. Tourist product- mix decisions.

At present, the decision makers in the Bihar Tourism Industry are following the policy of mass marketing strategy in the World tourist market. While pursuing this principle they are offering similar types of products to different foreign segments. They are neglecting the fact that the need of the tourists from different parts of the World is different and each tourist from each country looks for a different thing. This calls for a proper 'marketing segmentation strategy'.

Market segmentation strategy means the division of a market into groups of segments having similar wants. In other words, it means dividing all the potential customers into a group that will respond similarly to a particular marketing mix. In case of the present research work it is being suggested that the tourism promotional agencies should identify broad classes of buyers i.e, tourists in the World market who differ in their product requirements. At present among the foreign tourists visiting Bihar, most of them are from South-East Asia such as Japan, Burmah, Hong-Kong, etc. Generally, they use to visit Buddhist places like Bodh Gaya, Rajgir. Surprisingly, the tourism agencies in Bihar are offering similar types of products to the tourists from Western countries without a proper market segmentation strategy.

Once the segmentation of the tourists on the basis of variables are made, the next stage is that of the decision regarding what products (i.e. goods and services.) The tourism agencies both in the Government and private sectors in Bihar are providing to the target market.

3.7 Bihar's Tourism Product/Services: An Analysis

- Religious Cultural Natural Adventure Historical Tourism Tourism Beauties Tourism Sites & Products/ Products/ Product/ Product/ Services Services Services Services Services
- Hindu Archaeolog- Hill Mountaine- Ancient Places ical Monum- eringments Buddhist Museum Health Trekking Medieval Place Resorts Sikh Fairs & Wild Life River Modern Place Festivals Parks and Rafting Sanctuaries
- Islamic Dance & Lakes, Car Places Music Rivers & Rally Falls Christian places Jain places

According to Philip Kotler, "Product Mix is the set of all product lines and items that a particular organisation makes available to its customers". Further product mix has a certain length, width and depth. The length in the case of Bihar's tourist product mix refers to the total number of items in its products mix. The width of product mix means, how many different products each product line of the firm carries. Finally, the depth of product mix refers to how many variants are offered of each product in the line.

Thus, Tourist product- mix analysis includes five product lines viz. Religious tourism services, Cultural tourism services, Historical tourism services, Natural beauties and adventure tourist services. Each product line has certain width too. The places of Religious tourism interest can be divided into Buddhism places (Bodh Gaya, Rajgir), Sikh place (Patna City), Jain places (Pawapuri, Parasnath) etc. The places of cultural

tourism interest can be divided into different categories of products such as archaeological monuments, museum, festivals and fairs etc, finally each product item has certain depth. The archaeological monuments can be divided into monuments of ancient, medieval and modern periods respectively. The monuments of each period can further be sub-divided into those built by specific dynasties.

However, the Bihar Tourism Department's ignorance of product/services mix decisions can be illustrated with the help of an example. Every year a grand fair is held at Sonapur. This is one of the ancient and largest rural fairs of Asia. The tourism department has simply overlooked this particular item of cultural product/service line of its product/service mix, it has made no attempts to attract a vital segment of domestic tourist as well as foreign tourist. Moreover, the Bihar Tourism Department often forgets an important target market in the European continent comprising of tourists from Portugal, France, England etc. whose ancestors played significant roles in making the history of late medieval and modern periods in India especially in the eastern part

Finally, while considering product/service mix decisions one must recognise that various products/services differ in their relative contributions to the industry. The realisation of this factor will enable the tourism department of India to position its various services and places to appropriate target markets of foreign tourists. Such types of inter relationship between the tourism product/service mix and different tourist market segments can be illustrated by the following hypothetical examples.

First of all, let us take the example of Bihar's cultural tourist product/service line and the educated and culturally aware student segments of abroad. A large number of foreign students are interested to visit and see the cultural tourist products of Bihar like music, dances, painting, fairs and festivals as a result of the promotion of Indian music, dance or dance drama by Indian musicians and dancers like Pt. Ravi Shankar, Amjad Ali Khan, Pt. Jas Raj, Mrs. Sonal Man Singh, Ms. Yamini Krishnamurthy etc. Their interests in Indian culture have been increased by the festivals of India held in U.S.A., U.S.S.R., France, Japan. Now, this segment can be attracted to visit the various places in India like Calcutta, Bombay, Madras, Patna or any place where annual music festivals are held. The Madhubani Painting is very popular in foreign countries. Many international tourists use to visit Madhubani only to look how they paint such type of painting. So, this segment can also be attracted by the tourists to visit the various places in Bihar.

In this regard special mention must be made of 'Vaishali Mahotsava' and Rajgir Mahotsava', which are held in Bihar every year. During such Mahotsava tourists from different part of the country can also make a visit to the historical and ancient sites at Vaishali and Rajgir. These places have great importance in the context of history and religion. But unfortunately, Bihar Tourism Department has so far failed to develop such a package for this segment of the domestic tourists and also international tourists.

Secondly, the rich segment of tourists can be offered products/services like cool holiday in the mountain resorts of Natarhat and Ranchi where they can enjoy the provision of scenic-beauties, adventures etc. Similarly, the business tourists visiting Ranchi can enjoy the Johna Falls or Hundru Falls.

Finally, it is well known that a large number of Biharis from the state of Bihar in India have settled down in West Indies, Mauritius and in U.S.A. in the late sixties and early seventies. Such Bihari families have teenaged children who have very little knowledge of cultural heritage of India and Bihar. They can be wooed by the B.S.T.D.C. to visit Bihar.

Thus, from the above mentioned examples it is clear that a well defined marketing strategy based on a sound product mix decision and supported by a proper segmentation of tourist markets can change conventional image and stereotypes of tourist products of India and Bihar. Such a policy will help the

decision makers of tourism industry in India and also Bihar to reach the right segment with the right type of product offer. This, in turn will make the promotional strategy-making task easy for the tourism decision makers.

3.8 Product/Service item Decisions

A product may be defined as the 'sum of the physical and psychological satisfaction it provides to the buyer. 'Marketing' by definition is the development of a product to meet the needs of the consumer and then employing the techniques of direct sales, publicity and advertising to bring this product to the consumers.

As far as the tourist is concerned, the product he buys covers the complete experience from the time he leaves home to the time he returns home. In case of the tourism product, the basic raw materials would be the country's natural beauty, climate, history, culture and the people. Other aspects would be the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport communication and other essentials. In the other words, the tourist product can be seen as a composite product, as the sum total of a country's tourist attractions, transport, accommodation and of entertainment, which hopefully results in consumer satisfaction. The tourist product is a composite product, whether it is sold as a package or assembled by the individual tourist himself or his travel agents. The tourist product can therefore be analysed in terms of:-

- Attraction
- Facilities
- Accessibility

Attractions are those elements in the tourist product, which determine the choice of a particular destination rather than another. The attraction could be cultural sites like the areas of archaeological interest, historical buildings and monuments or scenic beauties like flora and fauna, beach resorts, national park or events like trade fairs, exhibitions, arts, musical festivals and games etc.

Facilities are those elements in the tourist product, which are a necessary aid to the tourist centre. The facilities complement the attractions. These include accommodation, various types of entertainment, picnic spots, recreation and so on. These are indeed important for every tourist centre.

Accessibility is another important component of the tourist product and means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport or where there are inadequate transport facilities. The tourist attractions which are located near the tourist generating markets and are linked by a network of efficient transport receives the maximum number of tourists.

The concept of the product/service is central to marketing strategy and this applies equally to the marketing of International tourism. The tourism product/service can be defined as an experience of the following components taken together: -

Accommodation

It is defined as establishments, which as a regular or on an occasional basis provides over night facilities for visitors. They may also provide other services as meal which are either ancillary to the accommodation as its main business. It includes all hotels and other traditional form of accommodation such as boarding houses, motels, inns, holiday villages, tourist complexes, youth hostel, and other places where the construction is of a permanent or a semi permanent nature.

In the present study, 140 respondents were interviewed about the preferences for accommodation types in Bihar. Their views were being expressed in the following table.

Table 3.1*Accommodation Profile Of Bihar*

Type of Accommodation	Respondent	Percentage
Private Hotel	46	32.85
Government Owned Hotel	46	32.85 (1TDC; BSTDC)
Private Lodge	22	15.71
Dharmashala	16	11.42
Friends & Relatives	10	7.14

Out of 140 respondents 46 respondents preferred for private hotels accommodation and 46 respondents also have preference for Government owned hotels. The respondents in both the categories make 32.88% of the total sample. 22 respondents were in favour of staying at private lodges and constituted 15.71% of the total sample. 16 and 10 respondents gave their preferences for Dharmashala and friends and relative's houses respectively. They constituted 11.42% and 7.14% of the sample respectively.

3.9 Natural Historical, Religious and other Resources

Natural resources refer to such amenities and situation such as waterfalls, mountains, sand, beaches and good climate natural scenery, springs spas etc. Other sources include social, cultural, historical and religious attractions and economic and technological achievements. It also includes man made attraction such as TajMahal, Jantar-Mantar etc.

When the respondents were interviewed about the tourist spots preference in Bihar, out of 140 respondents 86 i.e. 61.24% gave Bodh Gaya as their choice. In case of Rajgir, 54 respondents i.e. 37.57% of the total sample gave their choice, 66 respondents out of total 140 respondents were in favour of Ranchi which made their percentage as 47.14% and 56 respondents i.e. 40% of the total sample were in favour of Jamshedpur as their preferred tourist spot in Bihar. In case of Deoghar and Dhanbad 34 and 36 respondents were in view of making these two places as their preferred tourist spots. They constituted 24.28% and 25.71% of the total sample. In the case of Netarhat and Vaishali 14.28% and 17.14% respectively gave their preferences. The survey is depicted in the following table.

Table 3.2*Tourist Spots Preference in Bihar*

Sports	Respondents	Percentage
Bodh Gaya	86	61.42
Rajgir	54	38.57
Vaishali	24	17.24
Ranchi	66	47.14
Netarhat	20	14.28
Deoghar	34	24.28
Jamshedpur	56	40.00
Dhanbad	36	25.71

When 140 respondents were interviewed about the specific product items like wildlife, parks & sanctuaries and natural beauty spots in the product line of Bihar tourism following facts emerged as shown in Table 3. 3.

Table 3.3

Product awareness Related to wildlife, parks & Sanctuaries and Natural Beauty Spots of Bihar

Name of Spots	Respondents	Percentage
Hazaribagh National Park	82	58.57
Betla Tiger Reserve	10	07.14
Bhimbandh Sanctuary	06	04.28
Netarhat	24	17.14
Hazaribagh	40	28.59
Ranchi	44	31.42
Maithan	10	07.14
Tilaiya	18	12.85
Topchanchi	12	08.57
Massanjore	06	04.28
Rajrappa	12	08.57

82 respondents out of 140 respondents i.e. 58.57% of the total were aware of the Hazaribagh National Park. About the natural beauty spots 44 persons were aware of Ranchi, 40 were aware of Hazaribagh, 24 persons were aware of Netarhat, 18 were aware of Tilaiya, 12 were aware of Rajrappa. Finally, only 10 and 6 respondents were aware of Maithan and Massanjore.

Thus 58.57% were aware of Hazaribagh National Park, whereas in case of the most famous Betla Tiger Reserve only 10 respondents i.e. 7.14% of the total respondents were aware of. About Bhimbandh sanctuary only 6 respondents i.e. 4.28% were aware of this place. In case of natural beauty spots, 31.42% were aware of Ranchi, 28.57% were aware of Hazaribagh, 17.14% were aware of Netarhat, 12.85% were aware of Tilaiya. About the other natural beauty spots like Topchanchi, Rajrappa, Maithan and Massanjore were 8.57%, 8.57%, 7.14% and 4.78% respectively.

When interviewed about the archaeological and historical sites, out of these 140 respondents, 110 respondents i.e. 78.57 were aware of the Nalanda, Patliputra ruins, 38 respondents i.e. 27.14% were aware of Patliputra and about Vikramshila 22 respondents i.e. 15.71% were aware of the product. In case of Vaishali, Sasaram, Buxar and Monghyr 21.42/0, 18.57%, 14.28% and 4.28% respectively gave their awareness about the archaeological and historical products. This can be ascertained from the Table 3.4.

Table 3.4

Product Awareness About the Archaeological and Historical Sites

Name of Site	Respondents	Percentage
Vikram shila	22	15.71
Rajgir Nalanda	110	78.57
Lauria Areraj	4	62.85
Barbara Hill	2	01.42
Sun Temple (Deo)	18	12.85
Fort & Chero (Palainu)	8	05.71
Vaishali	30	21.42
Buxar	20	14.28
Monghyr	6	04.28
Ruins of Patliputra	38	27.14
Sasaram	6	18.57

When the respondents were interviewed about the religious places of Bihar, following responses appeared as shown in table 3.5.

Table 3.5

Product Awareness Related to Religious Places in Bihar

Name of place	Respondents	Percentage
Deoghar	46	32.85
Patna City (Gurudwara)	84	60.00
Vaishali	44	31.42
Bodh Gaya	90	64.28
Gaya	60	42.85
Parasnath	28	20.00
Pawapuri	13	09.28
Manersharif	6	04.28

46 respondents out of 140 respondents i.e. 32.85% were aware of Deoghar. About other religious places 84 persons were aware of Patna City (Gurudwara) 44 were aware of Vaishali, 90 persons aware of Bodh Gaya, 60 were aware of Gaya, 28 were aware of Parasnath, 13 were aware of Pawapuri and 6 were aware of Manersharif constituting 60%, 31.42%, 64.28%, 42.85%, 20%, 9.28% and 4.28% respectively of the total sample.

Entertainment

The entertainment component funs the gamut of all non-spot audience oriented activity composed of people. When interviewed regarding cultural products of Bihar (fairs and festivals) out of 140 respondents, 56 respondents preferred to visit Bihar during 'Durga Puja' festival. They constituted 40% of the total sample. About Chhath festival 66 respondents preferred this festival which constituted 47.14% of the sample. About Diwali festival in Bihar 26 respondents i.e. 18.57% of the sample preferred to visit Bihar during this event. About the famous Shrivani mela of Deoghar only 26 respondents wanted to visit this events. This constitute only 18.57% of the total respondents. 32 respondents i.e. 22.85% out of MO samples had preferred Sonapur fair. The break up is given in the following table 3.6.

Table 3.6

Cultural Products of Bihar (Fairs and Festivals)

Name of Fairs and Festivals	Respondents	Percentage
Durga Puja	56	40
Diwali	26	18.57
Chhath	66	47.14
Sonapur Fair	32	22.85
Shrivani Fair	26	18.57

When interviewed about two famous cultural brands of Bihar namely 'he ilajgir Dance Festival' and 'Patliputra Mahotsava', 46 respondents out of 140 informed about their awareness of these two festivals. They constituted about 32.85%. 94 respondents of the total sample were not heard about these two festivals constituting 67.15%. This is given in table 3.7.

Table 3.*Brand and Respondent*

Name of Brand	Respondents age of the Events	% age	Respondents not aware of the events	% age
Rajgir Dance Festival	46	32.5	94	67.15

Service

Services include all operations, designed and performed for the foreign visitors to facilitate his entry, stay and exit. Host's attitude towards the foreign visitors are included.

Transportation

It covers all forms of getting people from one place to another. For example, air-transport, rail transport, road transport, water transport. When asked about the mode of transportation to visit Bihar, out of 140 respondents 90 preferred railways and thus constituted 64.28% of the total sample. 34 respondents gave their preference for roadway and constituted 24.28% of the total sample and in case of airways 16 respondents i.e. 11.42% out of the total 140 respondents gave their preference. This can be ascertained from table 3.8.

Table 3.8*Mode of Transportation to visit Bihar*

Mode of Transport	Respondents	Percentage
Airways	16	11.42
Railways	90	64.28
Roadways	34	24.28

Out of 140 respondents, 94 respondents i.e. 67.14% of the total when asked about internal mode of transport within Bihar, gave their preferences for Tourist Coach/Cars. Rest 46 respondents who constituted 32.85% gave their preferences for Govt. owned tourist coaches/cars as shown in table 3.9

Table 3.9*Preference for internal Transportation in Bihar*

Internal Mode of Transport	Respondents	Percentage
Tourist Coaches/Car	94	67.14
Govt. owned Tourist Coaches/Car Private	46	32.85

Food and Beverage

Recreation: Recreation includes all non-entertainment activities for relaxation and diversion.

Other Attractions

It includes items such as shopping opportunities etc. The truth is that the tourism destination as a product is a very complex one. When one tries to promote a destination, it is not just beauty, or the antiquity. The charm of destination that alone counts, but there are many other factors, which go to make up the product as a whole.

3.10 Conceptualisation of Product/Services

The most important issue in the service product understands what benefits and satisfaction the consumer is seeking from the service. From the viewpoint of a restaurant manager, the restaurant simply provides food. But the customers coming to the restaurant may be seeking an outing an atmosphere different from home, relaxation, entertainment or even status. The marketing of services can be a success only if there is a match between the service product from the consumer's viewpoint and the supplier's viewpoint. To find this match, we should analyse service at the following levels:

Customer Benefit Concept

The service product being offered in the market place must have its origin in the benefits, which the customers are seeking. But the problem is that customers themselves may not have a clear idea of what they are seeking or they may find it difficult to express or it may be a combination of several benefits and not a single one. Over a period of time, the benefits sought may also change. This change in customers may come about by a satisfactory or unhappy experience in utilising the service, through increased sophistication in the service use and the consumption, and changing expectations. All these make the issue of marketing a service product very complex.

Service Concept

Using the customer benefits as the starting point, the service concept defines the specific benefits, which the service offers. At the generic level the service concept refers to the basic service, which is being offered. A centre for performing arts may offer entertainment and recreation. But within this board framework, there can be specific choice paths for satisfying the entertainment objectives, such as, drama, musical concerts, mimicry, poetry recitation, dance etc. Defining the service concept helps to answer the fundamental question: what business are we in? A service provider must understand that the buyer buys the satisfaction from the place of visit and the services of service provider.

Service Offer

Having defined the business in which one operates, the next step is to give a specific shape and form to the business service concept. To refer to the example of centre for the performing arts, the service concept is to provide entertainment. The service offer is concerned with the specific elements that will be used to provide entertainment, drama, music, poetry recitation, and dance. In the category of musical concerts the choice may be vocal or instrumental, within vocal whether light or classical, Hindustani, Carnatic or Western, while these represent the intangible items of the service offer.

The physical infrastructure of the centre, in terms of its sitting capacity, comfortable seats, quality and acoustics, provision of air-conditioning, snack bar and toilet are the tangible items. The tangible aspects can be controlled by offering the best possible benefits, but the quality and performance of the actors, singers, musicians cannot be controlled. Theoretically, a manager must control both the tangible and intangible components and lay down norms for the intangible components es maximum duration of recital, brief introduction before each dance item etc.

Service Form

In what form should the services be made available to the customers is another area of decision-making. Should all the shows of the centre be available in a package deal against a yearly membership fee or seasonal tickets? Should there be daily tickets with the consumer having freedom to watch any one or more performance being staged on that particular day? Or, should each performance have a separate entrance ticket with a higher priced ticket for a well-known performer. Service form refers to the various options relating to each service element. The manner in which they are combined gives shape to the service form.

Service Delivery system

When one goes to bank to withdraw money from his account, he either uses a cheque or a withdrawal slip in which he fills all the particulars and hands it over to the clerk, who after verifying the details, gives him money. The cheque or withdrawal slip and the clerk constitute the delivery system. In a restaurant, the waiters are the elements of the delivery system. The two main elements in a delivery system are the people and the physical evidence. The competence and the public relation ability of a lawyer represent the 'people' component, while his office building, office decor, letterhead etc. are all demands of the physical-evidence. The physical evidence components have also been called 'facilitating goods' and 'support goods'. These are the tangible elements of the service as perceived by the consumers. Following figure shows a graphical conceptualisations of the service product.

Table 3.10

Conceptualisation of the Service Product

Level 1	Consumer Benefit Concept	What benefits do Translated into customer seek
Level 2	Service Concept	What general benefits translated into will the service offer
Level 3	Service Offer	Concerned with greater detailed shaping of the service concept decision on
*Service elements (Tangible and intangible) *Service forms (in what way and how) * service levels (Quality and quantity)		
Level 4	Service delivery system	Creation and delivery of service using guidelines built into the service offer, concerned with people processes facilities etc.

Styling

Styling means giving a product or service a distinctive look or 'feel'. Much of the competition in durable goods- such as automobiles, watches, and electronic products- is style competition. Style of post - office, hospitals, museums, railway station and other offices where services are offered also express the design of local famous belief of customers. The railway stations of Varanasi and Madurai are good constructed in the design of temple. Varanasi famous for the holy temple of Lord Vishwanath and Madurai is famous for Goddess Minakchi. But in Bihar, we do not have any such type of product.

An organisation can discover that its style is no longer appropriate or effective with its target audience. Thus, a college that sticks with a classic liberal arts programme may find itself drawing fewer students in relation to college emphasising career preparation. This college may want to consider modifying its style to meet the changing market wants.

Quality

Quality represents the perceived level of performance in a product or service. Service products in particular are tremendously variable, depending upon who is providing them and how much control or organisation exercises over its services providers. Consider the case of a hotel. The Five Star hotel is a high-essure and do not have a good services for their tourists. The 3 Star hotels on the other hand, insists on high quality services for their tourist and drops staffs who do not meet this standard. Whether 5 Star hotels will continue to attract a sufficient number of tourists depend upon the extent to which tourists get information about the quality of the hotel to make it a determinant factors in their choice of a hotel. A basic issue is how does sales response vary with the level of quality in a particular market.

An organisation must not only set an initial standard for quality but must also manage its quality over time. Assume that 5 star hotels service quality level today is average. 5 star hotels have three options. It can attempt to improve its quality level over time through better selection, training and rewarding of employees and through improving its facilities. This strategy of quality improvement should lead to improved market interest and response. The second option is to maintain its present level of quality and put its emphasis on other dimensions of the business. Third may be done deliberately when the institution wants to withdraw from the business, otherwise, it indicates poor management, makes little strategic sense, and leads the organisation down the road to extinction.

Packaging

Packaging has been variously defined in both the technical and the marketing literature. One of the most quoted definition is 'packaging is the art, science and technology of preparing goods for transport and sale. This definition brings out two salient aspects of packaging. These are:-

1. It has to help in the physical transportation and sale of the products packaged; and
2. Packaging as a function consists of two distinct elements:-
 - a) the positive aspects viz. the science and technology related to the package design, selection of the packaging materials etc., and,
 - b) The behavioural aspects viz. the art of a product design which is associated with the consumer motivation research, buying research etc.

The last aspect has been highlighted in another definition of packaging. Properly designed package should enhance the value of its contained product and impart that impression, either directly or indirectly becoming important in consumer marketing today.

Packaging is the container or wrapper surrounding the specific product or service. It is known that a good packaging can add value beyond that perceived in the product itself, consider the perfume bottles and its contribution to the 'feeling' of the perfume. In case of tourism packaging, contribution of the larger context in which the product is found. Thus, a tourist site's environment serves on the packaging of the tourist product. In Bihar, packaging of tourism service is very poor. One can see that there is no cleanliness in front of the hot spring (Hot Water Kund) in Rajgir. There are many beggars, lepers, and urchins near the hot spring, making it impossible for the tourists to reach the hot spring sight.

Branding

Brand is a word, a mark, symbol, device or a combination thereof used to identify some product or service. The definition clearly focuses on the function employed for the identification. The American Management Association defines Brand name as 'Brand name is a part of a brand consisting of a word, letter, group of words or letters comprising a name which is intended to identify the goods and services of a seller or a group of a seller or a group of sellers and to differentiate them from those of the competitors 'A brand mark is symbol used for the purpose of identification. It can be a mark, design, a distinctive logotype or a colouring scheme, a picture, etc. in other words; it is not a name but a means of identification, e.g. picture of an element in distinct frame used by the Department of Tourist Development Corporation.

The products and services of seller can be branded, that is given a name, term, sign, symbol, or design or same combination - which identifies them and helps the seller's to differentiate them from competitor's offering Branding can add value to the seller's offer and more satisfaction to the buyer. As an example, Bombay Administration has launched a slogan "I Love Mumbai", to attract tourists from various parts of India and as well as from the whole World. Another example are on whole national levels "Mera Bharat Mahan" and "Discover India" in Bihar, till date one can not get such type of branding for promoting its tourist products.

The creation of a brand name to symbolize the organisation's product or service can contribute a number of values. An organisation feels proprietary towards its brand name and therefore normally works hard to ensure the quality and consistency of its service. It wants its brand name to create buyer confidence in its service, and lead to the consumer brand preference, repeat purchase and buyers benefits, because they can identify the various brands, acquire a stock of information about their respective quality, choose the best brand, and stick with it as long as it satisfies them.



Unlocking Value : Navigating Pricing Challenges in Old Bihar's Tourism Market

Price and pricing decisions are of prime importance in marketing. It is the only factor which pays back the money invested and helps the organisation to function. A number of factors influence price, while making pricing decision a firm has to take into consideration:

1. The consumer buying power;
2. The nature of demand;
3. The economic trend;
4. The government regulation; and,
5. The cost.

It is important to keep in mind that in service sector monopolistic situation does not continue for long. Only competition and competitive situation is the reality of the market. Hence the competitive structure is the vital factor in determining the price. In a competitive situation the likely demand, the buying power of the consumers, the cost of supply, the channel of distribution and the promotional strategy have to be analysed and reconciled. They dictate the price and price will determine the other marketing mix too. It needs a cautious decision. Price may erode the revenue where as a high price may reduce the demand. Hence in service marketing pricing decision needs a very cautious step and is of vital importance for marketing.

Price is the value of satisfaction derived from a product or service expressed in terms of money. Price is what a consumer is ready to pay or expected to pay for the utility offered, value delivered as an attribute of the product or service and the satisfaction he expects to get price. Therefore a line between the consumer and the producer of a product or service. Price stabilised mutually advantageous economic relationships between the consumer and the service provider. Price in service sector has a little different connotation in the services. Price tends to be based on benefits and values and other intangibles to the users. The price charged in service signals to the customer that they are likely to receive as:

1. Special pricing considerations also apply to services by virtue of the immediate delivery and the importance of availability. Thus pricing process of services may involve premium pricing at maximum demand;
2. However in services few discounts, deals, rebates may also be provided. The service innovator must always remember that he has to create a market and his initial outlays on promotion will not be recovered until he has established a market for the new service/product. Imitators will be benefited from his investment. Consequently, the innovator will have to set his price keeping this factor in view that his strategy may recover this initial outlay and, in determining the right price and promotion mix, which in turn will maximise long term profits. The innovator has a period when there is no competition but this is a unique case. Generally, the competitive structure of an industry is a vitally important factor in determining the price. In any industry, where there are many organisations selling the same product, competition will have a very little pricing discretion. At the other end of the spectrum, organisation with a monopoly position can determine their own price.

In service sector, price tends to be based on benefits and value and other intangibles to the user which are harder to be compared. Hence in tourism, pricing tour discounts, deals, rebates coupons are given. Even in monopolistic situation pricing in service sector has a different nature; and,

3. Tourism is made up of many segments. Since the tourist population is heterogeneous in character, the response of different segments vary. A low price may erode revenues and create no extra business. This is especially true in the case of off-season travel. Bargain basements do not always work, value of money is key and this means ensuring satisfaction at the destination. Price incentive vary considerably according to the nature of the market. Mass travel to hot beaches will be very price sensitive, since the product will be assumed not to vary with the special offer. Essential travel will be less responsive. So, price is an important weapon in the service marketing, which really is most clearly demonstrated in the travel industry in addressing the problem of seasonality. The decision to drop price is a deliberate one with a clearly demonstrable benefit in tunes of low demand.

4.1 The Term Price

Price may be defined as the value of the product attributed expressed in monetary terms which a consumer pays or is expected to pay in exchange in anticipation of the expected or offered utility. Price is therefore, a link that binds consumers with the company. It helps to establish a mutually advantageous economic relationship and facilitate the transfer of ownership of goods and services from the company to buyers. However, price is not synonymous with value and utility. Value is a quantitative measure of the exchange power of product relative to other product(s), for example, three railway tickets of second class are equal in one ticket of first class. Utility, on the other hand, refer to the consumer need - satisfying attribute of a product usually expressed in qualitative terms. It is also referred to as the consumer's desire ness of a product. Both value and utility concepts are essential in the determination of price. Ricardian way of pricing is determined by the cost of services. Marshal mentioned that price is determined by the interaction of two sets of opposite force i.e. demand and supply at a point where demand and supply both are equal to each other.'

Pricing decision is not so easy. Firstly because price is the only element in marketing mix that products' revenue for selling any price which may brand revenue a host interactive information are needed. Secondly price is an important factor to have information about buyers' behaviour. Thirdly due to modern idea of selling one price for all buyers. Hence pricing decision is a complex phenomena. Pricing decision structure is a highly complex decision structure, with multiple objectives, multiple alternative actions with multiple possible effects.

Through, price is the value of product attributes expressed in monetary terms, say, for example. Rs. 900 - a rent for a room in a luxurious hotel or two rooms in an ordinary hotel. Pricing is the function of determining product value in monetary terms by the marketing management of a company. The managerial tasks involved in the product pricing include establishing the pricing objectives, identifying the price governing factors, ascertaining their relevance and relative importance, determining product service value in monetary terms and formulation of pricing policies and strategies so as to effectively employ price as a strategic instrument in marketing a company's product or service. Pricing, as a marketing function has an important role to play both at the macro-and micro levels. in the economic development of a country, the major contribution of pricing may be decided in allocation and reallocation of scarce resources in venture, which are profitable or commanding. in an economy, resources may be allocated and reallocated by a process of price reduction and increase. For example, when supply of goods exceeds demand, a reduction in price encourages consumption and discourages production leading to the transfer of resources to other profitable ventures. Likewise, when demand exceeds supply an increase in price discourages consumption

and encourages production leading to the transfer of resources from less to more profitable ventures. This transfer of resources from less to more profitable ventures. This transfer process is facilitated by the flexible ventures. This transfer process is facilitated by the flexibility of price, such a competitive system characterised by flexible price leads in principle, to maximum economic efficiency. Price plays a far greater role in the marketing mix of a company and significantly contributes to the effectiveness and success of the marketing strategy. It is the only marketing mix which contributes to earning and thereby profit of an organisation. A recent research study revealed that a very large number of companies (83%) ranked pricing as the most important variable, next only to the products.' which affected the success or failure of the enterprise. Its contributions may be briefly described as follows :

Demand Regulator

Marketing management may regulate demand for its product(s) by employing price as instruments. For example, when there is need for prompting demand, say, on account of surplus production capacity, product price may be reduced; or when there is need for discouraging demand, say on account of hampered input availability, product price may be increased. In developing countries such as India, where marginal value of money is relatively more than developed countries, price is a more potent instrument of regulating demand.

Competitive Weapon

Price is a an important competitive weapon in the marketing armoury of a company. Whenever a competitor launches a promotion campaign, introduces a new product, or reduces its price to enlarge its market share; it is not unusual to find the company being placed in a dis-advantageous position. The company often loses its markets to competitors. In such a situation a deduction in price or a suitable change in the price structure coupled with other strategic moves, considerable helps the company in successfully meeting competitive manoeuvres.'

Profitability Determinant

Price determines the profitability of a company by shaping the level of its sales revenue. Other things being constant, a rise or fall in the price of product(s) bring about a rise or fall in the profitability by increasing sales revenue. It is difficult to imagine a firm, whose profitability is unaffected by the prices is charges. When there are rivals, small changes in price could often result in major changes in profitability.

Important Decision Input

Price serves as an important decision input in a variety of marketing decisions. For example, when product planning or modification programmes are undertaken, the price that the product would fetch relative to the cost provides an important decision base to approve or discard a product idea. "Price should be seen as a design variable in planning for product,as one of several critical performance attributes".

The function of pricing is more important in the companies of the developing countries. On account of the higher marginal value of money, consumer responses to the price change is more tangible and faster, non-price differentiation in terms of branding and promotion is less pronounced and effective than price differentiation. The major issues in consumerism, centre around price levels incompatible with product attributes and rise in prices. All this makes pricing an important managerial function of marketing. Price and price policies are of great importance to the manufacturer, wholesaler, retailer and the consumer in general. That is why considerable attention is given to its determination. A few or a high price may make for the success or failure of a service depending somewhat upon the scale of production. It is, therefore, the duty of the marketing manager to spell out the objectives of pricing before the determines the price itself. Pricing objectives are over all goods that describe the role of price in an organisation in long range plans.

These objectives provide guidance to decision-making or formulating pricing policies, planning, pricing strategies and establishing actual prices. Price is directly related to the objective of the organisation. Hence while setting a price any organisation will have to estimate:

1. Pricing objectives
2. Demand
3. Estimate cost
4. Analyse competitors offer
5. Select a pricing method
6. Setting the final price

Any service producer will have to decide what it wants to achieve through pricing of his services. The general pricing objectives are the following:

General Objectives

- a. Optimisation of profits both short and long term without the former jeopardising the latter. Also optimisation of revenue.
- b. Obtaining a specified rate of return on investment.
- c. Achieving growth and long-term survival of the firm with, if possible, optimal stability of the business.
- d. Minimising risk, especially of substantial loss.
- e. Keeping indebtedness to reasonable limits.
- f. Allowing the company to be in the forefront of its Industry's innovation.

Marketing Objectives

- a. Maintaining/increasing market shares.
- b. Gaining prestige through some form of market leadership.
- c. Matching competitive price unless offering better product, when higher prices may be justified and accepted.
- d. Obtaining the market penetration required of production.
- e. Obtaining early cash recovery according to the demands of the corporate and marketing plans

Factors which Determine Pricing

There are no cook book rules or formula for the management to arrive at an effective pricing decisions. Many interacting forces influence these. Such decisions must be consistent with company's described public image i.e. they should derive directly from the company's objectives. Price strategies should be in conformity with both price policies and pricing objectives. The pricing decisions can be made only on the basis of the company knowledge of its overall marketing environment, viz. the internal factors (such as company objectives, company's brand image, the nature and objectives of the promotional effort, marketing channels and the physical distribution system) and the environmental factors (such as competition, economic climate and government controls/regulations). Both the internal and external factors have been described in detail in the following paras:-

Internal Factors

These are the factors, which can be controlled by a firm to a certain extent. These are: organisational consideration, marketing mix, product differentiation, costs and objectives.

Organisational Factors

It is the top management, which generally has full authority over pricing. The marketing managers role is to administer the pricing programme within the guidelines laid down by the top management. Pricing

activities have such a direct effect on the sales volume a profit that the marketing manager cannot keep himself aloof from pricing policy making and strategy formulation. However, in many companies, some authority is granted to subordinate executives for setting prices, especially, where the pricing policy varies in different markets; of where there numerous products and frequent pricing decisions are required. But it is the top management, which should retain the primary responsibility for determining pricing objectives, policies and strategies.

Marketing Mix

Price is one of the important elements of the marketing mix, and therefore must be co-ordinated with the other three elements viz production, promotion and distribution. In some industries, a firm may use price reduction as a marketing technique; others may raise prices as a deliberate strategy to build a high-prestige product line. In either case, the effort will fail if the price change is not commensurate with the total marketing strategy that it supports.

Product Differentiation

Generally speaking, the more differentiated a product is from competitive products, the greater the leverage the firm has in setting prices, when its product is basically of the same quality as that of its competitors. It may differentiate its own image by building a solid reputation among customers by charging different prices.

Costs

Often cost plays an important part in influencing the marketer in his decision on what prices are realistic in view of the demand and competition in the market.

Objectives

The objectives set for pricing will determine what price should be fixed for a particular product.

External Factors

These are the factors over which the firm has no control and therefore, marketers have to face many difficulties while determining the price of their products. These factors are

Demand

This has a large impact on pricing since demand is affected by such factors as the number and size of competitors what they are charging for similar products the prospective buyers, their capacity and willingness to pay and their preferences, these factors have to be taken into consideration while fixing prices.

Competition

Knowledge of what prices the competitors are changing for a similar product, and thus rising or lowering prices also affects pricing.

Suppliers

The price of a finished product is intimately linked with price of the raw material, cost of introduction etc. Hence, if the suppliers raise the price, the inevitable result is a raise in price by the manufacturer, who ultimately passes it on to the consumers. Scarcity or abundance of the raw material, therefore, determines pricing.

Buyers

The nature and behaviour of consumers and users of a particular product, brand or service do affect pricing, particularly if their number is large.

Economic Conditions

This is a very important factor, for prosperity or depression influence demand to a very great extent, inflationary or deflationary tendencies also affect pricing. To meet shortages or rising prices and decreased demand, several pricing decisions are available. Some of these are:- Price may be boosted to protect profit against rising Price protection system may be linked with the price of delivery to current costs; The emphasis may be shifted from sales volume to profit margin and cost reduction.

Government Regulation

The regulatory pressures and anti-price rise and control measures effectively discourage companies from cornering too large a share of the market or controlling print.

Among the other important factors that affect the general price level are: Pressure for higher wages. competition business productivity buyer resistance, seller resistance, speculation, Govt. policy. Below are given the factors that push up, or push down, prices in the market:

1. Short supply relative to demand
2. An increase in wages
3. Strong competition and competition on the basis of Prices.
4. Weak competition and non-price competition
5. Lack of efficiency in the use of land, labour and capital
6. Buyers eager to acquire ownership is bullish attitude.
7. Sellers holding out for higher prices (a bullish attitude).
8. Widespread speculation based on the belief that prices will rise.
9. The Government's action to increase the supply of money and reduce interest rates.
10. Deficit spending by Govt. especially during periods of inflation.

Basic information Required in Pricing

- a. Data and information of ruling market prices, terms etc. especially prices of major competitors.
- b. Consumer's view on prices, the firm's and competitor's products. Are they sensitive to price changes views on price charged frequently of price changes etc.
- c. Is the market subject to price elasticity of demand?
- d. Cost of supply components of the packages and of distributing information, etc. to enquiries and potential customers.
- e. Change in volume of sales and revenue by markets and tourist generating areas.

Characteristics of Price of Services

In case of products, the term Price is used for all kinds of goods, fruits, cloths, computers, building etc. but in the case of services, different terms are used for different services. Following are some of the pricing terms used for some selected services:

- Terminology Services
- Admission Theatre entry
- Commission Brokerage Service,
- Travel Services
- Fare Transport (Air, Rail, Road, River) Interest Use of money
- Premium Insurance
- Rent Property usage.

- Salary Employee Service
- Tariff Hotel room
- Tuition Education

In determining the prices of services, their one characteristic, which has greater impact, is their perishability and the fact that fluctuations in demand cannot be met through inventory. Hotels and airlines offering lower rates in off season and lower telephone charges for out station calls after office hours are examples of how pricing strategy can be used to offset the perishable characteristic of services.

Another characteristic of services that creates problem in price determination is the high content of the intangible component. The higher the intangibility the more difficult it is to calculate cost and greater the tendency towards non-uniform services, such as fees of doctors, management consultants, lawyers. In such cases, the price may sometimes be settled through negotiation between the buyer and seller. On the other hand, in services such as dry cleaning the tangible component is higher, and the services provided are homogeneous. It is easier to calculate cost on a unit basis and have a uniform pricing policy. In general, the more unique a service the greater the freedom to fix the price at any level. Often the price may be fixed according to the customer's ability to pay. In such cases price may be used as an indicator of quantity. Third characteristic to be kept in mind while determining price is that in many services, the price is subject to regulations, either by the government or by the trade association. Bank charges, electricity and water rates, fare for rail and air transport in India are controlled by the Government. In many other cases, the trade or industry association may regulate price in order to avoid undercutting and maintain quality standards. International airfares are regulated by international agreement of airlines. Shipping conferences may regulate sea freight fares. In all such cases, the producer has no freedom to determine his own price. The two methods which a service organisation even the tourist organisations may use to determine prices are cost-based and market-oriented pricing. In the cost based pricing, the price may be regulated by the government or industry association on the basis of the incurred by the most efficient unit. Such a pricing strategy is effective in restricting entry and aiming at the minimum profit target. The market-oriented pricing may either be competition or customer oriented. In case of competition oriented pricing, the price may be fixed at the level, which the competitor is charging or fixed lower to increase market share. Customer-oriented pricing is varied according to customer's ability to pay.

4.2 The Pricing Tactics for Tourism Services

In determining pricing for the tourism services, the tactics and strategies, established price structure, discounts and trade are to be followed. Thus there must be accord between pricing policy and the profit strategies. They must permit the achievement of the profit targets that have been set by the company. Price and profit are themselves conditioned by product service unit, costs, and customer ability to pay price, their attitude to quality and whether the prices represent good value. The competitive products available and ruling market prices are other influencing factors. The gross profit and revenue generated will determine the price. Following are some basic pricing methods that may be used in Tourism services are :

4.3 Differentials or Flexible Pricing

Differential or flexible pricing is used to reduce the Perishability characteristic of service and iron out the fluctuation in demand. Differential price implies changing different price according to :-

- a. Customer's ability to pay differential (as in professional services of management consultants, lawyers and in tourism service of hotels, airlines).
- b. Price time differential (used in hotels, airlines, telephones where there is the concept of season and off-seasons and peak hours); and

- c. Place differential used in rent of property or fare of airlines seat and railway seat. The price of Executive class of airlines is more expensive than economy class seats or houses in better located colonies command high rent.

Discount Pricing

Discount pricing refers to the practice of offering a commission or discount to intermediaries such as travel agencies, tour operators, advertising agencies for rendering the services. It may be also used as a promotional device to encourage use during low demand time slots or to encourage customers to try a new service (such as an introductory discount).

Diversory Pricing

Diversory pricing refers to a low price, which is quoted for a basic service to attract customers. A restaurant may offer to basic meal at a low price, but which includes no soft drink or sweet dish, Once the customer is attracted because of the initial low price he may be tempted to buy a drink or an ice-cream or and additional dish. Thus he may end up buying more than just the basic meal.

Guaranteed Pricing

Guaranteed pricing refers to pricing strategy in which payments is to be made only refers the result are achieved. Travel agencies charge their commission only after the result are achieved. Travel agencies charge their commission only when the number of target tourists sends to a particular hotel, or a property dealer charges his commission only after the deal is actually transacted.

High price maintenance pricing

High price maintenance pricing strategy is used when the high price is associated with the quality of service. Many supper deluxe 5 stars Hotels follows this pricing strategy.

Loss leader Pricing

Loss leader pricing is one in which an initial low price is charge in the hope of getting more business at subsequently better price. The danger is that the initial low price may become the price for all times to come.

Offset pricing

Offset pricing is quite similar to diversory pricing in which a basic low price is quoted but the extra services are rather highly priced. A hotel may charge a low price for the accommodation, but may charge higher for breakfast, launch, or dinner etc.

Skim Pricing

Starting with a high price, which is reduced as competition intensifies, this policy is used early recovery of all costs and desired total profit is needed.

Penetration Pricing

A price with a lower profit margin than above for the products expected to have a long life.Used when such as product must build a steadily increasing volume of business, to achieve stated market penetration. Price increases are gradually achieved, and deter competition but attract business.

Single price for all

One price charged to everyone. For example, tickets for entrance in any historical places, or historical monument etc.

Price Linking

Price chosen to take into account the relationship between the items in the whole products range and not based on price estimates or individual products (e.g. if on holiday is more attractive than another, the first would have a price that of gives a higher profit than for the second event if the total costs are identical).

Promotional Pricing

This uses a lower price than would normally be the case when, for example, launching a new product or trying to revitalise an ailing one. Consideration must also be given to decisions whether to trade Up Market (higher-priced package for a limited elite of potential customers) or 'down-market' (low-priced packages for the mass market) because a high sales volume is needed for some reasons or to satisfy the demand that would arise? Has it sufficient forward reservations of rooms and transport seats? if supply exceeds demand, should prices be lowered? if demand exceeds supply, could or should price be increased? Is it the company's policy to compete on price, quality or some unique aspect of the packages? Will it be necessary to introduce new products at low price to maintain acceptance of them before raising prices to more normal levels? Are customers sensitive to price and frequent price changes? What is the price elasticity of demand? Are there any political implications? The reaction of competitors must also be estimated. Will they match the new product with one of their? Would their price be higher or lower? If the firm raises or lowers prices of established packages, will competitors follow by marginal increases greater or less than the initiator's? What other responses are possible? What are the possible outcomes of these actions and so on. In the case of a competitor initiating a price change, should the company follow or better the changes? What would be the outcome of any reaction or no reaction? In this instance, it is advisable to identify the reasons for the competitor's action. If they are trying to clear accumulated stock/unsold forward reservation). It may be better to let them do so. This will prevent the ruling market price from being depressed for too long. However, if the price change is likely to be permanent, aimed at altering the price situation in the market, then some response may be necessary. In the case of Bihar Tourism Corporation only cost-plus pricing method is followed (8). It has no competition except in the case of transport being run between Patna and Ranchi and Patna and Hazaribag. There is complete absence of Tour Conductors. The B.S.T.D.C. doesn't change any differential price nor there is any discount and rebate. However in the last financial session special buses are being run in high where fares are a little higher than the fare of the morning trip. In spite of these facts the B.S.T.D.C. is a loss-incurring unit. In fact there is no price for the tourist spots. A very little amount is charged a fee at the entry of Kumhrar the ancient palace place of Maurayas. The officials express that there is no pricing at all. What ever is being charged is decided by the Board of B.S.T.D.C. & approved by the Government of Bihar. Decisions on price depend also on the Bihar Tourism Development objectives for profit return and growth. If they wish to improve the first two, price increase with cost reductions has to be considered. if the firm wishes to increase revenue or market shares, price alteration may be needed, depending on the supply. demand and price/ volume relationships of the market, knowing the purpose of any proposed price change, helps to ease what might otherwise to be a complex and confusing decision.



Igniting Interest: Strategies for Promoting Old Bihar's Hidden Tourism Gems

In tourism, distribution, is concerned with sending information about the products to the customers and also when bookings are made, sending the confirmation to them, etc. Eventually, the final bill, tickets and vouchers have to be dispatched. While computers, sales desk terminals and central reservation system have made this work easier and faster, care must be taken to keep costs to reasonable limits, for whatever standing of efficiency is required. Not only this, the firms must also decide which channels of distribution they will use and their comparative costs.

Will they sell through clubs, trade unions, colleges or sports organizational 9 Where 'middlemen' are used, the firm must decide on the commission to be paid. This must cover all the distributor's cost (staff; wages, rent, lighting, telephone and postage) as well as leave a reasonable profit margin. In the tourism industry the basic commission is around 9 or 10 percent but extra is given if sales exceed specified amounts and so on. Tourist organizations have similar costs, though their postage and telephone bills may be less. However, the cost of printing posters and leaflets distributed free to the trade will be greater.

Factors determining the distribution policy include the location of points of sale, cost of distribution, effectiveness of the marketing effort, the image of the company and consumer motivations regarding tourism products. The target markets selected, where potential customers live and work, will also indicate where the point of sale should be located. Tourism organizations will decide where should be their tourist office abroad and the distribution method to be used according to the amount of tourist traffic to be generated.

The distribution system must be efficient, positive and dynamic. It should endeavor to push the firm's product strongly through the distribution chain and create the right image for product and company. Otherwise, it will not help to create the business nor support other marketing effort efficiently.'

5.1 Location of Tourism Services

The most important decision element in the distribution strategy relative to the issue of location of the service so as to attract the maximum number of consumers (tourists) The inseparability characteristic of services such as those of doctors, teachers, consultants, mechanics, etc. poses a distribution constraint since they are able to serve only a limited and localized market.' The other characteristic of services, which affects the distribution strategy, is the feed location of services such as universities, restaurants, hospitals, which necessitates the customer to go to the service location rather than vice-versa.

The first decisional variable in planning the distribution strategy relative to the location of the services. In deciding where to locate the service, one should raise the following questions so as to arrive at the right decision.

- a. How important is the location of the services to the customers? Will an inconvenient location lead to purchase being postponed or being over by a competitor? The answer is 'yes' in case of the services such as dry cleaning, fast food outlets where convenience is the most critical factor.

The doctors, the hotels and beauty parlours, where the customer's involvement with the provider of the service is very high and the decision is made on the basis of reputation, competence and past experience, 'no' in case of the services provide the answer.

- b. Is the service, technology - based or people - based? How does the technology or people factor affect the choice of locations? How flexible is the service?
- c. How important are complementary services to the location decision? Can locating services where complementary products or services already exist increase the clientele? Model located next a hotel is examples of complementary location decision.

Intermediaries for Services

Another decisional variable in the distribution is whether to sell directly to the customer or through intermediaries. In case of the services, which are inseparable from the performer, direct sale is the only possible way of reaching the consumer.' In case of other services such as hotel, airlines, property, life insurance, they may operate through middlemen. Following formal provides some illustrative list of the intermediaries, who sell services;

Typical Intermediaries for Services

Services	Intermediaries
Hotel	Travel Agents, tour operators, Airlines
Airlines	Travel agents, hotels
Life Insurance	Agents
Shares	Stockbroker
Employment	Employment agencies
Financial services	Bank, Financial institutions
Products	Wholesalers, Stockists, Retailers, etc.

Since the topic is concerned with tourism, therefore, the main concentration of the study is on the intermediaries of tourism. Here discussion is centered on full detail about the channels of distribution of the tourism products.

Tourism demand is met by the concentrated marketing effort of a wide range of tourist services. Together these services form the world's largest and fastest growing industry. Because some of these services are crucial to the generation and satisfaction of tourist's needs, while others play only a peripheral or supportive role, it is not easy to determine what constitutes the 'tourism industry' Further, some services, such as catering and transport, provide for the needs of others besides tourists, some simplification is necessary.

The term 'Channel of Distribution' is used to describe the methods by which a product or service is distributed from its manufacturing sources to its final consumers.' Traditionally, this is achieved through the intercession of a number of middlemen who buy the products and sell them to other links in the channel. The middlemen may be wholesalers, buying large quantities to others, or they may be retailers, representing the penultimate link in the channel, buying from the wholesaler and selling to the consumer.

A producer, of course, is not obliged to sell his products through the channel. He may choose to sell directly to the consumers or directly to the retailers, thus, avoiding the Wholesalers. Wholesalers, in turn, sometimes sell products directly to the consumers, avoiding the use of a formal retailing outlet. These alternatives are illustrated in figure above and all these methods are to be found in the tourism industry.

As seen earlier, the tourism product consists essentially of transport, accommodation and attractions, both natural and man-made. The producers of these services include air, sea, road and rail carriers, hotel and other forms of tourist accommodation, and the various man-made facilities designed to attract the tourists including stately homes and other buildings, catering facilities, amusement parks and activity centers such as asking resorts. These services may be distributed in a variety of ways to the tourists, either directly or through the travel agents or through tour operator or brokers.

Broker

Brokers are most actively involved in the distribution system in the field of air transport and railway, although they may also bulk-purchase hotel accommodation or certain other services. By purchasing these products in quantity they are able to negotiate lower prices and in turn sell individual air seats or railway seats or hotel rooms to the consumers or the travel agents at a markup that allow them an acceptable level of profit.

Tour Operator

Tour operators buy a range of tourist products in bulk like airlines, hotel accommodation and coach transfers, for example, and 'Package' these for the subsequent sale to the travel agents or to the consumers directly. By buying a number of individual items of tourist services and packaging them into a single product - the 'Package Holiday' - tour operators are seen by some theorists as producer of a new product rather than wholesalers of existing products. This is an important as well as a debatable point. But their role is rather one of 'Bulk Purchaser' of tourism products and they are better described as middlemen. This especially true as recent developments in the industry have led to tour operators selling 'Seat Only' aircraft flights to top up their load factors. Here the function of tour operator and broker becomes increasingly indivisible.

Travel Agent

Travel agents are the retail sectors of the distribution channel. Buying travel services at the request of their clients and providing a convenient network of sales outlets catering for the needs of a local catchments area. They do not normally charge for their services, receiving instead a commission from the principals for each sale they negotiate.

A wide variety of support services interact with this central distribution system. For convenience these can be divided between public sector organizations (those are directly controlled or operated by national or State Government) and private sector organization. The former include the various public tourism organization in India. Government operated airports and seaports and their support services, passport and visa services, and public authority, educational institutions providing courses of education and training for the tourism industry. The private sector include guiding services, travel insurance and finance services (including foreign exchange and travel credit cards), the travel trade newspapers and journals, institutions providing private courses of education and training for the tourism industry guide and time-table publishers and various specialized marketing services such as travel consultants and brochure design agencies.

5.2 Distribution Strategies

Traditionally, most services have been sold directly from the purchaser to the consumer. No middlemen are used when the service cannot be separated from the seller or when the service is created and marketed simultaneously. For example, public utilities, medical care and repair services are typically sold without middlemen, not using middlemen does limit the services the geographic markets that service sellers can reach. But it also enables the sellers to personalize their services and to get quick and detailed customers feedback.

The only other frequently used channel includes one - agent middlemen. Some type of agent or broker is often used in marketing of tourism, securities, entertainment and housing rentals. Sometimes dealers are trained in the production of the services and they are franchised or leased to sell it, as is the case with the Holiday Inn Hotels or Shehnaz Beauty Parlour, etc.

In the recent years, some firms have realized that the service characteristic of inseparability is not an automatic. A service marketer can broaden its distribution considerably. This can be cited by some

examples, starting point and location of the tourist destination. The location of the service seller, or the seller's agent, should be conveniently accessible to maximum customer traffic because many services cannot be delivered to the customers. Many motels, hotels, and restaurants have gone out of business when a new highway bypassed their location, thus, drawing away the customer traffic. On the other hand, banks have increased their business by setting up teller's windows accessible to driven-in customers and setting up 24-hour mechanical depositories.

The use of intermediaries in another way to broaden the distribution. Some banks have arranged for companies to deposit employee's pay cheques directly into their bank accounts. The employer thus becomes an intermediary in distributing the bank's service. Hotels have expanded their distribution by setting up vending machines in the airports.

The characteristics of intangibility means that physical distribution problems are basically eliminated for many service producers for example, other than supportive suppliers, accountants have no physical inventory to store or hand, however, not all services producers are free from physical distribution problems. A chain of equipment rental stores would likely transfer items among its store and therefore have to contend with inventory problems.

Certainly, when supportive supplies accounts for significant amounts of money, as is the case of hotel supplies, service seller should consider using some of the modern techniques developed in the physical distribution management. Franchising, leasing, service integration and similar operation research techniques are just as applicable in the service marketing channels as in the product marketing.

Leasing

India has witnessed a boom in the leasing business since 1982. Leasing or rental offers an easy solution for the companies, which want to expand and diversity, but do not have the necessary resources to buy the required plant and machinery. Leasing offers these firms use of equipments, machines and buildings on the basis of a rental rather than outright purchase, Leasing is also available for buying cars an other consumer durables.

This trend is now also becoming popular in services. Today one can find the concept of time-sharing for holiday resorts. By making a one-time payment or paying an annual rental any one can become eligible to use accommodation facilities for a holiday in the place of his choice. Some holiday resort companies offer, the facility forever while others offer it for a limited time duration. Sterling Resorts, MS Resorts Punjab Tourism Resorts and Dalmia Resorts are some of the companies, which offers these services. Sometime Air India takes plane on lease basis from another airlines for a specified period.

Franchising

The recent trend and in distribution of services is that of franchising. Franchising is the granting of right to another persons or institutions to exploit a trade name, a trademark or a product in return for a lump-sum payment or a royalty. Companies have paid to use 'Appu' the elephant that was used as the Mascot for New Delhi Asian Games in 1982 to promote their products. This is an example of franchising in which companies have sought to increase their sale or enhance their image by associating with a well-known international event or personality.

The other variation of this kind of franchising is when companies pay for the use of the phrase 'official suppliers' Franchising is also widely used in the services where some kind of homogeneity is possible as in the case of restaurants, beauty saloons, health clubs, etc. International hotel chains such as Holiday Inn - Sheraton, Inter - continental have expanded world wide using this franchising strategy.

In India, in more recent years, franchising has been more widely in the hotel industry. In this, the franchiser (vendor) supplies the franchisee (buyer) with developed product having an established image, being known to a large proportion of a potential users and having been well advertised. Ashok Radisson is perhaps the best and latest example of such system. With hotels the franchisee has to use the established logo of the franchiser, adhere to various critical dimensional standards (size of bedrooms, size and number of public rooms, etc.) the facilities provided (car parking, room and other services), the facilities provided the standard of furnishing and doctors and so on. All these help of identify the franchised hotel with its 'Parent' organization.

Usually an initial capital sum has to be provided by the franchisee. Sometimes a sale-and leaseback arrangement may be used. There is also an operating royalty payment to be made annually based on the occupancy rate achieved with a certain base occupancy specified (that is the franchisee has minimum royalty payment to make). The last is meant to ensure that the franchise has an incentive to optimize the marketing effort to sell the accommodation. There are other variations to the franchising agreement.

The benefits to the franchise holder include limiting the capital outlay needed since both parties contribute to this cost. Then there is an advantage of having a known name and the co-operative or linked advertising that is usual. In some cases, there can be some central purchasing arrangement for consumables. In most of the cases, there is also the common use of a computerized, centralized reservation system.

In the day-to-day operations the franchisee has reasonable independence provided nothing is done. That may be detrimental to the name. Occasional checks are made by the franchiser to ensure that the range of services, standard and quality are up to those of the franchised name.

For a successful conducting of franchising, it is essential that franchisee should take into account certain considerations, such as:

1. How long the franchiser has been in business?
2. How strong is his financial position?
3. How he selects his franchisees?
4. Is the area well defined, and does it allow for growth?
5. Is it large enough to support expected sales?
6. Are other of the firms franchise operations distant enough so that they do not compete?
7. Is the franchise renewable?
8. Is it possible to sell or transfer the franchise?
9. Is there a clause for termination?
10. Does the contract require the purchase of company products?
11. Does it allow the return of unsaleable merchandise?
12. Can the franchisee have outside business interests?
13. Is there a quota set on sales?
14. Is the contract beneficial for both the parties?
15. Are all financial arrangements clearly listed, and are there amounts for payment of fees, royalty and promotion fixed?

The franchisee should also

1. Make reference check from the financial institutions
2. Make inquiries about the product, concerning its quality, reasonable appeal, exclusiveness, competitiveness, and effectiveness in bringing in repeat customers.

3. Having enough capital to buy the franchise.
4. Be capable of taking supervision work.
5. Consult the professionals and seek their guidance in legal matters.
6. Take risk in invest sufficient time.

Service Integration

Recent times have also witnessed the growth of integrated service system in tourism industry. Hotels may also offer local tours. India Tourism Development Corporation (ITDC) which offers to its clients conducted tours to important tourist sports besides the hotel facility is doing this. This facility is offered under the name of Ashok Travels and Tours - Hotel chains such Taj, Oberoi, Welcome groups etc. also offer the facility of making reservations in any of their associate hotels in the chain. Travel agencies offer 'Package tour' in which they take care of all formalities such as visa, foreign exchange, reservations, local travels etc.

A notable feature of the industry over recent years has been the process of integration that has taken place within, and between the sectors of the industry. If one refers to the model of the channel of distribution, one can identify this integration as being either horizontal or vertical in character. Horizontal integration is that take place at any one level in the channel while vertical integration describes the process of linking together organizations at different levels of the channel.

All business is highly competitive and the tourism industry is no exception to this rule. Such competition, often encouraged by the government policy of the day, has been evident in the industry ever since the development of mass-market tourism after independence. Competition forces companies to seek ways to become more efficient and integration offers significant advantages, not least that of benefiting from economics of scale. This can be done by producing and selling more of a product that company reduces the unit cost of each product, since the fixed costs incurred are spread over an increasing number of units, whether these be hotel bedrooms, aircrafts seats or package holidays. The saving achieved can, thus, be passed on to passengers in the form of lower price.

Most companies, asked to identify their organizational goals, would cite market expansion as a major objective. Growth in competitive environment is a means to survival, and history testifies to the fact that few companies survive by standing still. Integration is a means to growth by enabling a company to increase its market share and simultaneously reduce the level of competition it faces.

Perhaps, the greatest benefit offered by integration, through is the negotiating power that the larger company achieves in its dealing with other organization. By expanding the scope of its operation in this way the tour operator secure purchasing power in negotiating for low prices for hotel rooms or aircrafts seats; it ensure that handling companies at the destinations to which its tourist fly are eager for the company's business and will provide attractive quotations in order to secure that business. It also reduces the operational risks in its business by ensuring that where holiday makers may be at risk in a resort due to the hotel's tendency to over-look its guests, it will be the rival clients rather than its own who are turned away. Similarly, hotel uniting in larger groups will be able to negotiate better deals through their suppliers for the bulk purchase of, for example food and drink, and airlines will bring more bargaining strength to the negotiating table in their dealing with foreign governments for landing rights or new routes.

In addition to these board benefits offered by integration generally, there are other advantages specific to horizontal or vertical integration, which will now be examined in turn.

Horizontal Integration

Horizontal integration can take several forms. One form would be the integration resulting from a merger between the two companies, offering competitive products. Two hotels may merge, for example, or two airlines competing on similar routes may unite. Such mergers may result from the takeover of one company by another or it may be a voluntary union between two consenting companies. If the association is a voluntary one, however, it need not entail the total ownership; arrangement can be made to maintain individual identity while uniting in the form of a consortium an affiliation of independent companies working together to achieve a common aim. For example, a Marketing Consortium may be formed to derive the benefits of economies of scale in the marketing effort through, for example, the publication of a joint sales brochure. Alternatively, a common interest may be the purchase of bulk supplies at discounts prices.

A second form of integration occurs between companies offering complementary rather than competitive products. Tourism, as has even seen, is defined as the travel and stay of people. Close links therefore, form between the accommodation and transport sectors, which are independent for their customers. Without hotel bedrooms available at their destination airlines passengers are unlikely to be prepared to book their airlines seat with the air carriers. Recognition of this fact has led many airlines to buy into or form hotel divisions, especially in those regions of high tourist demand where bed shortages are commonly experienced. This trend was given impetus when the 'Jumbo Jet' era arrived at the beginning of the 1970s and the airlines realized the consequences of operating aircrafts with As with the linking of complementary services in horizontal integration, many companies are concerned to ensure the continuation of their supplies. A travel agency dependent upon a continuing supply of aircraft seats and facing competition on an international scale for such supplies, can best ensure their provision through direct control i.e. by Buying backwards into the airline sector, as did Swan Travels with That Airways? It has to be borne in mind, that Swan is in turn a part of a much larger organization whose interests extend far beyond the tourism industry and whose capital reserves are substantial for an investment of this kind of many other travel agencies have followed this pattern, either by integrating backwards or by starting, their own airline division.

Such integration offers the added advantages of improved quality control Ensuring that standards are uniform, consistent and of the required quality is no easy matter where the product is composed of diverse, disparate services, as in tourism. Clearly, the task is greatly facilitated, where such services come under the management of a single parent company.

In the long run some danger is posed to the travel agents themselves by the process of vertical integration into the retailing sector. Airlines or tour operators opening their own retail outlets may be competitive pricing or rather marketing strategies, be able to attract the market to these outlets rather than the traditional agencies. A possible counter move on the last of travel agents would be to form consortia to operate and sell exclusively their own package tour.



Destination Discovery: Enhancing Hospitality Marketing through Places

To achieve maximum impact in the market all marketing activities should be closely knitted. Promotion is one of the elements of the marketing mix. It is an important tool for marketing. The promotion element of the service marketing mix forms a vital role in helping positioning of the services to customers. Promotion adds significance to services; it can also add tangibility and help the customer better evaluation of the service offer. Almost every organisation adopts multidimensional communication tools for promotion of their product or service, e.g. advertising sales incentive programmes and public relations to create awareness about the services to attract buyers and develop an image of the organisation.' Such communication to prospective buyers is known as promotion. It comprises creation and distribution of the message of the tourist product. For the purpose, various media's are used such as advertisements, films, brochures, leaflets, posters, personal selling, publication etc. The message is communicated through different channels such as press, cinema, radio, T.V., word of mouth and direct mail to actual and potential target groups for which help and co-operation of the tour operators and airlines is also solicited, as the consumers are in direct touch with them.

In the past, the principal function of a tourist organisation or a tourist enterprise was to disseminate information on the tourist attraction of a destination or the services available to people, who sought this information. However, today market for the services has changed. Hence it has become, more market-oriented. Marketing executives need detailed and intimate, information about potential tourists. Tourist promotion approach is no longer instinctive approach or guesswork. It is a part of a complete tourist marketing plan decided by an enterprise of the organisation concerned. An example of channel promotion will be the offering of prize to the travel agent or sales person, who sells more than a certain number of rooms of a hotel.

6.1 The Aims of Promotion

Basically, promotion includes all aspects of the marketing mix designed to communicate and influence target markets. In general promotion has four aims -to inform, to persuade, to remind and to reinforce.²

Informing

Promotion conveys some kinds of information about the product, availability, features, names, use-in-short, and what functional and psychological needs the product is designed to satisfy. A television commercial for a video cassette recorder (VCR) tells the viewer that the machine will record while the buyer is away from house and that it can be operated by a remote control device. It may inform the tourist spots, which can give useful satisfaction.

Persuading

In addition to informing, promotion attempts to persuade the audience to move towards some action i.e. visit to the places of tourist. When sales representative for vacuum cleaner points out the features of the machine to potential buyers and emphasises low economically and easily it operates, they are trying to

persuade the person to buy the vacuum cleaner. Similarly a tour operator convinces the tourist to visit the place of their interest & what will be the benefits of visit.

Reminding

The third aim of promotion is to remind consumers that a product is still available. Reminder promotion is often used for product on the later stages of their life cycle to offset competition from newer product. The Times of India Publications has used to advertise its newspapers as part of a promotional effort to remind consumers that us papers have been 'India's No. One and favourite'. The BSTDC through its leaflets reminds the target group about the ancient culture and glory of Bihar the place of religious importance.

Reinforce

Promotion reinforces consumer's satisfaction after a purchase is made. Much of the advertising for automobiles is designed to strengthen the satisfaction of car, and scooter or motor cycle buyers who are recovering from 'Sticker shock' and thus reinforces their pride in owning a new Maruti, Vespa or Hero Honda. The automobile manufacturers are taking the long view. They want new owners to feel and talk favourably about their purchase. When car buying time rolls around again, these reinforced customers will be more likely to drive back to their previous dealers. The tourism industry also advertises the places in a way to strengthen the satisfaction of visit and the new creative way to approach them and force them to visit again.

6.2 Promotion and Other Components of the Marketing Mix

Promotion is designed to communicate directly and indirectly through words, images, sounds, and incentives. But product, price and even location convey important ideas. For example, the elegant simplicity of a Titan watch signals an image of quality to an affluent market. A Topaz blade, priced out under a rupee, suggests a bargain. The place of sale also tells consumers something, whereas Titan limits its distribution to exclusive outlets, Topaz blade may be picked up in almost any ordinary shop or any departmental store.

All four components of the marketing mix communicate to inspire action by consumers and intermediaries and to provide them with functional and psychological satisfactions. One of the marketing mix is the promotion. Promotions of services encompass a number of areas. The areas known as communication mix or promotion mix include the following elements:

- Advertising
- Personal Selling
- Sales Promotion
- Public Relations
- Word of Mouth
- Direct Mail

Communicating through personal selling, advertising, sales promotion and publicity, most promotion campaigns use these four methods to some degree.

Personal Selling

Personal selling includes all promotional efforts made by the organisation directly to reach individual, or groups of individuals, on a personal basis. This form of promotion embraces the full spectrum of human interaction from a team of highly trained personnel explaining the benefits of the services. Services involve personal interaction between the service provider and the customer. Service being provided by a person, people become part of the service product. Many customers of services have a close and ongoing relation with the service provider. Hence, selling has a vital role in the communication mix of services. Personal selling efforts must be co-ordinated with advertising display and other promotional efforts to achieve the desired result.

Advertising

Advertising is the most significant and visible element of the promotion component. Advertising is the main form of communication used by service firms. The role of advertising in services is to create awareness about the services, to add to customer's knowledge of the services and to help customers to buy.

Sales Promotion

Sales Promotion is an important tool to encourage sales. Sales Promotion is short-term incentive to encourage purchase of a product or service. It consists of a variety of promotion tools designed to stimulate earlier and/or stronger market response. A number of activities can be undertaken which aim at providing incentives to encourage sales. They include samples, coupons, money refund, price off, premiums, contests, Tourism services even package tour can be considered as a sales promotion tool.

Publicity

Publicity is a form of promotion composed of news-worthy messages sent through the media on a non-period basis. It typically aims at a broader public than would be targeted in an advertising campaign. Like advertising, the media transmits publicity, but its subject does not control it as easily as advertising. Although publicity is considered to be a 'free' because the media are not paid, costs are incurred by marketers.

Fundamental Differences between Designing Promotion of Services and Consumer Products

The promotional strategies for services follow many of the same prescriptions as those for products. However, the unique characteristics of services pose challenges for the service marketers. In fact the major differences between the product and services in designing promotion package can be studied under the following heads:

Communication with employees

Personnel are critical to many people based service businesses, like tourism. They can have a profound impact on the customer's satisfaction with the service. Internal communication with the employees accomplish the following:

- Promotes an understanding of the firm's mission and customer service benefit.
- Influences employees about how the service is to be provided.
- Motivates employees to perform.
- Defines management's expectations from them.

Delta Airlines campaign (1987) focuses on 'we live to fly'. The copy includes employees and shows situations in which employees take extra steps to assist customers. Even though it was ostensibly meant for customer, it was also clearly aims at Delta personnel. The ad helps defining management' perceptions and expectations of employees. Operating personnel and operations are generally inseparable. This means that personnel engaged in services if properly developed can play key role in selling and marketing. Hence, people should be equipped with the skill of dealing with customers. People re emotive therefore they must also be motivated to adopt a behaviour which satisfies the customers and motivates the use of service again. Now-a-days "People Power" is being emphasised more.

Word of Mouth

One of the distinctive features of promotion in service business is the greater importance of referral and word of mouth communication.

Service purchases are frequently considered to be riskier than the product purchases, because it is very difficult for buyers to evaluate quality and value. As a result, buyers are more apt to be influenced by the colleagues, peers and other professionals who have had experience in purchasing and using the service. The word of mouth can have a more important impact than other mass or personal communication mix

elements in a number of service business including Tourism services. Promotion must concentrate on the dominant role of personal influence in the buying process and build on word-of-mouth communication. Donald Coweel suggests that this can be done by:

- Persuading satisfied customers to inform others of their satisfaction.
- Developing materials that customers can pass on to non-customers.
- Targeting ad-campaign on opinion leaders.
- Encouraging potential Customers to talk to existing customers.

Service marketers can capitalise on the satisfaction of current customers and word-of-mouth promotion by featuring customers and their comments in non-personal advertising. In their promotional brochures Travel Corporation of India a leading tour operator of India, feature pictures of famous sportsmen like, Vivian Richards, Sunil Gavaskar, Ben Johnson etc. at the important tourist spots. Gronroos has outlined a communication pattern that illustrates the role of word of mouth and referrals have to play e.g. expectations/purchase, interaction, experiences are communicated by the word of mouth.

Developing Tangible Clauses

In service, promotion attempts should be made to translate the image of a tangible attributes of a service into something more concrete. In service marketing, this is accomplished by showing pictures of building equipments and personnel. For example, the advertisement of 'Siddhartha Continental Hotel' New Delhi, shows its building, its swimming pool, its lobby and personnel. The advertisement of Nalanda and Rajgir shows the building of ancient Nalanda University and the Buddha's temple. In fact tangible elements within the product surround can be used to provide tangible clauses.

6.3 Communications in Tourism Promotion

Any business unit has necessarily to publicise its product/service to the customers. Tourism industry is no exception. Perhaps the need for publicity and promotion is much more in its case because of certain peculiar feature of the tourism product and the customers. Some of such features are referred as:

1. Tourism is a service industry and 'a service is more than just service, it is a combination of facilities, location, price and sales promotion. Before buying, the customer has certain expectations, many of which are based on intangible qualities such as atmosphere and image. The customer faces a high degree of involvement and uncertainty concerning the product itself and his own role in the buying process. The implication of this for marketing decisions pose-fascinating problems'. Hence correct and complete information of the product must be given to the market.
2. The customer has to come in person to the place of service, as per the tourism products are non-transportable.
3. The 'consumers' are spatially distributed and have different cultural, economic and social backgrounds. As such the need for wide and different measures of promotion and publicity is all the more great. This means that there is the need for creating a favourable climate towards a tourism destination.
4. The tourism industry is becoming increasingly competitive. Even the countries behind the iron curtain, like China and Russia have encouraged tourists to their countries in recent years. To meet the competition, naturally effective promotion and publicity are very essential. "The tourist offer must be 'packaged' and 'marketed' unless it can appeal to the needs of the modern tourists in competition with other locations, it may never achieve success. In this respect a good deal of promotional activity is necessary to attract tourists.
5. Tourism industry produces a service the consumption of which is not an absolute necessity. It could be postponed and even avoided. Further, this service cannot be advertised through samples or through demonstrations as in the case of other tangible products.

The above factors amply demonstrate the special need for result oriented communication in the tourism industry. In tourism marketing, the 'communication' mix consists of advertising, sales promotions, public relations, personal selling, merchandising and packaging. The last two activities are often considered to be the parts of a sales promotion. They are highly specialised functions involving special skills. The first three items are also known as 'Promotional activities'.

The combination of these six techniques is known as the communication mix because in their various specialist ways they are involved in communicating information to potential customers. Their aim is to provide people with sufficient relevant information to prompt them to take positive action by making enquiries, placing orders and doing purchases. Other factors, which influence their purchase decision process, are prices, net discretionary income available at their disposal and the political and economic conditions of the home countries.

Classes of Information Required

The prime purpose of any communication programme is to provide market information. Hence, such promotion programmes should first of all determine the classes of information required by the customers. A prospective tourist requires information of many types. If he happens to be a 'first-time' visitor and is totally unaware of the destination, his information needs are many and divers. Generally, he would like to have information on the tourist attractions - their importance, history, the climate conditions, the availability of accommodation of his choice, transportation facilities, catering and restaurant facilities, varieties of entertainment and recreational places/facilities, customs and immigration formalities, internal travel facilities, the law' of the land and such related matters. The different information listed above may appear simple and too obvious; yet from the point of view of the tourist, these are all vital. Provision of these information is the prime responsibility of the tourism organisations. These information give some tangible clue to the intangible services of the Tourism.

Timing of Communication

The decision process for holidays usually spans a few months even when consumers are deliberately making last minute bookings. So the activities of communication mix must be timed to create awareness of the "package offer", perhaps making potential customers to discover their need for a specific, especially unusual holidays before they have made their decisions about their vacations. The promotional activities should also continue for a period of highest interest and desire for a holiday. This ensures that the operator and travel agent will achieve their target market shares.

In India the information-gathering stage for a summer holiday (for Himachal Pradesh, Jammu & Kashmir, Nainital, Darjeeling) is usually from January to early March. For winter holidays (For Goa) it is about from October to December. This is the period when tourists come to Bihar. This is when information is sought from tour operators and travel agents on what is available, the possible resorts and the accommodation, scenery, attractions and weather a tourist would encounter. Consumers will then spend several weeks as a rule, considering the detail and having family discussions as what they should do. Thus all travel-buying decision are more complex than generally imagined. This is why the intended communication mix and the whole marketing operation needs to be carefully planned and timed for a successful tourism development programme.

In respect of communication of tourism product, Bihar State is lagging behind compared to other states of India. Here there is no proper timing of tourism communication. Bihar tourism used to advertise for Sonapur fair only few days before the start of the fair. Further these advertisements are neither on state level media nor on national level media. Rajgir is a very good place for winter but due to the lack of proper promotional activities, this place is unable to attract tourists in winter. During the course of present study, a survey of 600 tourists was made in the cities of Delhi, Chandigarh and Varanasi for collecting the major

sources of communication through which they came to know about various tourist products of Bihar. Out of which 80 responded from this study, a startling revelation came which can be ascertained from the following table 6.1.

Table 6.1

Sources On Communication for Tourists to Visit Tourist products of Bihar

S.N.	Different Sources Magazine	No. of Resp. Newspapers	Percentage
1.	Magazine & Newspaper	288	60%
2.	Friends & Relatives	160	33%
3.	Tourist Brochures	30	12.3%
4.	Travel agents	5	1.42%
5.	Bihar Govt. Tourist Office	0	0
6.	Govt. of India Tourist Office	0	0

From the above table it is evident that 388 out of 400 respondents who constitute 60% of the total sample are dependent for information from newspaper and magazine. Next come friends and relatives who constitute 33% as sources of communication. Tourist brochures as source of information cover only 12.3 of the total sample. The Travel agents secured only 1.42%. Finally, both the central and state government tourism agencies as sources of information scored surprisingly zero.

Similarly from the table below information regarding the choice of season to visit Bihar, out of 480 respondents of the cities of New Delhi, Varanasi and Chandigarh has been found.

Table 6.2

Season to Visit Bihar

S.N.	Season	Respondent	Percentage
1.	March-June (Sumer)	48	10%
2.	July-September	10	2%
3.	October-March (Autumn-Springer)	336	70%
4.	As per convenience	86	18%

An important finding of the observation in table vi. ii above is that almost 70% of the respondents have given their choice of the best time to visit Bihar is that of October to March. Unfortunately, during the period hardly any advertisement or any other promotional campaign is launched by the Bihar State Tourism Development Corporation to attract tourists, both domestic or international, to its various tourist destinations.

6.4 Designing Effective Advertising Programme

"Wherever we turn, advertising will be forcibly thrust on us in an intensive orgy of abrasive sound and sight, all to induce us to do something we might not ordinarily do or do it differently. This massive and persistent effort creates more commercial noise into the same, strained 24 hours of the day".

The reason for the heavy thrust of advertisement which people experience is quite simple to communicate, inform and persuade them to buy some goods or services, which has been advertised. It is a basic fact about marketing life that event when a product is designed as per the consumer's specifications and sold at a reasonable price, it would not be successfully marketed unless customers are informed about its availability and usage.

Advertising is the art of influencing human action; the awakening of the desire to possess the product. It is a mass persuasion and it is any form of publicity given to products or services at the expense of the person who wants such publicity to bring his products and services to the notice of the general public.

Advertisement is an important medium through which producers communicate to the customers about their product or services. But mere communication is not enough, for it often fails to yield the desired results. Therefore, many research techniques are available to help designing effective advertising programmes in terms of media, message and timing. But even with the benefit of research the marketer needs to make a number of following basic decisions in tourism:-

1. What is the objective?
2. Over what time-scale are the objectives to be achieved?
3. What is the target audience?
4. Should it be a national, international or regional campaign?
5. If international, should it be global or separate campaigns each geared to individual markets?
6. What is the part, which is planned for advertising in the marketing mix?
7. How much money is needed to achieve the objectives?
8. What is the copy theme and image to be?
9. Which media should be used?
10. What is the optimum timing?
11. Whether to advertise or not.

If the answers are properly analysed the tourism corporation has to decide the advertising goal. The determination of advertising goal is most important requirement for effective advertising.

Some of the important advertising goals are--

1. Exposure;
2. Create awareness and influence the attitude of consumers; and,
3. And getting a resultant desired behaviour. Thus the advertising manager tells potential customers the existence of the product or service and benefits that should accrue from its possession or use; reminds customers of its continued existence to obtain repeat business; and, seeks to regain lost customers, who may have switched to other suppliers for rational or irrational reasons, and to gain new accounts.

For tourism, advertising is aimed at the public to create awareness of the travel offers available or a resort and its attractions to influence their buying decisions. Advertisements may be classified in the following manner.

Table 6.3

Classification of Advertising

By Appeal	Factual Emotional
By Content	Product advertising Institutional advertising
By Demand Influence	Primary (main) product level selective brand level.
By Geographical spread	International
	National
	Regional
	Local

By Appeal	Factual Emotional
By Content	Product advertising Institutional advertising
By Intended Effect	Direct action
	Delayed action
By Sponsor	Tour operator manufacturer/wholesaler) Travel agent (retailer) other jointly by two sponsors.
By Target market	whichever social group, package tour vacations, independent traveller, business traveller, purpose of travel (vocational etc.).

Table 6.4

Common Purpose of Advertisement

Announce	
Location of stockists	To support dealers and encourage selling out of stock.
New product/service	announcing new brand, insurance, holidays packages etc.
New Pack	Pack identification at points of sale is important modification to product or service to revive sales.
Price changes	To keep customers fully informed,
Assist	
The Sales Force	By providing back-up support of their effort.
The Stockists	Critical when dealing with super markets and chain stores to get dealer support, helps stockists to move goods down the line, persuades them to hold stocks.
Attract	
Enquiries	So as not to miss any opportunity.
New Business	To expand markets and increases profit.
Return of lost accounts	To reverse negative sales trends.
Challenge	
Competition	To hold market shares etc. to reduce impact of new/substitute products etc.
Evaluate	
Travel Agents	to explain anything that needs it
Expand	
Markets to new buyers	To ensure full exploitation of all opportunities for a product/service.
Travel Agent networks	Find new travel agents to improve market coverage.
Direct sales	To reduce distribution costs and increase market shares.
Make	
Special offers	To counter competition, off-peak demand to increase sales, launch new product
Maintain	
Sales	To hold market shares etc. (usually by reminding customers about the product).
Test	
A market	Checking responses before a national launch.
A medium	For effectiveness, readership etc.

Selecting the right media for a target market is an important factor, if the campaign is to be successful. It can not be left to eager amateurs. The assistance and advice of experts (from advertising agencies) are necessary. The media available in India and also Bihar State are listed below, which also defines two phrases often used, 'above-the line' and 'below the line' advertising.

Media Available in Bihar

- a. Newspaper: National/Regional/Local, Weekdays and Sunday
- b. Technical Press: Technical Magazines and Newspapers
- c. Magazines: it is Of general interest to readers, (e.g. Women's magazines etc.) and special interest (e.g. sports, recreation, house and furnishing, hobbies etc.)
- d. Commercial television
- e. Commercial Radio
- f. Poster sites: Outdoors generally at transport depot, railways station etc.
- g. Display Card: On transport (e.g. in trains, buses) in hotels and restaurants.
- h. Cinema and Theatres: In programmes and displays during intervals or before the beginning of the show.
- i. Direct Mail: Following lists the major points to be considered when selecting media.
 - a. **Circulation:** Normally means the audited net sale per issue, i.e. the number of copies sold. Advertising rates vary according to audited net sales. Usually the number of free copies distributed has been subtracted from the total copies issued.
 - b. **Readership:** The total number of people who see or read the publication, which is usually greater than the number of purchases, i.e. the circulation. This is the better figure to work when considering the media to use and the cost effectiveness of advertisement.
 - c. **Profile:** This refers to the proportional breakdown of the readership by social or income groups. Useful when matching selection to market segments.
 - d. **Primary of Support Media:** Refers to whether the media gives an initial powerful impact by reason of its coverage etc. (e.g. The Economist, Leading Women's magazines, Radio times, Sunday papers etc. or plays a supporting or secondary role (e.g. local press, direct mail, window bills and displays etc.)
 - e. **Product Life Cycle:** The stage a product has reached in its life cycle can also be a guide to the media that should be used. There are two aspects.
 - i. **Staircase Effects:** This refers to established products whose life cycle is extended, or takes off from the maturity stage as new uses, markets or applications are found for it.
 - ii. **Leapfrog Effect:** Products with a long life may not suffer any real decline in sales, but do encounter periodic market challenges which are often met by product modification, repackaging, resettling and merchandising. In these cases, it is necessary to leapfrog the new challenges by such developments. The choice of media will then depend on the nature and scope of the challenge and how best this can be countered or overcome.
 - j. **Penetration:** The degree of market penetration achieved will depend on a blend of creativity in the design of the advertisement and the effectiveness of the media used. How well media assist successful penetration of any market is important and must, therefore, guide executives in their selection of media.

Other factors influencing the impact of an advertisement include the size of the advertisement, the timing of frequency of the inserts, the theme and message and number of colours used. The timing of the campaign is equally important. It should not be launched too far in advance when the buying decisions are

made nor should it be started too close to that time. In the first instance, the message might be forgotten. In the latter case, many customers might have already made their decisions. In both instances the advertising expenditure may be wasted. Decisions on timing require knowledge of when the peak buying periods are the level of competition faced and the time taken by consumers to make their decisions. Unfortunately the Bihar State Tourism Development Corporation makes very little effort for proper advertising.

6.5 Designing Sales Promotion and Public Relation Programme

The advertising programme aims to nurture awareness and favourable attitude among customers regarding the product or service. The extent to which such attitude or awareness generates the desired action is reflected in the sales report. In contrast, sales promotion and public relation programmes are designed to generate immediate action. They include those marketing activities other than personal selling, advertising and publicity, that stimulate consumer purchasing and dealer effectiveness - such as display, shows and demonstration, exhibition and various non-current selling, not in ordinary routine.

Sales promotion is neither personal selling nor advertising; yet it has the peculiarities of both. Being in the middle of the road position, it makes each activity more effective. The advertising messages that appear in the media arena in most cases, are controlled by the advertising agencies whereas sales promotion is internally created and distributed by the company to arouse the enthusiasm of salesmen, middlemen and consumers. It largely aims at achieving short-term sales results, whereas advertising, besides inducing customer to buy, quite often aims at developing brand image and brand loyalty.

For the tourism industry the main sales promotions are the brochures, leaflets, point of sale display and direct mail materials. Brochures are normally bulky, expensive items which are really catalogues of the packages available. They need careful planning of the layout, number of colours and quality of the paper used. They should echo the theme and message of the advertising and other promotional material if an integrated and effective total campaign is the desired result.

While advertising aims at a steady long-term improvement in sales with the growth held with when the campaign ends, 'sales promotions are short-term activities'. They seek to boost sales at peak demand periods to ensure that the firm obtains its market share and used to help launch a new product or support an ailing or modified one. These sales gains are not usually maintained when the sales promotion ends and sales volume may, in fact, drop below the previous levels. This is because promotions aim to advance sales that may normally be made at some later time. Thus they just bunch up the sales rather than achieve a real and permanent increase in total annual sales.

Point of Sale

In tourism, point of sale advertising involves the planned display of material in the offices and windows of travel agents and other points of sale. It uses posters, floor and counter displays, banners, related wall decorations (for example, pictures of the country, or resort, or historical place, or local cultural activities being promoted) literature racks for leaflets and brochures and of the aircraft or airlines used. It is in fact a form of merchandising.

Merchandising devised originally for mass market goods like food stuffs and drink, involved displaying the product in the right location in a shop on carefully selected shelf positions in sufficient quality. To attract the attention of customers well presented attractive young ladies are usually used by these displays. It is a highly skilled activity, using the same materials as mentioned under point of sale advertising. Merchandising is particularly effective with products bought on impulse.

It is effective with tourism products also, despite the fact that they are not normally bought on impulse. They increase the effect of other related promotional activities. However, with tourism, merchandising can

be a subtle way of clinching a decision in the minds of enquirers. There is nothing like attractive pictures of a resort to convince would be holiday-makers they should go there for their next holiday.

Sales Letter

Sales letters are useful to tour operators, when trying to increase the interest of travel agents and potential customers in their products. Travel agents can also use them effectively on potential customers, particularly people who have been customers in previous years. They can be quickly organised and selectively targeted to customer groups and improve the flexibility that can be injected into the promotional activity. The response rate can be quickly checked, allowing better control.

Sales promotion in tourism can be aimed at three audiences

1. Customers - by concessions, rebate discounts, awards and contests.
2. Intermediaries - giving them incentives, allowances co-operative advertising, distribution contests and awards.
3. Sales force and Service employees - by giving them bonus, awards and prizes for best performances. However, promotions must be well co-ordinated with the marketing objective and other communication mix.

Packaging

Packaging is normally the attractive outer wrapper of a product designed to attract the eye of the consumer. It identifies the product and its uses_ It should not be confused with packing the inner wrapper and other material designed to protect the product from damage or contamination in handling and storage. For tourism products, the outer cover and internal layout of brochures and leaflets represent the 'packaging' of the items. Through an attractive style and presentation, consumer can be persuaded to handle persuasive move on the part of sellers which leads to a favourable buying decision by customers. The basic aim of packaging is thus achieved.

Competitions

Competitions can also be used in tourism to increase the interest and support of customers and the trade. Trade competitions usually award prizes to the travel agent that sells more than a stated quantity of a tour package or other travel facility. For consumers the prizes can range from free holidays for two or special prices for the winners.

Public Relations

Public Relation has been defined as deliberate, planned and sustained efforts to establish and maintain goodwill between an organisation and its various publics. The publics are all the group of customer, financiers, investors, employees as well as the media In tourism it is also used to educate the customers and travel traders on the products and services available, in particular new ones, and to improve their knowledge of other countries, people, culture, resorts and destinations. Public Relation activities are an essential part of a service company's communication mix and should be included in their integrated plans for communication. This is an -important part of the communication strategy of an organisation. Kotler in his article on Mega marketing said that successful marketing is increasingly becoming a political exercise.' This generally operates on four levels:

- a. **The Corporate Level:** Creating the best climate and reputation for the organisation in terms of receptivity and favourable public opinion.
- b. **The Consumer Level:** Creating the right back-cloth into which the organisation can project more precisely focused message.
- c. **The Trade-Level:** Who in turn can influence the consumer either directly or indirectly and for destination public authorities guiding and influencing standards (award scheme).

The other parties, government, labour unions and other interest groups that singly or collectively can block profitable entry into the market. These groups act as gate-keeper and dealing with them public relation can be effective.

In tourism, public relation can be the most cost effective of all the weapons in the markets armoury and its is capable of working effectively not only at the four levels identified above, but multidimensional in communicating the messages, which the marketer wishes to get across to particular audiences. A marketer in tourism, and especially one in an official tourist organisation, must never forget that, there are several audiences.

At the corporate level, there is a need to seek to influence the shareholders. In the case of a resort tourist officer this may well be the elected members of the local authority and the commercial operators in their region, who may well subscribe funds on a membership basis to the regional tourist office. At the national level, almost certainly the shareholders are the taxpayers, which in turn are represented by the civil servants, ministers and elected members. At these levels, there is a need to create a favourable climate and a positive image of the organisation and what it is achieving in terms of economic benefits, job creation, conservation or general public goods. The principle applies to commercial interests or the local, regional and national level, according to the scale of operation.

There are a number of tools and techniques available to the Public Relation departments, which are used to communicate to the targeted audiences. Press releases to newspapers and magazines, feature stories, press interviews, press conferences, new selectors and magazines are all effective in their various ways. Newsletters and magazines should be published regularly and mailed to a prescribed audience. Press conferences should normally be used sparingly. In the case of an organisation whose marketing work is conducted principally overseas. It is important to ensure that the influences and decision-makers are aware of what it does and how effective its work is in terms of expected benefits.

At the consumer level, the public relations programme must be closely geared to the marketing plan and in line with marketing policy and objectives. Essentially, it should be designed to create and maintain an image for the destination, which is at once appetising and appealing. It must make the consumer think I would like to go or be there. The objective of the Public Relation campaign will differ from market to market. Where a currency is weak against that of the destination it will be necessary to make the consumer aware of best buys, how to make his budget go further, where to find value of money. Reassure him with actual examples that the destination travel, it will be necessary to communicate the unique appeals of the destination vis-à-vis the consumer's hobby or vocation. The Public Relation machine will be used to communicate new developments - hotels, events, facilities, to promote themes or anniversaries, and to provide reassurance, and it uses a number of techniques to achieve the desired results.

The main tools at the disposal of the Public Relation staff are press releases, press news bulletins, picture stores, feature articles, photographs and visual material, press facility visits for the media, radio and film producers and of course, the press conference. There is also a range of special events such as receptions and 'theatrical' shows or promotions, including personality visits to the market place, seminars, surveys and audio-visual presentation.

In the case of a national tourist office where there are hundreds of potentially good stories - new products and packages, events and exhibitions, theatre productions and festivals new attractions and facilities, it is a good idea to have a regular newsletter with fifty or sixty items of news from which editors or journalism can select those which they consider to be of interest to their readers.

A tourist officer will need to work closely with the carriers in facilitating media visits and every effort should be made to secure as much 'in kind' support from the potential beneficiaries as possible in terms of

free or discounted accommodation, travel meals, and entertainment. Journalists tend to be individualists and consequently prefer to travel independently rather than as members of a group, though group trips are normally arranged and acceptable in the case of inaugurals arranged to publicize new routes or new aircraft on existing routes.

Television companies can sometimes be persuaded to make documentary films and will need a great deal of assistance in carrying out the release. In particular the tourist office will need to ensure that the film crew will be facilitated and welcomed at places they wish to film.

Departmental store promotions and hotel promotions can also be effective by public relations but they should be very carefully assessed for cost effectiveness in terms of the promotion offered. All too often are designed to fill a trough, or fallow period in the store or hotel calendar at someone else's expense.

As with marketing generally, setting objectives is indispensable for each of the marketing tool, including public relations. They should be drawn up in a specific and detailed way and they will vary from market to market and by segment. They should be supportive of the objectives and targets set for advertising. Since Public Relation uses a variety of techniques some of them will be more relevant effective than others.

The results achieved by the Public Relation Programme can be determined in a number of ways as:

1. The amount picked up by the media and the resultant editorial coverage, which can be measured from the press clipping obtained. This can be very expensive and in some cases difficult to achieve.
2. By asking recipients of features and newsletters whether or not they find them of value, though there will never be a 100% response to such mailing.
3. By encouraging the beneficiaries of the editorial to advise the established volume of business resulting. One effective way of achieving this is by ensuring that clippings are sent to the beneficiaries on a regular basis, demonstrating the coverage, which has been obtained.

Designing Personal Selling Programme

A dynamic sales force is essential for the successful operation of a marketing strategy of tourism. Firstly, the sales force is an important source of marketing information like market positions, buyer's attitudes to existing and new brands, and competitor's strategies. Secondly, the sales force gives momentum of advertising and sales promotional programmes by disseminating information to advertising and sales promotional programmes by disseminating information to distributors on product benefits, and motivating them to stock products by providing assistance to them in promotion, displays, inventory policies, and by co-ordinating their various marketing efforts. Finally, the sales personnel execute customer service policies, designed to include better buyer-seller relationship.

The common denominator in these activities is the personal interaction between seller and buyer. When individual buyer or distributor have complex and varied needs, the personal interaction between them can play a critical role by sorting out and solving the problems faced by them. This is true whether a business deals in consumer or industrial goods or even in services. A chain of hotels may team up with an airline to offer a confessional package tour (as has been successfully done for promoting Nepal, and is being done by Vayudoot and Indian Airlines and Himachal Pradesh Tourism Department).

Personal selling is the personal presentation of a tangible product or intangible services or idea to potential customers. Advertisement, sales promotion, etc. support it. This activity has to be planned on an integrated basis with other elements of the communication mix, including merchandising and packaging wherever relevant, and the whole of the marketing effort.

The products, price and markets in particular determine the form of nature of the personal selling required. For example, for holiday, personal selling takes place at the travel agents office any or other sales office, which a tour operator may have. The form of selling used by manufacturing industry is not practical. Too many potential customers are involved and the cost would be prohibitive. However, for business travel accounts, personal selling to the travel decision-makers in a firm is needed. These can range from the head of any 'travel department' that may exist to the executive themselves or their secretaries. For important trips or conferences and exhibitions the firm's directors may also have to be tapped.

Indirect methods may also be needed for example, once contact and reputation have been established, direct mail, whether by letter, telex or telephone can maintain contact and interest. Well-designed application or booking forms at the end of the brochures is the major 'direct mail' approach that works well with holiday tourists, especially those who are not well placed to use travel agents or who do not wish to do so. As stated elsewhere, the success of selling effort depends on staff or operators and agents having adequate knowledge of all the relevant facts to do with their company's offering.

Other Factors Influencing Success in Selling

Market coverage is one of the factors. Are sufficient markets covered and are there enough points-of-sale to cover a sufficient number of potential customers? How many are needed and where should they be located? Some should be near business and industrial centres and others in the towns or sub-urban areas. Their opening house should be relevant. It is pointless having a sales point in a business location if it closes between noon and 2 P.M. which may be the only time business people have to visit them. Following table shows the various sales outlets possible for tourism products.

Tour Operators

Create owns packages by buying/reserving necessary supply elements. Retail through travel agents, their own offices and by direct mail (via booking form in brochure or by direct enquiries from customers). Major tour operators in India are Sita Travels, T.C.I. etc.

Direct Mail Companies

Tour operators who do not sell through travel agents but operate through direct selling via brochures and/or their own retail shop i.e. being their own retailer e.g. Thomas Cook; Royal Tour & Travels etc.

Travel agents

Sell the products of tour operators at usually a fixed commission, which varies in different countries. May also obtain additional commission if total sales for an operator exceed specified targets, e.g. Patna Tour & Travels, Major Travel agents such as TCI, Sita etc. may also sell their own package tours as well as those of other tour operators.

Via Institutional Outlet

The sale of tourism products, usually in bulks to club, educational-institution, Schools & Colleges, trade unions and in some countries, via banks, insurance companies etc.

Producer-retailer

Producer of the tourism product who has integrated vertically into retailing through his or her own outlets having sought or built their own accommodation. ITDC or TCI is having its hotel in Andaman.

Other Mass Outlets

The establishment of point of sale in mass outlets such as major departmental stores, supermarkets, major bookshops, air and rail terminal etc. The buyer-seller motivations of the various people in the distribution chain and potential customers must be considered. The seller's staff motivations will vary with their educational background, training for the job, their own career aims and their chances of promotions.

They should be encouraged to have a positive and helpful attitude to enquiries and customers and be interested in the well-being and growth of the company.

It is very boring just to give enquiries what they request. Since most are unsure of what they really need, it is better if staff discover what is wanted and match this against what is available. Staff should ensure too that the booking finally made represent the best available within the price. A customer will not be pleased to find out later that something better at the same or marginally higher price could have been obtained. It should be remembered that tourism customers often seek new experiences. Just selling them the same old thing for experience will not guarantee a high degree of customer satisfaction. It may just lead to the loss of valuable repeat business.

Finally, the image of the product will determine where it should be sold. A luxury world cruise costing several thousands of rupees is unlikely to sell well from a counter in a supermarket. On the other hand selling it through the travel agency should be effective. Apart from the image aspect, such a store can also expect to specify amongst its customers those who can afford this cruise.

Selling Through the Trade

It is claimed, arguably that tour operators selling through the trade (Travel agents, etc.) have much to gain against those, who sell direct to the consumer. The much greater resources and expertise of a nationwide network of agents should prove beneficial. This is only true if the agents take an interest in the operator's packages and put as much selling behind them as they do for other brands. However, this does not always happen. The products of the smaller tour operator lose out against those of the larger well-known firms.

The agent's attitude can be understood if not condoned. They have relatively small commission rate from which to generate sufficient revenue. This means they will support products in popular demand that sell in volumes. They do not wish to spend time and money trying to sell items not readily accepted by consumers for any reason. The argument that using travel agents reduces the operator's total marketing costs also fails. It is only true if an operator's products get the same sales efforts as those of major firms. In recent years, the operation of direct selling tour operators has shown that these claims need not be correct. This is yet further evident why a successful communication mix is important.

However, when selling through the trade, the tour operator must study and understand the travel agent's market. What are they really selling and to which types of customers? If the agent concentrates on short-break holiday and specialist ones to the Buddhism tourists, asking them to sell standard package to wild life in Betla or Hazaribagh may not be practical. If the agent produces his own leaflets, the style layout and the use of colour should be studied. The operator's brochures may then be produced in similar fashion but with sufficient variations to make them stand out all the others.

Inviting agency staff to visit the operator's office to know the staff who will deal with their enquiries and bookings, and to see how they operate, is also useful. Showing willingness to put them out to help the travel agent helps to build the support the operator needs from agents. Information packs for travel agents can lead to more effective selling through them.

Over and above the facts mentioned above the Bihar State Tourism Development Corporation should adopt the first step to convince the potential buyers about the places, the environment, the ambience the enjoyment being offered to the Tourist constituting the total experience and persuade them to visit tourist spots of Bihar. Secondly, it should potential tourist about the various destinations in Bihar and finally should take steps to motivate the tourists to visit specific destinations.

Hence Promotion in any form has been essential for the marketing of Tourism Services.



Summary and Suggestions

Industrial and economic activities can be categorized under three main groups: Primary, Secondary and Tertiary. Agriculture, fishing and forestry come under primary activities. Secondary activities include manufacturing and construction Tertiary activities refer to services and distribution. After the Second World War, the service economy has been growing at a rapid pace. USA is the world's first service economy. More than 70% of the working population in the USA is employed in services, contributing to more than 70% of its economic output.

Even in India, though the main focus is on agriculture, growth of services is Perceptible. Hardly in the reckoning just a decade ago, services have become a strong force now, generating substantial employment and contributing to the economy. The whole array of services in major Indian cities like Mumbai, New Delhi, Kolkata, Chennai, Bangalore and Hyderabad compare favorably with other major cities of the world.

In the early fifties, India was the first Asian Country to promote tourism in a professional manner. Other nations entered the field much later, despite that they have overtaken India which has so far, received only 0.4% of the world tourist traffic of 415 million. In terms of foreign exchange earning it nets a mere 0.0% of \$230 billion international spending.'

To make matter worse, the political and communal situation in 1990 hit the tourist arrivals and there was a 0.75 slump as compared with the previous year.

Although, the rupees earning went up to Rs. 2800 crores compared with Rs. 2500 crores in 1989, the increase is attributed to the devaluation of the rupee in relation to the major hard currencies and the rising prices in the domestic market.'

Tourism as service industry consists of several allied activities, which taken together from the tourism product. There are three major sub industries in tourism product development: (i) tour operators and travel agents, (ii) hotels and caterers, and (iii) transportation. The product not confined to transportation and accommodation but includes a large array of services ranging from insurance to entertainment to shopping. Demand generation is dependent on the persuasive communication skills at the macro-level (country) and also at the micro-level (enterprise). Hospitality products are products of the hotel and catering industry. They refer to satisfaction and dissatisfaction which are being received or expected to be received from a hospitality experience. They may be physiological - satiated appetite, quenched thirst, comfortable bed and pleasant environment; economical - good value for money, speedy service, excellent location and credit facilities; social - enjoyable company, attentive staff and advice on selection of food and wine; or psychological - fulfillment of needs relating to self-esteem, status and security. According to Median, five basic components of hotels contribute to satisfaction/dissatisfaction. These are :

1. **Location** - defines the geographical placement of a hotel in a particular village, town Or city or country. Within a given area specific location defines access and convenience, freedom from noise and other disturbance, attractiveness of surroundings.
2. **Facilities** - include the infrastructural and recreational facilities - bedrooms, restaurants, bars, conference and committee rooms, swimming pool, gym and tennis courts.

3. **Services** - defined by the availability and access of particular hotel services provided through its facilities and personal as well as the quality and style of these services in terms of formality/informality, degree of personal attention, efficiency and speed.
4. **Image** - defined by the way hotel is perceived by consumers at large. While image is a product of deliberate and controllable inputs like location facilities and service, it is also contributed by factors such as its name, appearance, atmosphere and associations as to who stays and eats, what it communicates about itself, and what people say about it.
5. **Price** - is an expression of the value provided by the hotel through its location, facilities, service and the satisfaction derived by the consumers from the use of the above elements of the service product.

The fundamental benefit for the consumer to the service can be the room provided by the restaurant or the eating or the socializing place. The tangible product can be the size of the room, and the facilities provided can be TV, telephone or a balcony, room service, etc. Augmented product refers to the complete product offerings and includes the atmospherics, the behavior of staff, the decor; and services like transport, communication and secretarial assistance. The core product offered by most hotels may be the same but differentiation can be achieved at tangible and augmented product levels by the different market players.

Tourism in India, due to the emphasis on foreign tourist, has mistakenly become synonymous with the 5 star culture. As a result of this, domestic tourism has been relegated to the sidelines. This seems a bit strange considering the fact that India had a tradition of producing treat travelers since ancient time. According to the latest record available in India every year 4 millions people including foreign visitors travelers on pilgrimage the number of tourist may exceed 10 million a year.

There are many places of interest in India, which have the potential to generate good tourist traffic. Examples, can be sighted of Belur, Halebid in Karnataka, Khajuraho in Madhya Pradesh, Jaipur and Udiapur in Rajasthan, Agra in Uttar Pradesh and Konark in Orissa. There are number of hill stations in the country such as Kulu Manali in Himachal Pradesh, Ooty in Tamil Nadu, the beaches in Goa and Kerala (the latter now attracting tourists also because of its backwaters and the Ayurvedic treatments). There are also a number of places of historical importance such as Agra Fort, the Red Fort, Qutub Minar (Delhi), and religious places like Varanasi (Banaras), and Puri in Orissa.

Unfortunately, the country has not exploited the full potential of this opportunity. Tourism can play an important role in the economic development of India and can become a good foreign exchange earner.

The tourism and hospitality industry can be identified by products needed to meet demand of travel, accommodation and food and beverages away from home. Among the Indian states and the union territories, Himachal Pradesh, Goa, Orissa, Rajasthan, New Delhi and Daman & Diu receive the largest number of tourists both domestic and foreign. This trend leads to pertinent questions as to where does Bihar stand in the tourism map of India.

The land of Viharas (monasteries) as its name suggests, Bihar has immense tourist potential. It has enough potential to attract tourist e.g. holiday's tourist business tourists, culture tourists, religious tourists etc. Even the resources, from which tourism projects are evolved, can be found in abundance in Bihar. But today, apart from few seasonal Buddhist tourists of foreign origin, it serves as no more than a place of transit of the tourist onward bound to Nepal, that is also through road transport as the air service between Patna and Katmandu has been suspended for long time.

The reason for such a poor show on the part of Bihar lies in the lack of vision among the tourism promotion agencies of the State both in the Government and private sectors. In fact they are following a

selling process in promoting tourism services of Bihar. Huts like a sales man, these agencies are simply concerned with handing over the products and receiving money in exchange from the consumers (Tourists). This principle is in contrast to the modern marketing principle, which believes in the study of human needs. Once a producer has identified the need of a group of human beings (market segments), he can determine the appropriate marketing mix to satisfy the need of the consumers.

The travel trade in the country is more than six decades old. The opening up of civil aviation sector to different players has added impetus to travel in the country. Many well-known firms such as Thomas Cook, TC1 and Sita World Travels operate in the country. There are more than 750 travel agents spread all-over the country. The main problem is the lack of professionalism, particularly in marketing and finance. This unplanned growth is forcing the Indian travel agents not only to compete with fellow agents with general sales agents (GSAs), but also with passenger sales agents (PSAs). In such a situation the IATA approved travel agents is at a serious disadvantage.

In our country these travel agents face challenges of low general awareness, intense competition, poor infrastructure and lack of control. Some of the new value add-ons in the travel business in the Indian scenario are travel agents tying up with a credit card company for rupee payment and hotel reservation abroad; tying up with an authorized dealer in Foreign Exchange for quick processing, introduction of privilege carding, which can give frequent traveling benefits and providing services like visas, passport etc.

A travel agent has to be competent, should have credibility-induced confidence, be consistent, customize the service and be caring to the customer.

In the present research work an attempt has been made to identify the different market segment and marketing mix decisions for the development of tourism services in Bihar, so that it can become an attractive domestic as well as International Tourist destination.

This concluding chapter of the present research study consists of two sections. Section one reflects the summary of main findings of the various marketing mix related issues pertaining to tourism development in Bihar. Section Two of the chapter is concerned with the possible recommendations or suggestions for solving various problems related to the tourism services in Bihar.

7.1 Findings

In this section a brief summary of the findings of previous chapters has been given in a sequential manner. Chapter 2 entails the present status of Tourism in Bihar has been discussed, following findings have come to the light:

1. For a state like Bihar & Jharkhand so rich in tourism possibilities, where pilgrims have thronged in thousands for centuries, the facilities provided to the tourists are so primitive and so expensive that middle and lower income group unless forced by religious sentiments prefer to skip various tourists circuits of the state.
2. Tourism in Bihar & Jharkhand has become a direction less exercises. Over the last ten years the Government of Bihar has produced only one prospective plan suggesting means to take care of the tourist traffic till 1991. This document was produced in 1982 and has since then been hibernating.
3. The unique findings have been the story behind declaring tourism an industry in Bihar & Jharkhand. Although the process was started in 1984, on one had any idea where to begin, In 1985, there was a meeting of the Tourism Department, which decided that the facilities provided in Bihar would be on the pattern of those provided by the West Bengal and Orissa. A committee was formed to look into the matter. Meanwhile, the then chief minister met the Travel and Trade Club of Bihar, which supported the Himachal Pradesh model. Immediately thereafter Kerala Government model much

simpler compared to Himachal Pradesh model and the same was adopted. The facts that Bihar & Jharkhand having no any hill resort like Kulu Manali or sea beach like Kovalam were not taken into consideration. In fact Bihar should have first considered its own tourist resorts and developed its own model.

4. As regarded to the allocation of India for tourism development in Bihar in different plan period has been nil till the Vth Five Year Plan,' it was 55 lakhs and in the \fifth Five Year Plan it reached to 700 lakhs. Further, as shown in Chapter III of this volume allocation of funds for the development of tourism in VIth Plan for Bihar is 1.5 crore i.e. 0.4% whereas for Jammu and Kashmir, it is 24 crores i.e. 2.5 %, Himachal Pradesh 7 crore i.e. 1.25% Bihar has been receiving step-motherly treatment from the Center as far as the allocation of central funds is concerned. In 1991-92, while Bihar has received Rs. 28 lakhs only from the Center for tourism development other states like Jammu Kashmir, Himachal Pradesh, Kerala received more than 100 crores for tourism promotion and infrastructure development.'
5. Further, it has been found that every year the Govt. of India sponsors a large number of tourism projects all over the country. The states are invited to send their projects in a detailed format, which includes even technical details Till date the Government of Bihar has not been able to bag a single scheme, Through other states bag projects worth crores every year. The reason is long after the dead line are over, hastily prepared schemes are sent to Delhi which stand no chance in competition to schemes from other states or union territories of the country.
6. In Bihar, accommodation and transport segments of the tourism sector were declared as an industry in the year 1984. But till date. the concerned departments have not even able at par with policy document, leaving aside the concessions likely to be made available to investors.
7. It has found that the transport facilities include road and accommodation that are being provided in Bihar abnormally. The slightest improvement will considerably improve the flow of tourist traffic. Although the road network & the public utilities like electric facilities, general cleanliness, bus terminal etc. are of exceeding poor quality.
8. Even the tourist facilities at Ranchi, Betla, Sasaram and Maner, built with high investment fully furnished and ready to be occupied have been consigned to the nature, since the Government of Bihar and the concerned department can not decide the staffing pattern. It has been found that non-technical personnel and deputationist from the state cadre are managing the posts in the tourism department and corporation.
9. There is no clear policy of coordination and functional distribution of work between the department of tourism of the State Tourism Corporation, since it has been noticed that same tourism units are managed and operated by the corporation while others being managed by the Department of Tourism. Even the ownership and control of various moments are not known. It is difficult to certain whether they belong to State Government or the Central Govt. agencies. For example, the ownership management and control of the monuments at Manner of Maner sheriff was not proper.' During the study, it could not be ascertained whether Archaeological Survey of India or the concerned agencies of the state Government owned area. Finally, the Bihar State Tourism Development Corporation (BSTDC) during its short span of nearly twelve years has witnessed 18 Managing Directors to serve the corporation. As a result, it has failed to make its presence felt in the Tourism Development Corporations.

Chapter 4: An attempt has been made to study the development of an effective marketing mix to reach and serve the selected tourists (customers). In fact the first step in preparing a marketing strategy ideas to

understand market thoroughly market, which consists of the set of those, who have an actual or potential interest in a product or service and the ability to pay; has been studied. Further, to study the marketing mix strategy, which is a blend of controllable marketing variable like product, price promotion and place, segmentation plays a vital role.

In its basic form market segmentation means that an organisation's products/service offering can be same for every customers. The market segmentation principle applies in the travel, tourism industry, in Bihar, the tourism department and the State Tourism Development Corporation have adopted the strategy of producing a single product, i.e selling of Buddhist circuits of Nalanda, Vaishali, Bodh-Gaya and Rajgir only. However, Bihar has various tourist products to offer to its various tourist market segment.

The marketing mix delineates the specific combination of marketing elements use or achieve the marketing objectives and satisfy the selected target market's (segment) wants and needs. The mix comprises of four major elements- product, distribution (place), price and promotion. These four Ps along with various tourist segments have been discussed in the subsequent chapters.

The product/ service offering is the most important element in the marketing mix; which has been discussed in the chapter V of the present research study. The product strategy involves deciding what tourism products, services and facilities to offer to the target market. It also involves deciding the level of quality, the style and the type of packaging to be offered. Recognizing that the wants and needs of different market segments are different, the marketer develops different products to satisfy different wants and needs.

1. Surprisingly, in Bihar, no such strategy has been adopted the department concerned. During the course of present study, it has been found that Bihar has got three important types of products and potential products, lesser known products and potential products. This has been completely ignored by the Tourism Department and State Tourism Department Corporation. Even out of the 140 respondents who have been interviewed in New Delhi, Chandigarh and Varanasi have shown their awareness about Bihar's various products. In the course of the interview following findings have come to the light:-
2. When asked for the spots preference other than Bodh Gaya and Rajgir, 47% interviewers have given preferences for Ranchi, 40 % for Jamshedpur and 25% and 17% for Deoghar and Vaishali respectively.
3. When interviewed about various products or natural beauty spots and sanctuaries only 7% are aware of the Belta and 59% (approx.) of respondents are aware of Hazaribagh National Park, which has been utterly neglected. Even some of the sanctuaries like Bhimbandh, Balmikinagar, etc., which have immense tourism potential have been neglected. Also, natural beauty spots like Maithan, Topchanchi, Massanjore, Rajrappa, Tialaya, Netarhat etc. are neglected.
4. In case of archaeological and historical sites other than Nalanda and Rajgir, 20% to 30% of respondents have shown awareness of ruins of Patliputra (Kumhrar) and Vaishali and 10-20% are aware of Vikramshila, Buyer, Sasaram and even of Sun temple.
5. When asked about the product awareness related to religious places, 10-30% of the respondents is aware of Deoghar, Vaishali, Parasnath, and Pawapuri (excluding Gaya, Bodh Gaya, and Gurudwara Patna Sahib).
6. In case of the culture products of Bihar almost 48% of the respondents are aware of famous chhath festival. Even 23% and 19% (approx.) of respondents are aware of the Sonepur and Shravani fairs, Surprisingly, for these entire events hardly any promotional measures have been taken up by the Bihar State Tourism Development Corporation and concerned agencies both in the public and service sectors.

7. Even the two famous cultural brands of Bihar's tourist products i.e. the "Rajgir Dance Festival" and the "Patliputra Mahotsva" are not heard of by 67% of the total respondents, Unlike the Khajuraho Dance Festival and the Konark Dance Festival, organized by the State Government of M.P. and Orissa, the above said cultural brands of Bihar have failed to enjoy the patronage of Bihar tourism department and other agencies.
8. Not only this in the conceptualization of several tourist products (services) the concern department does not follow the customer benefit service offer, service delivery system. Due to the lack of proper segmentation strategy, the services offered by the department is poor quality for example "Sharvani Fair" of Deoghar is promoted only as a religious trekking event of 100 Kms. among the young segments of tourists, both in the domestic and foreign markets.
Even the service delivery system, in which people play an important role, is not given the weightage by the department and corporation. There are persons at the information counter who are not aware of the distance between the two tourist's spots or facilities available there. Even the famous ancient rock-cut caves at Barber near Gaya are in ruin due to the apathy of the tourism department.
9. The styling and packaging of a product/service play a significant role in developing a product strategy. Styling means giving a product or service a distinctive look or feel. For example, the railway station of Varanasi is constructed on the pattern of a temple, But, in Bihar, the Gaya railway station could have been construct in the form of Mahabodhi temple or the Bus Standof Rajgir could have been built in the form of a Buddhist Vihar (monastery). These ideas have not come to the mind of the tourism planner in Bihar.
10. In tourism service, tourism sights environment serves as the packaging of the product. At the tourist sight of Bihar, the packaging of tourist service is very poor. The famous Buddhist sights of Bihar, Bodh Gaya does not have proper infrastructure like road, regular electric supply, security for tourist etc. Even man made beauties like parks, lakes etc. which create packaging components that is overall environment of a tourist place is lacking here. Other tourist places of Bihar like important, lesser known and even potential places, lack overall packing facilities like connecting road, water supply, electric supply, security and cleanliness. The price of a product or service reflexes the value that the market place has determined in appropriate according to both the buyers and sellers.
11. It has been found that the price sensitiveness varies from consumer to consumer. This is also same in the case of tourism market where prices of various services like transport; hotel, zoo etc. increase along with the inflation.
12. It has also been seen that the travelers from some market segments are more price conscious than those from other segments. For example, pleasure travelers are price sensitive relatives, and price may be the dominant purchase factor in many cases. Business travelers, on the other hand, are much less price sensitive but require more flexibility in travel arrangement.
13. Similarly, most of the teenagers and the youth segments of the travel markets like economy pricing. While the price policy adopted by the tourism agencies in Bihar, In chapter VII, it has been discovered that the BSTDC does not have clear-cut policy regarding the price. So far the Transport and Car rates are covered that is cost plus policy.
14. To cite an example, the 3 star hotels run by the BSTDC do not follow the price time differential while deciding its room tariff. They charge a single tariff throughout the year without taking into account the offseason and the peak season, concept.
15. The discounted pricing is usually used as a promotional device to attract the consumers. This strategy is being adopted to attract the consumers. This strategy is being followed by most of the

leading Hotel Groups like The Taj, The Oberai, etc. Even the ITDC Hotels, which are under the Central Government, follow this strategy. Unfortunately, hotels run by the BSTDC do not have such schemes.

16. The high price maintenance pricing strategy is used when high price is associated with the quality of service, in the case of the BSTDC hotels and restaurants. It has been found that the single price is charged from different customers segment. Most of the beverages and the food articles are priced singly for all groups of customers. Special high price for high quality food and beverage could have been created for foreigners and upper class segments.
17. Economy pricing which is being followed mostly by the leading hotels chains to attract the teenagers and youth segments or both domestic and foreign tourists, such pricing policy is non-existence in the BSTDC's hotels. However, it has been found in course of the research that the private hotels, located at different tourist spots of Bihar do follow the above said pricing strategies.
18. In the transport sector, it has been found that the coaches run by the BSRTC or the BSTDC, although charge considerable amount of fare for long distances but do not include facilities like video service, A.C. service or the magazine, newspaper services. They also do not have the guide services off coaches playing in the major cities of Bihar, which are having tourist designations.
19. The role of distribution has been well established in the marketing of goods. In the marketing of services, it is an often-ignored area. However, it is the marketing channel, which will determine whether or not target markets sought by an organization are reached. Marketing channels should play an integral role in the tourist marketing strategy. It is with this aim in this study distribution decisions for tourism services as regards to Bihar has been dealt in Chapter VII.
20. In tourism marketing, the distribution channel includes airlines, railways, travel agents tour operators, travel clubs and the alike. However, Bihar's tourism planners have paid little attention to the role of these intermediaries have very little information about Bihar and a few actively promote Bihar as a tourist destination. Most of the travel agents who are familiar with travel to Bihar concentrate most of their efforts on the other important tourist destinations, it has been found that they have come to know the various tourist product of Bihar from their newspapers, and magazine, but none from tour operators or travel agents.
21. It has also been discovered that the transportation facilities, which are an integral part of taking the tourists (customers) to various places, are in a pitiable condition in Bihar. The roads even the National Highways and State Highways connecting the Buddhist circuits of Bodh Gaya, Nalanda, Vaishali are full of pot holes. There are no deluxe bus services on the State Roadways. The coach services provided by the tourism department corporation is there but their frequency is irregular. The coach's are neither air-conditioned nor well maintained, as is the case with Rajasthan Tourism Development Corporation or Himachal Pradesh Tourism Development Corporation.
22. The Indian railways are yet to start regular train services to Rajgir or Sasaram. Even for Bodh Gaya, the train services between Patna and Gaya section is very erratic. The railway lines between Gaya to Patna and also between Bakhtiarpur to Rajgir only one passenger train has been running since a long time. The timing of these train services is either in the night or in the early morning, as a result of this; a majority of the tourists avoid this train for lack of security.
23. Finally, there is lack of co-ordination between tourism intermediaries. There is no collaboration between the Ashok Tour and Travel of ITDC and tour services of BSTDC. Although there are offices of many leading national agencies in Patna; there is not proper co-ordination between them or the state tourism agencies. None of these agencies sale tour package of BSTDC. Even, apart from a few of these agencies, none of them have developed their own tour package for Bihar also. In the pages of this study, the promotional decisions of tourism services have been discussed.

Designing promotional strategies require making decisions about which promotional tools media images and formats to be used. With regard to promotional tools in the present study a number of popular approaches like advertising, publicity, personal selling and sales promotions have been studied and following shortcomings have come to the light.

24. When the respondents were asked about the source communication for various tourist places of Bihar & Jharkhand, 60% of the respondents came to know about these spots from magazines and newspapers. However, their view was that the advertisements should come more in national newspapers and magazines than in regional newspapers. Next 33% come to know about the tourist spots from their friends and relatives.
25. Only 1.42 % and 12.2 % of respondents came to know about the tourist brochures. This is true, when in course of further study, it has been found that even the tourist information center at Patna, Ranchi, Bodh Gaya, Rajgir are running in short of printed materials. A new spot company, but not in the advertisement realized by the tourism department of Bihar.
26. As regards to sales promotional tools which contents exhibition etc. play insignificant role in promoting tourist destination of Bihar. In Bihar so far no quiz contents on the pattern of India Quiz Contents has been held. Similarly two famous festivals cum exhibitions, the "Rajgir Dance Festival" and "Patliputra Mahotsava" have been cancelled due to apathy of tourism department, BSTDC and local administration, this year i.e. visit India year 1991.
27. Mostly the national and local level tour and travel agents do personal selling in tourism. Surprisingly, in Patna famous travel agencies like Swan, TCI, Sita etc. mostly are in kicketing and passport business. They hardly sell Bihar to domestic or foreign tourists. The situation is worse in case of tour operations conducted by ITDC's Ashok Travel & BSTDC's own travel section.
28. Finally, the public relation campaign launched by the BSTDC or the State Tourism Department is few. Except few news bulletins in local newspapers and T.V. hardly any news feature can be seen in national T.V. network or national level newspapers. Even this is done at the best of the central tourism department for example; every year Fuji Guru from Japan visits Bodh Gaya and Rajgir. This event can be highlighted to attract a large number of tourists both domestic and international. Even the Sonapur fair, one of the Asia's largest animal fair, the festival of Chhath and 100 Kms. trekking by the pilgrims from Sultanganj to Deoghar are not widely promoted. Not only these events do not even feature in leading travel magazines like Destination travelers, Swagat, Namaskar etc. These events have not been videographed also, so those cassettes can be distributed among various travel agents, state tourist information centers or Govt. of India tourist offices both in India and abroad.
29. Ancillary services are important contribution to the success of any tourism product, which have been discussed in the Chapter - IX of the present thesis. Among the ancillary services, most important are the guide, appropriate financial services, funding agencies, physical evidences etc.
30. The services of tour depend on the standard and efficiency of the courier and guide services. Couriers of both the Govt. run hotels and private run hotels are visibly missing in almost all important tourist sites of Bihar. Similarly, versed in foreign languages or even regional language like Bengali or South Indian, guides are not available at the tourist spots of Bihar. Even in the Patna museum or in the site museum at Nalanda, Rajgir, Bodh Gaya guides with archaeological knowledge are missing.
31. People (employees) represent the first line contacts with the customers (tourists). In case of Bihar, both the ITDC and BSTDC run hotels, which lack the services of personnel. In these hotels, it has

been found that the most of the occupant do not get response from the reception when required. The room services are deled and some times over looked. Even the waiters in the restaurant often leave a bad impression of Bihar in the mind of tourists.

32. The physical evidence of the services provided by the tourism agencies in Bihar is completely lacking. For example, the sitting arrangement, facilities for personal needs and cafeteria are almost absent in the bus terminals or railway stations. Similarly, cleanliness, maintenance of the surroundings of this public places area not extant.
33. In case of the hotels run by the BSTDC, the bungalows or guesthouses, the two important elements of physical evidence like peripheral and essential evidence, are missing. For example, the 3 Star Hotels of BSTDC do not have peripheral evidence like matchbox, writing pad, flowers and fruits etc. in their rooms. Even the essential evidence like the interior layout and decoration, logo etc. are below the standard provided by the private sectors hotels or the hotels of other State Tourism Development Corporation.
34. Finally, the tourism finance is required for investment in both infrastructure and super-structure development. In Bihar, finance for the development of the tourist spots come from the development of the tourist spots comes from the Central and states Governments. In certain case like Bodh Gaya and Rajgir foreign investors from Japan, Thailand and recently U.S.A. have contributed funds for the tourism development. But these funds are meager keeping in view the tourist potential or Bihar. In the neither important tourist spots neither visitor tax nor tourist, area tax is levied. Although tourism has been declared as an industry in Bihar, new entrepreneurs are not getting financial assistance form the commercial banks, regional banks or state financial corporation for starting tourism related ventures. Till date no financial assistance scheme for tourism services has been developed either in Bihar or even in newly formed State - Jharkhand.

7.2 Suggestions

In order to develop Bihar as an important destination in the itinerary of both the domestic and international tourist a new direction is required to be given to the tourism by the promotional agencies of the State.

7.2.1 Coordination between Various Organization

1. Most important step in the new direction is to develop a proper coordination between the tourism department of the Government of Bihar, Govt. of Jharkhand and Central Tourism Departments (including the ITDC, the Civil Aviation Department, the Railways, and other State Tourism Development Corporations).
2. In Bihar State Tourism Department should have proper coordination with the BSTDC, the State Archaeological Department, the PWD, the Electricity Board, and The Water Board, The Forest Department and local municipalities or corporations. It should also develop, and understanding with the leading private hotels, travel agents and tour groups.
3. The state Government's 10 years perspective plan should be implemented immediately with an eye on the domestic tourist traffic.
4. Instead of adopting of Kerala, Haryana or Himachal Pradesh tourism models the Bihar State Tourism Department must adopt the west Bengal or Madhya Pradesh Tourism models both this states have cultural, geographical, historical or ethnic similarities with Bihar. Though it would be proper for Bihar State Tourism Development Corporations development own model Infrastructure Developments. The growing number of tourist (both domestic and international) visiting Bihar indicates that Bihar has immense potential to become an important destination in the tourist map of India.

5. Tourism sells services not service. Hence it compares infrastructure facilities accommodation transport etc. In order to achieve this goal a large sum of money is required to develop the infrastructure facilities. The tourism department of Central Government should provide adequate financial assistance to the State Tourism department.
6. The policy documents regarding hotel and transport industries should be developed, so that these two sectors can contribute to the tourism development in Bihar.
7. The Department of Tourism and Bihar State Tourism Development Co-operation both can solve the problems of transport by entering into an agreement with railways, the PWD department of both the States and Indian
8. Airlines and Sahara Airlines too. The Railways should be requested to open a Divisional Head office at Gaya. This will solve the problem of passengers visiting Gaya. The Indian Railway should also start circular lines in the following manner.
9. Patna- Rajgir (Via main line), Gaya-Sasaram (Via Grand Chord), Buxar-Arah (Via main line) - Patna
10. This strategy can lead to the development of concept of day return trips of morning and evening arrivals and also the overnight travel by non-stop and fast train for tourist places in Bihar. Similar types or facilities can also be developed for other tourist circuits of Bihar. Not only this some new destination outside Bihar like Patna-Calcutta-Puri can also be developed which in turn will give a boost to regional tourism.
11. In the airlines sector the BSTDC can request the Vayudoot to Start feeder services for tourist going to Gaya or Sasaram, or Hazaribagh by developing following network. A circuit can start from Patna-Varanasi-Sasaram-Gaya-Patna. This will be attracting a large numbers Buddhist tourists as well as archaeologically interested tourists. Vayudoot can make even another circuit like Ranchi-Hazaribagh-Daltonganj-Dhanbad-Jamshedpur back to Ranchi operational for business or leisure tourists.
12. In case of road transport, the BSRTC should take up the policy of developing "Road Tourism", It has been found that a large number of domestic tourists even though they visit India by air, prefer to travel by road within the country as it is cheaper and enables them to see the country better. In the context of development of Road Tourism an integrated infrastructure in the field has to be created. Motels, Roadside cafeterias and camping sites have to be developed with the help of private and public agencies. There should be enough provisions for supply of tents, mattresses, folding chairs, tubules for the camping sites. Toilets and parking facilities have to be provided at all the petrol pumps.

7.2.2 Identification of Market Segments

1. The identification of market for domestic as well as international tourists plays a significant role in marketing mix strategy. A time has now come to promote Bihar among the domestic tourists, the major part of which is comprised of a rising middle class. This segment can further be subdivided into groups on the basis of age, education, profession religions etc.
2. For example, the Maithan dam near Dhanbad or Netarhat near Ranchi can become important tourist destinations for the executives of leading public sectors like the Coal India limited, or the Steel Authority of India Ltd.
3. Further the wild life of Betla Tiger Reserve forest can attract the student market of the environmentalists.
4. Similar may be the case of archaeological site and historical monuments of Bihar and Jharkhand.
5. Even the religious tourist market can be segmented into Buddhist, Jain, Sikh, Hindu and Islam segments with their respective religious products.

6. Further the various foreign tourist segments can be divided into the sub-segments consisting of the American, the British, The Japanese, The Korean, The Thais etc. the foreign tourist segment can also be comprised of the non resident Indian of Bihar is origin in Fizzy, West Indies, Mauritius. In the same category will come the Muslims of the Gulf countries.
7. Among the domestic tourist most important will be the Bengali tourist from West Bengal, who mostly come to visit their relatives settled in Bihar or as the outdoor vacationers, family sight seers and resort vacationers.
8. In summing up the important domestic tourist segment of Bihar will be comprising of

Segment 1	Friends and Relatives non-active visitors
Segment 2	Friends and Relatives active visitors
Segment 3	Family sight seers
Segment 4	Outdoor Vacationers
Segment 5	Resort Vacationers
Segment 6	Adventure Vacationers
Segment 7	Religious Visitors.

7.2.3 Product / Service Development

1. In developing the product service offering one thing the tourism department and other promotional agencies should recognize that of the importance of continually improving the existing and lesser known products and services; and also developing the potential ones.
2. For example, in case of the existing products Bodhgaya, Rajgir, Nalanda and Vaishali should be promoted not only among the Biddhist tourists but also tourist coming from other South-Eastern countries. Even these places can be promoted among the foreign tourists of America, British and other European countries, who have interest in the life of Biddha and Buddhism. Similar can be the case with Jain Shrines of Pawapuri, Paresnath or the Muslim Shrines of Mailer Shariff and Bihar Shariff. The Sikh religious shrine Patna Shaheb. Gurudware can be promoted not only among the domestic Sikh tourists but the Sikh for U.K., U.S.A. and Canada.
3. Among the Hindu religious other than Deoghar and Sonepur new religious places like Lord Chaitanya's temple at Gaighat Patna or the temple of Patandevi can be promoted. As Chhath festival is famous among the Hindus of Eastern India, the Sun Temple of Deo and Kandaha temple in Mahisi block in Saharsa (North Bihar) can be developed and promoted. Similarly, along with the famous Chinnamastika temple or Rajrappa, the Goddess Chandi temple of Munghyr of Bhadra Kali temple situated in Ik hori Block near Chatra can be developed as major tourist attractions.
4. In case of archaeological and historical monuments of Bihar, other than existing site of Nalanda, Rajgir and Bodh-Gaya, Vaishali, Vikramshila etc. the lesser known sites like Lauria Areraj, Barabar hill, the fort of Cheroking ar Betla, Ashokan Pillar in village Rampuraba under Parasa Gram Panchayat in Bagaha can be developed as important archeological tourist spots in Bihar.
5. Among the natural beauty spots in new lesser known tourist places like Maithan, Massanjore, Topchanchi, Tilaya, and among the sanctuaries Balmikinagar, Bhimbandh Kaimur Gautam Budha, Saranada reserve forest etc. should be given special attention along with the Hazaribagh National Park and Betla tiger Reserve. A new scenic spot of Kaholgoan near Bikramshila can also be developed.
6. In case of cultural product the Sonepur fair, Shravani fair, Jijia fair and Jagannathpur fair should be promoted in the line of Puskar Mela of Rajasthan and Suraj Kund mesa of Harayana. Among

these fairs the Hijla and Jaggannathpur (Ranchi) fairs can be developed as the Adivasi fair on the line of the Desert Festival of Jaisalmer in Rajasthan.

7. Finally, among the cultural brands, the "Rajgir Dance Festival" and "Patliputra iestic and international tourists.
8. Along with the packages following circuit should be developed:
 - a. **The Buddhist Circuit :** Patna - Nalanda - Rajgir - Gaya - Bodh Gaya -Sasaram- Varanasi.
 - b. **North Bihar Circuit: Patna** - Vaishali - Valmikinagar - Lauria Areraj - Sitamarhi - Patna.
 - c. **South Bihar Circuit: Patna** - Pawapuri Tilaiya - Hazaribagh - Ranchi - Betla - Netarhat - Ranchi or Patna
 - d. **Deoghar Circuit:** Deoghar - Munghyr Bhimbandh - Vikramshila - Kahalgoan - Baskinath - Massanjore -Deoghar.
 - e. **The Industrial Circuit :** Dhanbad - Bokaro - Ranchi - Jamshedpur -Dhanbad.
 - f. **The Mithila Circuit :** Dharbhanga - Madhubani - Blrajgarh - Bisfibirpur - Mahisi - Vidyapatinagar - Dharbhanga.
9. Above all, keeping in view the quality, styling and packaging factors or tourist products, the tourist promotional agencies of Bihar both in private and Government sectors should give an immediate attention to the creatively the clean lines, safety and physical surroundings in the existing, lesser known and potential tourist products of Bihar and Jharkhand.

7.2.4 Pricing

1. In case of pricing of the tourist product including the accommodation services penetration pricing, price discounts, seasonal discount and other special pricing strategies are appropriate for middle class domestic tourists segments, which is relatively price conscious.
2. For the leisure travel market, a number of pricing strategies should be developed premium pricing may be possible with the more affluent members of this segments. For example, this type of pricing should be followed in the government and private run 5 Star and 3 Star hotels in places like Bodh Gaya, Rajgir, Patna, Ranchi etc.
3. The economic pricing should be the strategy to attract to teenagers, college students and young executives in the government run bungalows, hotels, youth hotels etc.
4. Similarly, the transport operators specially the coaches and car rental services both in the government and private sectors should follow the above mentioned different pricing strategies for different segments of tourists. Further, proper commission and trade discount should be given to the tour operators, travel agents and other retailers of tourism product by the BSTDC to promote its various packages.
5. Thus, it is crucial that in selecting the marketing strategies, both the state tourism development corporation and private agencies, should determine how price sensitive the members of various market segments are. They must also understand the potential advantages and disadvantages of various pricing and their relative impact on both the foreign and domestic tourists.

7.2.5 Places and Channels

1. In the tourism marketing the distribution channels include travel agents, tour operators, travel clubs and other local agencies. In order to sell the tourists products of Bihar the tourism agencies both in private and public sectors have failed to develop in effective network of channels of distribution.
2. After developing the various package it should be the objective of the State Tourism Development Corporation (B.S.T D.C) and the tourism department to identify the channel members.

3. The tour operators like the TCI, the SITA, the Yatri travel and the Arya Travel can buy or reserve in bulk the accommodation, the transportation, and other services as necessary both from the Government and private agencies. They in turn can sell agents situated in different cities of Bihar. Some small tour operators, who limit their activities to their own packages, can provide specialist operations like religious, wild life, archaeological and natural beauty spots to the tourist visiting their areas of operations.
4. The travel agents are the retailer of travel industry. Their role differs from that of retailers in other industries in the sense that they do not usually purchase travel facilities in advance for resale to the customer. When a customer had decided for a holiday he wants the travel agent will approach the tour operator on his behalf. In case of Bihar this can be done by travel agents of cities like Calcutta, Delhi, Madras, Bombay, Chandigarh, Varanasi etc. Sometimes these agencies can also sale the products (package) from the list of the tour operators.
5. Similarly, in case of foreign tourism, the foreign tour operators like the American Express or the Thomas Cook can sell their products of Bihar Through Central Government Tourism offices or the Indian travel agents network outside India.
6. Another channel member can be the departmental stores of major cities of Bihar, who will purchase the package form various travel agents and sell it to the segments of the friends and relatives of its customers through them. Similar may be the case with the departmental stores, supper markets of leading cities of India.
7. Finally, the small local travel agents at the tourist sites can also purchase the packages from the leading travel agents of the state. They can also sale their own local tour package of day excursions to different leading travel agents of Bihar or State run tour operators like Ashok Tour and Ashok Tour and Travel of BSTDC Tour and Travel sections.
8. In distribution strategy leasing or rental an easy solution for companies which want to expand and diversity but do not have the necessary resources to buy the required plan and machinery. Similarly, in case of Bihar the tourist facilities like the hotels, cafeteria at Ranchi, Betla, Sasaram, Maner although built with high investment fully furnished and ready to occupy have been consigned to nature as the tourism department cannot decide on the staffing pattern. In case what the tourism department or the staffing pattern. In case what the tourism department or the BSTDC can do, is to give this facilities on lease. to private hotel groups or catering agencies as done in the case of the "AMRAPALI" restaurant in Patna.
9. The recent trend in distribution of services is that of "franchising". It means the granting of right to another organisation to exploit a trade name, trade mark of product in return for a royalty for example, like the Ashok groups of hotels using the name of Radisson group of U. S.A. the BSTDC run hotels can use the name of the Clark, Park, Welcome group etc. to make them prestigious. Similarly the tour and travel sectors of the BSTDC can be associated with the Ashok tour and travel or the TCI or Sita or any other travel and tour operators.
10. Finally, in case of integration some of the loss making units of hotels can provide services as health clubs, offices, and conventions of exhibition facilities.
11. In case of Bihar, Tourism awareness camping should play a significant role in creating a positive image of the state in the minds ofthe potential travelers." This would foster the growth of tourism in Bihar on the foreign visitors and particularly in the area of the domestic tourist market. The basic aim should be to convince potential tourist to consider Bihar as a tourist destination.

7.2.6 Steps may be adopted to develop awareness.

1. Marketing in tourism is the marketing of perception. Marketing communication has becomes a sophisticated area in the tourism services. These days making decisions, specially; the advertising

decisions, are no longer made on the ground of rationality. But on the basis of Socio psychological beliefs and attitudes. A single universal appeal or pattern of advertising and promotion is planning a waste of efforts. In Bihar the single universal appeal "Bihar the land of Vihar" is used in advertisement to attract foreign buddhist tourists only.' The answer to this lies in the fact that it should take a lesson from the latest advertisement of the Madhya Pradesh State Tourism Corporation, which promotes different products to different target segments Even the messages of advertisement should carry relevant metaphors in order of make communication effective like slogan as "I Love Bodh Gaya". It will not only preserve and maintain the tourist sight of that place, and but will also create awareness about the product.

2. It must explain the environment, the ambience, the enjoyment, which is being offered to the tourist, that constitutes the total experience, the feshing. Hence there must be creative strategy rather than the conventional tourism advertisement. Instead of just showing pretty plays the human elements must be emphasized from a managerial perspective, communication plays an important role in tourism organisation and attracts the potential buyers.

Because of the limited resources it is suggested that the Bihar tourism marketer should consider A push Communication Strategy". It involves arranging for information about product to be pushed through a distribution channel in a sequential fashion, so that each succeeding level in the channel does its work to promote the product. For example, rather than advertising details about a package tour directly to consumer, a tour operator either in private or Government sectors should advertise the products in private in trade magazines read by the availability of the product through their own advertising media to consumers. Thus, a "Push Communication Strategy" will be emphasizing the role of channel intermediaries in advertising.

3. Market segment which are known to demand certain products and services from intermediaries a "Pull communication strategy " might be used. In this approach the marketer goes directly to consumer to create awareness and interest with the help of direct mail or personal visit. The Consumer in return ask the intermediaries to make arrangement for the purchase of the product or service.
4. In tourism, documentary and video films along with brochures play a prime role. The special event, sites, monuments, sanctuaries should be highlighted in these films and distributed among the travel agents, other state tourism development corporation and the Indian tourist offices abroad. The film should be well made with exciting photograph, melodious music, and colorful and lively characters.
5. The tourism promotional agencies should select the appropriate newspapers, magazines and journals for the advertisement of its product. Instead of giving the advertisement in local or regional newspapers, the advertisement should come in the national dailies, leading, weeklies, and fortnightlies like the Sunday Times, India Today, Front line, etc. The trade journal like the Destination Travelers, Asian Panorma, Swagat etc. should be widely used. Another important strategy is to attract the tourist to visit Bihar following steps may be adopted for this
6. In case of sales promotions, following types of travel and tourism trade promotion scheme should be started by the tourism promotional agencies both in the private and public sectors in Bihar.

7.2.7 People Power

1. The travel agent, the guide, the marketing man of a hotel and finally, the entire human force engaged in tourism industry do the job of personal sales man. Their interactive process and behavior play vital role in attracting tourists.
2. For example, the sales representative of sales managers of a hotel should be engaged in the activities of sales call. They should call on the travel agents, tour operators, business houses,

conference buyers and educational institutions. Although in Bihar, the private hotels and travel agencies are not using such a strategy. The introduction of this kind of sales call will help to introduce the new tourism products and also to promote the already existing products in new segments both in the domestic and international areas.

3. The sales representatives of hotels or the tourism organizations will help the travel agents to have a continuous supply of necessary information which latter pass on to potential buyers. The sales representatives also help in supplying the promotional materials and checking the inventory of promotional materials.
4. The familiarization tours, sponsored visit by mountaineers players at tourists destination, articles written in magazines and newspapers etc. important public relations measure in tourism promotion. The tourism promotional agencies in Bihar should adopt this strategy to promote its products.
5. The purpose of all forms of communications/promotions directed at the target market by a marketer is to make the customer purchase products/services and, in the long run to adopt the product.
6. Another vital part of this is the timing of the communication mix. In the present study, most of the respondents have given the best season of visiting Bihar from autumn to spring that is from October to March. Hence, all the promotional efforts should be made by the tourism agencies in Bihar from last week of July.
7. The contributions of the Ancillary Services are important to success of any tourism product. These include people that is guided, courier, human resources in the hotels, financial services and the physical evidences. In course of research these factors have been found to be seriously neglected in Bihar. Now, the time has come when, with the help of following suggestions, these services can be improved.
8. Service personnel are important in all organization but more so in tourism and hotel business. However, it has been found in Bihar that the guides, who do not have proper educational background or technical expertise to help the tourists, manage tourist offices. the result is that a large number of tourists, both the domestic and foreign, develop a negative image of Bihar. To counter this a proper training course should be developed. The course should cover languages (various Indian and Foreign languages), history, geography, and contemporary studies. A part of the course should be placed at the discretion of each student who would select for special for special study. The subject selected should have a direct communication with his or her area of future employment. the tourism department of Bihar should work as coordinator between the Indian Institute of Tourism Management and other programme in Tourism Application (MTA) course in Bihar. The Kurukshetra University in Haryana has already started this course with the help of IITM. The should also be trained in inter personal behavior.
9. Similarly in the accommodation industry, the people should be well trained with degrees/diplomas from National Institute of Hotel and Tourism Management and also from the local food craft Institutes. At present, most of the staffs and officers are from the state administrative cadre and mostly on deputation; as a result they have no love lost from the department of the corporation. Even some of the institute, which have started professional courses in tourism management have to discontinue them due to lack of response and support of the Government of Bihar and its tourism Department Another factor was that the student holding degree/diploma do not have employment opportunities in the state owned tourism organizations. The state tourism organization and private agencies in business should appoint management degree./ diploma hold in key position, since success of a trade depends on its people. The people involved should also be trained in the philosophy of T.Q.M. and should be main concern of their role in providing quality services, Auxiliary & Ancillary Services.

10. The hotel of BSTDC should have proper reception counter managed by trained personnel, well decorated room and lobbies, garden both outdoor and roof top, swimming pool etc. to attract the tourists. Unfortunately they are in very poor shape. They need proper improvement.
 11. The state run tourist hotels, bungalows, camps etc. should have a common logo like that of Taj, Oberoi or Welcome Groups. This will enhance the prestige of the hotel bungalows in the eyes of the tourist visiting Bihar.
- Further, other evidence like the museum of Zoo entry tickets should have the picture of famous monuments animals, natural beauties etc. of Bihar Along with the ticket picture, postcards, depicting various tourist products of Bihar can be developed. This will help Bihar in Getting new tourist through present tourists.

7.2.8 Finance

1. Finally, the problem of funds for the development of tourism infrastructure can be solved to a greater extent by proper coordination and involvement of the government, public and private sectors in Bihar. The department of tourism will monitor the disbursement of the central and state approved funds for tourism development in the state. On the other hand, the BSTDC can create a common fund by requesting the public sector banks, public sector organizations (both central and state), and the private sectors like the Tatas the Birlas etc. in Bihar. the disbursement of funds will be controlled by a common committee consisting of the Managing Director of BSTDC and the representative of different donor institution. Bihar tourism department can make a provision to charge a fixed amount from the tourists for the development and maintenance of present as well as new tourist spots in Bihar. If the services provided by the BSTDC are up to the expectations of the tourists, they will not mind paying extra charges in return for the development of tourism in Bihar.
2. The local bodies like corporations, municipalities and district boards can levy "Tourism development Tax" on the people of places of tourist importance in Bihar. In this case common people will not hesitate to pay this tax if they find that the development of tourism in their will contribute to their economic prosperity in general.

7.2.9 Tourist Information Centre

Another important step, the Department step, the Department of Tourism of the Government of Bihar should take into consideration, is that if tourist information. Information is the data which is communicated to decision market, expressed in recognized form useful for immediate decision making and is received in time to influence the outcomes for which it is prepared. Surprisingly the Tourism Department of Bihar and the BSTDC do not have information about the hotels, or tourist stops of Bihar. Thus, detailed information about the various segments of domestic and international tourists visiting Bihar remains a dream.

One of the most convenient ways to conceive how the tourism information would perform isn't imaging a hierarchy of users and uses. They are shown in the table below: -

The "Hierarchy" of a tourist information system

Function	Data Area	Customer
Information storage	Super Structure	Tourist and retrieval
Simulations	Hotel and Catering	Operators
Models	Transportation	Policy Makers.

This can be further explained in the following manner. The division in the data areas has been selected to reflect the main classes of activities associated with a tourist visit, which could easily correspond to three types of decision-making. Transportation for example, is deemed to conceive all those function to do with

moving the tourist from his place of residence to his destination. The second, hotel and catering is related to the domestic side of the visit and would have to include all the various permutations by which this could be serviced, from dharmshalas to 5 Star hotels. The third category, super structure, refers to those facilities designed to amuse the tourist between meals, including local transport.

The information system would provide a service in each or any these areas of three types of users. Tourist themselves will probably confirm their interests to the simplest system function, information retrieval. For example they will want to discover which hotels has vacant rooms or ask the way to the wild life parks. Many of the problems generated by both operators such as travel agents, hoteliers, bus companies and local authorities policy makers are likely to require little more than ample manipulation of aggregate data-sample but difficult to answer using conventional techniques for example, which tourists prefer to book excursions on impulse?

The worth of the system is greatly enhanced once the data is incorporated as a part of complete models or simulation. If the BSTDC or the Bihar Tourism Department within the help of National Informatics Center (NIC) can develop such technique of computerized information system, then their planning course of action much more rapidly than at present. Using up-to-date, accurate data, they could assess the effect of an additional hotel or the impact of closing a national highway.

It can be source to generally employment earnings Bihar also. It may be. conducted that today tourism is India's one of the major growth activities. Its various manifestations have attracted continuing attention in almost all the states, and union territories of India, except Bihar. However, now the time has come when the tourism promotional agencies of Bihar, both in the Government and private sectors, have to realize its importance. Bihar with its varied natural beauties, religious places, archaeological sites and wild life parks can become one of the leading tourist generating states of India like Jammu and Kashmir, Himachal Pradesh, Goa, etc. if special attention is given to the marketing mix strategies by the Department of Tourism, Bihar and the Bihar State Tourism Development Corporation and other organization in Bihar engaged in tourist activities.



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