

Promotional Strategies, a Tackle to Attain Sustainable Tourism

Ahmad Mohammadi, Hosien Akbari, and Ali Maroufi

Abstract Tourism industry has a hag influence on international economy and many countries have started considering this fact . Evan industrial developed countries claim the necessity of investment on this sector. Development in tourism industry caused increasing competition for attracting tourists by applying the most appropriate marketing strategies and techniques .failure in promotional strategies pertaining , results losing the opportunity of profiting in a competitive world .Furthermore ,the sustainability of this industry is dependent to maintaining tourist, attraction resources and conserving environmental and cultural integrity .

This paper tries to study promotional strategies, in a theoretical overview and discuss development of sustainable tourism in Iran .

Keywords— Tourism, Sustainable Tourism, Marketing Strategies, Promotional Mix, Environment.

I. INTRODUCTION

WORLD Tourism Organization has predicted that whole input tourism in the year 2010 was 4/1006 million and will reach up to 1/1561 million by year 2020. Although this industry have developed in Iran as well, there is a significant differences comparing to global statistics. Even comparing to neighbor countries, these statistics are not significant. Iran also is not close to countries such as turkey and UAE which leads to the fact that Iran’s revenue from tourism industry has become less than one thousandth of world’s revenue in tourism [2].

Tourism: In 1992, World Tourism Organization accepted this definition by United Nations Statistical Commission “Tourism involves the activities being done by travelers in a place other than their usual life environment for less than a year and for purposes such as leisure, business, etc.”

Information: information is an important subject in tourism, but it is necessary to distinguish between information and promotion. Promotion includes advertising, personal selling, public relations and public announcement. Advertising could have an important role in promotion and attract tourists into a particular destination. In this regard, maps, guide books, films, tour guides, articles, brochures and Internet are possibly used in order to gain some information. In addition, new

technologies such as Internet and electronic commerce can also be useful in tourism promotion, products and services.

Promotion: Promotion is one of the most important elements in new marketing which includes scientific program that basically tries to inform and motivate potential customers and intermediaries for specific purchases or actions. New marketing is more than providing good products, attractive pricing, and access to target customers [3].

Tourist attractions: Harris and Howard (1996), believed that tourist attractions are physical or cultural attractions of a place that people and tourists expect to find their joy in those places.

Sustainable Tourism: It is a form of tourism that meets the needs of tourists and local community; and focuses on stability and survival of the ecosystem, present culture and life style, and future interests of internal management [5].

Sustainable Development: Sustainable development is a process in which people of a country fulfill their needs and promote their lives without using next generation resources [6].

Tourism Marketing: It means an administrative procedure involving predicting needs, satisfying present and future tourists, so that put traveling agencies and supplier to compete with each other [7, 8].

TABLE 1. SERVICES AND MARKETING PROBLEMS CHARACTERISTICS [9]

Marketing Problems	Services Characteristics
Cannot be stored; 2. Cannot be displayed, provided and informed; 3. It is difficult to set up and maintained; 4. It is not tenable	No palpability
cannot be regenerated	Being unstable
Cannot be standardized; 2. Quality control is difficult	Having diversity
Costumer interacts with producers, distributors, and space providers; 2. Costumer sometimes became a part of product, and service provider. And there is no specified distinguish between marketing, human resources management and executive management	indiscernibility

II. METHODOLOGY

Due to the lack of studies on promotional activities in general and also on tourism industry in particular, this study has been done by gathering and using written resources. These resources that are referred to as secondary data, are gathered reviewing reports on Iran touring and Tourism Company, tourism related journals, newspapers and tourism websites, Travel agencies, Internet and other resources. Thus, it can be called cross-library, descriptive ex post facto.

Ahmad mohammadi, PhD. Student In Human Resource Management ,Shakhespajue Esfahan University. Shahr-e-babak. Iran.(corresponding author’s phone: 00989131931583 ; e-mail: ahmademohammadi@gmail.com).

Hossein Akbari. Manager Research at Educational Organization of Shahr-e –babak. Shahr-e-babak Iran. 00989132939427).

Ali Maroufi. Educational Assistant at Educational Organization of Shahr-e –babak (00989133924224).

III. A REVIEW OF PREVIOUS STUDIES

Although, there are numerous studies in the field of tourism marketing, but few are emphasized on promotion in tourism marketing. Here, we show the results of some previous related researches.

Hossein (2002), showed that Tourism industry is a priority in most countries and they are in competition in order to attract more tourists. Unsuccessful countries are generally use insufficient and inefficient strategies or suffer from lack of financial resources, low quality promotion products, inefficient product distribution or negative prejudices about tourism in that country [10].

In 2004, In the first international conference on Tourism and media in Sydney, [11] it has been pointed out that different media play an important role in introducing destinations for tourism. So that, division and promotion of tourism are effected by providing edited images and public opinion.

Researchers in tourism emphasized on the importance of selecting suitable marketing strategy and tourism services [12]. In this case, studying Japanese and South Korean official marketing web sites about tourism –which most of its visitor were from Hong Kong – showed that these web sites are designed to in a way that uses Hong Kong's favorite food, places in order to attract tourists from Hong Kong. From an operational perspective, it is clear that a successful marketing implementation on a specific market had to be planned and programmed [13].

Rita and Min-ho (1992) come to this conclusion that National Tourism Organization in every country is responsible for increase in tourism and its main responsibility would be to elevate its position in global tourism market. Thus, the country's National Tourism Organization must be the most attractive markets that have the most competitive products among countries and estimate enough budget for more impact [14].

Ahmad (1996) acknowledged that mere possession of index resources for attracting tourist and reaching maximum tourists is not enough, and tourism promotion have an important role in promoting tourism. Because, the created vision toward one particular destination and tourist's attitude are determining the success in marketing [15]. Liu and Wall (2006) referred to sustainable development in tourism industry and emphasized on tourism programming in the way that both local people and visitors could benefit. Suitable planning need to be based on society's participation, ideas and support. Unfortunately, many tourism planning are without paying attention to human resources, so local people have problem participating; this issue will effect stability of the plans [16].

Mitra (2005) in her study in Bangladesh argued that this country's effort to promote the country is not enough. She also said that it is necessary to inform tourists about what they will see, where they will stay and what they will eat. Bangladesh have to develop infrastructures such as hotels and promote more places to visit . In addition, Bangladesh must improve government and private sectors relationships [17].

The results from Hassan's study (1990) suggested that promotional activities in most of the countries are currently limited to the distribution of posters and folders, while these

would be useful utilities if market has already be created. He concludes that creating tourists offices in exporting countries, modification or creation of a new image of the country, professional associations, etc. will lead to growth in the industry [18].

Choosing the right goals for promotional strategies especially in tourism industry in an important issue. As Zahedi (2003) emphasizes, some types of tourism have more consistency with sustainable development policies and some are completely against those policies [6]. While using promotional tool, we could lead society and cultures toward sustainable tourism.

SabbaghKermani and Amirian (2000) in a study about the economic effects of tourism industry in Iran, came to the conclusion that hotel and restaurant industry, food industry, handicraft industry and transportation have the largest contribution in production, revenue and occupation. They also conclude that, if tourism develops, government revenue and imports will be increased [19].

For promotional operations of a product or service, the targeting should be on sectors that have the greatest attraction and effectiveness. Based on studies by SabbaghKermani and Amirian that have been conducted in year 2000, distribution of foreign tourist expenditures were based on the year 2000 and have been shown in table 2. The highest contribution belongs to facilities and habitation.

TABLE 2. DISTRIBUTION OF FOREIGN TOURIST EXPENDITURES BASED ON THE YEAR 2000

entertainment	transportation	shopping	food	installation	Expenditure, habitation, continent
8	6	15	31	40	Europe
4	8	18	30	40	America
3	11	20	30	36	Asia

According to table 2, most contribution in all continents is installation and habitation. Thus, focusing on promotional activities in hotels and related industries would be more beneficial.

Considering economic crisis that most countries are grappling with, it is expected that tourism and income rate to decrease dramatically. Mosai's study (2004), showed one present increase in price index in Iran toward the price index in the world, it reduces 25/0 percent of tourism demands and showed one percent increase in GDP that leads to increase in tourism demand by 45/0 percent [2].

Although elimination of economic crisis using promotional strategies do not seem to be accessible, but according to what has been said, choosing suitable promotional strategy will lead to decrease in adverse economic impacts. On tourism. So, using free products and vouchers would be useful in attracting tourists.

Different studies results indicates that demands rate for traveling to one country strongly affects by security issues and internal developments of that country [2]. So, government's attempts for demonstrating a safe and secure country would be really helpful. To ascertain this, the use of promotional tools such as public relations or advertising tools seems effective and suitable. It is necessary to remember that tourism strongly

depends on individual advertising; thus presence of foreign tourists in Iran will be a good way to show the secure and safe environment in Iran.

For sustainable tourism with emphasis on the selection of appropriate promotional strategies, and emphasis on the needs of durability, insights an approach ensuring sustainability in this industry. That is, tourism sustainability is formed in parallel development and at the pace of economic productivity and preserving environment and human society that are complementary to each other and do not compete [20].

The main point in sustainability of every development is the conservation of developmental resources; so, conserving tourism attractions, local communities and cultures, traditional practices as attractions ensure the sustainability. Interaction between four main elements of tourism –economic capacity, social capital, cultural enrichment, attractions and environmental resources- are practical conceptualization of sustainable tourism in every society. Whenever the balance in interactions among these elements disappears, the sustainability of the process will tarnish. So, in selection, designing and implementing promotional strategies in attracting tourists, all four elements should be taken into consideration. For instance, factors threatening the economic efficiency in tourism industry involve new information break down that are based on facts and have acceptable qualities.

In social sectors, participatory planning based on needs and demands can reduce the risk of imbalance in elements. Promotional strategies in this section should be based on social norms, and be welcomed by social communities. Cultural situations are the most vulnerable parts in selecting an inappropriate strategy.

There are different aspects in environmental considerations in tourism advertisement, some of which are related to environmental ethics, avoiding environmental pollution, destroying resources and indiscriminate use of resources. That is, effectiveness of these kind of advertising for a particular purposes will be with respect to electronic resources and costs for paper consumption, waste production, and distribution costs. In ethical issues, global environment issues such as global warming, and climate change worth considering that could result in more traveling, transportation developing, increase in fuel consumption .

IV. CONCLUSION

In a competitive global market place, effective promotional activities are essential for developing this industry. Due to lack of financial resources and poor policies in decision making, Iran has failed to meet the requirements. As a result, this sector and related market didn't grow evenly. Previous studies about tourism in Iran showed that tourist's arrivals have been increased, so it could increase further by adopting promotional methods. Moreover, it is necessary that creative people be employed in this sector and the advertising quality also be increased. In addition to these measurements, changing's Iran's image using promotional activities should be take into consideration. Therefore, one of the most essential steps is studying promotional activities in Iran and suggesting ways to improve attracting tourists. Thus, more detailed and developed

studies in the field of tourism industry in Iran, promotional activities by operators, assessing operators' roles in developing promotional activities, determining obstacles and problematic areas, determining required laws are suggested.

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