

# UNIT 21 TOURISM MARKETING - 2: PROMOTIONAL EVENTS ADVERTISING, PUBLICITY, SELLING

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## 21.0 OBJECTIVES

After studying this Unit, you should be able to:

- understand the importance of promotion in marketing,
- familiarise yourself with the different ways in which promotion may be done, and
- plan and evaluate promotional programmes.

## 21.1 INTRODUCTION

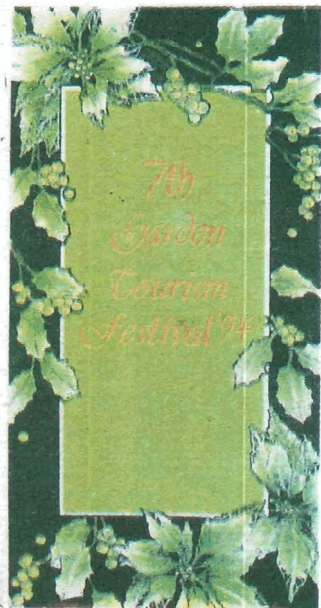
In Unit 20, you have learnt that **Promotion** is an element of the marketing mix. All communication from the marketer to the environment regarding the marketing organisation or regarding the product is a promotional activity.

The purpose of Promotion is to create awareness and then make the environment favourably inclined to the organisation. Only when the environment is favourably inclined to the organisation, will:

- customers buy its products,
- employees prefer to work for it,
- suppliers be happy to provide raw materials, and
- financiers offer finance for capital and operations.

In marketing, Promotion is Communication. There are many matters which the organisation can communicate. Some of these relate to:

- The organisation (say an airline or a hotel) as a whole, its achievements in business or in innovations, its plans for the future, its values (what it stands for), its position in matters of controversy, its concern for the security and environment, etc.
- The products it makes, the benefits they offer and comparison with competition.



In Promotion, an organisation is talking about itself and its products (whether goods or services). Promotion however is not the same as propaganda. In propaganda, there is a connotation of falsehood, trying to misinform. Promotion, however, as a marketing activity is based on respect for the customers and does not seek to misinform. Any **misinformation in promotion is considered unethical and with the growing consumer protection awareness campaigns can lead to legal action also.** Promotion refers to the set of activities that communicate about the product to the prospective and existing customers. Promotion aims to:

- Inform prospective customers about product or producer,
- Inform existing customers about changes in product,
- Generate interest in the offer,
- Persuade prospective customers to try the product (first purchase), and
- Persuade existing customers to continue the use of product (repeat purchase).

If A is the total market, B is the portion that is aware of the product, C is the portion that has tried the product and D is the portion that has tried and is satisfied. Promotion tries to improve the ratios B/A, C/B and D/C.

There are also various ways to communicate:

- Advertisement,
- Publicity,
- Public Relations (PR),
- Personal Selling, and
- Sales Promotion.

In this Unit, we will be discussing about these ways of promotion excluding media which has already been discussed in Unit 22.

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## 21.2 PROMOTIONAL EVENTS

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The products in tourism have been discussed in Unit 2 and in Unit 23. They are many and are offered by different organisations. These may not be connected to each other except through the common customer i.e., the tourist. Each of these organisations may do its own promotion or some may join together. For example TAAI, IATO, FHRAI, ITDC and Air India often pool their resources for joint promotion. The promotions may be of:

- Country as a whole,
- Specific destinations and locations,
- Specific activities or services,
- Tour packages, and
- Accommodation/Food, etc.

The main decisions to make in promotion planning are:

- Objectives of promotion,
- Choice of mix,
- Selection of media,
- Formulating the messages, and
- Timing and intensity of the campaign.

### 21.2.1 Types of Events

Events take place in normal course or are organised specially to highlight some of the unique aspects of a country, area or people. These events could be of interest to people outside the country or area. Such events could attract tourists if they became aware of them and can become promotional events.



Embark on an exciting cultural safari.

THRISSUR  
MAKE  
A TRUNK CALL  
101 elephants are  
waiting to greet you.

KOCHI  
SEE SHOPPING  
BARGAINS CAUSE  
A STAMPEDE  
Then relax on a  
sunset cruise.

# THE GREAT ELEPH

VILANGANKUNNU  
TRAVEL ON  
WIDE-BODIED  
JUMBOS!  
Arrive in-style for a  
fair and handicrafts  
exhibition.

ALAPPUZHA  
GET CHARMED  
BY SNAKE-BOAT RACES  
And have a treat  
at an island retreat





### GRAND ONAM FETE PLANNED IN KERALA

"The Kerala Government had chalked out an elaborate plan to celebrate the Onam festival on a grand scale this year. The week long celebrations, involving some 3000 artists begin on Sunday to coincide with the tourism week celebrations. The celebrations would cost the state exchequer Rs. 16 Lakhs through attempts were afoot to bring it down by sponsoring various programmes, said the Chief Minister, Mr. K. Karunakaran. Onam, the most popular festival of Kerala, denoting new year, is celebrated throughout the state irrespective of caste or creed. This year, the celebrations include various cultural programmes by artists, women and children, exhibitions, agricultural shows and competitions of various disciplines. The tourism special secretary, Mr. K. Jayakumar, claimed that some 5000 foreign tourists were expected to see the celebrations".

Onam is an important festival in Kerala occurring in Aug.-Sept. Traditionally, at Onam time, there are a lot of festivities. One of them is boat racing. The Kerala boats called Valloms are unique. Being long, with very long curved rear ends they are paddled by 40 to 60 persons. The Valloms are raced to the accompaniment of songs that have beats corresponding to the rhythmic motion of the paddles. It is altogether a grand sight watched by thousands of spectators on the banks of the waterways. This traditional sport has now been developed into a major event of boat races, with a number of races of different classes of boats, with sponsorships and prestigious prizes, covered by radio and television.

This event of Onam in Kerala, along with the boat races and other programmes, promotes Kerala as a whole to the rest of the country and the world, showing the State's attractions, ways of its people, the songs, the festivities and the legends. This is a promotional event. When these events are organised regularly every year, tourists—both domestic and international, plan their visits to Kerala during this period. Kerala occupies a special place in the tourist calendar.

Many States celebrate special events, similarly. The Pongal in Tamil Nadu, the Ganesh festival in Maharashtra, the Durga Pooja festival in West Bengal and the Desert festival in Rajasthan are some examples. Even the kite flying tradition is made into a festival at Jodhpur and Ahmedabad.

Events however are not developed only on traditional, social and religious festivities. In Khajuraho and in Elephanta (near Bombay), dance and music festivities are organised where the best artists in the country perform. Set to the backdrop of the historic monuments, these occasions acquire a certain uniqueness, presenting both, the place where the event is organised, as well as the richness of the country's tradition of fine arts.

An international sports event like the Olympics or Asiad, an international conference, an exhibition (like film festivals or trade Expos) visited by a large number of people from the world over, an anniversary (like the Tagore Centenary or the 2500th year of Buddha) can be made into a tourist promotional event. Hotels may create theme events such as Thai week or France month with food, decor and entertainment giving the flavour of the country named. On a bigger scale, the India festivals had been organised in U.K., U.S.A., Russia and France lasting a year. The French festival was organised in India, with events in several cities, enabling the citizens to watch and experience dances, cinema, music, food, dress, nature etc. of the other country.

### 21.2.2 Points of Advantage in an Event for Tourism

The following points are of significance to derive maximum advantage in terms of tourism promotions:

- i) Organisers of the specific event may be primarily interested in the cultural, archaeological, historical, literary or technical, aspects of the event and overlook the incidental effect of increased tourist traffic in the city or state where the event occurs. Some may think that to consciously invite the tourists is to 'commercialise' the event and that may not be 'proper'. It is possible to recover the costs of the event through sale of tickets, souvenirs etc. to tourists.
- ii) All the organisations concerned with the incoming tourist business must be brought together to cooperate in marketing the theme.

- iii) Tourists like to carry back mementos of events in which they had participated. Preparation of souvenirs, can produce income. They can also be used to remind people of the event to come. The souvenirs are of unlimited variety. They have to mention the name of the event or a significant element of it. The income from souvenirs can substantially contribute to the financial success of the event. The Replicas of the 'Valloms' (see Sub-sec. 21.2.3). made in wood, become popular souvenirs. They then help to sustain a local craft.

### Check Your Progress 1

- 1) Indicate which of the following statements is right [✓] or wrong [x].
  - a) Promotion is the same as propaganda. [   ]
  - b) While promoting an event, attention is to be paid to matters other than organising the event itself. [   ]
  - c) The Republic Day parade in Delhi is a promotional event. [   ]
- 2) In the following statements, indicate which one of the four alternatives (i), (ii), (iii) or (iv) is correct.
 

<ol style="list-style-type: none"> <li>a) Promotion means               <ol style="list-style-type: none"> <li>i) Communication</li> <li>ii) Rise in status</li> <li>iii) Sponsoring</li> <li>iv) All of above</li> </ol> </li> <li>b) Communication is made to               <ol style="list-style-type: none"> <li>i) Employees</li> <li>ii) Customers</li> <li>iii) Financiers</li> <li>iv) All of above</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>c) An event relates to               <ol style="list-style-type: none"> <li>i) Sports</li> <li>ii) Festival</li> <li>iii) Anniversary</li> <li>iv) All of above</li> </ol> </li> <li>d) Promotion may be of               <ol style="list-style-type: none"> <li>i) Country as a whole</li> <li>ii) Specific estimation</li> <li>iii) Special attractions</li> <li>iv) All of above</li> </ol> </li> </ol>
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- 3) List out ten items of souvenirs that may be got ready during an international sports event.

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- 4) What does promotion aims at?

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## 21.3 ADVERTISING

Advertisements are paid non-personal forms of presentation. Messages are presented through media viz. newspapers, magazines, journals, radio, television, posters, hoardings, cinema slides, yellow pages, stickers, exhibitions, stalls, direct mail, giveaways etc.

Advertisements:

- reach homes, (T.V., Press) or are stationary (Hoardings);
- are transitory (T.V., Radios) or could be referred back (Magazines).

Advertisements arouse curiosity and interest. They improve receptivity, but rarely lead to purchases without further promotional efforts.

The decisions to be taken regarding advertisements are:

- a) What is the objective?
- b) What is the target audience?
- c) Over what period should the campaign last?
- d) Scope i.e. National, Regional, International.
- e) Whether separate ads for different regions or audience segments?
- f) Media to be used, Copy, Theme and Image.
- g) What is the best timing and frequency?
- h) Cost effectiveness.

While preparing messages the following guidelines may be kept in mind by you:

- Give clear unambiguous messages.
- Convey range, depth, quality and level of service.
- Emphasise benefits, not technical details.
- Only promise what can be delivered.
- Develop continuity through symbols, image, format, theme, etc.

Messages should emphasise the **key benefits** that the **target market** must perceive and will value. Messages must be credible, likeable and attractive. Appeals may evoke senses of pleasantness, moods, luxury, distinctiveness, fantasy.

Advertising technique may have:

- Domination — Having big impact,
- Concentration — One clear appeal, and
- Repetition — Impact through repetition

A tourism destination has a visual appeal. Colour, movement and sound that may convey the atmosphere add to effectiveness. If any special event is to be advocated, it has to be done sufficiently early keeping in mind that decisions to travel are not taken in a hurry. There is a certain gestation period of decisions, planning and buying in tourism. For example if one wants to go to the hills in summer the selection of the destination, planning and bookings have to be done much earlier. May be in February or March. In case of international tourism tour packages are offered even a year or two in advance. The target audience can be determined taking into account tourist segments by place or origin and flows. If the intentions are to generate tourist flow from new territories or flow from other destinations, perhaps intensive campaigns may be necessary.

Preparing an ad copy is a highly specialised task, needing visualising and creativity. The advertiser will have to work in close consultation with the Copy writer, feeding him with the ideas to be translated into words and visuals to produce the commercial impact.

**Win an Exotic Holiday!**  
*Come. Celebrate the  
 Festival that never ends.*



**Holiday and Travel Show**  
 Darling Harbour 18-20 June

**Rakhi.** It's when sisters tie colourful silken floral tokens on their brothers' wrists as a pledge of eternal affection.

Now you too can join us in a bond of friendship.  
 At the **Holiday & Travel Show.**

It's your chance to win a holiday for two to India courtesy **Thai and Asia Express\***.

Just fill in the coupon and join us at the Festival of Friendship booth at the Show.

**Watch for the highlight:  
 Saturday 12.30.**

*"For  
 India.  
 How about  
 You?"*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

\*Conditions apply  
 FAX: 6170 983





# Free Duty

*Say hello to a good buy!*



## Shops at **Arrival** and **Departure** at India's International Airports\*

- Prices amongst the lowest in the world
- Wide range of liquor, tobacco, perfumes, watches, electronics, confectionery and other accessories
- Exclusive international labels and select range of Indian merchandise
- Advance booking system: Book at departure & collect on arrival-Travel light

**STOP  
AND  
SHOP**

\* Bombay, Calcutta, Madras, New Delhi and Thiruvananthapuram



India Tourism  
Development Corporation



**DUTY FREE**  
INDIAN AIRPORTS DUTY FREE SHOPS



VC/ITDC/1802/92/C



## 21.4 PUBLICITY

Publicity is unpaid for communication, usually impersonal and appearing to emanate from sources other than the marketer. Publicity takes place when media, on subtle persuasion or otherwise, carries an article or news item about the marketer or the good/services offered. Publicity is more credible than advertisements when it is seen as originating from the medium or some other person, not the marketer.

### 21.4.1 Kinds of Publicity-1: Media

The tools of publicity are:

- Press Releases
- Press Conferences
- Conducted Visits (familiarising/FAM trips)
- Presentations
- Informal briefings
- Sponsored Articles

In the case of a hotel/resort, news may relate to the facilities and conveniences in the property; events like marriages, seminars, exhibitions, inaugurals or sports that may take place in the property and important persons who may visit the property.

Publicity will be carried by the media if the activities and messages are:

- Interesting,
- Timely,
- Accurate, and
- Newsworthy

Sponsoring is excellent publicity. A leading Hotel group (Taj/ITC/Oberoi etc.) might sponsor a cricket match or a TV serial and gain publicity.

International tourism promotion depends heavily on Publicity. A new airline route is an occasion for publicity. So is a report in the news paper regarding an event of package. For example "Palace on the Wheels" is being remodelled. This was a news in the news papers. The impact was much more than any advertisement could have. This news was carried also by the T.V. The details and the descriptions create image of a unique experience and tourists thinking of going to India would "desire" to savour the same.

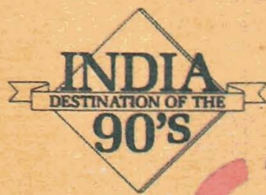
Malaysia is planning to welcome 20 million tourists by the year 2000. They expect 7 million tourists in 1994, which is being promoted as the Visit Malaysia Year (VMY). As part of this promotion, Indian newspapers carried special supplements with articles, advertisements, interviews and photographs. The entire space in the supplement may have been paid for in which case it is strictly "advertisement". Yet, the matter will be gone through as if there is news, the format of presentation being the same as the editorial pages of the publication.

### 21.4.2 Kind of Publicity-2: Oral

Word of mouth publicity is very effective. It is said that sources of information are credible according to a hierarchy. In descending order of credibility are:

- Intimate family,
- Personal friends,
- Professional colleagues,
- Retailer's representatives, and
- Producer's representatives.

Word of mouth is more effective than advertisements. An endorsement by one who has



**HIRA**  
India

The heritage of  
*Sarees*





# This is how crowded it can get at Binsar during peak tourist season



Binsar. A tiny, half-forgotten, out-of-the-way place where hardly anyone goes. Where life moves on at an unhurried pace and people still have the time to stop and chat. Nestled in thick oak and rhododendron woods, Binsar is just 30 kms from Almora, which is about 9 hrs run from Delhi by road. The nearest rail-head is Kathgodam. From Almora you could take a bus or even trek up to Binsar and stay at the comfortable 40-bedded tourist

bungalow, with a-la-carte restaurant service. Surrounded by the views of the snowy peaks, Binsar offers a feast for the eyes.

Close by is Kausani, a scenic spot eulogised by poets and philosophers — so close to the Trishul-Nanda Devi range that you feel you could touch the snows.

Jageshwar, one of the 12 Jyotir Lingas of Shiva; Baijnath, a picturesque town

dotted with Shikhar style temples; Katarmal, a celebrated picnic spot with a unique sun temple and Bageshwar, famous for the Bagnath temple and old sculptures, are some of the places to visit during your stay at Binsar.

So for your next holiday, get off the beaten track — head for Binsar. And discover the U.P. hardly anyone knows about.

**U.P. Tourism**

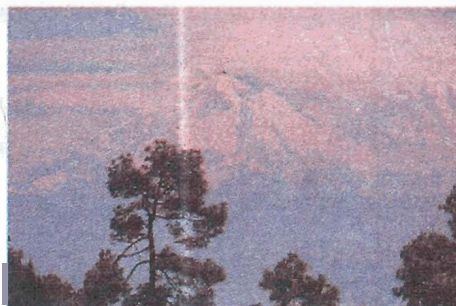
Chandralok Building, 36 Janpath  
New Delhi-110 001. Ph: 3322251

Also at:

Ahmedabad: Ph: 464318, Bombay: Ph: 215458

Calcutta: Ph: 207855, Chandigarh: Ph: 41649

Lucknow: Ph: 246205, Madras: Ph: 479726



used the services has more reliability and impact than an advertisement. You ask about the destination from your friends and tell them the one you have experienced. In most cases, you search for a person who has experienced the services to seek information like where did you stay? was the stay comfortable? or how was the bed tea?

Therefore, it is a good strategy to encourage customers to talk of satisfactions. Develop materials that customers can pass on. Cultivate opinion leaders and emphasise on conveniences. Any customer who perceives special value, not commonly available elsewhere, is a potential medium for word of mouth publicity. Contacts with customers can be maintained through:

- Bulletins, mentioning new facilities or upgradation of existing ones,
- Greetings, gifts or souvenirs, and
- Invitation to revisit offering special items/services.

In the case of tourism, the travel agencies, hoteliers, airlines etc. are part of the services and also part of the promotion. The personnel in these organisations provide service. They are also depended upon by tourists for information and advice. They are a useful 'word of mouth' media. Such personnel may be taken to the facilities and destinations and made to experience the services and attractions.

Word of mouth publicity happens when people talk about satisfying experiences. Satisfaction is the difference between actual experience and the expectation prior to the experience. Robert Galvin, Chairman of the Executive Committee of Motorola Inc. says that there are four levels of acceptable service—'Good', 'Very good', 'Near Perfect' and 'WOW'. John Humble, the management consultant from the UK, uses the word 'Delight' for 'WOW'. Both WOW and Delight occur when the experience is far beyond all expectations. That is a level which is least forgotten. It is always talked about.

When actual experience falls short of expectation, there is dissatisfaction. This is also noticed and remembered. When actual experience matches expectation, there is neither dissatisfaction nor satisfaction. When actual experience exceeds expectation, there is significant satisfaction, but may not be strong enough to be noticed and remembered. But the satisfaction becomes a WOW or Delight, when the actual experience exceeds by a wide margin. Only a WOW experience is remembered positively.

One expects courtesy and attention in a hotel. If it is missing there is dissatisfaction. But there is no significant satisfaction when courtesy is noticed. If the manager of the hotel calls you up as soon as you enter your room and asks how you are—that is beyond expectation. That may be remembered but still not a WOW. But if that evening, the band plays a birthday song because it is your birthday, that is WOW.

To be told that one does not have a reservation (in a hotel or airlines) is bad. To be welcomed as if they are waiting for you, instead of a 'Next' is good. To be received as soon as you reach the lobby with your favourite drink may be a WOW. To be left hanging on the telephone, without knowing whether the person you are calling for is available or not, is bad. To be told that the particular person is not available and that you could leave a message is better. When the M.D. of a Company gives you his personal number and tells his secretary to give your calls top priority it is good. To be handed over a new book in library because the librarian knows your taste, is WOW.

### Check Your Progress 2

- 1) Indicate which of the following statements is right [✓] or wrong [x].
  - a) An advertisement rarely leads to purchase without further promotional efforts. [   ]
  - b) An advertisement suitable to attract domestic tourists is suitable also for publication in a foreign magazine. [   ]
  - c) Publicity has more credibility than an advertisement. [   ]
- 2) In the following statements indicate which one of the four alternatives (i), (ii), (iii) or (iv) is correct.



[illegible][illegible]

Public Relations (PR) is the deliberate, planned and sustained efforts to establish and maintain mutually beneficial relationships between an organisation and public. It comes from a recognition that without the active support from the public, the organisation will have difficulty to carry on and grow. Shareholders, suppliers, customers, agents, employees—all have stakes in an organisation. In the case of tourism, the trade and commerce within the vicinity of the destination and the local people also have a stake. The local residents at the destination probably have the biggest stake. Their life styles and the environment are effected by the influx of tourists. Tourists being visitors from a different culture and society (even if within India) may be accustomed to behaviors different from the locals. There could be a fear that the younger generation may be 'spoiled' by mixing with the tourists. The increased activity accompanying tourists growth may bring in undesirable persons, thus effecting the sense of security. If the local people start reacting to these 'encroachments' into their ways, their behaviour may significantly affect the

pleasure of the tourists. PR is essential to ensure that the relationships are conducive to the growth of tourism.

Better understanding between tourists and the hosts/residents at and around the destination can make them feel favourably inclined to each other. This can be possible through contacts and interaction. It is part of PR activity to make such contacts contribute towards a better understanding. The contacts become more useful if expectations of both are known and each is aware of the do's and don't's.

The tools of Public Relation are the same as for publicity plus:

- Journals/Newsletters,
- Sponsored visits,
- Sponsorship of activities,
- Special drives, and
- Interest group meetings, etc.

PR efforts are aimed at **key personnel** and seek to shift the people towards:

- Sympathy from Hostility,
- Acceptance from Prejudice,
- Interest from Apathy, and
- Knowledge from Ignorance.

PR efforts have to be **credible** but they are difficult to evaluate for effectiveness. PR is the **business of everybody** in the organisation. The top management may lay down the policy. But what others in the organisation do also conveys messages to the public. This affects their relationship with the organisation. Training and education of staff at all levels on how to deal with customers/people—with courtesy and consideration—has to be a part of the PR effort. As a tourist professional you have to be extremely cautious of this aspect. Leading organisations have PR departments and many others have at least a PR Officer. But many tend to ignore this. This may have adverse effects in the long term or may be in the short term itself.

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## 21.6 PERSONAL SELLING

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Personal selling is a part of promotion. Advertisements and other non-personal communications are not adequate to persuade customers to make choices. The information required to make choices are more than those available at awareness levels. The gap can be reduced via **personal interaction**. Even then the quality of service and integrity of producers are difficult to know.

### 21.6.1 Salesperson's Duties

Salespersons (boy or girl) have to call on people to sell. Ideally a salesperson has to:

- **Find prospects**, that is, get names of people who are likely to buy.
- **Qualify the prospects**, finding enough data on the prospect to decide whether there is need and capacity to buy.
- **Approach** the qualified prospect by fixing up appointments for presentation.
- **Make the presentation** during which the salesman will explain what the product can do to the prospect and get him sufficiently interested to try the product.
- **Close the sale**, that is, make the customer buy.
- **Provide after sales service**, that is to ensure that the experience with the product is the same or better than what was promised during sale, and the customer has no complaints.

A service, being intangible, presents a lot of uncertainties to the prospect. The salesman/girl of a service, if perceived as non-professional, or not credible, increases those uncertainties. They should be seen as reliable, friendly and meaning well. They should



emphasise conveniences but not ignore to mention precautions necessary in usage. Effective salespersons understand and empathise with the customers and are more acceptable to the customers. They also demand services from the organisation on behalf of their customers.

### 21.6.2 Other Purposes of Salesperson

In practice, all sale calls are not for affecting sales. The other purposes served through such calls are:

- data collection and updating prospects list,
- As a PR effort, to tell about new products and achievements of the organisation,
- As a service to check on customer's experience and satisfaction levels with what they have bought, leading to feedback for product development, and
- Intensive sale campaigns in specific areas from time to time.

A salesperson must be sensitive to the reality of the situation they are in at any particular time and adjust their normal styles and presentations accordingly. Or else, they might be embarrassed. For example, if the salesman of a vacuum cleaner, who, to demonstrate the effectiveness of his product, scattered a lot of rubbish on the costly carpet in the prospect's living room, later found that there would be no electricity for the next four hours.

Generally (subject to exceptions always) people like to:

- Think for themselves and understand the product at their pace. They do not like to be hustled.
- Have second opinions and look at options before buying, particularly if the commitment is heavy. In services the commitment is usually irreversible.
- Be respected for their views. Experienced salesperson do not contradict or deny directly the prospect's statements. They avoid an argument. They agree with a 'Yes' and then express an alternative view with a 'but'.

While buying goods, the buyer takes home what he has bought and uses it there. A post-sales call is necessary to know the experience. In the service business, the production and consumption occur simultaneously as an interaction between the consumer and the representative of the producer. This representative is usually not the salesperson. In the case of many services, the feedback can be had during the service transaction itself, examples being cinema, entertainment, beauty clinic, laundry etc. In many other services the feedback is delayed. Examples of this are medical treatment or repair services. In the case of insurance the service is delivered (at the time of claims) long after the purchase is made. During the intervening period, nothing should happen to nullify the arrangement made. Ensuring all this is post sales service.

Tourist destinations are sold personally to intending travelers by travel agents, hoteliers, cruise operators and other intermediaries. Post sales calls help to check whether experience was consistent with expectations and promises. Such feedback obtained during post sales calls helps improve the tourism product and eliminate dissatisfying elements.

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## 21.7 MERCHANDISING

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Activities that take place within the unit are called Merchandising. The objectives of Merchandising are to make customers within the premises:

- aware of facilities or offers available,
- want to avail of those facilities or offers on impulse, and
- have a memorable experience.

Merchandising relies on displays of materials and skills. Utilisation of facilities within a hotel by resident guests can be improved through Merchandising.

A provider of tourism services has considerable opportunity for Merchandising, i.e. to make the customer who is in contact, buy additional services which he may not have

originally planned to buy. May be he did not know of the availability of the services or did not know enough to evaluate its true worth. If the additional service on offer is unique and exclusive to that location, the additional costs would seem to be negligible compared to the opportunity—he may not visit the place, at least for quite some time.

If Merchandising is done before the tour commences, the tourist will be ready for it. Otherwise, depending on the availability of money and time resources, there could be disappointment.

### Check Your Progress 3

1) Indicate which of the following statements is right [✓] or wrong [x].

- a) Selling is different from PR. [    ]
- b) Locals always benefit from influx of tourists. [    ]
- c) The contacts between tourists and the local community must be carefully managed. [    ]
- d) PR includes education of staff. [    ]

2) State how sales contacts may help in Market Research/PR?

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3) When should Merchandising be done in tourism?

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4) Mention the duties of a salesperson.

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## 21.8 LET US SUM UP

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Promotion is an element of the marketing mix. Promotion is made through Advertising, Publicity, Selling, Public Relations and Merchandising. Events provide opportunity for Publicity and Promotions. Selling helps not only to increase the number of visitors but also Market research and PR. The local population is one of the most important link in this. Contacts between tourists and the local people need to be properly planned.

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## 21.9 KEYWORDS

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<b>Concentration</b>	:	One clear appeal
<b>Conducted Visit</b>	:	is one in which members of the public (in manageable groups) are invited to visit the organisation and obtain a first hand experience of what is happening.
<b>Domination</b>	:	Have big impact
<b>Informal Briefing</b>	:	is in the nature of information being passed on to be published or used by the media but without identifying the source.
<b>Presentation</b>	:	is a formal talk with supporting slides, pictures, data etc.
<b>Press Conference</b>	:	A meeting arranged between senior executive of the organisation and the representatives of the news media where statements are made and questions (from the representatives) are answered.
<b>Press Release</b>	:	A statement issued to the media, to be published or broadcast by the media as news.
<b>Promotional Event</b>	:	A happening, that happens in normal course or is specially designed, enhancing attractiveness and highlighting the uniqueness of the destinations.
<b>Sponsored Articles</b>	:	are written by professional or well known persons on request, with or without being paid for the same.

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## 21.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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<b>Check Your Progress 1</b>
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- 1) (a) x (b) ✓ (c) ✓
- 2) (a) (i) (b) (iv)  
(c) (iv) (d) (iv)
- 3) T. Shirts, Caps, Shoes, Socks, Handkerchiefs, Scoreboards, Cufflinks, Tiepines, Replicas of mascot, Badges, Paper fans, Photographs of Stars, Books of records, Write up on past performers, Photographs, Models of sights in the city, Local crafts, Pencils, Pens, Diaries with imprint of logo/mascot.



- 4) Base your answer on Sec 21.1.

**Check Your Progress 2**

- 1) (a) ✓ (b) x (The needs and appeals have to be different).  
(c) ✓
- 2) (a) (iv) (b) (iv) (c) (ii)
- 3) See Sec. 21.3.
- 4) See Sub-sec. 21.4.2.

**Check Your Progress 3**

- 1) (a) ✓ (b) x  
(c) ✓ (d) ✓
- 2) See Sub-secs 21.6.2 and 21.6.4.
- 3) Before the tour starts, see Sec. 21.7.
- 4) Base your answer on duties mentioned in Sub-sec. 6.4.1.