

A STUDY ON PERCEPTION AND ITS FACTORS TOWARDS TOURISM MARKETING STRATEGIES

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ABSTRACT

Tourism industry in India has seen robust and steady growth in the recent years. In 2016, the average daily rate of hotels was at its lowest in a decade at around 85 U.S. dollars. Despite the falling average daily rate, the occupancy rate of the hotel industry in India has continued steady over the last few years at around 60 percent annually. With the arrival of non-traditional accommodation like home stays, hostels, serviced apartments, Airbnb and OYO Rooms, there has been a shift in dependency from traditional hotel room occupancy. The travel and tourism industry in India is observing a new movement of development in terms of infrastructural provisions, connectivity and safety for travellers. Tourism marketing is used to mention that business guideline by which the visitors are engrossed to a particular location which can be a state, a city, a particular heritage site or tourist destination spot, a hotel or a convention centre anything. It cannot be restricted with particular aspects of travel and tourism.

KEY WORDS: Tourism, Tourism marketing, accommodation, airlines, car rental services, restaurants, entertainment venues, travel agents

INTRODUCTION

Human beings want to live with pleasure and enjoyment with natural and artificial creations. Travel from one place to another is unavoidable to the human beings for their employment, entertainment and environment. Therefore, travelling is a part of the people by using different mode of transformation. The tourism industry is connected to the idea of people travelling to other locations, either domestically or internationally, for leisure, social or business purposes. It is meticulously connected to the hotel industry, the hospitality industry and the transport industry, and much of it is based around possession tourists happy, occupied and prepared with the things they need during their time away from home. Tourism industry offers happiness to refresh, enjoy and activate themselves with new atmosphere and environment. Now a day's varieties of tourism practices are available with innovative approaches. With this view, the present research study made an attempt to understand the role of District Tourism Promotion Council and its impact of marketing strategies in Kerala.

TOURISM INDUSTRY IN INDIA

Tourism is the part of human being living with happy and pleasure. Tourism industry is to a great degree influenced by specific elements that tourists respect indispensable. The neighbourhood or unlucky absence and the working of these variables oversee the level of fulfilment among tourists. This further impedes or compels tourism in a specific State. Nevertheless, tourist being the central and main participants of demand side of the tourism value chain because of his demand for numerous tourism services provides an input to the tourism service suppliers and encourages them to attain a balanced growth and sustainable

steadiness. Therefore, there is need of continuous growth and sustainability of tourism sector in the country. Travel and Tourism was the major service industry in India was worth 234 billion US Dollar in 2018. Travel and Tourism industry has become one of the principal Foreign Exchange Earners in India with earnings of 29.962 billion US Dollar during Jan 2019 – Dec 2019 equating a growth of 4.8 per cent over the previous year.

TOURISM MARKETING

Tourism is one of the unique and challengeable services which need innovative approach to market and promote. Tourism marketing is connected with marketing strategies in the arena of tourism. Today there are many countries in the world, where tourism plays a major role in ornamental their gross domestic product. Tourism marketing is the combined name given to the various marketing strategies used by businesses within the tourism industry. Hotels and other forms of accommodation, along with airlines, car rental services, restaurants, entertainment venues, travel agents and tour operators. Therefore, tourism encompasses almost all the services starting from home to distinction.

DEFINITIONS OF TOURISM MARKETING

Tourism marketing is one of the major parts of marketing of services which consists of seasonal and conventional influences. Tourism marketing does include sufficient of techniques that are comparable to traditional online marketing, but it has its details. The following are the major definitions which describe tourism marketing with commonly acceptable words.

According to Kotler, “Marketing is a social and managerial process by which consumers obtain what they need and want through creating and exchanging product services and values with other.” Kotler has highlighted more on wants, needs, satisfaction, demand, and marketers.

According to BCIM, “It is the management process responsible for the identification, anticipating, assessing and satisfying the customer’s client’s requirements profitable.”

REVIEW OF LITERATURE

Tourism in Kerala is one of the very popular terms which are known for it by its nature and climate. Tourism marketing in Kerala concerned with its social, economic and traditional values. Many studies have been undertaken relating to tourism marketing in Kerala. These reviews help to understand variables used in the early studies.

Jithendran. J. Kokkranikal., & Tom Baum. (2002). Concluded that A review of Kerala's experience in tourism Human resource development and the available works brings up a number of problems in education and training for rural tourism development.

Liang Tang., Alastair.M.Morrison., Xinran.Y.Lehto., Shery.F.Kline., & Philip.L.Pearce. (2009). The study predicted that icon attractions can be analysed from three aspects: characteristics of icons, organization, and impacts. These effectiveness principles might serve as a foundation for future research on well-known individuals employed as tourist attractions. It may also be supportive in the operation and management of representation attractions by industry practitioners.

Ramesh.U., & Kurian Joseph. (2011). Noted that Indian tourism industry has outstripped the global tourism situation in terms of growth, revenue and the volume of international tourist visits. A recent movement has shown that people from developed countries are seeking behaviour from the health professionals from developing countries.

Rajasenan.D., Varghese Manaloor., Bijith George., & Abraham. (2012). Suggested that Analysis based on ecotourism characteristics and its decomposition based on a atmosphere of variables shows marked deviation between the domestic and international tourists visiting ecotourism destinations of Kerala in most of the factors

Anand Bethapudi. (2013). Noted that the present information and communications technologies should be updated, upgraded and unified combination both internally and externally should be done to progress the tourism business operations. The integration of ICT in tourism would benefit both, service providers and customers bringing together other participants as well, on a mutual stage.

Manoj.P.K. (2013). Mentioned that various impediments like scarcity of finance and other resources, Government of Kerala has accorded added thrust on the development of tourism, particularly responsible tourism, rural tourism etc. There is improved participation by the Governmental initiatives like Kudumbasree in tourism related activities, particularly in responsible tourism, organic farming etc.

Mehdi Shirafkan Iamsoo., Masoumeh Niroomand., & Hossein Khandani Rafsanjani. (2013). Revealed that tourism development in all economic, social and cultural dimensions has attracted public and private planners in all national, regional and international areas and all countries came to the decision that tourism makes considerable foreign exchange earning to the economy of a nation.

Sindhu.R.Babu(2014). Found that however, in the end, it could be said that technology has made many companies to adopt mass customerisation. It could only come up when the market leaders in the industry work in close association with IT industries to create a new integrated business model. The conceptual framework illustrated here will be helpful to the stakeholders in the tourism industry for understanding each other and different aspects of personalisation.

Haseena.V.A. (2015). Revealed that People are increasingly observing forward to new ways of reduction and rebooting themselves. Some modes of tourism, globally, due to the economic downturn, have slowed down, but the tourism sector itself has done curiously well during the last two-three years by contributing the new model.

Manoj.P.K., & Vidya Viswanath. (2015). Concluded that tourism development in India and so also in Kerala. While tourism has got excellent prospects for promotion of rapid economic development of India, particularly in a resourceful state like Kerala, it may be stated that the sustainability aspect of tourism has not often been given adequate consideration in designing tourism policies of government.

Sima Ghaleb Magatef. (2015). Noted that tourism industry is measured as one of the main industries in the international economy from the part of invested capital and the revenues of foreign currencies. That is due to the major role that tourism plays in the development of societies and countries socially and economically and due to the numerous advantages and assistances that it has achieved for society through various investments absorbed towards the tourism sector.

Emilda.ALA., & Joseph.K. (2016). Suggested that Kerala is one among the exceptional destination of travel lovers. Lakes, beaches, backwaters and boat house are the unique selling point of Kerala's tourism industry. Inappropriate disposal of waste material, solid waste and littering can destroy the physical advent of the destination.

Manoj.P.K. (2016). Revealed that the tourists themselves are advanced from rural tourism. But, in both these cases, the respective stakeholders need the natural environment to be conserved well, because otherwise the attractiveness of the location and hence its attractiveness may be unfavourably exaggerated.

Muralidhar.S., & Karthikeyan.P. (2016). Mentioned that Ayurveda, the Indian system of medicine is deep rooted in our nation. Kerala and Karnataka have proved to be the important hubs of Ayurvedic tourism. Market size of Indian ayurvedic is Rs 50 billion and it is growing considerably at a rate between 10-15 per cent, with the same growth rate beleaguered for the next 10 years. Public drive for Ayurveda as it has no side-effects and is natural.

Rajakumar.P. (2016). Suggested that Ecotourism has prolonged fast and in a ground breaking way. It is an side-shoot wave of environmental awareness. Due to tourism's robust role in the nations and economies of the world, the need for tourism research is authoritative. The movement towards ecotourism in Kerala is at once a risk and a chance to create more maintainable tourism.

Shruthi.D.B. (2016). Suggested that tourism sector challenged with numerous challenges in the field of human resources, one of the vital issues in this regard is the quality of manpower. It is the right time to consensus the Status of tourism in importance due to increase in tourist arrivals and the socio-economic benefits of the tourism phenomenon. It should take many creative and antagonistic steps for the promotion of HRD.

Angela Ya-Ping Chang. (2017). Concluded that the research results present the strangely positive properties of Sales Promotion on Consumer Involvement and Purchase Intention, skimpy that consumers with high involvement seem more consciousness and concerns about Sales Promotion of a tourism business than the ones with low involvement do.

Manikanth Sharma., & Deepti Dabas Hazarika. (2017). Found that This paper concludes that Indian tourism industry would not be able to get the anticipated growth and impetus unless it is backed up by penetrating promotional and marketing strategies. Initiatives have been taken in the form of campaigns like 'Atithi Devo Bhava' is such inventiveness which ask the people to perform responsibly.

Obed Henry Mwinuka. (2017). Noted that role of tourism marketing that reinforces the development of successful maintainable tourist destinations. It is a review that specifically looked at the part of tourism marketing in successful maintainable tourist destinations. The review has identified some of the fundamental the challenges fronting tourism marketing and the sale of sustainable tourism destinations and emphasized some areas where future research could indeed focus its attention on, in order to sustenance the ongoing development of preservation tourism at destination levels.

Sandhyta.H. & Bindi Varghese. (2017). Mentioned that Abundant cases have been reported of tourists fronting great complications to reach their destination as there were no facilities or services available to them and no mode of transportation to aid them. The arriving travel agents and tour operator have partial control over this situation as they are destined to follow the rules and regulations of the political system.

Fredy.T.Louis. (2018). Suggested that Indian subcontinent developed through the ages. India is known for its traditional medicinal systems - Ayurveda, Siddha, and Unani. Traditional Medical systems are mentioned even in the ancient Vedas and other scriptures. The Ayurvedic concept seems to have appeared and developed between 2500 and 500BC in India.

Moli.P.Koshy., Vijay Kuriakose., & Paul.V.Mathew. (2018). Noted that Tourism emerges as a growing concept in destination marketing and management. When travellers as well as destination community call for responsible practices to achieve sustainability of destinations; tourism planners, business enterprises and travel agents are forced to ensure clean image and competitiveness of tourism destinations, in order to maintain good tourist's inflow.

Anay Kumar., Gurdeep Singh. (2019). Explained that that the tourism variation influx/inflow of tourists too much in months of July & August. It means there is a need of set-up, roads, and bridges over the underwater streams and rivers in hilly and grasslands tourism places. The tourists have anxiety in their attentions while visiting the hilly areas of landsides and its consequence on transportation.

Ishwar Khatri. (2019). Noted that struggle prevalent in the tourism industry as well, acclimating the industry's offerings to best contest the changing tourism patterns with innovative marketing strategies is at the central of gaining achievement in the marketplace

Deepra Prasad. (2020). Mentioned that Kerala is well-known for Pilgrimage tourism. Muslim, Christian and Hindu pilgrimage destinations are many in Kerala. The major religions followed in Kerala are Hinduism , Islam , and Christianity . The study focusses on Hindu pilgrimage. There are different types of temples in Kerala namely temples managed by Devaswom Boards Trusts and private individuals.

Sooraj.G., & Kumara.H.S. (2020). Revealed that Kasaragod is the gateway to Kerala at the North from the State of Karnataka. Bekal Fort is a main attraction of the region and is an established tourism spot of international acceptance and fame. The site analysis and survey results implies that Bekal should expand its Tourism resources and infrastructure to meet international standards in order to compete with others districts of Kerala and regions through systematic networks of public transport system.

Vimal Venugopal.,&Sweety Jamgade. (2020).Noted that Tourism Circuit is the new strategic trend for the promotion of destinations. The study says that the development of thematic Tourism Circuit can help the destinations to increase its tourist traffic by attaining their attention through the circuits.

RESEARCH GAB

Marketing of tourism is one of the most important studies which concerned which lot of information relating to promotion of tourism sectors with innovative and effective approaches. Earlier studies were made on marketing of tourism in general whereas this study was mainly focus on tourism marketing strategy of DTPC with respect to Kerala.

STATEMENT OF THE PROBLEM

Tourism plays a significant role in the economy of the concern region which provides more revenue without involving investment. Tourism sector is one of the major industries in India, with a total contribution of over 247 billion U.S. dollars to the country's gross domestic products in 2018. This is anticipated to reach over 500 billion U.S. dollars by 2029. Notwithstanding the ailing economy, the tourism industry has exposed no signs of slowing down, and in its place has grown as an important foundation of foreign exchange for the country. Tourism sector has been generating jobs in India, providing direct and ancillary employment. Most of the employment in tourism sector belongs to unorganised segment which are more needed to the particular region. Tourism sector marketing strategy is a structured guide for booming out marketing operations. It delivers a common structure and concentrations on all the company's management activities.

Kerala immodesties itself for being the standard bearer for not just how a culture can respect its past but also march advancing with growth and advancement as well. Cent percent literacy, outstanding health care systems, India's lowest infant mortality and highest life expectancy rates are among a few of the signposts that the people of the state are extremely gratified of. It is also considered as land of God with pleasant environment and natural gift to live human beings in a peaceful manner. History of Kerala is meticulously linked with its commerce, which until recent times rotated around its excitement trade. Celebrated as the Spice Coast of India. Almost all of them have left their tracks on this land in some form or the other and that has helped us mould and design our own special way of interacting with the world. Therefore, tourism plays a key role in the economy of Kerala as well as to the country. But still there is a systematic approach to strengthen tourism sector to attract more visitors particularly from foreign countries. DTPC may adopt certain strategies to promote the tourism sector in Kerala. With this view the present study focus on is there any unique strategies adopted by DTPC to promote the tourism industry in Kerala.

OBJECTIVE OF THE STUDY

1. To measure the perception towards marketing strategies of District Tourism Promotion council in Kerala.

RESEARCH METHODOLOGY

The study is descriptive in nature. It is descriptive in the logic that it gives a detailed description with regard to the performance of District Tourism Promotion Council in the marketing of Tourism in Kerala. The study is based on both the primary and secondary data. The primary data were collected from the tourists in Kerala with the help of a structured questionnaire. The questionnaire was tested with 430tourists in Kerala and utmost care was taken to avoid errors in data collection. The secondary data were collected from official records of tourism department of Kerala, Government of India report and other reliable records and reports.

Sampling Design

The Proportionate Stratified Sampling Method was used to select the respondents in Kerala. The state of Kerala is divided into 14 revenue District from each district 110 sample respondents were identified with the total sample respondents of 440 of which 430sample respondents were collected.

Table 1
Sample Respondents

S.No	District	Sample distributed	Sample collected
1	Alappuzha	32	31
2	Ernakulam	32	31
3	Idukki	32	30
4	Kannur	32	30
5	Kasaragod	31	30
6	Kollam	32	30
7	Kottayam	32	30
8	Kozhikode	32	30
9	Malappuram	31	30
10	Palakkad	31	30
11	Pathanamthitta	31	30
12	Thiruvananthapuram	32	30
13	Thrissur	31	30
14	Wayanad	31	30
	Total	440	430

Statistical Tools Used

The collected data have been consolidated, tabulated and analyzed by using relevant statistical tools like, mean, standard deviation, co-efficient variance, Reliability test, T-test, one way ANOVA, and Regression Analysis and factor analysis. The SPSS 24.0 package was Utilized for analyzing the data. The interpretation of the study is done by using tables to give meaningful results.

Table: 2

Demographic Characteristics of Tourists visited Kerala

Demographic characteristics	Category	Frequency	Percentage
Gender	Male	442	64.1
	Female	248	35.9
	Total	690	100.0
Age	Less than 25	110	15.9
	Between 26-30	139	20.1
	Between 31-40	178	25.8
	Between 41-50	167	24.2
	More than 50	96	13.9
	Total	690	100.0
Community	ST	82	11.9
	SC	166	24.1
	OBC	346	50.1
	FC	96	13.9
	Total	690	100.0
Religion	Hindu	428	62.0
	Muslim	124	18.0
	Christian	138	20.0
	Total	690	100.0
Educational Qualification	No Formal Education	98	14.2
	School Level	193	28.0
	College Level	249	36.1
	Others	150	21.7
	Total	690	100.0
Occupation	Self-employment	125	18.1
	Business	166	24.1
	Profession	262	38.0
	Government Jobs	137	19.9
	Total	690	100.0
Annual Income	Less than 1 Lakh	125	18.1
	1-5 Lakhs	166	24.1
	6-10 Lakhs	262	38.0
	More than 10 lakhs	137	19.9
	Total	690	100.0

Source: Primary data

The table 2 summarizes the demographic characteristics of tourists visited Kerala such as gender, age, community, religion, educational qualification, occupation and annual income. With regard to gender of tourists visited Kerala 442 (64.1%) of them were male and 248 (35.9%) of them was female tourists. Regarding the distribution of age of the tourists 110 (15.9%) of them were below 25 years of age, 139 (20.1%) of tourists were between 26 to 30 years of age, 178 (25.8%) of them were between 31 to 40 years of age, 167(24.2%) of tourists were between 41 to 50 years of age and 96 (13.9%) of tourists visited Kerala were above 50 years of age. With regard to community of tourists visited Kerala, 82 (11.9%) of them belongs to ST community, 166 (24.1%) of tourists visited Kerala belongs to SC community, 346 (50.1%) of them belongs to OBC and 96 (13.9%) of tourists were belong to FC community. Regarding the religion of tourists 428 (62%) of

them were Hindus, 124 (18%) of tourists belongs to Muslims and 138 (20%) of them were belongs to Christians. In terms of educational qualification of tourists, 98 (14.2%) of them have no formal education, 193 (28%) of tourists completed school level of education, 249 (36.1%) of them were finished college level of education and 150 (21.7%) of them were qualified with other educational qualification. With regard to occupation of the tourists visited Kerala, 125 (18.1%) of them engaged with self-employment, 166 (24.1%) of tourists were involved in business, 262 (38%) of them were occupied with other profession 137 (19.9%) of tourists were working in Government job. With respect to their annual income, 260 (37.7%) of tourists earned less than one lakh, 234 (33.9%) of tourists received 1 to 5 lakhs, 154 (22.3%) of them were got 6 to 10 lakhs per annum and 42 (6.1%) of them received more than 10 lakhs per annum.

The above details concluded that more male tourists were visited Kerala, the majority of age visited Kerala were in the middle age group i.e 31 to 40 years, OBC community was majority visited Kerala, tourists belongs Hindu religion were majority, majority of the tourists completed college level of education, tourists occupied with professional occupation play vital role and majority of tourists visited Kerala earned less than 1 lakh as their annual income.

Table:3
Details of Tourism Related Information

Demographic characteristics	Category	Frequency	Percentage
Native Place	Kerala	178	25.8
	South India	220	31.9
	North India	209	30.3
	Other Country	83	12.0
	Total	690	100.0
Frequency of Visit	First Time	276	40.0
	2-5 Times	289	41.9
	More than 5 Times	125	18.1
	Total	690	100.0
Mode of Transport	Own Vehicles	262	38.0
	Bus	220	31.9
	Train	166	24.1
	Flight	42	6.1
	Total	690	100.0
Source of Information	Friends	194	28.1
	Social Media	207	30.0
	Tour Agents	165	23.9
	Advertisement by DTPC	124	18.0
	Total	690	100.0

Source: Primary data

The table 3 showed the details of tourism related information like tourists native place, frequency of visit, mode of transport and sources of information. With regard to native place of tourists 178 (25.8%) of them were from Kerala, 220 (31.9%) of tourists were came from South India, 209 (30.3%) of tourist's native place belongs to North India and 83 (12%) of them were came from other countries. In terms of frequency of visit to Kerala 276 (40%) of them were visited Kerala for first time, 289 (41.9%) of them were responded that they visited Kerala for 2 to 5 times and 125 (18.1%) of tourists visited Kerala for more than 5 times. With respect to mode of transport to visit Kerala 262 (38%) of them used to travel by their own vehicles, 220 (31.9%) of tourists visited Kerala by bus, 166 (24.1%) of tourists came by train and 42 (6.1%) of them used Flight to came

Kerala. Regarding sources of information 198 (24.1%) of tourists got it through their friends, 207 (30%) collected the information through social media, 165 (23.9%) of them received information through tour agents, 124 (18%) of tourists collected information from the advertisement provided by DTPC.

From the above description it was found that majority of tourists visited Kerala were belongs to native place of South India, majority of tourists visited Kerala for 2 to 5 times, more tourists were used to came by their own vehicles, most of them receive information through social media.

Table:4
Details of Tourism Related Information

Source: Primary data

The table 4 showed the details of tourism related information like trips arranged, purpose of visit, accommodation facilities, companionship and budget for trip. Regarding trip arrangement 207 (30%) of the arranged on their own, 248 (35.9%) of tourists arranged tour through tour agency, 193 (28%) of them arranged tour with the help of their family, relations and friends and 42 (6.1%) of them arranged tour through other sources. With regard to purpose of visit, 110 (15.9%) of them responded weekend tour, 165 (23.9%) tourists responded that vacation as the purpose of tour, 151 (21.9%) of them replied that get together, 180(26.1%) of them reported heritage as the purpose and 84 (12.2%) replied other purposes. In terms of accommodation facilities 125 (18.1%) of tourists used guest houses, 177 (25.7%) utilized lodges for accommodation, 263 (38.1%)

Demographic characteristics	Category	Frequency	Percentage
Trips Arranged	Self	207	30.0
	Tour Agency	248	35.9
	Friends and Relations	193	28.0
	Others	42	6.1
	Total	690	100.0
Purpose of Visit	Week end	110	15.9
	Vacation	165	23.9
	Get together	151	21.9
	Heritage	180	26.1
	Others	84	12.2
	Total	690	100.0
Accommodation Facilities	Guest House	125	18.1
	Lodges	177	25.7
	Resorts	263	38.1
	Hotels	125	18.1
	Total	690	100.0
Companionship	Family	152	22.0
	Friends	261	37.8
	Colleagues	180	26.1
	Alone	97	14.1
	Total	690	100.0
Budget for Trip	Less than 5000	317	45.9
	5001 – 10000	248	35.9
	More than 10000	125	18.1
	Total	690	100.0

of them used resorts for accommodation and 165 (18.1%) of tourists used hotels for accommodation. With respect to companionship during tour 152 (22%) of them went with their family, 261 (37.8%) of tourist went with their friends, 180 (26.1%) of them went tour with their colleagues and 97 (14.1%) of tourist went alone. With regard to

budget for trip 317 (45.9%) of tourists allocated less than Rs 5000, 248 (35.9%) of them allocated Rs5001 to 10000 and 125 (18.1%) of tourists allocated more than Rs 10000 for

Gender		Perception-Place			Total
		Low	Moderate	High	
Male	Count	95	272	75	442
	% within Gender	21.5%	61.5%	17.0%	100.0%
	% within Perception-Place	54.3%	71.6%	55.6%	64.1%
Female	Count	80	108	60	248
	% within Gender	32.3%	43.5%	24.2%	100.0%
	% within Perception-Place	45.7%	28.4%	44.4%	35.9%
Total	Count	175	380	135	690
	% within Gender	25.4%	55.1%	19.6%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Table 5
Levels of perception about Place and Gender

Source: Primary data

The table 5 shows the distribution of the tourists’ opinion on three levels (low, moderate and high) of the independent variable perception about place across gender. The cross tabulation depicted in the above table (Table 4.04) showed 21.5% of the tourist’s belongs to male have low level of opinion on place, 61.5% have moderate level of opinion and 17% have high level of opinion on perception about place. With regard to female tourists’ 32.3% of them have low level of opinion on place, 43.5% have moderate level of opinion on place and 24.2% have high level of opinion on perception about place tour.

To conclude, most of them arranged tour through tour agency, heritage was considered as the main purpose of the visit, majority of tourists used resorts for accommodation, majority of tourists went tour with their friends and most of them spent Rs 5001 to 10000 as budget for trip.

Table 6
levels of perception about Price and Gender

Gender		Perception-Price			Total
		Low	Moderate	High	
Male	Count	116	215	111	442
	% within Gender	26.2%	48.6%	25.1%	100.0%
	% within Perception-Place	60.4%	67.6%	61.7%	64.1%
Female	Count	76	103	69	248
	% within Gender	30.6%	41.5%	27.8%	100.0%
	% within Perception-Place	39.6%	32.4%	38.3%	35.9%
Total	Count	192	318	180	690
	% within Gender	27.8%	46.1%	26.1%	100%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Source: Primary data

The table 6 shows the distribution of the tourists' opinion on three levels (low, moderate and high) of the independent variable perception about price across gender. The cross tabulation depicted in the above table (Table 4.05) showed 26.2% of the tourist's belongs to male have low level of opinion on price, 48.6% have moderate level of opinion and 25.1% have high level of opinion on perception about price. With regard to female tourists' 30.6% of them have low level of opinion on price 41.5% have moderate level of opinion on price and 27.8% have high level of opinion on perception about price.

Table 7
levels of perception about People and Gender

Gender		Perception-People			Total
		Low	Moderate	High	
Male	Count	131	185	126	442
	% within Gender	29.6%	41.9%	28.5%	100.0%
	% within Perception-Place	63.0%	61.9%	68.9%	64.1%
Female	Count	77	114	57	248
	% within Gender	31.0%	46.0%	23.0%	100.0%
	% within Perception-Place	37.0%	38.1%	31.1%	35.9%
Total	Count	208	299	183	690
	% within Gender	30.1%	43.3%	26.5%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Source: Primary data

The table 7 shows the distribution of the tourists' opinion on three levels (low, moderate and high) of the independent variable perception about people across gender. The cross tabulation depicted in the above table (Table 4.06) showed 29.6% of the tourist's belongs to male have low level of opinion on people, 41.9% have moderate level of opinion and 28.5% have high level of opinion on perception about people. With regard to female tourists' 31% of them have low level of opinion on people, 46% have moderate level of opinion on people and 23% have high level of opinion on perception about people.

Table 8

Gender		Perception-Promotion			Total
		Low	Moderate	High	
Male	Count	103	180	159	442
	% within Gender	23.3%	40.7%	36.0%	100.0%
	% within Perception-Place	62.0%	61.9%	68.2%	64.1%
Female	Count	63	111	74	248
	% within Gender	25.4%	44.8%	29.8%	100.0%
	% within Perception-Place	38.0%	38.1%	31.8%	35.9%
Total	Count	208	166	291	233
	% within Gender	24.1%	42.2%	33.8%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

levels of perception about Promotion and Gender

Source: Primary data

The table 8 shows the distribution of the tourists' opinion on three levels (low, moderate and high) of the independent variable perception about promotion across gender. The cross tabulation depicted in the above table (Table 4.07) showed 23.3% of the tourists' belongs to male have low level of opinion on promotion, 40.7% have moderate level of opinion and 36% have high level of opinion on perception about promotion. With regard to female tourists' 25.4% of them have low level of opinion on promotion, 44.8% have moderate level of opinion on promotion and 29.8% have high level of opinion on perception about promotion.

Table 9

levels of perception about Transport Facilities and Gender

Gender		Transport Facilities			Total
		Low	Moderate	High	
Male	Count	124	205	113	442
	% within Gender	28.1%	46.4%	25.6%	100.0%
	% within Perception-Place	60.8%	67.7%	61.7%	64.1%
Female	Count	80	98	70	248
	% within Gender	32.3%	39.5%	28.2%	100.0%
	% within Perception-Place	39.2%	32.3%	38.3%	35.9%
Total	Count	208	204	303	183
	% within Gender	29.6%	43.9%	26.5%	690
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Source: Primary data

The table 10 shows the distribution of the tourists' opinion on three levels (low, moderate and high) of the independent variable perception about transport facilities across gender. The cross tabulation depicted in the above table (Table 4.08) showed 28.1% of the tourists' belongs to male have low level of opinion on transport facilities, 46.4% have moderate level of opinion and 25.6% have high level of opinion on perception about transport facilities. With regard to female tourists' 32.3% of them have low level of opinion on transport facilities, 39.5% have moderate level of opinion on

transport facilities and 28.2% have high level of opinion on perception about transport facilities.

Gender		Accommodation Facilities			Total
		Low	Moderate	High	
Male	Count	104	155	183	442
	% within Gender	23.5%	35.1%	41.4%	100.0%
	% within Perception-Place	63.0%	65.4%	63.5%	64.1%
Female	Count	61	82	105	248
	% within Gender	24.6%	33.1%	42.3%	100.0%
	% within Perception-Place	37.0%	34.6%	36.5%	35.9%
Total	Count	165	237	288	690
	% within Gender	23.9%	34.3%	41.7%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Table 11
levels of perception about Accommodation Facilities and Gender

Source: Primary data

The table 11 shows the distribution of the tourists' opinion on three levels (low, moderate and high) of the independent variable perception about accommodation facilities across gender. The cross tabulation depicted in the above table (Table 4.09) showed 23.5% of the tourists' belongs to male have low level of opinion on accommodation facilities, 35.1% have moderate level of opinion and 41.4% have high level of opinion on perception about accommodation facilities. With regard to female tourists' 24.6% of them have low level of opinion on accommodation facilities, 33.1% have moderate level of opinion on accommodation facilities and 42.3% have high level of opinion on perception about accommodation facilities.

Gender		Food Facilities			Total
		Low	Moderate	High	
Male	Count	76	171	195	442
	% within Gender	17.2%	38.7%	44.1%	100.0%
	% within Perception-Place	58.0%	69.5%	62.3%	64.1%
Female	Count	55	75	118	248
	% within Gender	22.2%	30.2%	47.6%	100.0%
	% within Perception-Place	42.0%	30.5%	37.7%	35.9%
Total	Count	131	246	313	690
	% within Gender	19.0%	35.7%	45.4%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Table 12
levels of perception about Food Facilities and Gender

Source: Primary data

The table 12 shows the distribution of the tourists' opinion on three levels (low, moderate and high) of the independent variable perception about food facilities across gender. The cross tabulation depicted in the above table (Table 4.10) showed 17.2% of the tourists' belongs to male have low level of opinion on food facilities, 38.7% have moderate level of opinion and 44.1% have high level of opinion on perception about food facilities. With regard to female tourists' 22.2% of them have low level of opinion on food facilities, 30.2% have moderate level of opinion on food facilities and 47.6% have high level of opinion on perception about food facilities.

Gender		Marketing Facilities			Total
		Low	Moderate	High	
Male	Count	82	191	169	442
	% within Gender	18.6%	43.2%	38.2%	100.0%
	% within Perception-Place	60.7%	68.2%	61.5%	64.1%
Female	Count	53	89	106	248
	% within Gender	21.4%	35.9%	42.7%	100.0%
	% within Perception-Place	39.3%	31.8%	38.5%	35.9%
Total	Count	135	280	275	690
	% within Gender	19.6%	40.6%	39.9%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Table 13
levels of perception about Marketing Facilities and Gender

Source: Primary data

The table 13 shows the distribution of the tourist’s opinion on three levels (low, moderate and high) of the independent variable perception about marketing facilities across gender. The cross tabulation depicted in the above table (Table 4.11) showed 18.6% of the tourists’ belongs to male have low level of opinion on marketing facilities, 43.2% have moderate level of opinion and 38.2% have high level of opinion on perception about marketing facilities. With regard to female tourists’ 21.4% of them have low level of opinion on marketing facilities, 35.9% have moderate level of opinion on marketing facilities and 42.7% have high level of opinion on perception about marketing facilities.

Table 14

Gender		Public Behaviour			Total
		Low	Moderate	High	
Male	Count	130	201	111	442
	% within Gender	29.4%	45.5%	25.1%	100.0%
	% within Perception-Place	66.7%	67.9%	55.8%	64.1%
Female	Count	65	95	88	248
	% within Gender	26.2%	38.3%	35.5%	100.0%
	% within Perception-Place	33.3%	32.1%	44.2%	35.9%
Total	Count	195	296	199	690
	% within Gender	28.3%	42.9%	28.8%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

levels of perception about Public Behaviour and Gender

Source: Primary data

The table 14 shows the distribution of the tourists’ opinion on three levels (low, moderate and high) of the independent variable perception about public behaviour across gender. The cross tabulation depicted in the above table (Table 4.12) showed 29.4% of the tourists’ belongs to male have low level of opinion on public behaviour, 45.5% have moderate level of opinion and 25.1% have high level of opinion on perception about public behaviour. With regard to female tourists’ 26.2% of them have low level of opinion on public behaviour, 38.3% have moderate level of opinion on public behaviour and 35.5% have high level of opinion on perception about public behaviour.

Table No-15
levels of perception about Public Services and Gender

Gender		Public Services			Total
		Low	Moderate	High	
Male	Count	121	166	155	442
	% within Gender	27.4%	37.6%	35.1%	100.0%
	% within Perception-Place	58.7%	74.4%	59.4%	64.1%
Female	Count	85	57	106	248
	% within Gender	34.3%	23.0%	42.7%	100.0%
	% within Perception-Place	41.3%	25.6%	40.6%	35.9%
Total	Count	206	223	261	690
	% within Gender	29.9%	32.3%	37.8%	100.0%
	% within Perception-Place	100.0%	100.0%	100.0%	100.0%

Source: Primary data

The table15 shows the distribution of the tourists' opinion on three levels (low, moderate and high) of the independent variable perception about public services across gender. The cross tabulation depicted in the above table (Table 4.13) showed 27.4% of the tourists' belongs to male have low level of opinion on public services, 37.6% have moderate level of opinion and 35.1% have high level of opinion on perception about public services. With regard to female tourists' 34.3% of them have low level of opinion on public services, 23% have moderate level of opinion on public services and 42.7% have high level of opinion on perception about public services.

SUGGESTIONS

Tourism is the backbone of the economy of Kerala with more than 40 per cent of the revenue directly or indirectly related with tourism specially for their culture, climate, spiritual, festivals and behaviours. Kerala can additionally transfer in global tourism with tactical planning and consistent supervising of the activities done. Improving the communication strategies and providing more coverage to the destinations and other tourist attractions will improve this situation. Kerala government were established many institutions and organizations like District Tourism Promotion council to promote tourism activities in Kerala. Kerala developed their own tourism model to promote and establish tourism sector as sustainable in the state for long drive.

As regards tourism related information, majority of the respondents felt that, TDPC provide adequate information about various tourist places in Kerala whereas, it placed only official website and other distinction, where outside people enter into Kerala. But, in many places, this information is not adequate an appropriate. There is a need of more transport facilities like train and flights to reach the exact location is most needed requirements of the tourist. Advertisement by DTPC in social media and electronic media reaches effectively to aware about the tourist location, vacation and heritage tour is the major part of the tourist people who are staying in lodges and resorts in the location. Therefore, DTPC should concentrate more on accommodation facilities which encounter the requirements of the tourists in a decent manner.

Tourist is the combination of pleasure, enjoyment and refreshment any service marketing strategies should be comfortable with place, price, people and promotion. As regards Place Safe and Secure Destination, Clean and tidy place, Clam and relax atmosphere, Pleasant weather and Connectivity. As regards Price Wide variety shopping facilities, Different rate of accommodation, Reasonable price for food, Affordable entre fee and Good value for money. As regards People Local People are Friends and Helpful, Relaxing Ayurveda healing gateway, Great place for soothing the mind, Ideal place for Spiritual

rejuvenation and Tradition culture of people. As regards Promotion Well known for parks and gardens, known for its festivals and events, Well connected with Transport networks, Well communicated traffic and parking information and Availability of Local. Therefore, it is observed that, marketing strategies should concentrate on above mentioned service parameters to improve the service quality of DTPC in Kerala.

Transport is a major part of tourism service which decide the distinction and travel with comfortable. Tourist are expecting the Adequate transport facilities are available to reach this place, Well connectivity of this place, Parking space is sufficient, Travel agencies give better transport facilities and Adequate transport facilities are available within the state. Therefore, DTPC and government of Kerala should take necessary steps to promote transport facilities to ensure smooth visit of tourist place in Kerala.

CONCLUSION

India is one of the best examples for tourism with respect to unique kind of tourism to experience on culture, tradition, festival, medicine and relaxation. India is also attracting more foreign tourist for its incredible nature. Tourism sector crossed Rs.10,000 crore with huge potential in allied sectors also in Kerala which is one of the greatest achievements of tourism sector in a short period. Ernakulam alone produced Rs 4,508.32 crore of the foreign exchange earnings, accounting for 43.9 per cent of the total foreign exchange earnings from tourism sector. It was followed by Thiruvananthapuram with Rs 2,680.06 crore and Alappuzha with Rs 1,003.37 crore. It is the best example for the achievement of Indian tourism sector in India,

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