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# UNIT 12 SOCIAL MARKETING

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## Structure

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## 12.0 OBJECTIVES

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After studying this Unit you should be able to understand with the help of specific case studies, some new forms of tourism, and how appropriate marketing strategies have been developed in each case. These are in the areas of:

- Conservation,
- Rehabilitation,
- Heritage Hotels,
- Cultural Heritage Tourism,
- Eco-Tourism.

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## 12.1 INTRODUCTION

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In this Unit specific case studies will reflect how new forms of tourism are emerging. The examples will show how the marketing variables of Product, Price, Place and Promotion are developed and balanced into an Optimum Marketing Mix, in keeping with the aims and objectives of socially responsible marketing.

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## 12.2 MARKETING TOOLS IN RESPONSIBLE MARKETING

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You are already familiar with the various marketing tools used in tourism, since these have been examined in detail in the previous Units. Socially responsible marketing makes use of the same marketing tools. For example:

- a marketing strategy and plan is determined in keeping with Goals and Mission of sustainable tourism.
- market research and segmentation: identify new market segments, who are the consumers, and what do they want.
- identifying the marketing mix.
- the product mix includes identifying the product and in tourism it includes elements of accommodation, transportation, amenities and entertainment, and accessibility of the destination.

These come under the three headings of **attractions, facilities and accessibility**.

- the communication mix: includes promotion, advertising, publicity and in socially responsible tourism the element of "persuasion".

- the distribution mix: ways in which the product is brought and sold to the consumer - directly or through various agents.

As we have already said that in socially responsible marketing you have to keep in mind the following objectives when the marketing tools are being developed:

- to develop marketing strategies to protect the environment,
- to develop plans that use resources in a sustainable manner, and
- skillful management and marketing of existing facilities keeping the objective 1 and 2 in priority.

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## 12.3 ENVIRONMENT FRIENDLY MARKETING STRATEGIES

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The environment in tourism can be of two kinds:

- the natural environment such as coastal, forests, mountain, rivers, areas of scenic beauty, and
- man made attractions.

Tourism can have either a negative effect on the environment, or we can develop strategies that keep tourism in harmony with the environment, and, therefore, have a positive effect on the environment. These type of strategies fall mainly into two categories:

- i) Conservation
- ii) Rehabilitation

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## 12.4 CONSERVATION

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Conservation implies the preservation of both natural and man made environment. Natural resources such as wildlife are protected and the various species are preserved for future generations to enjoy by creating wildlife sanctuaries, game reserves and national parks. Thus the natural environment is protected from unrestricted hunting of the animals, destruction of the environment, ecological balance in which they live.

In India there are approximately 55 natural parks and sanctuaries. The aim of creating effective responsible marketing in areas that have been deemed as **Conservation Areas** is to identify the marketing strategy in keeping with the objective of Conservation.

**Case Study.** We will examine **The Sariska Tiger Reserve, Alwar**, in Rajasthan, and determine the type of marketing strategies that have been used to assist the macro objective of Conservation.

We will examine the two marketing variables of:

- i) the product mix, and
- ii) the communication mix

### i) The Product mix

To recapitulate, the product mix in tourism involves determining access, amenities, and attractions. In responsible tourism these have to be developed, keeping in mind the objective of Conservation.

**Access:.**

- 1) The aim of the marketing plan is conservation, and, therefore, the aim of the marketing plan is to limit the number of visitors per day, and not to try and get the maximum number of tourists per day.

- 2) The sanctuary and the wildlife and fauna should not be destroyed by the visitors, and therefore, the tourists cannot go tramping all over the sanctuary on their own. If the tourist enters the sanctuary by car, they can drive only on certain main routes. They are not allowed to drive on the innermost tracks. Further there is a speed limit, and no horns are allowed.

No access to the sanctuary is permitted at night after 7.00 p.m. and the gates are closed to visitors. Prior to this regulation jeep rides to spot the tigers were permitted. However this was detrimental to the tigers and other wildlife and hence stopped.

No one can wander around on the innermost tracks alone, and one has to take an official jeep and guide.

- 3) The parking lot is outside the gates of the sanctuary.

These are all various ways in which the access or entry to the area under conservation has been made deliberately difficult for the tourist.

**Amenities.** No tourist can stay inside the sanctuary. The Tiger Den Lodge and the Hotel Siriska Palace are a few kilometers away from the sanctuary. These have been constructed so that the buildings are in harmony with the landscape surrounding the conservation area. The fauna and trees have not been disturbed in excess. There are no high rise hotels, where a lot of the landscape is required to be removed to cater to parking, and accommodation.

Entertainment consists of visiting local scenic sites of beauty. No discos, swimming pools have been built. The forms of entertainment available are such so as not to disturb the wildlife.

This is an example of how the product mix is correctly identified in keeping with the objectives of conservation. This is in contrast to tourist areas where the "Product" has been designed keeping the Wants of the tourist in mind. The product mix in this case has not been modified to suit the tourist, but developed keeping Conservation as the main objective.

## ii) The Communication Mix

In responsible marketing we have discussed that the element of communication is very important. The tourist has to be informed about the importance of conservation. The tourist has to be "persuaded" not to litter the sanctuary, not to play loud music that will disturb the animals, and not to trample on the fauna. Market research on the attitudes of the visitor, and assessment of the level of their awareness of the above point is important to gather. This will enable the marketing person to develop an effective communication mix.

The variable of a communication mix is non-existent at Siriska. The element of "persuasion", of informing the tourist is missing at this sanctuary. Therefore, the exchange process is incomplete, because in responsible marketing the exchange process includes two elements, each of equal importance. These are money exchange and information exchange. (Please refer back to Unit-11).

No guidelines and publications are available to educate the tourist so that they are aware of their responsibility to the wildlife they are visiting and why conservation is imperative.

No periodic surveys are undertaken to find out if the tourist knows how important the wildlife is to the future generations. It is due to this lack of a communications exchange that there are many occasions when loud music and behavior occurs at the lodgings and inside the sanctuary. This is an example of ineffective and incomplete responsible marketing.

A Conservation area where a suitable communication mix has been developed is at the Kanha National Park in Madhya Pradesh. Here an interpretation center has been set up for environment education.

**Check Your Progress - 1**

1)) List some important considerations for social marketing.

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2) Point out the important factors that you have to keep in mind at the time of preparing marketing plans for conservation.

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## 12.5 REHABILITATION

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Rehabilitation is when a building or an area is used for something different from its original state. This is different from conservation where the aim is to keep the environment as close to its natural state as possible. Rehabilitation involves a major change in the use of the environment.

There are a lot of examples of the use of Rehabilitation in tourism, in a positive manner. Many buildings and areas have been saved from ruin and thus preserved since they have been converted for use as tourist attractions. Examples are using old buildings as museums, and forts as tourist hotels. Thus the fort or haveli is saved from total ruin and disrepair. Through the profits earned from tourism the monument is preserved for future generations.

**Case Study: Heritage Hotels.**

**Part of the government policy on Heritage Tourism is to transform havelis or forts into "Heritage Hotels". In India there is a Heritage Hotel Association.**

We will examine how a socially responsible marketing strategy has been developed in keeping with the macro objectives of Rehabilitation.

**Case Study: Neemrana Fort Palace as a Heritage Hotel.**

In this case study we will examine

- the product mix
- the distribution mix.

Neemrana was bought by a group of individuals with the primary aim of restoring the fort. Later as the restoration work continued to progress they began to think of a way in which money could be raised to pay for the intensive restoration work that was required, and the idea of converting the fort into a Heritage Hotel was born. The fort started operating as a hotel in 1991, whereas the fort was bought in 1984. Restoration work continues, and will take about two more years to complete.

Francis Wacziarg, a co-owner said that the main aim in buying the fort was his passion in "trying to create an awareness on the necessity of preserving our heritage". India's forts and havelis are worthy of preservation because of their historic associations, for the benefit of future generations. He said that it was this commitment that led him and some friends to buy the fort. The Fort is of special value as a historical monument because, to quote from their brochure:

"The Neemrana Fort-Palace is situated on a majestic plateau concealed in a horseshoe formation of the Aravalli ranges, considered the oldest fold mountain in the world. The beginnings of this rugged architectural jewel which rises to nine levels, dated back to 1464 A.D., making it India's oldest heritage resort. The site was chosen by Raja Rajdeo - descended from the Chauhans who ruled Ajmer and Delhi till 1192. Its stepped palaces, variously built over five centuries, sprawl over 3 acres."

### **The Product Mix.**

You will recall that the product mix in tourism also includes transport, accommodation, amenities and entertainments.

In Neemrana the scenic landscape around the fort has not been disturbed. The vegetation, and the village at the foot of the fort have been left intact. There is an ancient Step well a few kilometers away from the fort, to which the tourists have to walk through dusty narrow lanes. No wide pathways or roads have been built to assist access. Alternately the Hotel can arrange for camel rides to the Step well.

The fort is being sensitively restored, in keeping with old drawings. No new wings are being added to create rooms on a mass scale. There are at present about 70 rooms in the fort.

Entertainment is in the form of Rajasthani tradition of folk dances and puppet shows, performed at times by the local villagers. Thus, the entertainment, and landscape is at harmony with the aim of Restoration.

### **The Distribution Mix.**

You will recall this is the way in which the product is sold to the consumer. Mr. Wacziarg said that he has often been told that the Neemrana Palace is an example of superb marketing.

The owners have done no advertising on their own. The publicity has been through word of mouth alone. Thus Neemrana is not targeted for mass tourism, and not positioned on the main tourist circuit.

Only a few select travel agencies inform their interested clients of this retreat. Direct bookings can be done from Mr. Wacziarg's own office. The pamphlets and brochures stress that the aim of the enterprise is that of Restoration.

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## **12.6 CULTURAL HERITAGE TOURISM**

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"The general goals for heritage tourism is to make sure that the relationship between the heritage monument or resource and the tourist is kept in harmony. Management tools of planning, site management, carrying capacity, and compatible marketing all need to be integrated and co-ordinated. Once again one must stress the importance of co-ordination among all the heterogeneous agencies involved in the enterprise of tourism." (**The Role of Interpretation for Cultural Heritage Tourism in Orissa** by N.James; Courtesy INTACH)

Sites around the world are given **World Heritage** status by UNESCO.

The Dilli Haat project by Delhi Tourism has received the PATA Gold Heritage Award, 1995. These PATA (Pacific Asia Travel Association) Gold Awards have been instituted to recognize excellence in promoting the tourism industry in the Asia-Pacific region, and for the preservation and promotion of cultural heritage.

### **Case Study An INTACH Multi Media experiment on Humayun's Tomb**

If you refer back to the Exchange Process involved in socially responsible marketing (Unit 11) you will recall the importance of the Communication Exchange, which involves the

elements of Information and Persuasion. Please also refer to the Unit on the importance of the Promotion Mix.

The following is based on a study by Mr. Nicholas James, entitled "**The Role of Interpretation for Cultural Heritage Tourism in Orissa**". (courtesy INTACH.)

The consultant suggests that a strategy is needed to ensure that the awareness and importance of conservation is fostered consistently to the tourists who are visiting these heritage monuments.

For this to be achieved, two factors are important.

- 1) **Improved Interpretation:** This will enhance visitors understanding of the cultural heritage, and alert them to the requirements of conservation.
- 2) **Informed Participation:** We need to enhance visitors enjoyment and satisfaction in a manner that will reinforce conservation.

**When these two factors are balanced, tourism would support economic growth and mitigate the negative consequences to the heritage resource.**

#### **The use of an Interactive Media Model.**

INTACH developed an interactive media model to promote the Humayun's Tomb, New Delhi. This experiment was carried out for 2 weeks during the Man and Nature event held in the Capital in February 1995. Mr. Pande executive director, INTACH, stated that "we now think of tourism as a major positive force for conservation." (See Annexures 1 to 3.)

The tourist, with this multi-media package will:

- enjoy and be informed about the historical aspect of the monument, and
- reinforce their attitude towards the conservation aspect which is of vital importance when undertaking responsible marketing.

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## **12.7 ECO - TOURISM**

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The decade of the 90's has been called the Decade of Eco - tourism. There are serious concerns about environmental degradation, and cultural and social damage due to mass, unplanned and un co-ordinated Tourism. Market Research has shown evidence of a large segment of consumers who are committed to environmental sound holidays.

Due to this demand by the consumer leading travel agencies and tour operators now offer 'ecological or green holidays'. This may be only a small niche market or segment for this type of low impact tourism, yet it is certainly a growing market segment.

#### **Case Study: A Travel Agency Organizing Alternate Tours.**

Kolam Tours, Madras. (Source an article by the owner - Responsible Tourism an Experiment, Published in **The Eye**, vol. 11 No.4.)

Kolam Solidarity Exposure Tours was started in 1989 by Mr. Ranjit Henry.

The objective of the travel agency in the words of the owner is to "tread lightly on Mother Earth, to work towards a people - oriented, culturally sensitive and eco - aware travel culture."

The agency wishes to deliberately remain small, and provide tailor made tours to its rich clients.

#### **The Product Mix**

The tours are led personally by Mr. Henry, who is the tour leader. A 3 week tour to Tamil Nadu and Karnataka offers its clients an opportunity to visit some of the villages, and village life. The highlight of the tour is a 2 day stay in 3 villages where the tourists stay in the village hut, sleep on the floor on mats, and eat the same food as provided by the family. Since there is a limit to the number of visitors - only 2 to 3 persons, the village life is not disrupted.

This type of travel agency is marketing itself to a specific type of tourist. The tourist is not the regular mass tourist, interested in luxury 5 star hotels, and visiting the major cities and mass tourist circuits of interest.

### Activity

- 1) Undertake a mini market research project by asking about 20 consumers in your area as to what type of holidays they prefer, would they go on adventure tours, nature treks, are they concerned that mass tourism can destroy places of tourist interest. Prepare a questionnaire with about 10 questions and examine the results. Does your market research indicate a segment of the consumers willing to go on 'green holidays'?
- 2) Visit atleast 2 travel agencies in your area. One travel agency that has eco-tours and one travel agency that only offers tours to highly developed resorts. Find out the answers to the followings questions, and examine the difference in the two.
  - 1) What are the objectives of the two travel agencies? How are they different. Does the travel agency dealing with eco- tours have multiple objectives?
  - 2) Examine the brochure and publicity materials. Identify the amenities, access, and entertainment for each tour offered by the two agencies. How is the product mix for the eco- tour different than that of the product mix for the mass package tour?

### Check Your Progress-2

- 1) What are the promotional objectives of cultural heritage tourism?  
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- 2) Explain Rehabilitation in the context of tourism.  
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- 3) What is the thrust in eco-tourism?  
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## 12.8 LET US SUM UP

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Social marketing is an approach to influence the behaviour of your targeted clientele towards positive changes. Application of usual marketing tools and strategy with an eye to socially important issues is the major concern of social marketing. In Unit-11, we have explained the concept of social marketing and in this Unit we have provided you some case studies on conservation, rehabilitation, eco-tourism, etc. The purpose of giving these case studies is to make you familiar with the various combinations of social marketing in tourism. These experiences may help you in designing a marketing strategy for any tourism product.

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## 12.9 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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**Check Your Progress-1**

- 1) See Sec.12.2.
- 2) See Sec.12.4.

**Check Your Progress-2**

- 1) Improved interaction and informed participation. See Sec.12.6.
- 2) See Sec.12.5.
- 3) See Sec.12.7.



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## ANNEXURE-1

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### MAN AND NATURE

Humayun's Tomb Multi-Media Programme: A report in The Sunday Times of India, New Delhi, February 26, 1993

## CAPITAL

### No Guide Please, we have mouse for help

Tourists in the Capital may soon be able to visit historical monuments without a guide. They can sit at a computer terminal installed at the monument and access data related to history, architecture and conservation before they undertake a trip through it.

A menu-driven multi-media package, integrating sound, visuals, text and graphics, at Humayun's Tomb which is a pilot project is now open to the public. Created by the Indian National Trust for Art and Cultural Heritage (INTACH) and CENDIT, a software development firm, the package was presented for the first time before an invited audience at the INTACH office today on a by screen. Representatives from the government, tourism and culture departments, historians and school teachers were present.

The multi-media programme, has been on display for the past week and can be seen at the west gate of Humayun's Tomb, everyday till February 28. The organizers say that they plan to install the package on a permanent basis. "We intend to elicit response of people with this pilot project and hence approach the government for a larger and

more permanent project," says Mr Amitabh Pande, executive director, INTACH. 'If we get a clearance, this could turn out to be a very useful exercise to promoting heritage and tourism,' adds Ms Ruchira Ghose a consultant with the organization.

The programme has been developed by Ashok Singe of CENDIT and Sunil Kumar, Reader of Medieval Asian history at Delhi University and is an exciting and informative one. "We were equipped to create a multi-media package" says Ashok Singe, adding that "whole body of historical and architectural information was waiting to be tapped, so the two organizations decided to come together in an effort to develop an awareness of culture and heritage among tourists, students and lay persons."

With a mouse attached to the system one can access data which have been listed under five main categories. The first one consists of background information on Humayun's ancestors and the later Mughals. The rest gives a detailed sketch of Humayun's Tomb its adjacent structures and the gardens. A brief section on

conservation and reuse discusses how pollution has led to corrosion of various structures within the tomb and suggests ways to restore them.

The 45 minute package is an integration of colour photographs, illustrations, music, text and a voice-over which takes viewers through Humayun's Tomb. The viewer can move back and forth in time and space and scan specialized areas according to interests.

Some products reflecting the theme of Humayun's Tomb are also on sale at the monument and all the motifs on them are borrowed from the tomb. Two sets of Sanjhi (a traditional craft of paper cutting from Mathura) cards and a Sanjhi diary with a small essay on Humayun, written by Sunil Kumar, are available. They are priced at Rs.100, Rs.50 and Rs.120 respectively as the design on each card is individually cut by hand. A guide map of Humayun's Tomb and adjacent monuments and a set of six line drawings by Dhiren Mete are also on sale. INTACH is, in fact, planning to set up a shop and gallery at its new office in the Lodhi Estate.

**INTACH**  
The Indian National Trust  
for Art and Cultural Heritage

cordially invites you to a special presentation  
of a multi-media programme on

**THE  
HUMAYUN'S  
TOMB**

on the 25th of February 1995

at INTACH  
at Bharatiyam (Near Humayun's Tomb)  
Nizamuddin New Delhi 110 013

There will be four screenings of the programme at 11am, 12noon, 2p.m. and 3p.m. on Saturday the 25th of February.

You are welcome to come to any of these.

A guided walk through Humayun's Tomb  
and the adjacent monuments

will also be available throughout the day.

The multi-media programme may also be seen on site,  
on the smaller screen, at the West Gate of Humayun's Tomb  
any day till the 28th of February

Courtesy: INTACH

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**ANNEXURE-3**

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## **Presentation on Humayun's Tomb**

As part of its project on the documentation of monuments INTACH has recently embarked on a new venture, the multi media programme. Integrating sound, visuals and graphics with text, the programme allows a multi-dimensional collation of data on each monument. In a menu-driven package the user can choose to access data on a variety of topics for example, Humayun, the Tomb, the Mughals, Mughal architecture, Mughal gardens, conservation of the Tomb to give a rich tapestry of information about the monument and its history. Humayun's Tomb is INTACH's pilot multi-media project produced for INTACH and CENDIT. Not only is it a first effort but one done in great haste in all of 6 weeks - to coincide with the Man and Nature festival. We intend to develop and improve this package and would welcome your reactions to it and your suggestions. We plan, eventually, to have such multi media packages available for all major monuments. Around the theme of Humayun's Tomb INTACH has also made some products for sale. There is a guide and map of Humayun's Tomb and adjacent monuments, a set of 6 postcards of line drawings of the monuments and two sets of SANJHI cards and a SANJHI diary with a short essay on Humayun. SANJHI is a traditional craft of paper cutting from Mathura. The design on each card is individually cut by hand. All the motifs in these SANJHI products are taken from Humayun's Tomb. To bring out products around the theme of different monuments is also a part of our new venture and for this we will continue to identify traditional crafts, especially those dying or under threat, like SANJHI.

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## SOME USEFUL BOOKS FOR THIS BLOCK

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A.J. Burkart and S. Medlik	:	<b>Tourism Past, Present and Future,</b> London, 1981
Philip Kotler	:	<b>Marketing Management: Analysis, Planning and Control,</b> London, 1984.
Philip Kotler	:	<b>Marketing for Non-Profit Organisations,</b> New Jersey, 1975.
Philip Kotler and Eduardo L. Roberto	:	<b>Social Marketing,</b> New York, 1989
Rob Davidson	:	<b>Tourism, Guest Host Relationship,</b> London, 1993.
IGNOU Tourism Studies	:	TS-1, Block 8.

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## ACTIVITIES FOR THIS BLOCK

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**Activity-1**

Make a list of the activities to be undertaken by the local body of your area for developing and maintaining the destination-

**Activity-2**

Find out if there is any NGO working in your area? Obtain all information about the NGO.

**Activity-3**

How many advertisements on the TV can you identify, which come under the category of social marketing?

**Activity-4**

Take any two national newspapers for a week. Make a list of advertisements related to social or developmental marketing.