A STUDY OF TOURISM MARKETING OF HERITAGE SITES W.R.T. SELECTED DISTRICTS OF MAHARASHTRA – LITERATURE REVIEW

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ABSTRACT

Tourism marketing has emerged as an area of commercial and academic interest over the recent past. A niche area in tourism marketing is that of heritage sites. A study was conducted to look into tourism marketing of Heritage Sites with reference to selected districts of Maharashtra. Before the main study was conducted, a literature review was done. This paper presents the said literature review. The paper ends with a gist of the observations of the literature reviewed along with identification of the research gap and sets-up the research questions to be addressed.

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Keywords: Tourism Marketing, Heritage Sites, Literature Review

Introduction

Tourism marketing has emerged as an area of commercial and academic interest over the recent past. A niche area in tourism marketing is that of heritage sites. A study was conducted to look into tourism marketing of Heritage Sites with reference to selected districts of Maharashtra. Before the main study was conducted, a literature review was done. Literature on heritage tourism is abundantly available. Motivation and customer needs differ for different segments and satisfaction levels depend on various factors. While we address these concepts, our context is limited to select districts in Maharashtra. What are the innovative marketing techniques and strategies for tourism development in these districts is the central theme of the research. This paper presents a select set of the review.

Objectives of Literature Review

The literature review was carried with the following objectives:
a) To review literature on motivation and satisfaction levels for heritage tourism,
b) To review literature on MTDC's role in promoting tourism in Maharashtra,
c) To review literature on innovative marketing techniques and strategies to promote tourism.

Guidance used for survey of literature

a) References would be made across nations, periods etc. to gain a broader understanding of the concepts,

b) Strategies and policies for tourism development at a broad level are studied as heritage tourism is a sub-set of overall tourism theme,

c) Researchers have proposed some ideas/models. These have been reproduced in their original form with adequate references so as to get a clear idea of their proposition. In this regard reference is made to clause 7(i) of the University Grants Commission (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions) Regulations, 2018, dated 23rd July, 2018 that excludes attributed work from similarity count.

Review of Literature

Various needs of heritage tourists in different market segments

In their paper Lopez et al., (2019) presents an analysis of the current relationships between three fundamental develops in the decision-making process of the tourist – motivation, loyalty and satisfaction– towards a tourist destination in the form of a World Heritage Site like the city Quito from Ecuador. The outcomes exhibit the presence of three motivational measurements among new guests to visit the city: social, circumstantial and hedonic-gastronomic.

Heritage tourism has been developed in recent years, especially in cities that have been declared as the World Heritage Sites. This sort of research (Menor-Campos et al., 2020) comes from the need of understanding the

different demands of tourists in destinations. The research studies the socio-demographic profile of the tourists and their views about the features of the city of Sucre, thathas been declared as a World Heritage Site. This research is largely based on two previous theoretical models. The fieldwork consisted of leading 529 personal surveys. The principle results of the study show a market segmentation of the tourist visitors that visit this city into four types: irregular, social, emotional, and patrimonial tourists.

This paper (Pandey, 2020) empirically investigates the association between service quality (SQ) for heritage tourism, the destination attachment (DA), and the electronic verbal (eWOM) intention. This study followed a cross-sectional survey-based research design that surveyed a sample of 327 foreign tourists visiting the famous Golden Triangle, a heritage touristcentre in India through shopping centre interception method. The data were analyzed utilizing basic equation modelling. The results reveal that heritage SQ has a noteworthy positive effect on the DA and the eWOM intention and the DA has a critical positive effect on the eWOM intention.

The paper attempts to segment rural tourists in India. Customers expect unique experiencesand better services. It is thus essential for the service providers to properly understand the expectations of the tourists and carefully coordinate their offers. Segmentation and targeting of the market are accepted principles of business and there has been a great deal of research based on segmentation. The fundamental goal of this research was to recognize the profile of the various clusters (conspicuously known as segments) of inspirations of sightseers going inside rural India. The goal was to decode the causative clusters, which impacts the travellers to visit the rural zones. These factors are utilized to distinguish the distinctive rural home-grown traveller market segments. A self-directed instrument was utilized to gather the information. Four factors have been recognized through exploratory factor examination: socialization, escape, rural experience, and egocentrism. The researchers have recognized two pertinent segments of home-grown rural travellers. These are family retreaters and rural

aspirants. The investigation progresses the comprehension of the Indian home-grown rural the travel industry market. It will support policymakers and specialists to plan products and marketing programs planning the desires for these focused on business sectors (Chowdhary, 2020).

The purpose of this paper is to examine visitors' motivations for setting off toward the South Luogu Alley, a celebrated hutong with an over 700-year history in Beijing, China. The research (Xiaolin, 2019) used a self-administered questionnaire to get data from visitors on the central avenue of the South Luogu Alley. It was discovered that most visitors of the hutong are easy-going tourists seeking relaxation, tension release and spending time with friends and family; and seeking authenticity isn't visitors' most significant motivation. The research on the different motivations and demographics of the South Luogu Alley visitors can be helpful to managers of tourism-related associations.

Satisfaction level of tourists

This study (Alrawadieh et al., 2019) examines a conceptual model between engagement at the site, self-identification with a heritage site, destination loyalty and overall satisfaction. The study adds to the limited literature studying visitor engagement and its relationship with many other psychological variables. The research was carried out based on a survey of visitors in Petra, Jordan for 249 tourists. The results corroborate the fact that self-identification with a particular heritage tourism site has a positive association with both visitor engagement and overall satisfaction. Overall satisfaction has a solid and positive relationship with destination loyalty. Visitor engagement has a positive association with destination loyalty. Recommendations for dealing with the heritage site and destination are offered.

Bangladesh is a nation wealthy in heritage attractions. Lalbagh Fort and AhsanManzil are two renowned Muslim heritage sites in Dhaka city. This research (Bhuiyan, 2019) expects to measure the tourists' satisfaction of these two spots. The research uses a non-likelihood convenience inspecting technique to collect the essential data. An aggregate of 100 tourists

have been selected from both research areas, and essential data are collected through a structured questionnaire. A Likert Scale is used to acquire the tourists' perception of five dimensions – fascination, information, staff and access, environment and facilities and satisfaction levels. Later, multiple regression analysis was used to identify the tourists' satisfaction-related aspects of the study sites. The results reveal that four dimensions, namely, fascination, information, staff and access and environment are measurably altogether related to tourists' satisfaction. Whereas, beta value for facilities dimension was found measurably unimportant. It implies that tourists' are not satisfied with the information regarding the tourist sites selected for the study, and observed facilities seem to be quite insufficient to meet the perception of the tourists.

The purpose of this study (Dominguez-Quintero etal., 2020) is to analyze the mediating effect of experience quality between the dimensions of satisfaction and authenticity in the context of social heritage tourism. The paper investigates the direct impacts of these variables on the satisfaction and the indirect impacts of two dimensions of satisfaction and authenticity through nature of experience. This research is a pioneer in breaking down the influence of each of the two dimensions of authenticity on satisfaction through nature of experience in a social heritage context. A questionnaire survey was administered to 205 tourists in the City of York, United Kingdom. It was analyzed utilizing the basic equation modelling technique. The findingscorroborate that the indirect and direct influence of the variable authenticity in its twin perspective (objective and existential authenticity) on satisfaction. The findingssimilarly identified a mediating role of nature of experience on satisfaction and authenticity. It is therefore recommended that social tourism attractions ought to be offered that provide visitors with a top notch authentic and personal experience so as to enhance visitor satisfaction.

Based on complexity theory, this research (Olya et al., 2019) studied a configurational model which uses demographic setups and motivation antecedents to explore the causal factors that lead to low and high levels of Asian visitor loyalty and satisfaction. Data were collected from 183 Japaneseand Chinese visitors to the Hanok heritage site Seoul from South Korea. Asymmetrical modelling utilizing a fluffy set qualitative comparative analysis was used and a combination of desired behavioural outcomeswas identified. Hanok experience from the motivation design and gender from the demographic setup appeared as necessary conditions to make visitors satisfied and steadfast.

Effectiveness of MTDC role in tourism development

The study (Savant et al., 2019) expects to evaluate the official destination website of Maharashtra, the leading tourism state in India, through user judgment approach. After extensive literaturereview, the researchers have proposed an instrument to assess the performance of the website of the destination from customer perspective. The instrument developed, namely "Destination website evaluation scale", measured website based on five basic success factors: nature of information, ease of use, customization and interactivity, identity-and trust-building components and online booking. Validity and Reliability tests applied confirmed the usefulness of the survey instrument. User surveys (n=300 respondents) have made the researcher understand the attributes of the website that are preferred. Measurable "t test" was used to compare the gap between importance and performance of attributes. The findings revealed that, except the factor "identity-and trust-building components", there is a huge gap (noteworthy difference) between the importance and performance of different website attributes. Therefore, constructive suggestions have been given for improvements in the identified basic success factors of website. Findingsof the study are helpful for destination marketing association to acknowledge online information preferences and e-consumer behavior.

With the increasing role of the Internet in Marketing, Destination Marketing Organizations (DMOs) are zeroing in on the application of the Internet in destination advancement activities. The present study (Savant, 2018) intends to evaluate the

application of Internet Marketing Strategies by the Maharashtra Tourism Development Corporation (MTDC), India. The method of Data Triangulation was used for detailed understanding of the phenomenon. Further, the researchers have provided a SWOT Analysis of these strategies, which would be helpful for destination planners and marketers in improving destination competitiveness.

Forts are the significant vacation spot in Maharashtra state. Nashik District has more than 25 slope Forts yet there is lacking of systematic tourism development. Ankai fortification is located in eastern Nashik area. This aspect of the region is dry season prone just as agronomically and modernly lingering behind. Tourism development will be one of the regional development key in this part. This paper is intends to evaluate the potential of this site as a tourist place, to evaluate the efforts made by government and to suggest the measures for tourism development at Ankai fortress. Two visits and survey is the base of essential data. Secondary data was acquired from books, region gazetteer, census and websites. Ancient caves, remnants, water tanks, temples, fortication, religious value are the major in addition to purpose of this site. People are little aware about the potential and expected government intervention (Bajirao, 2017).

Tourism is quickly developing industry with creating a billion openings for work every year. Government is making the tourism policies for the development of the destination, their upkeep and maintenance. Policies implemented well help the tourism industry to achieve the better result. Tourism creates direct and indirect openings for work and opens the different segments for revenue generation. Foreign exchange is significant for any nation to make the economy stronger; tourism is one of the service industries which uphold in economic development. Proper evaluation of the strategy after certain period shared with the service provider and proper data management system for the same can help all the tourism uphold industry to improve on the services to achieve the great tourist satisfaction (Kale, 2017).

Potential of Tourism as one of the best drivers for the growth and development of regional economies has been duly acknowledged by government of Maharashtra (Patel, 2017). It is one of the main sectors of the economy that makes a positive commitment to government revenues, generation of employment and commitment to regional development. Inthe Travel and Tourism Summit held in New Delhi Shri. LalitSuri, Chairman of the World Travel and Tourism Council India Initiative stated, "Synergy in India should mean central state and private sector cooperating to maximize tourism advancement and experience, with greater involvement of state authorities."

Internet marketing is an indispensable element of destination marketing plan and DMOs are extensively engaging on with Internet. In this research (Satghare et al., 2017), tourism policies of six significant tourism states of India, namely Rajasthan, Maharashtra, Kerala, Uttar Pradesh, Karnataka and Gujarat have been studied utilizing a content analysis. The findings revealed that policies are basically focused on application of different digital media, technologies for information conveyance and destination marketing and mobile applications. However, the area of budget and Human resource required for internet marketing and role of internet in market research are regularly overlooked. Comparative analysis on dichotomous scale observed that the state tourism strategy of Uttar Pradesh has discussed strategies completely which helps in strategy implementation and assessment while tourism strategy of Kerala needs urgent revision.

Innovative tourism marketing techniques

YouTube started as a social media tools, however is presently evolving into a marketing specialized device. The point of this paper (Reino et al., 2016) is to investigate the use of YouTube as a tourism-marketing tool from the viewpoint of tourism associations and tourists. Developing its theoretical base from the point of view of how tourists recognize images, a survey of 320 European tourism videos on YouTube concluded that numerous associations failed to understand that media produced for conventional marketing outlets (TV, cinema) can't be transferred directly to YouTube. The study additionally highlighted the increasing power of the individual

consumer in tourism marketing, as can be seen in the dominance of tourism videos that were produced by real tourists rather than by the official tourism associations. The study concluded that while YouTube was useful as a special tool, more research is required to understand how the YouTube generation filter, select and use tourism information in their outing arranging.

The research (Al-hazmi et al., 2020) expects to search and identify barriers to the customer's awareness about tourism services in the hotels working in Al-Kharj city in the UAE. A sample of hotel customers was taken, adding up to (500) customers to discover the nature of these services, as the nature of tourism services is an essential mainstay of the competitiveness of the tourism office considering the market economy conditions. It isn't possible to know whether these services need improvement without specifying and identifying their quality levels and the customers' evaluation. The research reached a set of results; the most significant of them is that there is no relationship between the customer's awareness of the tourism service and the immaterialness of the services or the types of advertising message. The research recommended a set of recommendations, the most significant of which is to constantly improve and develop tourism services and train workers to provide these services on modern means in the field of tourism services and utilizing modern tourism marketing methods.

The study (Chatzigeorgiou et al., 2020) reported in this paper explores consumers' experiences with technology-assisted service encounters by investigating the pertinence of Mick and Fournier's paradoxes of technology appropriation to the social media as conveyance channel in tourism scenario. In-depth interviews were conducted to explore consumers' experiences when utilizing social media dissemination services and the results were compared to those of Mick and Fournier. The findings are comparable, suggesting that when consumers embrace online technology like social media, they can simultaneously develop positive and negative attitudes. The findings of this research likewise suggest that the nature of some of the paradoxes felt and experienced by consumers may be due to the industry (tourism in this study) and the technology (social media in this study) being investigated.

The purpose of this paper (Mkwizu, 2019) is to explore digital marketing and tourism with an attention on opportunities with a case study of Africa, motivated by developments in tourism especially the increase in tourist appearances and the growth of digital measurements in the digital era. Literature review as a research methodology was adopted in this study, and the integrative literature review was the method used just as content analysis is to consider the studies in digital tourism and marketing relating to Africa. This paper reveals that content and mobile advertising,digital media are among the trends in digital marketing and, consequently, bears Africa the chance to market its attractions to tourists in this digital era.

Tourism firms utilizing visual social media marketing are battling with its implementation, specifically in figuring engagement-based visual message strategies. Yet, creating such appealing presents can lead on positive brand and budgetary outcomes. Humour has been identified as a potent instrument for social media correspondence, given its ability to develop social interactions. Yet, how humour chips away at social media isn't well understood – specifically its visual structure. Treating humour as a symbolic resource, this research adopted ananalysis in the form of compound content-semiotic analysis to ascertain visual content and its symbolic meaning embedded in destination marketing association (DMO's) social media posts. 200 SinaWeibo posts containing humor images initiated by 5 Chinese common DMOs were collected. The results show 6 types of humor content and 6 types of symbolic meaning – none of which are product-related. This research advances the tourism literature and humor theory, and offers tourism firms an all-encompassing view of how to completely leverage social media-based visual humor to achieve consumer reach and engagement. (J Ge, 2019).

The fundamental purpose of this study (Batala et al., 2019) was to build a looked for on tourism advancement and tourism marketing strategies which are essential devices for

development of tourism industry for a specific tourism resource nation. This paper centrally focused on Nepalese tourism development imperatives discourse by emphasizing the context of advancement and marketing. The data were derived from multiple sources, for example, field observation, review of multiple public sectors tourism foundation's approach and plan documents, questionnaire supposition collected from domestic and international tourists and in-depth open-end interviews taken with influential tourism stakeholders. Even however there isn't a lot of that had been done to address the tourism innovativeness and marketing strategies from the academia and Government foundations in Nepal, this paper aimed to figure out the significant trap and illustrate the suitable recommendation towards drafting the strategies and policies that can facilitate overall Nepalese tourism development. The subject is essential to ensure sustainable growth and to achieve the tourism national objective. Our study aimed to generalize the research gap by advancing ITDM model which is the gap of idea generated from SOSTAC and Abernathy and Clark development model. ITDM was casted forward after dissecting and reviewing the relevance for Nepalese tourism development context. The highlighted finding of this research can conclude that: "There is lack of cooperation among key stakeholders, disintegration of shared objectives inside key stake holders, failure of elevated level tourism committee usefulness, inadequate budget line, un-contextual vision lead strategic, of skilled manpower, helpless tourism infrastructures, avionics infra shortage, low degree of ICT readiness, un-updated national tourism policies, ignorance of triple helix correlation (GON, P.C, and Academia)". These significant limitations ought to be immediately addressed so as to achieve and yield tourism development national objective of Nepal.

Key observations and research gap

Collective consideration of the literature reviewed shows that:

a) The motivation and customer needs are different for various segments of heritage tourism.
b) There is ample scope to improve the levels of tourist satisfaction levels.
c) MTDC is yet to fully exploit the heritage tourism potential in Maharashtra.
d) Use of technology is the key marketing technique.

Research Gap and conclusion

There are various studies done internationally which address tourist motivation and needs in the context of heritage tourism. However, these are typically case studies for a particular location. While there are few studies done regarding MTDC's role in promoting tourism, our study focusses on the development of heritage sites in selected districts. Moreover our study provides pin-pointed answers with regards to innovative techniques and strategies to promote tourism in select districts of Maharashtra.

Based on the review and the gap, this study endeavors to address these gaps and answer the following questions:

RQ1 – Is there a variation in heritage tourist needs as per different market segments?

RQ2 – What is the satisfaction level of the tourists towards national and international tourism development?

RQ3 – Has the MTDC played an effective role in devising marketing strategies for the promotion and development of the tourism in Maharashtra?

RQ4 – What innovative tourism marketing techniques can be deployed to attract more tourists in Maharashtra?

RQ5 – What can be done to develop the sustainable tourism marketing strategies for Heritage sites in the selected districts of Maharashtra?

RQ6 - What kind of moderation effect factors like different needs and effectiveness of role of MTDC have on tourist satisfaction?

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