



# **NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF AGRICULTURE**

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**COURSE TITLE: TOURISM MARKETING**

**COURSE  
GUIDE**

**HCM 144  
TOURISM MARKETING**

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## **UNIT 1      TOURISM MARKETING 1: WHAT IS MARKETING?**

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### **1.0 INTRODUCTION**

This unit takes into account the various concepts related to marketing. It attempts to define their relevance, characteristics and utility. . When an organisation knows who buys (or uses) the goods and services it offers; why, where, when and how they buy; what if the goods (or services) satisfy them and what may be done to increase the satisfaction, it is possible for the organisation to increase its effectiveness as well as reduce wastage of resources. Marketing helps to match the organisation's human, financial and physical resources with the wants of customers along with maximum economy and efficiency.

Customers do not always run to a producer and demand supplies, however useful and valuable the product may be. They will not make the effort to buy, if the effort is not commensurate with the perceived value. It must be available when needed, at places that are convenient and at prices that seem reasonable. They have to know what is available, where and at what price. Often they have to be persuaded that the purchase is beneficial to them. This is even so for products that apparently meet an important need. Health check-up programmes, financial arrangements to meet contingencies of death and old age are some examples.

Services are bought by customers and they produce satisfaction. The producing organisation creates a capacity through human financial and physical resources for rendering the services. Most effective utilisation of these resources is possible through the application of marketing concepts. You must remember that tourism is a service oriented industry.

## **2.0 OBJECTIVES**

At the end of this unit, you should be able to:

- define marketing
- discuss segmentation and target market
- explain service product

## **3.0 MAIN CONTENT**

### **3.1 What is Marketing?**

An organisation procures resources from the environment at a cost. It arranges for the utilisation of these resources to produce goods and/or services. These are offered to consumers in the environment, who avail of these outputs and experience satisfaction there from. The procurement and utilisation of resources is done through processes and practices relating to finance, personnel, production, materials, ancillaries, vendors and so on. All these processes, practices and activities relating to the production of the output have no justification, if the consumer, who avails of the output, is not satisfied with it. The consumer will then not buy what is offered as output. To win keep a customer is the purpose of all organisations. The customer is therefore, central to an organisation's purposes. Marketing links the customer, who is the core, to processes, practices and activities.

#### **3.1.1 Marketing and Decision Making Processes**

Marketing looks at the decision making processes of both the producer and the customers. It tries to bring these two processes together in an exchange transaction. If there is no exchange, there is no marketing activity. If the exchange is by compulsion, then again, there is no marketing. Marketing is relevant only when there is freedom of decision on the part of both producers and customers. An organisation has to create, produce and deliver goods and services that customers value and want at prices which are relatively attractive-particularly when compared with competition.

For example, an owner of a big hall can make money by renting it out for marriage purposes. The person hiring it also needs at the same time, a decorator, a caterer, and so on. If the hall owner can make arrangements for these also as part of a single package, he is enhancing the value of his offer and providing greater satisfaction. Marketing helps to:

- Add value, by finding a better match between the product and needs,
- Reduce wastages, which would otherwise occur if the product is not needed or production does not match demand,
- Improve effectiveness of communication through better targeting of messages,
- Cut costs, through more effective distribution arrangements, and
- Improve better understanding between marketer and customer because of increased contracts.

The concepts of marketing were developed in relation to consumer goods. These concepts are however relevant to services as well. Whether goods or services.

Consumer does not buy a product for its technical features or for what it can do. He buys for the benefits that can be derived there from. He buys a cluster of values which are intangible. For example, a shirt is not bought only because of consideration of comfort, exclusiveness or to appear 'macho'. All these are vague thoughts, difficult to evaluate and of different importance to different people.

Marketing may not have much of a role in a controlled economy in cases where the consumer has no options or in conditions of scarcity.

### **3.1.2 Relevance of Marketing Concepts**

Marketing concepts are relevant even in the absence of competition. A monopoly producer also has to generate revenue through sales. Sales will not increase through increased production if the:

- existence of the product is not known
- need for the product is not felt
- price is not considered appropriate to value or
- Product is not available at convenient place or times.

A felt need attracts the customer to the product, enhances its value and provides satisfaction. This leads to an increase in sales.

## **SELF-ASSESSMENT EXERCISE**

What is marketing?

Marketing concepts are also relevant in areas other than in the business of goods. For example a candidate standing for election is in effect offering himself as a product for the voter (consumer) to buy. In the US, presidential candidates have marketing experts to advise them on the campaign. If the Government wants people to accept idea on population control, or better hygiene, they have to buy the idea. They have the option not to buy. Marketing concepts can improve the buying rate and therefore the success of the campaign. Thus, a marketing orientation is useful even for the efforts of social reform and non-commercial persuasions.

Tourism is a service industry. Investments are made in and around a tourist destination in the hope that increasing numbers of tourists will visit it. A product (the attractions and facilities at the destination) is designed and offered to the consumers (tourists) in the hope that they will buy (visit the destination) and derive satisfaction there from. Only then will the investment be worthwhile. Tourists have to be persuaded to buy the product. But there is competition as other destinations are also trying to persuade them. The "wooing" of the tourist is becoming more intense. And here the marketing concepts provide techniques to do the "wooing" effectively.

### **3.2 Marketing Mix**

Marketing concepts had been originally developed in the context of tangible consumer goods. The main elements of a marketing programme are conceptualised in terms of four (4) Ps-Product, Price, Promotion and Place. It is by marketing adjustments and changes in one or more of these four (4) Ps that the attractiveness to the customer could be strengthened. These four elements are known as the marketing mix. The marketer could mix these in different ways for maximum effectiveness, like a chef mixes the same ingredients in different ways to achieve high levels of satisfaction.

Product includes: design, features, quality, range, size, models, appearance, packaging, warranties and name. It also includes pre-sale and post-sale services like training for use, repairs, maintenance or replacements.

Price includes: concessions on basic price, discounts, rebates, credits, instalment facilities and delivery terms

Promotion includes: advertising, publicity; media choices, messages, frequency of exposure, public relations, campaigns, sales promotion, point-of purchase (POP), displays and merchandising

Place includes: retail outlets, wholesalers, transportation, warehousing, inventory levels, order processing procedures, etc.

In the case of services, three additional Ps are included in the marketing mix. These are People, Process and Physical Factors. Services are performed by people and they constitute an integral part of the service product.

The process of performing the service corresponds to the process of production of goods. But in the service business, the process is in operation at the time of consumption by the customer. He is part of the process of production the way the process is managed affects the satisfaction experienced by each consumer. Process, like people, is an integral part of a service product.

Services are bought and rendered mostly in the premises of the service producer and rarely in the customer's premises. In case of tourism a customer has to go to a destination. The physical surroundings add to the tourists' satisfaction. Hence, decor, sounds, colour, artefacts, layout etc. At the premises where the services are rendered need a careful attention.

Each of the elements in the marketing mix is important and has an influence on the customer. None of them can be ignored. However, the marketer has a choice of concentrating on one or more of the elements to create the necessary impact on the market.

We will deal with promotion later. This Unit deals with the product. The other Ps applies differently to the variety of products that together constitute the tourism product.

### **SELF-ASSESSMENT EXERCISE**

Mention and discuss briefly the four (4) Ps (marketing mix)



### 3.3 Segmentation and Target Market

The term 'market' refers to the collective of existing and prospective customers for the product.

A hotel may be used by people who need to stay outside their usual residence. A person may have no such need but if such a need arises later, he is a prospective customer. Part of the marketing effort is aimed at such prospective customers in the hope that whenever the need arises in future, they will choose to buy the marketer's hotel services. There are however limitations. For example, all persons who need to stay outside are not prospective customer for the 5-star hotel users. Such parts are called segments of the market.

The customers of a hotel are those who come to stay as well as users of other facilities. They are different groups and each group constitutes different segments in the sense that segmentations are possible on the basis of lunch time users and late night users of the restaurants because they need different kinds of service. In the swimming pool, some hotels permit training classes. The segments using the pools for training are different from regular guests in terms of age, behaviour, attention required, hours spent in the pool or nearby, cleanliness demanded and so on.

A segment is discrete, identifiable, viable and appropriate. It is distinguished by characteristics of purpose, needs, motivation, benefits and behaviour.

Segmentation is usually done on the basis of one or more of the following characteristics:

- Geographic-like region, district, density of population, climate, urban-rural.
- Demographic like family size religion sex income occupation language education.
- Psychographic like value systems, life styles, personality types.
- Buying behaviour like volumes, frequency, delivery requirements, negotiated contracts (for long term arrangements).

The tourist market may be segmented on the basis of:

- Place or origin of tourists
- Destination
- Purposes of tour like holiday, pilgrimage, sightseeing, shopping, etc.

- Economic status and spending tendencies.
- Demographic characteristics like age, sex occupation and attitudes.
- Preferences for staying like camping, luxury hotels, caravans, etc
- Preferences of travel like air, sea, road or rail.

Each segment of the market differs in terms of needs and expectation. No one organisation can cater for the needs of all the segments. Each organisation has to decide on the particular segment or segments it would cater to. The segment so identified is called the target segment. The identification has to be made on the basis of what the organisation identifies as its objectives and its capabilities.

Having identified the target market all activities will have to be planned and executed keeping this target market in mind. The service being offered, the messages in communication, the media used for communication, the pricing policies, the arrangements to access the service, all have to be consistent with preferences and behaviour patterns of the target market. For example, if the hotel is targeting on the domestic tourists in the circuit of religious places, there would be little point in advertising in business magazines or providing foreign cuisine in the restaurant. Simple vegetarian food would perhaps be more satisfying to its patrons.

### **3.4 The Service Product**

A product is something that a producer makes and offers to consumers to provide satisfaction of the needs. Service products are different from goods in five major characteristics i.e.:

- Intangibility,
- Inseparability,
- Heterogeneity,
- Perishability,
- Ownership.

#### **3.4.1 Intangibility**

While goods are tangible in the sense that they have physical dimensions and attributes and can be seen, felt, or tasted, services are intangibles. Take for example, an educational institution. One can see or verify the building in which it is located, the facilities within etc. But none of these determine the nature and quality of the education imparted by that institution. The product (or education) provided is to be evaluated in terms of the development of the knowledge, intellect and character of

the alumni. This development may be perceived, but cannot be measured. Hence, this critical factor that constitutes education and the output from the institution is intangible.

One cannot see, feel, smell, touch or measure a service performed. It can only be experienced from the effects produced. When a doctor examines a patient and makes a decision about diagnosis and treatment, what he does is to tap the chest, hear the sounds, and read the instruments (or reports). That is not what he is paid for. He is paid for his knowledge, his experience, his training, the meaning that he makes of what he feels, hears and reads and the remedy he prescribes. This application of knowledge and making./ of meaning is intangible. If the patient is cured, the effect of the service is experienced as good. Otherwise, it is experienced as bad. It does not matter what the doctor's qualifications may be.

The characteristic of intangibility lies on a continuum with pure goods at one end and pure services at the other, with most products lying away from the two extremes. Similarly, services can be distinguished between "pure intangible" (education, information, consultancy) services which add value to a tangible product (laundry, decor) and services that make available tangible product (retailing, financing).

### **3.4.2 Inseparability**

A physical item is produced in a factory, bought in a shop and consumed in the customer's premises at his convenience. But when one buys a service like a courier or a doctor, the production and consumption of the service takes place at the same time. The service product being an intangible, as experienced by the customer, exists only during the experience and that is when it is produced as well as consumed or used. The service in a restaurant is the courtesy of the waiter. Courtesy is, as the customer perceives it, at the time of behaviour, not before or after. It is produced by the waiter and consumed by the customer simultaneously. Hence, the production and consumption cannot be separated.

Education takes place in the interaction of the teacher and the student. Both teaching (production) and learning (consumption) happen together. If there is no learning, there is no teaching. Hence, the product exists only when the consumption takes place.

In a class of many students, a teaching session of one hour may cause different levels of learning among the students. What the teacher did in that one hour is the same but each student received it differently. The product of teaching was different to each student, depending on the

nature of his consumption (learning). Hence, the product was received with varying consumption levels.

### **3.4.3 Heterogeneity**

Because of the factor of inseparability it is not possible to produce a service in advance according to specified standards. Both production and consumption being by humans, the product of service as experienced, may not be of consistent quality. What is "excellent" to one, may not be so to another.

In a conducted tour or in a restaurant, the service quality is also influenced by the behaviour of the companions. Yet, the dissatisfaction experienced is not always attributed to the companions, but to services providers.

An optician sells glass to correct vision. But what is bought by the customer is not merely better vision, but also fashion and appearance. An optician who is technically good at determining the proper refractive index of corrective glasses has to enhance his service with a big range of frames and tints of glasses which the consumer can try out on his face. The service must also include speed of delivery, depending on the urgency of the consumer. The customer may need help in making choices of frame and glass. A choice cannot be made from a catalogue. The choice depends on the "fit" of the frame to the face of the customer as seen by the customer himself.

### **3.4.4 Perishability**

The demand for crackers is very high during the New Year season. A manufacturer of crackers makes them well in advance of the season, stocks them at various places, and sells the whole stock during the season. If the goods are not consumed while being produced, they can remain in stock till the consumers are available. The crackers do not perish during storage. They retain their full valued vegetables, though perishable over time can also be stocked for subsequent consumption through processes like refrigeration and canning. But the supply of services cannot be stored. If an advertisement is not seen or read, it dies. It has gone waste. If the available seats in a cinema are not used during a show, they cannot be added on to the next show. If the supply is not used, it perishes. So also the seats in an aircraft or rail car, the rooms in a hotel, the space in a ship, the services of a tourist guide, the time of a consultant etc. All perish if not utilised when available. The loss of revenue cannot be made up. What is not sold cannot be carried forward as stocks to be sold the next day or at any other time.

The ability to carry stocks gives the manufacturer of goods some level of stability in his operations despite fluctuations in demand. If the supply is short at any time, he can arrange deferred deliveries. The consumer also can buy and store till he is ready to consume. The stability in operation helps to improve recovery of costs. Such stability is not possible for the producer or services because of the characteristic of perishability. For example, if an airline has only 20 per cent occupancy, the costs of operation do not come down to 20 per cent.

### **3.4.5 Ownership**

No ownership passes from seller to buyer in a service. The buyer only acquires the right to certain benefits of what the seller offers. One may have the right to use a hotel room or a railway berth for a period of time, but the ownership of the room or remains with the hotel or the railways. Similarly, a doctor offers services. There is no tangible good that he produces or offers. He uses knowledge which is intangible and prescribes treatment which may be satisfying. The treatment may or may not involve medicines. The ownership of the knowledge of the doctor does not pass on to the patient, but the patient (customer) is entitled to the benefits of that knowledge. However, in the case of goods the ownership passes on to the buyer.

### **SELF-ASSESSMENT EXERCISE**

Mention in what aspects are service products different from goods?

## **4.0 CONCLUSION**

Now that you read through this unit, you ought to have grasped the knowledge about what marketing is, the concept of market segmentation, of a product etc and the use of market research in tourism

## **5.0 SUMMARY**

- Marketing helps to increase organisation effectiveness and customer satisfaction.
- In tourism, the market is very big and complex, hence segmentation and choice of target segment is essential
- Product and the other elements of the marketing mix have to be designed to meet the needs and expectations of target market.

Remember the following key words:

Appurtenance: Characteristic of service:

Belonging, accessory the five factors, viz intangibility, Inseparability, heterogeneity Perishability and ownership that distinguish service from product.

Core: The main product Marketing Mix: Elements that could be varied for better market effectiveness market research: The process of gathering information about the market. P's of Marketing: Product, Price, Place, Promotion, People, Process and Physical Factors that constitute the marketing mix.

## **6.0 TUTOR-MARKED ASSIGNMENT**

Enumerate and discuss at least five (5) bases on which you can segment tourist market.

## **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000). *Marketing Management*.

Stanton, W.J., Etzal, M.J. and Wallcen, B.J. (1994): *Fundamentals of Marketing*.

## **UNIT 2      TOURISM MARKETING 2 (PRODUCT IN TOURISM)**

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### **1.0 INTRODUCTION**

As discussed in unit 1, marketing deals with the relationship between the organisation and its customers. Customers do not always run to a producer and demand supplies, however useful and valuable the product may be. They will not make the effort to buy, if the effort is not commensurate with perceived value. It must be available when needed, at places that are convenient and at prices that seem reasonable. They have to know what is available, where and at what price. Often they have to be persuaded that the purchase is beneficial to them. This is given so for products that apparently meets an important need. Services are bought by customers and they produce satisfaction.

This unit takes into account the various concepts relating to product in tourism, product design etc.

## 2.0 OBJECTIVES

At the end of this unit, you should be able to:

- design and develop products in tourism
- explain the purpose of market research
- discuss the use of market research in tourism.

## 3.0 MAIN CONTENT

### 3.1 Product in Tourism

The needs of a tourist relate to comfort and pleasure in travel, stay, food arrangements and to visit spots of interest and attraction. Hence, a tourist hopes that she or he will:

- Be looked after and cared for,
- Be able to visit places of interest, spend adequate time at such places and engage in the activities that interest them,
- Not face wastage of time in waiting for transport or at places of no interest because of bad weather or other reasons,
- Not be hurried or hustled against the preferred place,
- Be offered palatable and suitable food to one's tastes and health,
- Get good company of others, if in a group,
- Be able to experience in the new places the local life styles, culture, food etc. as per one's own choice,
- Be facing no risk to one's person or belongings, etc.

These expectations of the tourist are met by three main ingredients:

- Attractions are the things to see and enjoy, and will range from beaches to mountains, flora and fauna, places representing history and culture, entertainment etc.
- Facilities take care of the comfort and range from accommodation, food, communications, guides and so on.
- Accessibility relates to the formalities in reaching the places, like visas, customs, bookings etc. acquiring resources like accommodation, exchange, transportation without haste and damage.

The tourist product is a complex one. It consists of several elements provided by various persons. You have read about the constituents of the Tourism Industry in Unit 5. Some of them are located at the tourist destinations (hotel, shops, attractions, guides), some are at the place of origin of the tourist (embassy to provide, visa, travel agency or tour operator) and some are enroute (customs, transport, exchange).



Some of these services are tied to tangibles. Both hotels and transportation use a variety of tangibles. The comfort of a stay in a hotel is an experience which does not come only from the quality of furniture and fittings within, but from the efficiency of the equipment including the noise it makes and the disturbance from the outside during periods of rest. Noise and disturbances can be very annoying to some people, but not to all. These in turn depend on the maintenance as well as the behaviour of other people in the hotel. The annoying experience of noise and disturbance is part of the product the hotel provides, probably more than the quality of the furniture. The experience is real but intangible. The product has both tangible as well as intangible elements. The service part is intangible.

Similarly, in transportation, the car may be the latest model in perfect running condition. But if the driver is rash or not very polite and considerate, the experience is of bad service. Rashness, politeness, consideration etc. are one's evaluation of other's correctness. They are intangibles. For example in this case evaluations are made of the chauffeur's actions but are also related partly to the customer's perceptions and standards. The customer, in using the service (of the chauffeur) experiences 'bad' service. The environment at the time influenced the perception and therefore the experience. The bad service was provided by the chauffeur. He 'made' the product at the time of consumption. Both, production and consumption occurred simultaneously. Without the consumption, there would not have been a product. If the client did not notice bad behaviour, there would have been bad behaviour.

### **SELF-ASSESSMENT EXERCISE**

What are the hopes and expectations of a tourist of his destination?

## **3.2 Core and Peripherals**

A product is basically something that a producer offers to a customer to provide satisfaction. To the manufacturer or producer, the product has an aggregate of technical and physical features and characteristics. To the consumer, it is an aggregate of utilities, expectations and perceptions, a complex cluster of value satisfactions.

### **3.2.1 Attribute of a Product**

A product is not merely a physical commodity. People endow products with attributes beyond the functional characteristics of the product. Soap is valued not merely for its ability to clean but also for its shape, colour, size and the 'status' that its use symbolises. The packing, the labelling,

the price, the image (created through promotion efforts), all add up to make the product occupy a position in the mind of the consumer. Utility is only one element of the complex product personality.

The product has a core constituent i.e. the technical characteristics to perform the basic functions for which it is made. The peripherals have no great functional utility, but they add value. For example, a core constituent of a television set will be its engineering, circuitry etc. that provides clear images and sound. The peripherals would be the design of the cabinet, position of the control knobs, remote control facilities, the brand name, the guarantees etc. The peripherals are also referred to as the associated features that augment the product.

Products may be differentiated through claims made by the manufacturer. For example, cooking oils refer to effects on cholesterol levels to differentiate themselves; toothpastes are differentiated on the basis of clove oil, fluoride and so on. These differentiations create distinctive value and avoid competition on price. Competition is among equals and not among unequal.

Products also may be customised to meet the specific requirements of the consumer. This is done partly for high value industrial products which may be fabricated or modified to meet specific needs. This is not done for mass produced items. In the service sector, the opportunity, as well as the need, for customisation, is very high.

Packaging and labelling are very important in goods. Packaging provides protection, attractiveness and identity. Labelling helps in identifying and also provides information about distinctive features, technical data, usage instructions, precautions etc.

### **3.2.2 Tourism Product**

In tourism, the products are varied. A travel agent may arrange for itineraries and airline booking as the core product, but add on as peripherals help in getting passport and visas. Foreign exchange clearances, embarkation formalities at airport and so on. Similarly attractions are added to a destination. For example, 18 rooms of Buckingham Palace have been recently opened to visitors. This expected to become a major tourist attraction in London. Apart from the Throne Room, Drawing Room and the Picture Gallery, the Souvenir shop (selling white china mugs with Buckingham Palace written on it or crystal Balls with details from State Dining Room), is a part of the attraction.

### 3.3 Product Design

Designing a product means determining the features of the product and the benefits that will provide to the user. Effective designing will maximise the benefits and the appeal to the consumer. This implies that adequate attention has to be paid not merely to the core but also to the peripherals and the packaging, labelling, etc. which augment the value of the product.

#### The Service Product

The service product is not a physical entity. The elements that could go into making the aggregate service product are many. A choice has to be made as to what elements have to be incorporated in the core service offer which will become the product.

- Delivery of articles designated within specified time limits.
- Arrangements for collection of articles.
- Nature and size of articles would be accepted for delivery.

In a theatre, the elements will include, apart from the shows, climate control, cleanliness, quality of seating, elevator service, reservation facilities, conveniences in lobby, decor, attached restaurants, nature of patronage, information on forthcoming programmes, car park facilities and a lot more details on reception etc. Satisfactions increases when one is recognised as a patron by the officials in the theatre; when one can have the seats of one's choice whenever required; when the others in the theatre are of an acceptable kind and so on.

A product in tourism is the place of destination and what one may experience while proceeding to and staying in that destination. For example, Sentosa Island off Singapore is packaged as a place where there are no shops, no skyscrapers, no offices-a place of quiet and tranquility, to relax and be with nature, so different from Singapore. Travelling by cable car to the island is part of this package. Places in Cross River.

National Park like Obudu Cattle Ranch are being offered as tourism products to experience the life styles of intending tourists, living in real palaces with kingly appurtenances, travelling in 'Palace on Wheel's, the African bushes as the prospect of seeing wild life. Many pay more to live in the tents in open country 'with nature' instead of in a five-star comfort.

#### 3.3.2 The Steps in Developing a Service Product

The steps in developing a service product are:

- Determine what the consumer values as benefits ( benefit concept)
- Determine which of these benefits should be offered (service concept)
- Decide on the precise service offer which includes forms and levels of the benefits to be offered and the arrangements for delivery of the service (delivery concepts)

The benefit concept will include expectations of the customer which are boundless of functional and psychological attributes. One needs to be clear on who the customer is. The customer of an educational institution is the student, the parent and also a part of the society that will benefit from the student's education. Business houses are customers of management schools. Therefore, the management school has to keep in mind the expectations of the potential employers. Some management schools have multinationals as their customers, while others are smaller organisations of the district and state levels who would like to benefit from the products of the management schools. An airlines customer is the passenger who travels as much as the travel agent who effectively influences the final buying decision.

The expectations from a restaurant may vary in kinds of food, (Nigerian, Continental, Chinese, Thai, and Mexican etc.), extent of spread (salads, sea foods etc.), price, courtesy of service, comfort of seating, ambience and so on. One restaurateur may in his service concept include authentic Nigerian food or Chinese food only and speed of services, paying little attention to seating, or ambience or courteous service. Another may conceive service in terms of quick, clean, simple, wholesome lunches for business executive without much of a choice in menu but offering convenient seating and atmosphere to enable serious business discussions as well. These choices are made keeping in mind the:

- Market segment proposed to be served, and
- Resources one has and can muster.

The choice of elements to make the service offer should bear in mind the:

- Ability to render 100 per cent consistent performance, and extent of personal satisfaction.

### 3.3.3 Service and Delivery

Once the service concept is clear, arrangement have to be made for the delivery of service. Service is delivered by:

- People, and
- Using equipment and other physical facilities th at have to be put in place.

Up-gradation in level of service is achieved by taking the service to the customer, i.e. outside the premises of the service provider. For example, a hotel that arranges to meet the guests at the airport and bring them in is upgrading the service by extending it beyond the premises.

In the case of a service, the product is manufactured at the point of delivery. An airline or the railways may design a service of information on arrivals and departures over the telephone. Every time an enquiry is made, the response one gets is a service and that is made specifically at that point of time. If the response is not available, because the telephone line is not attended, is busy for a long time or because the information is not updated, there is effectively no service. So if a service is to be offered, arrangements need to be made to ensure that it is possible to render that service. The arrangements to be so made are in respect of equipment, systems and people. These arrangements do not constitute service but constitute preparedness and readiness to render that service when the offer is accepted by a customer. Technology and equipment can be of great help in maintaining consistent quality of service. For example, the information service referred to above can be organised through a recording machine that will be connected to all incoming calls.

Similarly there is need of systems in services. Systems refer to the arrangements for flow of information and material to the point where the service is being delivered. For example, Airlines have to keep their booking agents informed of changes in flight schedules, if the carrier fails in his service to the passengers.

#### **SELF-ASSESSMENT EXERCISE**

Fill in the blanks from among the words in the brackets.

A souvenir shop in a tourist destination is a product. (core, peripheral)

A service product is as good as it is (designed, experienced)

Service is usually rendered at the premises. (provider's customer's)

Satisfaction of a tourist may be affected by the behaviour of the other tourists in the area. (May, cannot)

### 3.4 Positioning

Customers distinguish one product from another on the basis of distinct characteristics. A five star hotel is considered as a place of luxury and exclusiveness. To stay there is, therefore, a matter of high status. Similarly, soap 'Y' kills germs and removes body odour. Soap 'X' is beauty soap. 'G' locks are safe 'M' is not. Lagos is the place to visit not Abuja, etc. These are all images in one's mind which determine one's behaviour relative to that product. For example a tourist may not like to go to Bar Beach for it is too crowded in season but will go to National Conservation Foundation (NCF) Lekki nearby. Another may not like NCF for it is too calm and quiet there.

### 3.5 Market Research

Knowledge about relevant parameters and characteristics has to be gathered through a study of the market. Studying the market to know its characteristics provides the basis for making decisions about the elements in the marketing mix. It helps to analyse the problems that may be experienced and in finding solution thereto. Market research may attempt to answer specific questions or generate general information to be used in due time.

#### 3.5.1 What is It?

Market Research May Be:

- Market Analysis, or show, spread and growth of market in terms of volume, revenue, shares of competition, economic conditions, etc.
- Consumer Research, "to know profiles, awareness, habits, needs preferences, expectations, perceptions, both quantitatively and qualitatively.
- Products and price Study, to know products in the market, price sensitivity, technology, acceptability of features, packaging.
- Promotion and Sales Research, to know consumer reaction to alternative concepts and media, effectiveness of sales force and promotion.
- Distribution, availability of facilities for stocking, merchandising, possibilities, outlets and shelf space availability, and
- Evaluation and performance monitoring, looking at the extent of customer satisfaction.

The market is so big and scattered that it is impossible to do a complete study in totality. Hence, market research depends on techniques of

sampling the market. It is not possible to be sure that the sample is truly representative of the whole, tourists coming to Nigeria come from a number of countries. You cannot study all. So you pick the countries sending the highest and lowest number of tourists for your study.

Decisions on the research design include:

- Deciding the purpose of the study like knowing the duration of stay or expenditure habits, etc.
- Choice of samples like tourists coming from Europe or US or high budget tourists or low budget tourists,
- Determination of the nature of the data to be collected,
- Method of data collection (surveys, secondary sources, observation etc) and
- Design of questionnaires (instruments) to collect and record data, including scales to be used.

A lot of data can be collected through desk research, looking at records, publications, commercial analysis, trade information, press cuttings, previous studies etc.

Other ways to obtain data are:

- Tourism department
- Discussions with tourists (customers),
- Observations of customers at premises,
- Observation and discussions with visitors to exhibitions and trade shows,
- Market experiments and surveys with recording of responses and results,
- Attitude, image perceptions and awareness studies,
- Advertisement and other media response studies, and
- Studies of usage pattern, etc.

### **3.5.2 Quantitative and Qualitative Studies**

Some of the market researchers are quantitative studies while others are qualitative. Among them some can be done on a continuous basis and some sporadically. However, when sporadic studies are made at regular intervals, trends and changes can be known.

The manner in which research is designed and conducted ensures its reliability. Research findings often form the basis of corporate decisions of long term implications. The techniques of sampling, questionnaires, surveys and evaluation have been developed and these constitute a

specialised field of study. The same sets of principles are used in opinion polls about destinations and predictions for tourist arrival.

In the case of quantitative data, the numbers tend to give the study an illusion of objectivity and reliability. In order to have a proper interpretation and evaluation, it is necessary to know how the numbers have been generated. For example, the preference for a particular destination among four may be because a fifth destination had not been included in the study.

The numbers coming out of a quantitative study depend on the way the questions are asked and therefore cannot be assumed as to saying everything there is to know. Hence, one needs insights to make valid evaluations.

In the case of service, the data to be collected and evaluated is more abstract and qualitative than in the case of tangible consumer goods. It is relatively easier to elicit responses by showing samples of goods and the way they perform as per the sample experience. Moreover, it is not easy to articulate satisfaction and expectations. They are often not in the realm of conscious rationality. How does one explain the impressions created by a movie except to say whether it was liked or not? This answer is not adequate to decide what kind of movie would be generally acceptable to an audience.

The experience is total and it is difficult to identify the particular aspect that is creating the experience, pleasant or otherwise.

If a specific element is stated as the critical one leading to the pleasantness or otherwise of the experience, this identification may have been made for a number of unrelated reasons. Did one get irritated at the breakfast table because of the:

- Temperature of the coffee served,
- Consistency of the pudding,
- Warmth of the bearer's attention,
- Behaviour of the couple at the corner,
- Pressures of the next appointment or the late hours of the previous night?

Similarly, there can be other questions like what is the kind of music that should be played at lunch or dinner time? How loudly should the music be played? These are difficult questions to answer. The data is not related to measurable objective phenomena. Capture of qualitative data needs very sophisticated and sensitive instruments. Some of these are:



- Use of focus groups, specially invited to discuss and express themselves,
- Individual interviews where the person met is encouraged to talk freely,
- Trade off questions to determine relative values .

There is need for expertise and insights to interpret and evaluate. Responses to a study may not be the same as the actions in real life. People often do what they say they do not, or do not admit what they do. People do not own up feelings. They are quick to rationalise irrational behaviour. These are some reasons why interpretation of research data needs to be carefully handled. Inadequate expertise could end up with misleading information and incorrect decisions.

### **3.5.3 Insight and Experience**

Expertise in the techniques of market research can be hired. Insights into the situation being researched comes from experience. These insights should be used both ways i.e. to design the study as well as to interpret the data.

In the service business, unlike in the business of goods, 90 per cent of the personnel are in touch with customers. When one is in touch with the customers, a lot of data about the customer's experience, expectations and satisfactions can be heard directly from him or her. Contact personnel can be trained to feedback such data to a specific point in the marketing department. The opportunity for direct access to the customers is much more in the service business than in the business of goods. To that extent, the reliance of external research agencies can be reduced.

Disneyland in France is losing money. The reasons have to be found. Do the Europeans have different ways of enjoying leisure compared to the Americans? What are the differences that need to be made in the entertainment schedules and patterns? The answer to these questions will come partly through research and partly through insights and experience.

#### **SELF-ASSESSMENT EXERCISE**

What do you understand by positioning?

## **4.0 CONCLUSION**

Now that you have read through this unit, you ought to have mastered and understand very well the purpose of market research and its use in tourism.

## **5.0 SUMMARY**

Marketing helps to increase organisation effectiveness and customer satisfaction. In tourism the market is very big and complex hence, segmentation and choice of target segment is essential. Product and the other elements of the marketing mix have to augment the core. Market research is necessary to know the market and the position of the product.

Research is both quantitative and qualitative needing insight for interpretations of measured data. Remember the following key words:  
Peripheral: Additional features that augment the product. Positioning: Creating an image about the product in the customer's mind.  
Segmentation: Ways of dividing the market. Target: Chosen segment.

## **6.0 TUTOR-MARKED ASSIGNMENT**

Enumerate and explain at least five (5) kinds of market research.

## **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000): *Marketing Management*.

Stanton, W.J, Etzal, M.J. & Wallcen, B.J. (1994). *Fundamentals of Marketing*.

## **UNIT 3 PROMOTIONAL EVENTS, ADVERTISING, PUBLICITY, SELLING**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Promotional Events
    - 3.1.1 Types of Events
  - 3.2 Advertising
  - 3.3 Publicity
    - 3.3.1 Kinds of Publicity in Media
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  - 3.4 Public Relations
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    - 3.5.1 Sales Person Duties
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- 6.0 Tutor-Marked Assignment
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### **1.0 INTRODUCTION**

You have learnt that promotion is an element of the marketing mix. All communication from the marketer to the environment regarding the marketing organisation or regarding the product is a promotional activity.

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

- Customers buy its products,
- Employees prefer to work for it,
- Suppliers be happy to provide raw materials, and
- Financiers offer finance for capital and operations

### **2.0 OBJECTIVES**

At the end of this unit, you should be able to:

- discuss about ways of promotion
- explain promotional events

### 3.0 MAIN CONTENT

#### 3.1 Promotional Events

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

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

If A is the total market, B is the portion that is aware of the product, C is portion that has tried the product and D is the portion that has tried and is satisfied, promotion tries to improve the ratios B/A, CB and D/C. There are also various ways to communicate:

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

The products in tourism have been discussed in previous units. They are many and are offered by different organisations. These may not connect to each other except through the common customer i.e. the tourist. Each of these organisations may do its own promotion or some may join together. The promotion may be of a:

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

The main decisions to make in promotion planning are:

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

### 3.1.1 TYPES OF EVENTS

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

### SELF-ASSESSMENT EXERCISE

As a promoter of any tourism product, when do you think customers will be ready to buy your product? What is the purpose of promotion?

### 3.2 Advertising

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

Advertisements:

- Reach homes, (T. V. Press) or are stationary (Ho ardings):
- Are transitory (T. V. Radios) or could be referr ed back (Magazines)

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

The decisions to be taken regarding advertisements are:

- a. What is the objective? b. What is the target audience? c. Over what period should the campaign last? d. Scope i.e. National, regional, International. e. Whether separate ads for different regions or audience segments? f. Media to be used, copy, theme

and images g. What is the best timing and frequency? h. Cost effectiveness.

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

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

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

Advertising techniques may have:

- Domination - having big impact,
- Concentration - one clear appeal, and
- Repetition - impact through repetition

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

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

### **SELF-ASSESSMENT EXERCISE**

Enumerate certain decisions to be taken regarding advertisement.

### 3.3 Publicity

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

#### 3.3.1 Kinds of Publicity in Media

The tolls of publicity are:

- Press releases
- Press conferences
- Conducted visits (familiarising/FAM trips)
- Presentations
- Informal briefings • Sponsored articles

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

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

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

Sponsoring is excellent publicity. A leading hotel group (Sheraton hotel & Towers etc) might sponsor a cricket match or a TV serial and gain publicity. International tourism promotion depends heavily on Publicity. A new airline route is an occasion for publicity. So is a report in the news paper regarding an event of package. For example "Argungu Fishing Festival" is being remodelled. This was news in the news papers. The impact was much more than any advertisement could have. This news was carried also by the T. V. the details and the descriptions create image of a unique experience and tourists thinking of going to Nigeria would "desire" to savour the same.

Malaysia is planning to welcome 20million tourists by the year 2000. They expect seven million tourists in 1994, which is being promoted as the Visit Malaysia Year (VMY). As part of this promotion, Indian

newspapers carried special supplements with articles, advertisement, interviews and photographs. The entire space in the supplement may have been paid for in which case it is strictly "advertisement". Yet the matter will be gone through as if there is news, the format of presentation being the same as the editorial pages of the publication.

### 3.3.2 Kind of Publicity in Oral

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

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

Word of mouth is more effective than advertisements, an endorsement by one who has used the services more reliability and impact than an advertisement. You ask about the destination from your friends and tell them the one you have "experienced. In most cases, you search for a person who has experienced the services to seek information like where did you stay? Was the stay comfortable? Or how was the bed tea?

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

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

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

Word of mouth publicity happens when people talk about satisfying experiences. Satisfaction is the difference between actual experience and



the expectation prior to the experience. Robert Galvin, Chairman of the Executive Committee of Motorola Inc. says that there are four levels of acceptable service-`Good', 'Very good', 'Near Perfect', and `WOW'. John Humble, the management consultant from the UK, uses the word `Delight' for 'WOW. Both WOW and Delight occurs when the experience is far beyond all expectations. That is a level which is least forgotten. It is always talked about.

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

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

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

### **SELF-ASSESSMENT EXERCISE**

Indicate which of the following statements is right ( ) or wrong ( )

An advertisement rarely leads to purchase without further promotional efforts.

An advertisement suitable to attract domestic tourists is suitable also for publication in a foreign magazine.

Publicity has more credibility than an advertisement.

### 3.4 Public Relations

Public Relation (PR) is the deliberate, planned and sustained efforts to establish and maintain mutually beneficial relationships between an organisation and public. It comes from recognition that without the active support from the public, the organisation will have difficulty to carry on and grow. Shareholders, suppliers, customers, agents, employees-all have stakes in an organisation. In the case of tourism, the trade and commerce within the vicinity of the destination and the local people also have a stake. The environments are affected by the influx of tourists. Tourists being visitors from a different culture and society (even if within Nigeria) may be accustomed to behaviours different from the locals. There could be a fear that the younger generation may be 'spoilt' by mixing with tourists. The increased activity accompanying tourists' growth may bring in undesirable persons, thus affecting the sense of security. If the local people start reacting to these 'encroachments' into their ways, their behaviour may significantly affect the pleasure of the tourists. PR is essential to ensure that the relationships are conducive to the growth of tourism.

Better understanding between tourists and the hosts/residents at and around the destination can make them feel favourably inclined to each other. This can be possible through contracts and interaction. It is part of PR activity to make such contracts contribute towards a better understanding. The contracts become more useful if expectations of both are known and each is aware of the do's and don'ts.

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

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

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

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

PR efforts have to be credible but they are difficult to evaluate for effectiveness. PR is the business of everybody in the organisation. The

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

### **3.5 Personal Selling**

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

#### **3.5.1 Salesperson's Duties**

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

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

A service, being intangible, presents a lot of uncertainties to the prospect. The salesman/girl of a service, if perceived as non-professional, or not credible, increases those uncertainties, they should be seen as reliable, friendly and meaning well. They should emphasise conveniences but not ignore to mention precautions necessary in usage. Effective salespersons understand and empathise with the customers and are more acceptable to the customers. They also demand services from the organisation on behalf of their customers.

### 3.5.2 Other Purposes of Salesperson

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

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

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

Generally (subject to exceptions always) people like to:

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

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

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

### **3.6 Merchandising**

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

- Aware of facilities or offers available,
- Want to avail of those facilities or offers on impulse, and
- Have a memorable experience.

Merchandising relies on displays of materials and skills. Utilisation of facilities within a hotel by resident guests can be improved through Merchandising. A provider of tourism services has considerable opportunity for Merchandising, i.e. to make the customer who is in contract buy additional services which he may not have originally planned to buy. Maybe he did not know of the availability of the services or did not know enough to evaluate its true worth. If the additional service on offer is unique and exclusive to that location, the additional costs would seem to be negligible compared to the opportunity-he may not visit the place, at least for quite some time.

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

### **SELF-ASSESSMENT EXERCISE**

What will happen if the environment is favourably inclined to the organisation?

What are the various ways you can communicate tourism product to the public?

### **4.0 CONCLUSION**

By now you should be knowledgeable about the organisation as a whole. The product it makes, the benefits they offer and comparison with competition.

## 5.0 SUMMARY

Promotion is an element of the marketing mix. Promotion is made through advertising, publicity, selling, public relations and merchandising. Events provide opportunity for publicity and promotions. Selling helps not only to increase the number of visitors but also market research and PR. The local population is one of the most important links in this. Contracts between tourists and the local people need to be properly planned. Remember the following key words:

One clear appeal is one in which members of the public (in manageable groups) are invited to visit the organisation and obtain a firsthand experience of what is happening.

Have big impact is in the nature of information being passed on to be published or used by the media but without identifying the source.

It is a formal talk with supporting slides, pictures, data etc.

A meeting arranged between senior executive of the organisation and the representatives of the news media where statements are made and questions (from the representatives) are answered.

A statement issued to the media, to be published or broadcast by the media as news. A happening, that happens in normal course or is specially designed, enhancing attractiveness and highlighting the uniqueness of the destinations.

Concentration:

Conducted Visit:

Domination:

Informal Briefing:

Presentation:

Press conference:

Press Release:

Promotional Event:

Sponsored articles are written by professional or well known persons on request, with or without being paid for the same.

## 6.0 TUTOR-MARKED ASSIGNMENT

Mention and discuss five different ways by which you can promote tourism in Nigeria

## **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000): *Marketing Management*.

Stanton, W.J., Etzal, M.J. & Wallcen, B.J. (1994). *Fundamentals of Marketing*.

## UNIT 4     **ROLE OF MEDIA**

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- 1.0 Introduction
- 2.0 Objectives
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### 1.0 INTRODUCTION

Suppose you have been assigned the task to analyse the factors that influenced tourists to come to a particular destination. Naturally, you will conduct a survey with a question to every tourist: "how did you come to know about this destination"? The answers would be varied like:

- We read an article about this beach in a magazine,
- No, in my case it was an advertisement in the newspaper,
- Oh! I saw this beach on the T. V. and fell in love with its natural beauty.
- Well we heard about it in a radio talk, and so on.

So your report will say that in each case a component of the media is there, i.e. a magazine, newspaper, T. V. or radio.

Well, particularly every aspect of life is affected by media today. Which brand of tea you buy? Which movie you see? And so on. Tourism is an area where media plays a vital role in practically all the activities related to it. For example:

- People are attracted to a destination through the use of media,
- Media helps them in deciding which airlines to fly,
- They may decide to stay in a hotel whose service and rooms they had seen in a promotional documentary shown by a tour operator,



- In a newspaper supplement they read about the shopping centres, etc.

Hence, we have for you this unit on the role of media. It is an attempt to give you an idea about media and its uses in a broader sense. The unit describes the kind of media and the media terms. It also shows the differences between media and accordingly to what use they can be put. Briefly, it outlines the patterns of media research and the significance of media image along with media costs. After reading you can correlate them to tourism and accordingly put to application.

## **2.0 OBJECTIVES**

At the end of this unit, you should be able to:

- explain what is meant by media
- discuss the terms normally used in relation to the media
- distinguish between the utility and impact of the different media
- select on the appropriate media to meet the objectives
- explain the cost efficiency factor in a media campaign.

## **3.0 MAIN CONTENT**

### **3.1 Meaning and Kinds**

Management's, producers, promoter's advertisers, et c know about their products or services. The person to communicate may be:

- Customers, so that they may become aware of/get interested in and be attracted to what is on offer from the communicator,
- Employees, so that they may know how the organisation has grown and proposes to grow: what their own prospects may be and so on; and at the same time feel a sense of belongingness or pride in their organisation and contribute more enthusiastically,
- The general public, suppliers etc. so that they may know the organisation's products, activities and impact and may feel favourably inclined towards it.

Organisations use 'media' to communicate messages that inform, attract attention, create interest, generate desire and persuade others, that inform, attract attention, create interest, generate desire and persuade others, that the communicator and his products (the products may be goods or services) are worthy of support and patronage. Such communications through media are known as promotion.

Promotion is done through media and the idea is to communicate a message to a potential user of tourism services. All such messages are referred to as "advertisements" in this unit. Although some, like window displays, may not be called advertisements in common parlance. Well let us discuss the various kinds of media:

i Print Media: It comprises of daily newspapers (morning, evening), weekly newspapers; periodicals; magazines of general or special interest to sports fans, women, children, literary minded tourist, fashion designers, gardeners, wildlife enthusiasts etc; or trade journals of interest to different business. These carry articles, news items and advertisements, for example the hospitality is the media of the hospitality industry and its producers use to communicate with their customers to provide information to tourists. Print media, particularly newspapers and magazines, still dominates the scene.

ii Broadcast Media: This comprises of radio and television. Messages are transmitted by these media through the atmosphere and received by the viewers and listeners at their respective places. They carry sports sponsored programmes and commercials etc. for example the BBC TV programme to travel motivates a number of tourists.

iii Electronic Media: This comprise of audio and video tapes. These are used by tourism departments, tour operators etc. for promotional purposes. Audio tapes are now being used more and more for guiding services also in museums etc.

This comprises of:

- hoardings (also called bill boards) which are printed and located at public places like busy streets or parks,
- illuminated signs which may remain steady or keep flashing and changing,
- wall paintings and posters (which are printed bulletins) put up at railway stations, airports, offices or carried by person on the streets,
- panels which are small, painted or printed and attached to kiosks on lamp posts, buses (inside as well as outside), railway compartments taxis; exhibitions, trade shows and fairs, signs and banners at retail outlets,
- window displays,
- sky balloons and skywriting,
- banners on boats anchored at water fronts, etc. Another way of classifying media is in terms of:
- audio comprising of displays print, cinema slides, etc. that make sound,

- visual comprising of displays print, cinema slides, etc. and
- audio-visual comprising of video tapes, TV cinema.

Media like, newspapers, cinema, radio and T. V., which are managed by people other than the advertisers are known as 'Above the line' media. Other media like direct mail, exhibitions, demonstrations, posters, bulletins etc., are referred to as 'Below the line media. This distinction is because of a practice of some agents to bill for the first type of media used, draw a line below, after providing for commission on them and then billing of the costs of the other media, below the line.

### **SELF-ASSESSMENT EVERCISE**

Explain all you know about print media

### **3.2 Media Terms**

While discussing media and its uses certain words are usually used. These words have specific meanings which may not be the same as commonly understood. Hence, such words and their specific meanings are explained below:

Advertisement is the use of space in a publication or time in a broadcast, which has been paid for, to convey a message. Direct mail is also advertising because the space, though not in publication, has to be paid for by the advertiser.

Audience refers to the people who see or hear or read the messages in the media. Audience profile refers to the characteristics of the audience it terms of demographics and other factors like literacy, attitudes and interests, social and economic location, etc. This profile varies. For example, those who read national newspapers might act or behave differently from those who read regional newspapers or professional journals; those who like to watch super story on TV may not be the same as those who watch izozo. Those who may see the posters in the airport are not the same as those who may see the bus panel.

Campaign refers to a planned programme to communicate or promote, using media (one or more), with repetition and/or variety during a specified period of time.

Circulation is the number of copies (of newspaper or journal or magazine) sold.

Commercial is an advertisement message broadcast on T. V.

Copy is what appears in an advertisement by way of words and illustrations. The copy translates the abstract ideas and concept of the advertiser's message into a tangible form.

Coverage refers to the number of persons from the target audience that sees, hear or read the message. Coverage is less than 'exposure', because not all who see a message may in fact see it.

Cumulative Audience (Gross) is the sum of exposure to all media in a campaign.

Demographics refer to the description of a population (market or audience) in terms of sex, age, family size, occupation etc. Duplication is the overlap between media because of difference media reaching the same persons.

Exposure (or Reach) refers to those of the target audience having an opportunity to see or hear or read the message in the medium in a period of time. For example a specific T. V. programme may not be seen by all persons having T. V. sets. But only some of them will be the target audience. In the case of a newspaper also exposure can be more than the circulation.

Flexibility is the scope for variation in regionality, timeliness and creativity'. Some media allow more scope for creativity in terms of colour, sound or movement. Frequency is the number of times an audience has an opportunity to see or hear or read the message over a period of time. This will depend on the number of times the media has carried the message according to the schedules.

Image of a medium is the public perception of the medium's modernity, honesty, quality of content, etc. The image affects, positively or otherwise, the message carried by the medium.

Impact is the effect on the coverage in terms of recognition, recall or memory and influence on the audience.

Intensity is the degree of thoroughness with which the audience sees, hears or reads.

Jingle is an advertisement message set to music, usually broadcast on radio.

Layout refers to the manner in which the advertisement space has been used, the manner in which the copy has been presented in the advertisement. It includes size of letters and spacing of words and illustrations. The copy and layout together make the impact.

P. O. P (point-of —purchase) refers to the displays at the retail outlets. Reach is the same as exposure. It indicates the capability of the medium to reach the target audience.

Schedule is the programme of use of the media like sequence, dates, time, etc.

Selectivity means the ability of the medium to reach a target audience specified by geographic, demographic or other factors.

Spots refer to the time for advertisement in a radio or T. V.

Visual refers to the illustrations in the copy

### **3.3 Media Differences**

There are considerable differences between the different media, in terms of coverage exposure, flexibility and other characteristics.

Some media go to where the audience is, for example, print and electronic media. Some of the display media, hoardings for example, or cinema do not move. Hence exposure is limited to those who go to where the medium is. Some media like radio, T. V. or some magazines, have an international or a nationwide reach, while others are exposed only to audiences within a limited geographical linguistic or professional boundary.

Some media are also pursued at the convenience of the audience, while some present the messages according to the conveniences of the media owner. If the messages are not noticed, when being shown, they are missed. They cannot be recalled for a fresh look. If the message is not clear, one cannot ask for a repeat. If you are watching a video, you can ask for a repeat, but not while watching a T. V. or listening to a radio broadcast unless you have recorded it yourself. If the medium is a newspaper or a magazine, you can read it even after some lapse of time.

The print media, particularly newspapers, have very large exposures. Advertisements for newspapers are relatively easy to prepare. Newspapers and magazines may carry exclusive pages as supplements. Newspapers are heavily crowded with all kinds of advertisements. Coverage could be poor despite large exposure, unless the advertisements occupies a lot of space and/or is appropriately positioned.

Magazines range from weeklies to biannual. They are read repeatedly.

Very few people read a magazine from the beginning to the end in one sitting. Magazines may also be referred to after some time and they have longer lives than newspapers which are usually discarded within a few hours.

The reach of the direct mail is as good as -the mailing list. Mailing lists can be compiled from directories, sales personnel, customers or membership (of clubs and associations). Target audiences outside the mailing list are ignored. Direct mail has a personal touch and can use more words and illustrations than other print media. It is read at leisure. Cinema and film slides shown in theatres have high memory value. Using colour, sound and movement they can carry a wide range of communication at a time. However, the limitations are:

- They are expensive and wastage is high
- There is very little selectivity in terms of target audience
- The audience profile for cinema is changing over time. It also changes according to the film being shown
- Advertisements are shown only at the beginning of the show or at the start after the interval. These timings being known, the audience can avoid viewing. On the other hand ratio of coverage to exposure is low but the impact is high. The involvement of the audience in cinema is considerably more than in T. V. In T. V. the attention to the small screen is less concentrated and less consistent. There are distractions also in the case of T. V. because of being watched at home.

. T. V has become the most important medium because of its accessibility in more households than of any other medium. Exposure and coverage are both increasing even in the rural areas. Selectivity is possible if the audience profile is carefully determined. Audience profile changes according to the programme of the broadcast, as well as the time of the broadcast. Impact depends partly on the position of the advertisement in the sequence of commercials preceding and succeeding. As a medium, it overcomes the handicaps of illiteracy.

Commercial costs a lot to prepare and the charges for medium usage are also very high. Audience tends to relax while watching T. V. commercial combines attributes of storytelling and demonstration. It can convey demonstrations and messages on how to use. Hence, it is considered the fastest and the most dynamic medium for selling brands and services, the impact being more through the visuals.

Radio has a wider exposure than the print media and perhaps also more than the T. V. outside urban areas for the present. Flexibility is less than

T. V. as only sound can be used. The jingles become popular and are often sung by listeners. Messages can be detailed and made appealing in the form of dialogues using local slang and jargon. Selectivity depends on the programme and timing as in the case of T. V. it reaches all social strata and overcomes the problem of illiteracy.

Radio is not confined to a place as it moves along with the listener. We must remember that for a listener, the message is not durable and it may also be ignored.

The value of outdoor media, like hoardings, posters, signs etc. depends entirely on the location. They have long life and are seen repeatedly by audiences. They have a high geographic selectivity but demographic selectivity is poor. The message can be varied very frequently. Messages have to be brief. They must be capable of being seen and read from distances in a short time as one passes by. Nobody stops in front of these to read. If the angle of the hoarding to the direction of traffic is not proper, passersby will not even notice it. They are relatively less expensive, but the space will have to be bought for on a long term contract.

Exhibitions and Fairs can be conducted by hiring out stalls in an event in which other exhibition where there will be no other exhibits. Either way, the visitor to an exhibition comes specifically for the purpose of viewing the exhibits, combined perhaps, with some entertainment. The attention of the viewer is therefore almost complete to the messages being conveyed through the:

- Panels,
- Personal explanations
- Pamphlets and leaflets
- Samples,
- Working models,
- Films,
- Audio and video tapes.

The exhibition provides an opportunity to combine a variety of media into a single location. Messages therefore can be detailed and useful.

The world of media is also changing today. Video and cable T. V. etc. are replacing the cinema theatre. The audience is also becoming larger. For example, household viewing of satellite T. V. had increased tremendously in the recent times. Similarly, satellite viewers are increasing. Also, the numbers of satellite channels are increasing.

Satellite transmissions are viewed in about 40 countries.

Very often, advertisements in video cassettes are totally wasted as copies of the cassette are made eliminating advertisements. The viewers may also 'fast forward' what they do not want to see.

Cable T. V. operators, however, provide effective local advertising which is not part of the video cassette. These will have geographical selectivity but not audience selectivity. They can be repeated several times in a day depending upon the operator.

### **SELF-ASSESSMENT EXERCISE**

Explain the advantages T. V advertisement has over radio advertisement.

### **3.4 Media Research**

As a tourism professional, suppose you have to plan a campaign to promote your product. This could be a tour, destination, hotel, emporium etc. as a first step in this regard you would decide on:

- What media to use?
- What is to be presented in the media and how often?

Besides, the characteristics mentioned earlier as well as details on exposure, coverage, usage etc. have to be also taken into consideration while choosing the media for the campaign.

Media selection has to depend on answers to questions like:

- How many people see it?
- What kinds of people see it?
- How much does it cost?
- What is the impact, etc?

You would not like to advertise if it is not read or seen by people of the kind you want to address. For example, a souvenir issued at the time of a special event contains many advertisements. However, experience has shown that nobody seriously looks at them. Hence such advertisements are not intended as communication. They are intended to provide support to the publisher of the souvenir i.e. the organiser of the event where the souvenir is released. On the contrary, an advertisement on the big screen behind the batsman in a cricket test match is seen by thousands present in the ground or millions watching the T. V. telecast of the match. Naturally you may go for the latter option provided you meet the costs, etc.



Similarly, while going for a campaign in a newspaper (which may frequently be there at local destination level one has to take into account various considerations. For example, all readers do not notice all the advertisements in a newspaper. Some skip through the headlines. Some do not look at certain pages at all. Many people do not look at advertisement at all, unless it is very big or the visual is very striking. Sometimes the smallness of the type in the midst of a lot of empty space attracts attention.

Pick up any newspaper and you will see that there are some pages reserved for special kinds of advertisements. For example, tender notices will appear only in specific pages. Similarly, employment notices, entertainment schedules, trade notices, legal notices shipping news, etc, will appear on particular pages. These pages will be gone through by those who are interested in such matters.

Better knowledge about readership patterns and behaviour helps make more valid decisions on the choice and use of media. It is here that through media research one gathers this knowledge.

Media research provides estimates of:

- Readership or viewership of average issue or pro gramme profiled by age, sex, class, exposure to other media, purchasing patterns etc.
- Where, when, how and how much do they read (see or hear)
- Response function, which is an expression, usually in numbers, of the value to the advertiser of repeated advertisement exposures; how much forgetting occurs between exposures and what is the nature of this decay in terms of time; additional impact of every subsequent advertisement, may be the same, more or less, more for the second and/or third and diminishing thereafter. This will depend on the interval between advertisements.
- Effectiveness of different sizes of posters, or of colours on them and
- Site evaluation of hoardings, etc.

There are several problems in researching media. For example:

Readers may be casual, flipping through, or thorough, hence distinguishing them is difficult,

Readers who read the same or past issues repeatedly inflate the readership figures, a reader may be regular, but may not have read any

issues during the period, although he may never have seen it before, and one may listen to a radio programme, without recognising the station broadcasting it, etc. Media research provides estimates of numbers and types of people in particular segments. They can be reached by any of a variety of ways using the media for a given cost. It is a specialised and costly study but of great help for advertisers to plan their campaigns. At times, media owners themselves provide research data. But mostly these are arrived mainly to establish the competitive superiority of the media they own. The total advertising budget is very large and increasing. Media owners are interested in enhancing their share of this budget. In the case of newspapers, for example, the cost of production of the daily issue is met substantially by the advertisement revenue, thus keeping the cover price of the issue low.

An owner can levy higher advertisement tariffs if he can establish superior reach and impact over other media. Advertisement agencies need the research data to be able to advise their clients properly, independent agencies conduct media research and supply the findings to whoever is interested at a price. Some do so, on specific requests to answer specific question. Some do it on an ongoing basis. The studies are done on sampling methodologies in selected areas. The findings are good enough to make decisions although the same size may be less than half percent.

Some of the considerations in choosing media are qualitative and intangible. You must remember that audiences attribute values to advertisements that appear in different media according to the media image. This is the reputation for honesty or class of a particular media. For example, a product advertised in the national magazine is perceived as having grater prestige, value and/or reliability than one in a regional newspaper with limited local circulation. A hoarding in an important commercial centre conveys high class than one in the market place. The costs of the media vary according to these differences but do not fully reflect the differences in quality.

### **3.5 Media Costs**

The cost of using media is an important consideration while planning a campaign. One must utilise the budget for the campaign for maximum benefits.

You must know that every medium has fixed rate tariffs for carrying advertisements. These rates vary according to the space or time used. For example:

- Cover pages of magazines cost more than inside pages,
- Colour ads cost more than black and white ads,
- Classified ads pages cost much less than display ads in other editorial pages,
- National newspapers cost more than regional newspapers, and
- Newspapers which publish simultaneously from many centres offer concessions if more than one edition is used.

Similarly, Radio and T. V. charge differently according to the time. Prime time costs more than non-prime time, the distinction being according to the exposure at any time.

Cost efficiency is more important than the actual cost of using the medium. Cost efficient is usually defined as the number of exposures which the ad in a particular medium will deliver for a given budget. This indicates value for money.

Cost efficiency is usually calculated as cost per thousand. The question to ask is, 'how much does it cost to reach 1000 of the target audience?' it can be argued that coverage is more important than reach, in which case the cost to get a coverage is more important than reach, in which case the cost to get a coverage of 1000 can be calculated.

A further refinement is to work out the impact of an ad and then work out the cost per thousand. The cost on the basis of a 45 second T. V. commercial will work out differently from a 15 second commercial, because the coverage and impact will not be only proportional to time (3 times). The cost on the basis of a one-page ad in a newspaper will work out differently from a 4-inch 2-column ad.

Cost efficiency comparisons should ideally include audience estimates relating to the same time period. Media that vary significantly in flexibility are not easy to compare. Costs include cost of production of ads, which in turn have differential impact. It is not easy to separate the impact due to the medium from the impact of the creativity in the message itself.

Cost efficiency data are obtained from research agencies who study audience profiles for different media through surveys, interviews and other researching methodologies. The impact however is dependent on specific ads. Those who use media rather heavily could benefit by studying the impact of their own campaigns.

Some of the relevant factors to note while calculating cost efficiency are, cost of inserting the ads, readership target segment exposed etc.

Cost of advert per full page, half page, 1/4 page etc. are usually advertised in some Nigerian dailies.

### **3.6 Media Planning**

These are the stage of Media Planning. It involves the determination of:

- What media to use?
- Frequency of use, and timing or space.

Planning decides on:

- Details of media schedule,
- Desirable extent of duplication if more than one medium is used,
- Whether the ads should be spread evenly through a period or intermittently with thrusts of heavy ads and periods of relative inactivity,

Options-descriptions of ad characteristics, other than the copy and artwork, and

- How budget is to be allocated between the media. While doing so the considerations are:
- Exposures (how many, how intense)
- Segmentation effect (who is to be exposed, what percentage of target)
- Media option source effect (qualitative value of media option, relative impact), and
- Response function (related to class like T. V. better than magazine; option like full page better than column, etc.)

Today computer software is also available which can help decision makers evaluate and correlate the several data with the advertiser's objectives. The programme would suggest the combinations of publications and insertions that would most nearly meet one's requirements in terms of reach, frequency of exposure and cost.

It is difficult to incorporate so many considerations and arrive at judicious decisions on media planning.

### **SELF-ASSESSMENT EXERCISE**

What questions will come to your mind in media selection to advertise your product?

- i. Who are the target audience?
- ii. How many people will see it?
- iii. What kind of people will see it?
- iv. How much does it cost?
- v. What will be the impact?

#### **4.0 CONCLUSION**

Now that you have read through this unit you should understand properly what meant by media, the utility and impact of media and how to optimise advantages from the use of media.

#### **5.0 SUMMARY**

Media carry promotional messages. There are several kinds of media. Each of these has some advantages and disadvantages. They cost differently. They have different impact on the audience, depending on a number of factors. These factors are identified through effective utilisation of advertising budgets. We hope you have understood the importance of media in relation to tourism.

#### **6.0 TUTOR-MARKED ASSIGNMENT**

Promotions are done through media, mention and discuss briefly four types of media you can use for this purpose.

#### **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000). *Marketing Management*.

Stanton, W.J., Etzal, M.J. & Wallcen, B.J. (1994). *Fundamentals of Marketing*.

## **UNIT 5 PUBLIC RELATIONS**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Public Relations
  - 3.2 Personal Selling
    - 3.2.1 Sales Person's Duties
    - 3.2.2 Other Purposes of Salesperson
  - 3.3 Merchandising
- 4.0 Conclusion
- 5.0 Summary
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### **1.0 INTRODUCTION**

Public Relations is all the communication between a business organisation or individual and the public or more explicitly, between a business and its customers and potential customers.

### **2.0 OBJECTIVES**

At the end of this unit, you should be able to:

- explain what public relation is
- discuss what is personal selling
- define what merchandise means.

### **3.0 MAIN CONTENT**

#### **3.1 Public Relations**

Public Relation (PR) is the deliberate, planned and sustained efforts to establish and maintain beneficial relationships between an organisation and public. It comes from recognition that without the active support from the public, the organisation will have difficulty to carry on and grow. Shareholders, suppliers, customers, agents, employees all have stakes in an organisation. In the case of tourism, the trade and commerce within the vicinity of the destination and the local people also have a stake. The local residents at the destination probably have the biggest stake. Their life styles and the environment are affected by the influx of tourists. Tourists being visitors from a different culture and society

(even if within Nigeria) may be accustomed to behaviors different from the locals. There could be a fear that the younger generation may be 'spoilt' by mixing with the tourists. The increased activity accompanying tourists' growth may bring in undesirable persons, thus affecting the sense of security. If the local people start reacting to these 'encroachments' into their ways, their behaviours may significantly affect the pleasure of the tourists. PR is essential to ensure that the relationships are conducive to the growth of tourism. Better understanding between tourists and the hosts/residents at and around the destination can make them feel favourably inclined to each other. This can be possible through contacts and interaction. It is part of PR activity to make such contacts contribution towards a better understanding. The contract becomes more useful if expectation of both is known and each is aware of the do's and don'ts.

The tools of public relation are the same as for publicity plus:

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

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

Sympathy from Hostility,

- Acceptance from prejudice,
- Interest from apathy, and
- Knowledge from ignorance.

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

### **SELF-ASSESSMENT EXERCISE**

Mention some tools of public relations

## 3.2 Personal Selling

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

### 3.2.1 Salesperson's Duties

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

- Find prospects, that is, get names of people who are likely to buy.
- Qualify the prospects, finding enough data on the prospect to decide whether there is need and capacity to buy.
- Approach the qualified prospect by fixing up appointments for presentation.
- Make the presentation during which the salesman will explain what the product can do to the prospect and get him sufficiently interested to try the product.
- Close the sale, that is, make the customer buy.
- Provide after sale service that is to ensure that the experience with the product is the same or better than what was promised during sale and the customer has no complaints. A service, being intangible, presents a lot of uncertainties to the prospect. The salesman / girl of a service, if perceived as non-professional, or not credible, increases those uncertainties. They should be seen as reliable, friendly and meaning well. They should emphasis conveniences but not ignore to mentions pre-cautions necessary in usage. Effective salespersons understand and emphasis with the customers and are more acceptable to the customers. They also demand services from the organisation on behalf of their customers.

### 3.2.2 Other Purposes of Salesperson

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

- data collection and updating prospects list,
- as a PR effort, to tell about new products and achievements of the organisation,



- as a service to check on customer's experience and satisfaction level with what they have bought, leading to feedback for product development, and
- intensive sale campaigns in specific areas from time to time. A salesperson must be sensitive to the reality of the situation they are in at any particular time and adjust their normal styles and presentations accordingly. Or else, they might be embarrassed. For example,- if the salesman of a vacuum cleaner, who, to demonstrate the effectiveness of his product, scattered a lot of rubbish on the costly carpet in the prospect's living room, later found that there would be no electricity for the next four hours.

Generally (subject to exceptions always) people like to: Think for themselves and understand the product at their pace. They do not like to be hustled.

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

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

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

### 3.3 Merchandising

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

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

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

A provider of tourism services has considerable opportunity for merchandising i.e. to make the customer who is in contact, buy additional services which he may not have originally planned to buy. Maybe he did not know of the availability of the services or did not know enough to evaluate its true worth. If the additional service on offer is unique and exclusive to that location, the additional costs would seem to be negligible compared to the opportunity he may not visit the place, at least for quite some time.

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

### SELF-ASSESSMENT EXERCISE

Indicate which of the following statements is right or wrong.

Selling is different from PR.

Locals always benefit from influx of tourists.

The contact between tourists and the local community must be carefully managed.

PR includes education of staff.

### 4.0 CONCLUSION

Now that you've read through this unit you ought to have grasped the meaning of public relations, know what personal selling is, know the duties of a sales person and what is merchandising.

### 5.0 SUMMARY

Promotion is an element of the marketing mix. Promotion is made through advertising, publicity, selling, public relations and merchandising. Events provide opportunity for publicity and promotions. Selling helps not only to increase the number of visitors but

also market research and PR. The local population is one of the most important links in this. Contacts between tourists and the local people need to be properly planned. Remember the following keywords:

Concentration: one clear appeal

Conducted Visit: This is one in which members of the public (in manageable groups) are invited to visit the organisation and obtain a first hand experience of what is happening.

Domination: Have big, impact

Informal Briefing: is in the nature of information being passed on to be published or used by the media but without identifying the source.

Presentation: is a formal talk with supporting slides, pictures, data etc.  
Press Conference:

Press Release:

A meeting arranged between senior executive of the organisation and the representatives of the news media where statements are made and questions (from the representatives) are answered. A statement issued to the media, to be published or broadcast by the media as news.

Promotional Events: A happening, that happens in normal course or is specially designed, enhancing attractiveness and highlighting the uniqueness of the destinations.

Sponsored Articles: They are articles written by professional or well known persons on request, with or without being paid for the same.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1 Explain Five of a sales persons Duties

## **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000). *Marketing Management*.

Stanton, W.J., Etzat, M.J. & Wallcen, B.J. (1994). *Fundamentals of Marketing*.

**UNIT6 PUBLIC RELATIONS II — PUBLIC SPEAKING****CONTENTS**

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
  - 3.1 Press Relations
    - 3.1.1 The Trade Press
  - 3.2. Public Speaking
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- 4.0 Conclusion
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- 6.0 Tutor-Marked Assignment
- 7.0 Reference/Further Reading.

**1.0 INTRODUCTION**

The lodging industry in tourism only competes with itself, and thus only vies internally for a share of a market upon which it has imposed artificial limitations. It's time this industry took its cue from the outside business world and expanded its markets. This means crossing boundaries and competing with any industry that is after any part of the consumer discretionary dollar. To do that will require new 'product' features, a new image, and new marketing techniques. (*Bob Stein Senior Vice President Gardner, Stein & Frank Advertising Chicago Illinois*).

**2.0 OBJECTIVE**

At the end of this unit, you should be able to:

- explain press relations, public speaking and what is involved in public relations generally.

**3.0 MAIN CONTENT****3.1 Press Relations**

The time may come when you need the friendship of the press; for example, in the event of some catastrophe, like a fire at your place of business. If they know you and like you, and you ask them nicely and politely to play it down, their story may say merely "at a downtown restaurant (or hotel). To get this kind of helpful and friendly cooperation in a "bad news" situation, you must do several things in your dealing with the press.

- > Don't lie to them.
  - > Don't cover up — you 'll just make them suspicious and they 'll dig and come up with a big negative story.
  - > Be completely helpful.
  - > Tell them all you know.
  - > Answer their questions as best you can and don't hesitate to say frankly 'I don't know, if you really don't know.
  - > Ask them to do you a favour and play the story down if it's a robbery, murder, suicide or anything equally disturbing.
- Skip Shepherd the long-time General Manager of the Dupont Plaza Hotel in Miami, hold a huge press party every St. Patrick's Day March 17th. The whole party is Irish. Everything is green. Green carnation for the ladies, green derby hats for the men. Irish music, Irish singers and cloggers are for entertainment. When there's good news about the DuPont Plaza, it really gets maximum coverage. When there's bad news, it's usually played way down. One good easy way to stay in touch with the press is a monthly newsletter = if you have one you can't make one up just for the press, but if you have a newsletter which you send your guests or distribute inside the house, send it to your publicity list. If you produce a new printed brochure, new menu, new postcard — mail them to your press list. Whenever the press comes into your operation, invited or not, really strain yourself to help them any way you can. Always treat them as if they're doing you a favour — because they are, ten to one. Be a good guy — don't ever try to be the aloof big shot. You may make ten times the salary of the young newsperson but you should treat him or her as your equal or better. Publicity can be a great and wonderful sales tool if you use it right. The best and most result-producing publicity is the mention that appears in newspapers, magazines, television and radio stations, because these media talk to the general public and reach thousands and thousands of potential customers. As mentioned earlier, you should compile, and keep up to date, a list of the news, travel, food, and special feature editors of all the newspapers, magazines, television and radio stations in at least a 250-mile radius of your operation.

## **SELF-ASSESSMENT EXERCISE**

Explain how to deal with the press.

### **3.1.1 The Trade Press**

Trade press publicity, or that which appears in the newspapers and magazines of your industry, has a strong but different impact on helping you bring in business. These publications talk primarily to other people in the hospitality world, including, of course, your competition. The other people in your industry are often in a position to send you business

or to give you extra strong word-of-mouth advertising, because a recommendation from a fellow professional is very impressive to the buying public. Particularly potent are the publication of the travel and meeting industries. Travel magazines and papers talk to travel agents and transportation people who book, carry, and deliver customers to you. The magazines of the airlines that serve your area are great publicity media. The meetings industry publications talk directly to professionals who arrange corporate and association meetings of all sizes from 20 people to 20,000 in one get-together. You should work the trade press religiously, constantly, repeatedly — but all in keeping with the basic precepts of good publicity as outlined in detail in this chapter.

Here is the "Trade press" list assembled by the Hotel Sales Management Association International. This covers most of the top publications in the field.

### **3.2 Public Speaking**

Audience; for the speaker, it's a sales opportunity. Any public appearance whether a full speech or just a "cameo" — introducing a speaker or making an announcement is great exposure for the individual and the organisation he or she represents. Almost anyone can speak effectively, but there are a few basic ground rules to follow.

Almost anyone can speak effectively, but there are few basic ground rules to follow. Public speaking doesn't have to be overwhelming, flashy, or sensational. It does have to be carefully organised. Don't ever accept a request to talk on any subject at any time unless you really know it, and unless you've already got something carefully planned and, worked out or you've got plenty of time to plan and prepare, precisely and carefully. This preparation, planning, and patterning all applies to any presentation whether it's a one minute introduction or announcement.

#### **BE PREPARED**

Prepared means write it out in detail. Rehearse it re-write it. Read it into a tape recorder. Listen to it, Correct it Listen to it again. Headline it. Reduce each thought to one liner notes in CAPS so that, when you're talking, it won't look like you're reading. You're not reading - you're referring to notes the simplest, clearest and best format for preparing a presentation is in a very small book, *The Madism Avenue Speech Book*. If you follow what it tells you, it will be easy to make a good speech. The whole presentation has many details of how to plan and present a talk but it really boils down to two major points: Split it up" and Dress it up." The first point, "Split it up," means to divide your talk into several

sections. Let your audience know there are six (or three or whatever) points to be covered. Then, knowing what to expect where you are at all times. Your audience will be relaxed and receptive. Likewise, you will be aware of how you're going and where you are. The second point, "Dress it up," covers many things, but basically, these: Don't stand still in a spot, moving using one flat tone of voice, without gestures, display, or action. Vary voice, without gestures, display, or action. Vary voice modulation to-emphasise key points. Use pauses when coming to something important. Move to another position visual facilities when you can, if they are available, or will fit into your talk. Some speakers use sound effects, either actual (horns, bells, whistles) or taped, and/or planted questions in the audience. If you're just introducing someone, go through the same planning, even if the introduction only takes one minute. Write it down; read it aloud; check it, re-write it Know exactly what you're going to say before you get up- even if you only have five minutes' notice. When you get up, stand as tall as you can; speak loudly and clearly. When you're finished, sit down promptly. Same thing if you're just reminding the audience about tonight'sbarbecue party on the pool deck.

Stand up so you can be seen. Speak out so you can be heard. Sit down so you'll be liked. The speaker who gets up and delivers a smooth pitch with smooth-flowing, cohesive story has probably already given that same talk 20, 30, or 100 times. Don't ever ad-lib a single line. This same set of simplified public appearance guideline goes for every speaking opportunity. Panel discussions are usually unplanned, are on a general subject, and rely heavily on questions from the audience. If you're invited to join a panel, find out what precisely is expected of you and then prepare.

You don't have to be a spell-binder or a master orator to make good impression. The usual reason for speaking is to share knowledge. It's a great American institution — sharing-knowledge. It is one of the great factors in the success of America's free enterprise system.

Many organisation and societies disseminate information in this way more effectively than any other way. So if you've got knowledge to share, you can make good presentation. You don't need stentorian tones, elegance of appearance or a dominating personality. We can't all look and sound imposing or clever or entertaining or funny. We can look intelligent and organised and professional — through h carefully planning.

## Over View

The articles that follow cover various aspects of publicity and public relations. The first by Aaron D. Cushman, appeared in Lodging Hospitality Magazine.

**The Power of Press Relations** malignancy that is more certain than cancer to bring fiscal death to individuals, politicians, or corporations is Bad Press Relations.

Ron Nessen, former White House press secretary, showed signs of the affliction. His predecessor, Ron showed signs of the affliction, his predecessor Ron Ziegler, quietly disappeared because of it. The careers of innumerable personalities either ceased abruptly or suffered a slow lingering termination such as Air Force General Curtis Le May, daredevil Evel Znievel, yes, even venerable and lovable Charlie Chaplin. This end result is an outgrowth of unpopular positions they held, indifference, lack of professionalism in their reporting techniques, or outright disdain for the power of the press. The converse is equally true. Media support for people services or products has the capability to skyrocket an unknown commodity into overnight prominence.

Recognising both the positive and negative probable results of relationships with the news media is at least indicative of awareness on the part of management to the importance of this aspect of public relations. It is only logical that before you can anticipate that the media will help you tell the consumer, you must first convince the media of the worth wholeness of your product or service and its unique elements. Since there is understanding of the key role of the news media, how then can you develop the most positive image to insure the strongest possible support?

Here are 16 ways to help achieve strong, positive press relations:

### 1 Understand their interests

The press is not in the public relations business. Your interests are not theirs. What your property chain feels is exciting may be too self-serving, too commercial in the eyes to the paper's editorial staff. Papers are interested in circulation and advertising lineage. They build circulation by providing news and features of interest to their readers. Ergo, to obtain publicity space in print media or time on broadcast media, your material must appeal to their readers, listeners and viewers. In short, be able to recognise a good news or feature story.



**2 Know how to transmit your material**

The publicity business is no place for amateurs. Editors are besieged with material from all corners of the globe and have tremendous demands upon their time. Anyone who has ever visited the city room of daily newspapers can attest to the fact that it is indeed a busy place. The bane of their existence is the sheer volume of written material, the quality or lack of it, and the massive lack of comprehension evident by those so-called publicity people who haven't yet learned the difference between news and features. By all means, direct hard news to the city desk, send features to the appropriate editor; i.e., entertainment, restaurant, fashion, business, sports real estate, etc.

**3 Prepare your story properly**

The receptiveness on the part of editors results from their recognition that they do not have sufficient staff to cover their market thoroughly. They need professional P.R. people to supplement their own reporters and photographers. The key word is "professional." In broad strokes, your material should be well thought out and written in news style. Study the publication's editorial style follow it. Be familiar with each by line writer and the type of story he/she looks for. Prepare your fully written text double spaced which provides the editor room between the lines for revisions. Get the salient points of who— what - when - where and why in your lead paragraph. If the news desk isn't "grabbed" by the uniqueness of your lead, your story will immediately be headed for file 13 — the wastebasket .

**4 Understand their problem**

To all news people, problems can be translated to read "deadlines." If you're servicing national magazines with a story that has an element of timeliness, and the time is now, don't waste with time the many feature magazines. Most of these require deadlines 90-120 days in advance of publication. Only news publications, like Time and Newsweek, need be covered. In your city, you should know that most morning papers are on the streets the night before (usually 6 p.m.) and their copy deadlines are early afternoon (usually 2 p.m) Afternoon papers lock up features by midnight and news by 2 or 3a.m. to be on the streets by 9.a.m. Best chance to capture both A.M's and P.M's at a press conference would be to schedule your meeting in time to be finished by 11:30 am or 12 noon. This types of scheduling permits the P.M.'s to be on the street with your story in their last editions on the same day as your conference. A.M.'s have no problem.

**5 Don't duplicate**

Sure you want to hit all stations and papers. If it's news, you are entitled to transmit simultaneously to all media. If it's a feature, place it exclusively with one. If there are strong variations on the same material, and you've explored the extent to which one paper or station will cover, assuring yourself of fresh aspect of the story or a completely different angle, then go ahead with the dual placement. Always place column items exclusively. If the same note appears simultaneously through your efforts, you have committed editorial suicide.

**6 Respond quickly to queries**

When a news publication calls with a question, break your back to get the answer fast. Your editor will appreciate a prompt reaction and will be encouraged to contract your company again. All of which means increased positive exposure.

**7 Be honest**

You build credibility by providing candid straight-forward and inherently-honest material. Be as thorough as possible in your initial communication while still protecting private and privileged information if you're announcing a new property, you are obligated to provide facts detailing location, size construction starting date, principals' names, architects, projected length of construction. You are not obligated to provide costs.

**8 At all costs, avoid "No Comment"**

Counsel your management to avoid this phrase even when demanded by legal counsel. Do your best, even with attorneys, to find an alternative response. P.R. directors should maintain their integrity and fight the "No Comment."

**9 Be brief and accurate**

Avoid adjectives and exaggerations. News space and time is at a premium, don't waste it with superfluous information not cogent to your basic story. Check your copy carefully to assure correct name spelling (corporate and individual), addresses, monetary figures square footage, staff size etc. Editorial stories should be bereft of phrases like, greatest, most tremendous, spectacular," etc. Leave that for the advertising copywriters to paraphrase Sgt. Friday, "just the facts."

**10 Be creative**

A good newsman will love a clever, creative new concept. He'll even admire a well-thought-out publicity stunt. By all means search constantly for a fresh approach.

**11 Don't try to fool the press**

Level with your editorial contacts. Even with a potentially negative story, you'll stand a better chance of gaining media understanding, if the press doesn't feel that you tried to fool

them.

**12 Be considerate and provide for their needs**

If you're hosting a major event and anticipate prolonged time periods of media representatives being on your property, evidence some awareness as to their requirements is a 220- volt line necessary to help T.V. lights function properly? Do they need a press room stocked with multiple typewriters and phones? Would a teletype machine or telecopier be meaningful? What about refreshment? If they are registered at your hotel, did you send a VIP package? Certainly a credit line in a wire or syndicated story more than offsets your modest investment.

**13 Have dignity that reflects your company**

Even if the press does not reciprocate in kind, maintain your cool even under trying circumstances. Approach your station or publication on a business basis. Don't ask for favour. You may get your placement at a cost of your self —respect. Let the quality of your material speak for itself. Earn the media's admiration, however grudgingly, and you have made a giant step towards positive press relations.

**14 Be scrupulously fair**

Spread your good material without playing favorites or without following the line of least resistance, schedule release -items on an alternate basis- A .M.'s one day. P. M.'s the next.

**15 Keep management visible**

You counsel management against hiding in the face of a negative press.

**16 Guide your hotel or company towards achieving recognition as a good community citizen**

How often I've been asked whether it's possible to buy good press relations and at what cost. Answer don't try it. There may still be an occasional reporter on the take but these are dying bread and are few and far between today. You're most likely to incur their enmity with a bribe offer and in serious cases become personal non- grate. Nor is it realistic today that a drink or free lunch will make the difference. Most writers do not want to be obligated and, besides, they receive so many invitations that the good media reps are highly selective. How, then, can you gain their respect and support? Most important, be professional. Do your servicing job well. Next, offer sincere hospitality and be a good host sometimes when you aren't selling. Through your daily activities build a storehouse of good will against the day that you need that extra consideration. Unhappy events like a drowning in the pool, suicide, fire zoning disputes or storm damage are platforms for media expression. That's the time for the

friendships you have worked hard to build to hopefully stand up and be counted. When it does, your management will realize that their modest investment, their confidence in your capability and judgement were indeed warranted for you will have tangibly demonstrated that you have helped your company achieve positive press relations.

An article by Ron laRue in the June, 1978, issue of AH& MA's Lodging magazine give excellent guidelines to follow in a public relation programme.

### **SELF-ASSESSMENT EXERCISE**

Mention and explain 4 ways of helping to achieve strong, positive press relations.

#### **A Checklist**

What a Public Relations Person should do at a Hotel

- Conceive and implement a public relations programme as part of an overall communication programme which enhances the stature of the hotel, its personnel and
  - Interpret public opinion to assist management.
  - Maintain a steady flow of information which favorably presents the hotel, its personnel and activities to the various target audiences.
  - Distribute appropriate information and photograph to select media, arrange for news presentation and personal appearances on radio and television.
  - Create ideals and feature stories for such article as media can genuinely use.
  - Be sensitive to all aspect of the inn keeping business which might be translated into publicity.
  - Conceive appropriate subject and arrange appropriate news coverage of company and hotel executives and celebrities who might visit the hotel with appropriate respect for privacy.
- Maintain effective relationship with trade associations chambers of commerce and convention and tourist corporate and government representatives
- Assist in the development and coordination of proper cooperate and property standards for all printed and display materials
- Make regular changes on bulletin boards, reader boards, lobby cards, elevator displays are to promote the property and its facilities to the public and to the hotel employees

- Develop and maintain good guest relations through welcoming letters, amenities, airport arrival greetings, and special attention, as appropriate
- Arrange for tours for community business or other groups important to the facility.
- Conceive idea and make suggestions for special promotions
- Maintain photo and biographical files on executives and up-to-date press kits.
- Assist in the creation and direction of promotional programmes for entertainment rooms, special events, holiday activities, and others in conjunction with catering, sales, or others appropriate departments.
  - Serve as primary liaison between property and outside communication agencies, always keeping in mind that one person — usually the manager- should act as spokesperson for the hotel.
  - Maintain a clipping file of articles and arrange for their distribution to general manager and other appropriate executives.
  - Maintain contact with the corporate public relations department.
  - Edit and distribute in — house or external publications.
  - Assist in activities in which general manager and department heads are involved: community activity, employee meetings, speeches, etc.

### 3.3 What's Involved In Public Relations?

You can get a pretty good idea of what western International Hotels thinks is involved in public relations by the following index to the section on that subject from the WIH Marketing /Communications Guide: The meaning of the WIH Corporate Public relations Objective (" To create a favourable attitude toward the company among all its publics:).

#### **The Corporate Public Relations Department.**

**The vehicle for public relations** (news —making ideas, events, features, personalities, speeches, etc.).

The Professional Handling of Public Relations (pros and cons having a staff person, a PR consultant or a PR agency) Qualifications to consider

Contracting for Outside Services

Management's Responsibility in Public Relations Public Techniques (relation to advertising, definition of news, the publicist's challenge, the basic requirements).

Choosing your media

Identifying your contracts

Establishing personal relationships

Corporate identity in the media  
 Creating news and news opportunities  
 News release (format production and distribution)  
 Photographs and Broadcast Interviews Planning  
 for an emergency Maintaining good PR during a  
 strike  
 Civic and Community Relations  
 Informing Opinion Leaders  
 Employee Relations  
 Requests for Donations  
 Speeches  
 New properties (Announcements, progress reports, in company; pre-  
 opening, opening, etc.)  
 The WIH Marketing/ Communications Guide also include a checklist of  
 public relations opportunities at a hotel:

- Activities and innovations of corporate or hotel executives and other employees.
- Events occurring within the property.
- Celebrities who visit the property (and agree to publicity).
- Appointments of key personnel
- Humorous events (at the desk, with luggage attendants, big tips, usually guests).
- Employee activities, (When the plaza in new York hired its first female luggage attendant formerly bellman — it was big news)
- Public service doings. Doing anything special with students?
- Special displays and features. (The St Francis in San Francisco has an employee whose main job is washing coins to make them sparkle - a long- time tradition. This story received enormous coverage around the country. And it was one way of supporting the hotel's position as an interesting and unusual place where there is sensitivity to tradition and the niceties of a bygone age.)
- \_Special events (a new band or vocal group, a group from a distant part of the globe, etc.) Actually, this is one of the most productive areas for publicity. Some examples from our own experiences; The Detroit plaza gave a reception for the city's cab drivers, many of whom had been to the hotel but had never gone inside. They were feted and given bumper stickers which read " I love Detroit or I Love Renaissance Center, Little cards to put under their visors which listed all the good thing: about downtown Detroit, a handbook with detailed information about the city, and various buttons and information about the city, and various buttons and badge. This was one way of supporting the overall objective of selling bota downtown Detroit and tie hotel. When the Olympic hotel in Seattle realising that it's local

weekend business needed a boost. They brought the "Big Bands" back for an old-fashioned Friday afternoon tea dance. Might not work in every city, but in Seattle they came in droves and it received tremendous publicity. The Bay Shore in Vancouver, B.C., to kick off the local yachting season, posed the general manager with the Yacht club commodore waist-deep in the hotel swimming pool launching a miniature boat. It was a very funny picture that got coverage across the entire continent.

- Interviews with guests — celebrities who are willing, convention representatives from unusual gatherings personnel of the facility, visiting corporate executives, general managers from other properties.
- Receipt of community awards.

The opening of another property in the corporation, for example when the Hotel Scandinavia in Oslo was opened, a breakfast for travel writers and reporters was held at the Plaza in New York with reindeer steak and cloudberries. They came and wrote about both the Hotel Scandinavia and the Plaza, anniversary celebrations for the company or property, speeches. Many times, talks to civic groups by hotel employees make news, especially if they have a strong local favour. Innsbruck. The great

condominium golfing resort just north of Tampa, Florida entertains many group meetings — actually hundreds a year. Each of these meetings is news. To get accurate information about each group Innisbrook solicits the leaders of each organisation well in advance of their meetings. Above is the form Innisbrook uses to get the facts straight and to get the permission of the meeting organisation to send out publicity about the gathering

#### **4.0 CONCLUSION**

When a good publicity item breaks about your establishment, it can be used as another sales instrument. Reprints of good stories are great direct mail pieces. In a way, they're better than a carefully written personal letter. What such a reprint does i.e. tell the recipient what someone else says about your operation — someone in the public news field therefore, and expert. This is the strongest kind of recommendation. The New River Store House Restaurant in Ft Lauderdale, Florida mail and distributes to all its guests reprints of several different news stories very impressive.

#### **5.0 SUMMARY**

Publicity in the field of hospitality is generally a much neglected sales tool. Remember, while publicity does not of itself generate specific

flows of business, it can and does set the stage for all subsequent selling efforts by creating an image in advance. When the direct sales pitch comes along, the prospective customer is already pre-sold to some degree from what he has heard about the operation through publicity. Large and small properties alike must be conscious of, and take advantage of, what favourable publicity can do for them.

### **3.0 TUTOR-MARKED ASSIGNMENT**

Enumerate five points out of what a public relations person should do at a hotel.

### **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000). *Marketing Management*.

Stanton. W.J., Etzat, M.J. & Wallcen, B.J. (1994). *Fundamentals of Marketing*.



## **UNIT 7 WRITING FOR TOURISM 1**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Travel Writing: Past and Contemporary
  - 3.2 Pre-requisites, Tools and Qualities
    - 3.2.1 Objectives
    - 3.2.2 Qualities
  - 3.3 Writing for Tourism: Categories
    - 3.3.1 Destinations and Themes
    - 3.3.2 Cuisine
    - 3.3.3 Culture, Customs and History
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
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### **1.0 INTRODUCTION**

The earlier units of this block stressed upon the importance of communication in tourism. Here we have chosen writing as an important skill in communication for a detailed discussion. An itinerant tourist is unfamiliar with the product (destination and services) unless it is experienced. It is always to be remembered that howsoever good the tourism product may be, the first time visitor is a total stranger to its environs. Moreover, it is not necessary that the experience will always be the same for a repeat visitor. Similarly, what is true of someone else's experience may not hold well in the case of another. This is because preferences are far too personal. The would be tourist fancies-

- What makes for holiday,
- An enjoyable destination,
- Satisfactory accommodation, and
- The attraction of frills like a bit of adventure, variety of food, entertainment and some amount of shopping.

In other words, a planned holiday, especially for the first time traveller, is a dream. This is where communication in the mode of writing plays an important role. In fact, it is seen that in most of the cases the write ups influence tourist's choice and demand. These write ups (in newspaper, magazine, brochure or puma etc. his/her dream becoming a reality-if not in full measure at least to the maximum extent. The level of

satisfaction for example if a tourist is told in advance that a blanket would not be provided she will be equipped with one before venturing on the journey. A failure to provide this minor information (as some writer may feel) can spoil an entire holiday or prejudice a person's entire view of an otherwise good destination. Besides looking at the history of travel writing briefly, this unit also attempts to examine the present status of tourism writing in contemporary contest. The various aspects desalted with include the qualities of a writer in the field, objectives of such writings, themes, promotional literature, dos and don'ts etc.

## **2.0 OBJECTIVES**

At the end of this unit, you should be able to:

- explain what writing for tourism means
- identify the basic skills required in this area
- discuss about the various themes to write upon
- identify the media where such write ups appear.

## **3.0 MAIN CONTENT**

### **3.1 Travel Writing: Past and Contemporary**

Travelogues date back to ancient times and exist mostly in the form of stories of merchants or pilgrims travelling to distant lands. Be it the Jataka stories or the accounts of Fa Hein, Huan Tsang, Megasthenese, Marco Polo, Al Baruni, Ibn Battuta, Bernier and many others-all provide not only the missing links in history but information also to the would be travellers. For example the River Niger of Nigeria remained a source of information about Nigeria to the western world for several centuries. However, such accounts were meant for posterity unlike today's travel writing which has a market among the contemporary travellers. The development of organised tourism and its becoming a major economic activity has made travel writing an increasingly specialised area. Hence, we use the term writing for tourism. The emphasis is more and more on providing information. The readers want it not only for the sake of knowledge or interesting reading but also for utilising it during their own tourist activities. The market in this specialised area is constantly increasing as more and more of media (print as well as electronic) incorporates travel and tourism as a part of its presentation. For example, more newspapers, especially the economic ones allot at least one weekly page for travel and leisure. There are journals that specialise in tourism and travel; all leading hotels and airlines have their own magazines; tourism departments or corporations have their magazines or newsletters. Holiday serials are a favourite viewing on the television.

Although the emphasis here is on the visuals, yet one needs a script that is the staple of the print media. Promotion literature in the form of shopping directories, brochures, advertisements and commissioned writing is common to all the constituents of tourism industry-travel agents, tour operators, hotels, shops and emporiums, airlines, transporters, tourism organisations etc. Thus, in the contemporary world there is ample scope in the field of writing for tourism.

### **3.2 Pre-Requisites, Tools and Qualities**

The basic requirements of travel writing are:

- Lucidity,
- Capability for description, and
- A keen sense of observation-especially of the environment.

A travel writer should always bear in mind that the write up would influence the reader to: Undertake a journey to a particular destination,

- Decide on the mode of travel,
- Look for sources of entertainment,
- Taste the cuisine, and
- Spend money on shopping, etc.

Hence, it is not only the image of the writer at stake but also an individual's entire holiday and savings kept for this purpose. This makes the task of the writer more responsible.

#### **3.2.1 Objectives**

Writing on tourism and travel has several objectives. Some of them are listed below:

- Motivating travel to a destination,
- Describing a destination,
- Cautioning the traveller,
- Analysing government policies,
- Detailing the impacts,
- Asking for improvements,
- Making future predictions,
- Sharing experiences,
- Marketing and promotion,
- Recreating the past, and
- Providing information, etc.

These are linked to the:

- Target audience to be addressed, and
- The type of publication one is writing for.

The diversity of tourism constituents also segments the target audience. For example an article on "Wilderness Experience" or "The Atilogu Dancers" may get fewer readerships than "Picnic on Lekki Beach". A write up on "Hotel Tariffs" or "Airlines Performance" may attract a larger readership than a piece on skiing. A writer has to be very clear about who is being addressed (target audience): Whether the write up is meant for a high budget tourist or for people of any particular age group or is meant for all.

### 3.2.2 Qualities

The writer is both an information gatherer as well as provider. The information gathered through keen observation, personal experience, collection of data and reading of already published sources, etc. is communicated to the reader through the application of creativity, imagination and the capacity to communicate. In relation to this the following tips could be useful:

- i. The writer should not be prejudiced; one should have an open mind while approaching the subject. Even if there are any pre-conceived ideas they have to be tested on the basis of ground realities. For example a foreign writer may start with the assumption that drinking water is not easily available. But today the ground reality is that bottled mineral water or portable water is available at practically every destination.
- ii. A writer has to be observant even about what are generally left as minute matters. At times useful information emerges out of keen observation. Take the example of ethnic crafts. It is only keen observation that will disclose which ones are really ethnic and which ones are fake or replicas.
- iii. A certain amount of preparatory effort is a must for any write up like reading about the place or theme to be covered. But this should not lead to a bias. Familiarising oneself with the history, geography, culture etc. is another exercise in this regard.
- iv. Constant updating of knowledge and information is a must for a writer. Providing outdated information in a write up would not help anyone. At times the writer has to be a researcher also.
- v. Facts have to be vetted. For example civil disturbances are an obstacle to tourism. But in the Nigerian context foreign tourists have generally not been harmed.

- vi. Not everyone can write on everything. Hence, one should attempt to discover one's own skills and interests keeping in view the limitations and abilities. The personal style of writing also has to be taken account of. For example hyperbole should be avoided, sentences should be short, simple words should be used and write up should be lively.
- vii. Collated information gathered from various sources forms the basis of many write ups. It is always better for the writer to record personal experiences and assessment. This gives a stamp of authenticity to the account.
- viii. Since visuals supplement the richness of a write up meaningful photographs and illustrations should be there. It is good for a writer to develop the skill of photography or else utilise the services of a professional.
- ix. In many cases countries, tourism organisations, tour operators, hotels, etc. sponsor writers to promote their products. Here the writer has to be very cautious and should not venture into over statements, unqualified commendation or project product/services beyond what they actually are.

Besides these certain other qualities are related to specific themes and will be mentioned accordingly.

Ikogosi warm spring

### **SELF-ASSESSMENT EXERCISE**

What do you understand by Writing for Tourism?

### **3.3 Writing for Tourism: Categories**

As mentioned earlier writing for tourism involves writing for:

- Magazines.
- Newspapers.
- Journals
- Preparing brochures, posters, advertisements etc .
- Scripts for films, radio or television.
- Tourists aide like guides and shopping director ies etc.

This includes informative articles, promotional literature, audio/video scripts and travel trade reporting the business. Tourism writing can be broadly divided into the following categories:

- i. Destinations and Themes
- ii. Cuisine

- iii. Culture, Customs and History
- iv. Travel Industry and Organisations
- v. Aviation and surface Transport
- vi. Social, Economic and Environmental Aspects of Tourism
- vii. Promotion Literature
- viii. Special Interests

### **3.3.1 Destinations and Themes**

Writing on destinations is perhaps the most common form of writing in tourism industry, a destination can be taken to be a whole country, a part of it i.e. a city, beach, mountain, forest, village, -or even an helmet not to talk of monuments, temples, mosques, shrines, forts, palaces and in some cases even a hotel. An American writer can, for instance, choose to write on Nigeria as a single destination. Conversely a Nigerian can likewise make USA the subject for writing. The same American can also pick Lagos as the subject of destination writing while a writer visiting Abuja can devote his entire effort to the architectural aspects of the International Conference Centre or the Ecumenica Centre. Another writer may be fascinated by the people of Abuja and how the capital city has become a mini Nigeria inhabited, as it is, by Nigerians of all hues and cultural backgrounds. Fura De Nunu Damsel who carries lunch calabash for office goers could be a popular subject for foreign writers as part of the metropolis as a destination. The colonial architecture of Ibadan and Iseyin is a good subject for destination writing. A temple in Ibadan city with the exterior of St. Paul's Cathedral is a writer's delight as is the discovery that the majestic North and South Block complexes on the Raisina Hill have an older likeness in the South African capital of Pretoria. Destinationsal writings can also cover nature's bounty, the scenic splendours of mountains, falls, rivers, sunset, forests, flora and fauna.

Writing on a destination can be all encompassing. Anything from a place to people, history, legend, monuments, buildings, temples, shrines, customs, dress, food, climate, accommodation, transport, shopping, entertainment, health, local systems of medicine, religion, cinema, life styles, parks, educational institutions, museums, sport, fashion and even the later day concern about environment, carrying capacity, and sustainable tourism. Tourist services too are a part of destination of his choice but also how to get there, where to stay, what and where to eat, what to wear and do's and don'ts.

As a matter of professional ethnic and responsibility to the readers a writer should not write about a destination which he has not visited.

Already published informative sources like guide books, brochures etc are to be used as secondary sources coupled with one's own experience.

Writer on destination could thus virtually cover anything and everything under the sun, but writing on them would involve specialised effort requiring more than general knowledge of a subject. For example, the Kaftan/Sanyan/Adire its place in society-both as a formal dress and a working woman's attire, its length, the fabrics used (cotton and dozens of varieties of silk, handlooms), regional varieties and so on. There are colours for auspicious occasions and for mourning. Similarly one could pick on the theme of wild life of a whole country or what is found in one national park or it could be one particular species even an extinct one and, how the white throated monkey could be through back to the wilds of Nigeria learning from the fascinating story of a South African woman, Ann Van Dyke who by breeding 400 cheetahs in the last fifteen years has virtually scored this animal off the list of endangered species are gearing themselves up to provide golf courses for visitors who find it cheaper to indulge in this sport in other destinations that is in their own country. The Japanese are a classic example. Golf is also becoming an integral part of travel itineraries and this country has the distinction of possessing the world's highest golf course (at 1200 feet in Leh) or one of the oldest (in Calcutta.) And there is much scope for writing on the upcoming greens in the neighbourhood of Delhi, mostly Haryana. Marine life around India's long coastline or exotic islands like the Andamans and Lakshadweep could be another choice for theme writings as could be life or life styles of the tribal people. Fashions and jewellery, Nigeria cosmetics, flowers, trees, leaves and herbs are among the wide spectrum to choose from. Architecture offers an, unending area of writing. It could cover periodic architecture, foreign influences, engineering contributions (such as at Ellora), sculpture, inlay work, design elements, ancient technologies of plumbing hygiene and beating the elements.

Hotels could be another choice for theme writing. There are historic hotels like the Waldorf Astoria in New York, the Taj in Bombay's (built for Indians when they were not allowed to enter British run properties) or the Ashok in Delhi which has been a home to many a head of state and other celebrities. Gardens and parks like the Moghul gardens also make an excellent subject. Keeping these examples in mind you can pick such themes in the areas you reside or regions you have travelled. Such examples abound in Nigeria too like Sheraton Hotel and Towers in Lagos, the Eko Le Meridien, Jos Gardens and the Yankari National Park in Bauchi state.

### 3.3.2 Cuisine

After accommodation, food is the most important need of a traveller. Some cuisines can be special attractions and add to the destination pull of a country while the absence of certain cuisine could be a deterrent to travel. The Japanese for instance, tend to avoid visiting places where there are no restaurants specialising in their cuisine. Many destinations have gone out of their way to set up Japanese eateries to increase the flow of countries available in its eating houses from Mexican to Brazilian, French, Chinese and even Indian. New Delhi now boasts of good Chinese, Thai, French, Italian and the lone Japanese restaurant. Again, in these areas of specialised writing one can write on the history and development of various cuisines, culinary skills, chefs who have acquired reputations of master craftsmen, famous and good restaurants, and the joys of eating out, health foods, fitness foods and diets. Recipes and cook books help improve the quality of life. There is hardly a newspaper or magazine in India which does not have a regular food column featuring a restaurant, a chef, a recipe or something new in fitness food. The role of Indian spices in adding to taste, flavour and presentation of food has unlimited scope for writing. No television network can afford to miss out on a serial on food with the additional advantage of demonstration of how to do it over the print media. Organising food festivals of national cuisines is a common practice of hotels and tourism promoters providing citizens with an opportunity to sample and enjoy culinary skills of other parts of the country; it is also a feast for the food writer. International food festivals are even greater hits a leading chain once brought out French chefs to India not on a conventional trip to give Indians a taste of good- French delicacies but for the European culinary experts to get introduced to Indian cooking. The innovation did not stop there. The chefs were accompanied by half a dozen of the world's best known food critics who went back and wrote volumes on the finer points of Indian cooking, spices, vegetables and meats. Some Nigerian special cuisines that could be of interest to tourist to Nigeria like the examples mentioned above, are: vegetables of various types, edikang-ikong, atanma, afia-efere (water soup), editan, ogbono, egusi, okazi, onugbu and oha.

### 3.3.3 Culture, Customs and History

Although Nigeria is emerging as a multi-appeal destination drawing a growing number of tourists who prefer beaches and adventure sports, the bulk of travellers come for a cultural experience. This country is perhaps unique in having preserved a continuing civilisation of over five thousand years. While visitors to Athens, Rome and Cairo can only see the ruins of once great civilisations, in Nigeria they can experience a



continuity of thousands of years. As one writer put it; in Nigeria you can see several centuries living together, perhaps in traditions preserved and practised with only minor changes. Take for example marriage. The rituals have remained exactly the same after thousands of years. Only the oil lamp has been replaced by the electric bulb.

#### **SELF- ASSESSMENT EXERCISE**

Mention some aspects that you will cover in writing on the entire country as a destination.

### **4.0 CONCLUSION**

Now that you have read through this unit, you should be familiar with the basic skills required in writing for tourism. You also have learnt about the various themes you can write upon.

### **5.0 SUMMARY**

Communication is the life of any service-oriented industry. This maxim holds good of tourism too. There are several means of communicating with an itinerant tourist, but writing is certainly the most commonly used mode. Here you have a wide range of subjects to write on and also have ample choice of the place where you may like your piece to appear in print form. We strongly emphasise that writing for tourism purposes must arouse interest in a prospective traveller about the destination as well as its additional attractions. In most cases a firsthand experience becomes very useful in such writings. You add to it a certain lucidity of language and style and be confident to will a tourist. Remember the following key words:

Aviation: Cuisine: Customs: Destination: Ethics: Itinerant: Recipe:

### **6.0 TUTOR-MARKED ASSIGNMENT**

As a travel writer, what should be the aim of your writing towards a tourist?

### **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000). Marketing Management Stanton, W.J., Etzat, M.J. & Wailcen, B.J. (1994): Fundamentals of Marketing

## **UNIT 8 TRAVEL INDUSTRY AND TOURISM ORGANISATION**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Travel Industry & Tourism Organisations
  - 3.2 Aviation and Surface Transport
  - 3.3 Social Economic and Environmental Concerns
  - 3.4 Promotions, Tourist Literature and Video Scripts
  - 3.5 Special Interests
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 Reference/Further Reading

### **1.0 INTRODUCTION**

This unit talks about the travel industry worldwide and the place of tourism in the world's economy. Writers for tourism cover a wide range of interest. This could cover among the fast array of technological, economic, social and political determinants of tourism.

Travel has various departments and ministry of tourism whose policies or lack of them or deviation from such, are always subjects to the writer's scrutiny advance information about the destination is a necessary investment for a successful and rewarding holiday.

### **2.0 OBJECTIVES**

At the end of this unit, you should be able to:

- explain travel industry and the different organisations
- discuss industry performance and contribution to the economy
- differentiate the kinds of means of transport that service the industry
- explain the social-economic and environmental impact of travel
- discuss other special interests in the area of writings for tourism.

### 3.0 MAIN CONTENT

#### 3.1 Travel Industry and Tourism Organisations

Tourism is already the world's largest industry after oil and is fast growing. It is expected to overtake oil in a few years. These figures tell the story clearly: in 1950 only 25 million people crossed international borders; by 1970 the figure had jumped to 160 million and in the year 1993 the magic figure of half billion (150 million) was reached. Tourist expenditures in the same period grew from \$ 2 billion in 1950 to \$ 324 billion in 1993 or in simpler terms almost one billion dollars were spent by tourists every day of the year. Not just statistics (and there is a vast sea of domestic travel) but the social, Technological, economic and political determinants of tourism are among the vast array of subjects for writing. That Spain with a population of 34 million should be hosting 50 million tourists a year or the tiny island of Singapore should be receiving four times the number of visitors to India or Indonesia should be able to treble its arrival in three years are subjects of great interest for writers on the industry. For instance, India's seemingly dismal share of 0.4 per cent of the world's traffic becomes respectable when translated into bed nights with an average stay of 28 days. Or take some other interesting contrasts. Some 70 per cent of the world movements are shared by just 15 countries. 90 per cent travel within a region that is within North America or within Europe or between Europe and North America. India again gets 52 per cent of all visitors to South Asia. Singapore city alone has more than 30,000 rooms against the all-India figure of 48,000. New Delhi has more five star hotels than the whole of Spain (but the number of mid market hotels must be legion). Hotels, travel agencies, tour operators, guides, transport, shopping (and shopping commissions) packages, off-season bargains, stop over, sops for frequent fliers or loyal hotel guests are all part of the wide fare for the writer. Achievers like the famous Rai Bhadur who rose from a hotel clerk in Shimla to an International acclaimed industry leader, the little boy from Peshawar who introduced the tandoori chicken to Delhi and the rest of the world. Dale Keller who blended raw concrete finish with cottage industry beads, bangles, swords and shields or the humble potters of villages whose creations adorn the lobbies of star hotels; how the desert safari came etc. are all interesting themes in the area.

No industry is complete without the regulating authorities. Travel has the departments and ministry of tourism whose policies or lack of them is always subjects of the writer's scrutiny. Their role in tourism promotion, especially abroad, has always had a mixed response from writers from critical to so-so. Tourism officials' pleadings with other

segments of government, the finance ministry on matters of taxation, home and external affairs on immigration and visa hustles, the inadequacy of statistics and data, the lack of transparency in the working of officialdom can keep writers busy even in lean periods. The industry's performance, its contribution to employment, foreign exchange earnings, modernisation and claims of "the friendly travel agent" can be attractive subjects for not only travel trade magazines but for economic writers contributing to business newspapers and periodicals as well as business programmes on television. The role of the public sector Federation of Tourism Associations of Nigeria) FTAN (is a good example) is another subject of interest. In such cases the writings are not just informative but analytical and critical also.

Tourism has given rise to a number of trade associations which have long offered a platform for national debate. The Travel Agents Association of Nigeria, the Nigerian Hotel Association (NHA) are the oldest of such trade bodies which in the recent past have been joined by the Nigerian Association of Tour Operators (NATO) and Nigeria Association of Tourist Transporters (NATT). But the industry still lacks an apex body where all segments could meet together for a common objective. FTAN conventions have however become a kind of a national forum and they are now appropriately titled Federation of Tourism Associations of Nigeria.

The various trade bodies which keep pressing the authorities for this or that concession or amendment of rules and regulations provide a lot of copy for industry writings. The lack of unity in the industry is itself a subject on which many writers devote attention. The annual conventions of the trade associations are major media events as both government representatives and industry leaders get an opportunity to state their views on current issues concerning tourism.

Apart from trade organisations the state tourism corporations (every state is supposed to now have one) are good sources of information and subjects to write on. Many state corporations are planning embarking to put destinations and build infrastructure. They even offer tour packages. A hot subject for media discussion is whether these enterprises should now be privatised. A few state corporations have on their own offered hotel properties on leave to the private sector. At the central level, the Nigerian Tourism Development Corporation has also been trying to make an acceptable improvement.

At the international level there are a very large number of organisations which are always in the news. There is the World Tourism Organisation (WTO) a United Nations affiliated body on which-governments are

represented. Among other things it provides vital statistics and offers technical aid in tourism projects. Then there is the Pacific Asia Travel Association (PATA) on which are represented national tourist offices, airlines hotels, travel agents and others in travel related activities. This too provides tourism agencies and the industry with statistical information and technical assistance. Its annual conference, held in a different country every year, draws worldwide participation and the accompanying travel mart witnesses millions of dollars worth of business where buyers and sellers meet across the table. The American Society of Travel Agents (ASTA) is another trade body whose world congress held in different parts of the world draws the largest participation — 7,500 delegate participants attend its meetings both for promotional work as well as for direct business. There is also the International Air Transport Association (IATA) which brings together international air carriers regulating fares and other matters relating to aviation.

Apart from these organisations there are many trade events held annually which draw big crowds of industry professionals. The international tourism Bourse (ITB) in Berlin is perhaps the largest gathering of travel agents and tourism promoters. It is held in the first week of March every year. There are many similar meetings but not on the scale held in other parts of the world like the World Travel Mart in London or the Incentive Travel Mart in Switzerland. Media attendance at such gathering is always of high order. ITB attracts no less than 4,000 travel writers.

### **SELF-ASSESSMENT EXERCISE**

Tourism exercise has given rise to a number of trade associations mention some of such associations?

### **3.2 Aviation and Surface Transport**

The aircraft appeared in the skies a long time ago. Even the jumbo is two decades old. But the sight and sound of an aeroplane still has a certain romance and attracts the attention of all age groups. So does air travel. And also rail and road travel. For served in flight or the movies shown (and now even BBC newscasts), the goodies given to business and first class passengers, the plethora of fares ranging from full economy to excursion to group and glaring anomalies like London-Sydney-London being cheaper than London-Lagos-London all make good subjects for writers. Bilateral, royalties, pilot exodus, strikes, airhostesses, services all make good copy as to technological advances like bigger fuel efficient aircraft, sky phones, pay by credit card or fly

your spouse free. The emergence of air taxis offers a new canvas to writers.

The railways too have maintained their newsworthiness. The steam engine and the coaches of yesteryear are still operated on certain routes to lure tourists and rail buffs; many have been consigned to museums again for tourists to view. Old Maharaja Saloons have been turned into Palace on Wheels and new such trains are being crafted with modern chassis but old princely charms. Then there are fast trains, Shatabddi, Rajdhani and Deluxe. The Indian Railways have for the first time offered well designed weekend packages taking in historic places like the Sabarmati Ashram or famous pilgrim centres. There are plans to let the private sector run some of the train circuits. The railway system in Nigeria is, unfortunately on the verge of collapse and has nothing to write home about.

And for those looking for stories on road travel there is no dearth of ideas. There are local sight-seeing tours by sleek air-conditioned coaches and limousines and the ambassador taxi or its more modern brother the Contessa or the Maruti 1000. There are intercity coach services (the Pink Line between Delhi and Jaipur) and enterprising transporters offer tours from Delhi to Trivandrum and back for LTC travellers. That consumer protection courts have decided to intercede on behalf of those who are cheated is another area of writing that has opened up. And, of course the taxation on inter-state road transport and the agonising wait at border crossings make good reading. Also of interest are moves to let the private sector spend on infrastructure like building highways, the lack of which makes road travel so much less comfortable and enjoyable. The wayside tourism pioneered by Haryana continues to be a talking point as the other states (barring a few) have been slow to follow suit. Air-conditioned luxurious buses are also available in Nigeria for tourist or tour operators that can afford the price for road travels, and local sight-seeing. A good example of this is the ABC transport service, Jibowu, Lagos terminus.

### **SELF-ASSESSMENT EXERCISE**

Differentiate between business and first class passengers and economy passenger in an aircraft.

### **3.3 Social, Economic and Environmental Concerns**

The social impact of tourism has been a matter of concern for government ever since the adverse effects started showing on local values and traditions in the Caribbean and some Southeast Asian

Countries. Although the Indian culture has shown tremendous resilience in standing up to foreign cultural invasions and influences there are fears in some quarters and they would like the authorities to be vigilant. The watch or monitoring offers serious writer a subject of great importance. Tourism in Nigeria has not developed to a stage to create alarm for cultural invasions.

On the economic side the benefits of tourism are obvious: earning valuable foreign exchange, employment, multiplier effect on the economy, international understanding (and in India's particular case national integration). But there can be imponderables or 'hidden' aspects. For instances the net outgo of foreign exchange can leave very little get earnings for a country. Haphazard or unplanned growth of tourism could create developmental imbalances in the country. Too much tourism movement and related activities could create local resentments as could cornering of the best of facilities like beaches and parts for 'tourists only' kind of segregation.

Environmental concerns, though recent in origin, are perhaps going to have far greater impact on the future development of tourism than anything so far. In a way Nigeria being a late starter in the quest for tourism and still accounting for a miniscule share of the world market has an advantage. It can learn from the mistakes of others and can take preventive measures now for the future. The decision not to permit construction on beaches closer than 200 metres (the earlier stipulation was 500) from the high tide will be a great safeguard not only for the ecological balance but also for preserving the natural beauty of the coastline. There is also considerable concern for sustainable tourism and the carrying capacity of each destination will have to be determined before any permanent damage is done. Hotels are being forced to control pollution and travel agents are talking of eco-friendly tours. Each of these issues matter at the local as well as regional levels and needs attention of writers.

### **3.4 Promotions Tourist Literature and Video Scripts**

Promotions are integral to any commercial activities, especially so when Nigeria is one of the one hundred and twenty developing nations competing for a mere ten per cent of the international tourist. The promotional efforts are handled by the:

- NTDC (Nigerian Tourism Development Corporation)
- National carriers
- Travel agents
- Tour operators and

- Hoteliers

The tools they use are tourist literature, advertisements, posters, audio-visuals films.

Tourist literature accounts for the biggest area of creative writing. This literature can vary from an attractive poster, a bird's eye view brochure on a whole country or a part of it a brochure on a city or a monument or on a theme like folk dances, tribal like, food or golf. Though in varying degrees they may give some details but by and large it is a soft sell. For hard sell there are brochures which indicate prices, choice of hotels, details of eating places and shopping centres. The national tourist offices or the departments of tourism) usually produce this soft sell literature which can be backed by audio-visuals and films. Travel Agencies and hotels offer hard sell material with rates and commissions although they too have to introduce an element of soft sell like the destination in which their hotel is located for the circuit the travel agency is promotion. The target audience in such cases is that the would-be tourist or a company intending to have a convention or meeting. In many cases these brochures are addressed to various other constituents also. For example a tourist office abroad addresses on two sort of brochures one for would be tourists and another for tour operators. This depends on the marketing strategies. Advertising skills are needed for such write ups.

Outside of this area is a vast field of tourist aids like city and country maps, guide books and shopping directories and survival kits. Marketing wise this may have helped tourism because these publications are available in the originating markets and in their own languages. But it is time the Nigerian-writers and publishers produced guide books which are acceptable overseas. There is a growing scope for coffee table books on travel.

Tourism films have been in vogue for a long time and this has led to a crop of good film writers. Television has opened up a much bigger area for writers especially networks like CNN, BBC, and Star TV. Video scripts on tourism deal with information as well as promotion. There is scope for practically every theme listed in earlier Sub-sections to be used in video scripts also.

### **3.5 Special Interest**

This is yet another area of writing to cater for the needs of those travellers who have special interests. These could range from mountaineering and trekking to fishing, golfing, cycling, skiing, heli-skiing, museum hunting mystique tours, meditation and yoga, and even



desert safaris. In this kind of communication the writer needs to have an in-depth knowledge of the special interest, preferably be a keen participant in the activity. First person accounts for mountaineers have been best sellers and the tales as told by achievers to professional writers easily come next. In the past, writers used to accompany mountaineers; now many mountaineers themselves have become writers. No accounts of a trek can be the same. For example, a writer fond of trees will be talking of foliage he noticed. One interested in birds will recount the varieties watched. An odd hamlet or a recluse living at a great height could be the central point for a trekker. The nimble footed goat or the yak will fascinate an animal lover. An angler will tell you how adventurous it can be to catch a masher: you may have to run a kilometre along the bank before you can subdue this sturdy fighter. The nature lover will tell you where, when and how you should tee-off-in the rarefied atmosphere of a park the temperate climate of Jos, the mellow winter sun of Lagos or the Scottish countryside course in Obudu.

Enterprising tour operators have put together cycling tours within a city, inter-hospitality of the people make for good copy. Museums provide material for a quick article, a book or a treatise. The materialistic west finds props in the deep religious traditions of the old world.

### **SELF-ASSESSMENT EXERCISE**

Name organisations that handle the tourism promotional efforts in Nigeria.

## **4.0 CONCLUSION**

Now that you have read through this unit, you ought to know more about industry performance and contribution to the economy, also you must have had enough knowledge about the kind and means of transport that serve industry and the social economic and environmental impact of travel.

## **5.0 SUMMARY**

- Communication is the life of any service-oriented industry
- Tourism is the world's largest industry after oil
- No industry is complete without regulations authorities
- Tourism has given rise to a number of trade associations
- The social impact of tourism on local values has ever been a concern to the last government.
- Promotions are integral to any commercial activity

## **6.0 TUTOR-MARKED ASSIGNMENT**

Give the full meaning of the following tourism terms:

- FTAN
- NATO
- ASTA
- NTDC
- NATT
- IATA
- NHA
- WTO
- NATA
- PATA

## **7.0 REFERENCE/FURTHER READING**

Kotler, P. (2000). *Marketing Management*.

Stanton, W.J., Etzat, M.J. & Wallcen, B.J. (1994). *Fundamentals of Marketing*.

## **UNIT 9 PERSONALITY DEVELOPMENT AND COMMUNICATING SKILLS**

### **CONTENTS**

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- 3.0 Main Content
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    - 3.1.2 Female
  - 3.2 Hygiene, Habits and Fitness
  - 3.3 Communicating Skills
  - 3.4 Listening and Speaking
  - 3.4 Voice
  - 3.6 Telephone Conversation
  - 3.7 Non-Verbal Communication
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 Reference/Further Reading

### **1.0 INTRODUCTION**

The travel and tourism industry is unique in the hospitality industry in the sense that its products cannot be felt, touched or seen. They are only heard and experienced. Here you do not sell tangible products but rather sell ideas and services.

You also have to remember that this is a "service" industry, where the customer is always "supposed" to be right. You, therefore, have to highlight those aspects of your personality which will appeal to your customers and give you self-confidence. The development of communication skills will give a further boost to your personality. We have, in this unit outlined, in a general fashion, some of the points which will make you and the "services" you offer, attractive to your customer.

It may appear, as you go through this unit that we are curbing your individual style and encouraging a stereotypical uniformity. But remember, your job is to project the image of the company/organisation in which you are working — an image which the company has invested a lot of money and effort to build up. Hence, a certain uniformity and conformity is required in order to project that image. The same would be the requirement in the case of your own enterprise.

## 2.0 OBJECTIVES

At the end of this unit, you should be able to:

- develop those facets of your personality which are essential for the travel and tourism business,
- discuss your skills of communication, both verbal and non-verbal.
- Effectively project the image your company wants you to project.

## 3.1 Personality Development: Physical Aspects

All of you have the experience of salespersons who sell various kinds of household product from door-to-door. Do you first look at the product or at the salesperson? If the person is presentable, then you may talk further. But if the person is not presentable, then you tend to make some excuse or the other for the person to go away. Similarly, in tourism related business, you have to first present your personality before you can even present your idea, services or products. Remember, that your customer sizes you up within the first forty-five seconds of meeting and you never get a second opportunity to make the first impression. The first impression is the best and lasting impression, and it is here that you have to score, but in doing so you cannot afford to overdo or show-off. It has to be in a natural way i.e. a part of your personality. You should always keep this in mind that the first impression given by an employee of a company/organisation is also an impression about the organisation. For example, a casual approach at the reception of a hotel may lead to the impression that services would not be good here.

So now, let us take a look at some of the physical aspects which will help you improve or develop your personality.

### 3.1.1 Male

**Hair:** Your hair should be short and well-trimmed, with a style that suits your face. Long hair is not appreciated. In order to groom your hair, massage your hair once a week with warm oil; shampoo and condition it every day. Avoid oiling your hair after the shampoo. Oil attracts dirt and grime and makes the hair look limp and unattractive.

- 2) **Shave:** To look fresh and tidy, you must shave every day. Take a great deal of care when you shave to avoid nicks and cuts. Washing your face with hot water prior to applying the shaving cream will help to soften the hair of the beard and make shaving easier. You could use an after-shave lotion to refreshing you and

- soothe the skin. Make sure that the fragrance of the after-shave is not too strong. If you keep a beard/or a moustache, keep it well trimmed.
- 3) **Shirt:** A pastel shade or a white shirt is preferred and it should be long sleeved. It must be well tailored to give you a good fit and should match your tie, trousers and jacket. Make sure that the shirt has all the buttons, including the collar and cuff buttons. Above all, the shirt should be clean and well-ironed.
  - 4) **Tie:** The tie should be well knotted and should stay fit at the collar. It should not be allowed to dangle like a noose around the neck. Its design and colour should match your shirt, trousers, and jacket.
  - 5) **Trousers:** It should be simple and comfortable to wear without any fancy trappings. It should match your shirt, tie and jacket. Make sure that that trouser is properly tailored, clean and well-ironed.
  - 6) **Jackets:** It must complement your shirt, tie and trousers. It should be properly tailored, clean and well-ironed.
  - 7) **Socks:** Wear socks that match your shoes and the rest of your attire. Make sure that you always wear socks and that you change them daily because they tend to stink.
  - 8) **Shoes:** Your shoes may either be slip-ons or with laces. The design should be simple; avoid fancy designs. The colour of your shoes should match and complement the rest of your attire. It is always preferable to wear shoes that have rubber or synthetic soles and heels in order to prevent unpleasant noises. Make sure that you clean and polish your shoes everyday.

It may appear to you that we are suggesting that western attire is necessary in performing your duties. This is not so, it would be better if you wear the local clothes of the region in which you are working. Foreigners want to see the 'real' Nigeria in its entire local colour. So, do the domestic tourists while visiting another region. If you are catering to foreign/domestic tourists you must keep this factor in mind.

Of course, clothes are a matter of personal preference, and ultimately you should wear clothes in which you feel comfortable and which project your personality well.

### **3.1.2 Female**

There is always a temptation for women to be flashy because the travel and tourism business is also a show business. But you should remember that in your attire, elegance is the key to attraction.

- 1) Hair: If you have hair that is short or medium in length, brush it well so that it stays above your forehead and behind your ears. If your hair falls over your forehead, then you tend to constantly push your hair back. This can annoy your customers. If you have long hair, comb it into a neat bun. Make sure you shampoo and condition your hair regularly. You may use an herbal conditioner like henna from time to time.
- 2) Make-up: It should be subtle so that it adds a charm to your face rather than give the impression that your face has been painted. Whatever you use, remember that your make-up should be in keeping with your face and personality, bringing forward the best features of your face in the most natural way.
- 3) Perfume: Just like make-up, if you wish to use perfume you must make sure that it is subtle and not over-powering. Therefore, avoid strong and heavy perfumes which may make your customers feel uncomfortable. You could use flowery fragrances made by well-known companies.
- 4) Clothes: If you are wearing a sari, floral design with small flowers or a striped design with a matching blouse gives you an elegant appearance. The sleeves of your blouse should be about one inch above your elbows and the neckline should be sufficiently modest. When you drape your sari, it should stay in place with all its folds and creases. As an example, look at the air hostesses of Virgin Nigeria, you will observe how elegant they appear in this attire.

If you prefer a western style outfit, it is better to wear a business suit consisting of a skirt that reaches just below your knees, a matching short-sleeved plain or frilled blouse and a long sleeved jacket. Observe the uniform of the air hostesses of some of the reputed European airlines. Avoid western style dresses if you can do without them

- 5) Footwear: If you are wearing a sari skirt and blouse then choose or slippers with heels not higher than six inches. If you are wearing western outfit then wear skin-coloured stockings with matching closed shoes which have heels not higher than six inches. Wear footwear made of good leather.
- 6) Jewellery: Let the jewellery that you wear be simple and to the minimum. For earrings, wear studs rather than long rings that dangle from the ears. Wear a thin, simple chain around your neck if you like, and a maximum of two thin bangles. Wear tasteful and well-made rather than junky jewellery. If you wear ethnic jewellery, make sure that you are aware of the region to which it belongs, because customers could often ask you questions about it.

Several organisations may have their own uniform and you will have to follow the rules of dress specified by your organisations. For example, every airline has its own specific rules and code of conduct.

### SELF-ASSESSMENT EXERCISE

1. What is the importance of first impression?
2. Would you rather be flashy or elegant? Why?

### 3.2 Hygiene, Habits and Fitness

In this section we deal with hygiene, habits and fitness.

- i. **Hygiene** Personal care and hygiene are important to us as individuals. They enable us to stay clean, neat and tidy throughout the day. In the travel and tourism industry, it is also a discipline demanded by your employers and customers. Hence, you need to cultivate the following practices:
  - a. Have a bath daily, if necessary; even twice a day. Wash your hair at least twice a week. During your bath pay special attention to places like the ears, nose and neck where dirt can accumulate. Use a soap and/or shampoo that suit your skin and hair.

In international tourism it is not only important to be efficient in your job, but to continue to have a fresh and healthy odour throughout the day. In a hot country like Nigeria, it is perhaps advisable to use a lightly fragrant deodorant which may help you feel and smell fresh.

- b. Trim the nails of your fingers regularly. If you use nail polish, then avoid gaudy colours and use pastel shades. Since your hands are on display all day long, see that your nail polish is not chipped and your hands are well manicured.
- c. Wear a fresh set of clothes everyday especially under clothes. Make sure that your clothes are well tailed to give you a proper fit and comfort, are clean, well ironed and properly worn so that you look elegant.
- d. As already mentioned, it is essential for men to shave every day.

If you would like to keep a moustache, then it should be properly trimmed. This requires time and effort which you should adjust accordingly.

- ii. **Habits** Our habits are a matter of personal concern to each person, yet they should not irritate or annoy our customers. Some of the common habits that many people have are that of biting and cleaning dirty nails, pencil in your mouth, digging the nose, wiping perspiration, touching or scratching parts of the body—all in the presence of customers/clients. Be alert and conscious of these habits. If for any reason you must do it, then use the toilet for the purpose.
- iii. **Fitness** One of the important things we owe to ourselves which has a great effect on our personality development is to keep fit and slim. To achieve a desired degree of fitness we need to eat a healthy diet and to exercise regularly.

The word 'diet' has almost become synonymous with losing weight. Strictly speaking it actually implies what one should eat to keep the body in perfect shape and fitness, but most of us immediately associate the word with eating programmes that are designed to shed weight. This is because excess body weight is probably the most common problem today.

Eating is dictated by hunger and appetite. Hunger is a basic urge that fulfils a physical need while appetite can make you eat even when you are not hungry. Appetite is stimulated by the smell and not by physical need. There are also many compulsive eaters who feel the urge to eat when they are emotionally tense or upset, or even bored. Overeating is a means of compensating for their frustrations. So be aware of why and when you eat.

- iv. A certain degree of calorie consciousness and healthy eating habits go a long way in maintaining your health and figure. Healthy eating calls for intelligent selection of foods and preparations that satisfy both hunger and the palate. Including fresh fruit and raw vegetables in your diet provide many of the nutrients required for your body. It would be advisable to include them in all your meals.

Another important way to achieve and maintain a good figure is to exercise regularly. This not only enables us to lose weight, but gives firmness and tone to the muscles which makes the figure proportionate. Regular exercise also improves the general health. It improves the efficiency of the respiratory system and the heart; it increases energy and stamina, improves sleep and relieves mental tension. So devote at least half-an-hour a day to either a regular routine of exercises (it could be yoga) or walking; jogging, running, skipping, cycling or swimming.



Adequate sleep (6 to 8 hours) is very important to keep fit. The tourism and hotel business, as you know, is a "show business" where one is often hectically socialising. However, a disciplined life style will keep you fit and energetic for your job.

### SELF-ASSESSMENT EXERCISE

- What is the link between fitness and personality?
- Why is it necessary to maintain hygienic conditions?

### 3.3 Communicating Skills

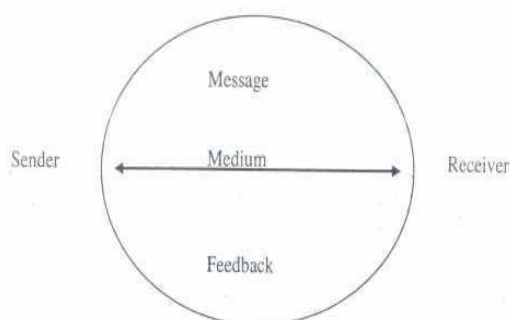
Besides personal appearances, another important way in which your personality comes across is when you communicate with each other. The word communication is derived from the Latin term communicate or communication both of which mean to share. Therefore communication is a process of sharing, transferring, or exchanging information, idea, views and feelings between two or more persons.

Communication is the very essence of human interaction. In any sphere of life, it is difficult to get along without communicating with others. In the service industry, it is just impossible.

If you look at Figure 1.1, you will observe that in order to make communication effective, there must be a 'sender' and a 'receiver'; a message, a medium and a feedback. The sender sends the message to receiver through a medium which may be oral, written or non-verbal. Similarly, the receiver responds to the sender's message by giving feedback to the sender. This ensures that the receiver has:

- Received the message, and
- Either understood the message or has not understood the message, so she/he requires a clarification.

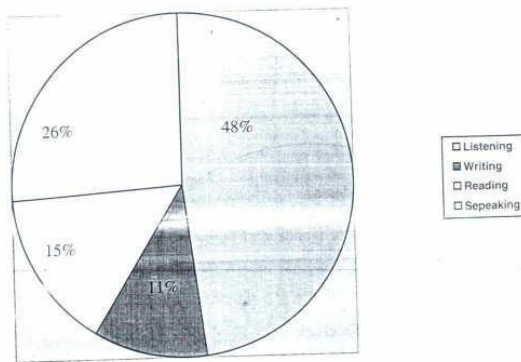
Without feedback, communication is incomplete.



**Fig. 1.1**

### 3.4 Listening and Speaking

Experts estimate that we spend about 11 per cent of our time in writing, 15 per cent in reading, 26 per cent in speaking and 48 per cent in listening (see Figure 1.2). But are you really listening? In the hospitality industry, it is essential to listen first and then to speak because listening involves hearing and understanding. When you listen first you are then able to speak effectively because you have properly understood what the listener wants. Thereby your effort is to give total satisfaction to your customers.



**Fig 1 .2**

Human nature being what it is, people are often prejudiced and biased. It is evident in the manner in which they communicate. This acts as a barrier and adversely affects your communication. Some of the common barriers are:

1. **Preconceived notions:** at times you pre-judge people before they speak, thus allowing your opinions and ideas of them come in the way of what they are trying to say.
2. **Words:** many words in English and in other languages have different meanings relating to the context of what is being said. You must be careful not to use words that may cause confusion in the receivers mind. So use words that are simple and easily understood.
3. **Poor listening skills:** listening means understanding the speaker, not only hearing her/his words. So listen to what is being said. In fact, one of the pitfalls which people are prone to is mental dissipation or subconscious mind wandering. The only way to overcome this kind of mind wandering is through a determined effort- to listen carefully.

4. Stereotyping: this placing people into blocks and forming opinions about them e.g. tourists' wan drugs: businessmen are crooks: workers create trouble. Politicians are shrewd; youth are irresponsible. Take a positive approach towards people and what they say, and avoid such preconceived notions.
5. Emotions or feelings: anger, hate, jealousy, worry, sorrow could influence peoples' judgment and prevent them from thinking seriously and fairly. Hence, while on job avoid these negative.
6. Wrong channels or medium: This is giving long messages over the phone or detailed messages verbally. The receiver may forget or get confused. Always be crisp and to the point.
7. Poor verbal skill: this is like speaking too fast or too slow, too loud or too soft or keeping a monotonous tone of voice. Often you are unable to articulate properly because your lips and facial muscles are tight. To be an effective speaker, your lips, facial muscles and articulating organs must all be flexible.
8. Confusing the message: this speaker is speaking without thinking of what you really want to say. This can confuse the receiver.
9. No rapport with listeners: unable to arouse the listener's interest due to lack of involvement of the listener in the subject is another barrier.
10. Unconvincing: The speaker is, at times, not convinced about the subject or not sure about the facts or the purpose of the occasion. In fact, in this industry, as perhaps in most jobs, you must be aware of the rules and procedures and be able to explain and justify them. Sometimes you may feel that certain rules are being violated by a guest in a hotel for instance. How would you deal with this situation? A certain degree of firmness and professionalism should be used to deal with such matters. In fact you can be both polite as well firm at the same time. For example see this conversation: "you are breaking rules you can't do this, we will throw you out of the hotel" "well sir, this is not acceptable to the management. Please don't do it, it might lead to unpleasantness (good).
- 11 Accepting criticism: often you or the services you offer may be criticised by your customers. You must be able to accept criticism without being over-defensive, over apologetic.

In order to avoid these pitfalls there are several things that you might attempt to do.

First of all you should enjoy communicating with others. At the same time you need to improve your poise and confidence. In the beginning you need to be conscious of the need to improve yet you cannot appear self-conscious. Also remember, that the skills of communication are to

be constantly developed and you keep learning through experience and interaction. Your aim should be to effectively communicate your ideas clearly, confidently, creatively, interestingly and persuasively.

To be able to achieve this you must know your job well, be sure of the rules and procedures and be well informed.

In the tourism industry, you are constantly interacting with all sorts of people, including foreigners. They may need information about our country, its politics, people and culture. So make it a point to read the daily newspaper, magazine, section of newspapers, travel magazines and other promotional literature from the tourist departments.

There is no harm in picking up books that train you to be a better listener and speaker. These books will give you certain points to self-improvement:

- Develop a keen mental attitude,
- Know and understand the people you have dealt with,
- Make your conversation polite, clear and interesting,
- Enunciate your words clearly,
- Be persuasive, forceful and direct without being authoritative
- Empathise, i.e. develop the capacity for participating in the other person's feelings or ideas. In fact, this may be the most important ingredient for successful communications.

### 3.5 Voice

The manner in which you use your voice not only helps you to develop your personality but also improve your customer relations. Here are some hints on how to use your voice effectively.

**Volume:** just loud enough for your customers to hear. Not too loud for everyone else nearby to hear nor too soft for your customers to strain themselves.

**Pace:** you have to speak at the speed at which your customers can hear and understand what you are saying. If it is fast, they might have difficulty trying to catch up; if it is slow, it's boring.

**Pitch:** you should from time to time as the situation demands, change the pitch and tone of your voice. In this way you will command your customer's attention.

**Enthusiasm:** if you genuinely like your customers it will reflect in your

voice. This will in turn involve your customer in whatever you are saying. You cannot speak correctly unless you breathe correctly. Diaphragmatic breathing is the key to a pleasant and a well projected voice. Without diaphragmatic breathing, it is impossible to control your voice or to utilise its full range. Incorrect breathing is the origin of most speakers' troubles.

Here is an exercise which will help you breathe properly:

- i. Volume:
- ii. Pace:
- iii. Pitch:
  - i. Put your hand on your stomach.
  - ii. Breathe deeply. Your stomach and your hand should move forward.
  - iii. Now exhale by pulling your diaphragm in. The diaphragm pushes against the lungs and forces the air out.

Don't think of the biological make-up of the voice, the throat, or the palates. Just imagine the air coming through a tube from the lungs and out your mouth. Repeat this exercise several times a day.

### **SELF-ASSESSMENT EXERCISE**

In what ways can you use your voice effectively?

### **3.6 Telephone Conversation**

So far in this unit, we have concentrated on face-to-face interactions. In the hotel and tourism business, however, telephone conversations play an important role: you may have to make room bookings over the telephone, give information or just take down messages. The fact that you cannot see the speaker or the listener on the other side of the telephone line makes a lot of difference to the language you use. In a face-to-face conversation you can see each other's reactions. The facial expressions and gestures give a cue to the feelings of the participants in the interaction. These extra linguistic features of face-to-face communication are missing when you speak on the telephone. You, therefore, have to be very careful in your speech on the phone so that nothing is missed by the listeners-or by you. You may often have to repeat things and speak very clearly so that important words are highlighted and the message received.

Again, in a face-to-face conversation one tends to be more spontaneous, while in a telephone conversation one uses certain set phrases.

Let's look at some of the telephone conversations given below:

Case-1 (good)

Sunil: Good morning. 'The Residency Guest House'  
(working in (in a polite tone)  
a guest house)

Mr Rufus: Morning. Could I speak to Mr. George please? Room no  
7

Sunil: Hold the line sir ...  
(brings out his I'm afraid he's not in. Can I take down the message?  
pen and paper)

Mr Rufus: Could you tell him to call Matthew Rufus at 684296

Sunil: Could I have your name again please?

Mr. Rufus: Ah yes, it's Matthew Rufus-Matthew Rufus

Sunil: (Interrupting) and the no. Sir is 684296.

Mr. Rufus: That's right.

Sunil: He'll get the message sir.

Mr Rufus: Thank you

Sunil: You are welcome, sir.

Case 2 (bad)

Sunil: Guest house (in harsh tone)

Mr. Rufus: Could I speak to Mr. George in No 7, (Sunil without any  
answer connects Rufus to George room. Mr George is not  
in. The bell keeps ringing. After some time Sunil comes  
back on the line).

Sunil: He is out

Mr. Rufus: In that case could I leave a message? (Sunil shouts to  
another colleague)  
(He could have kept his hand on the receiver after telling  
Rashid to wait a second)

Sunil: What is the message?

Mr. Rufus: Tell him to call Matthew Rufus at 684296

Sunil: OK OK (keeps the receiver down)

As the case in telephonic conversation, while making announcements on the public address system also you have to be polite, to the point with an effective voice.

### **3.7 Non-Verbal Communication**

In our communication, as much as 67 per cent is being said without a word being spoken! This is done through body posture, gestures by hands, eye contact or facial expressions. This is commonly known as body language or non-verbal communication.

**Posture:** Posture plays an important role in our communication with people. So if you have to stand, stand in an upright position, avoid leaning on the counter or on the table because that looks sloppy.

If you have to sit, make sure that the trunk of your body is in an upright position, avoid leaning on the counter or on the table and keep your hands to yourself except for making gestures.

Whether you are standing or sitting, the trunk of your body should be upright, you may relax below the waist.

**Eye Contact:** of all parts of the human body that are used to transmit information, the eyes are the most important and can transmit the most subtle nuances. With our eyes we can often make or break another person. How? By giving her/him human or non-human status.

With your eyes you can exude friendliness and warmth to your customers. If you are looking at one or two persons at a time you can look at them at the same time: but if you are dealing with three or more persons at a time, than make it a point to look at each one of them, so that each one participates in what you are saying.

Through eye contact, you can also judge how your message is being received and vary your communication intelligently.

**Facial expressions:** Most of us go through our normal working life wearing a mask to cover our true feelings. For instance, we smile constantly because smile is a sign not only of humour or pleasure, but it is also an apology, a sign of defense or even an excuse.

You may have to sit down next to a stranger in a crowded restaurant. Your weak smile would say "I don't mean to intrude. but this happens to be the only vacant place.

You brush against somebody in a crowded street and your smile says: "I'm not really being aggressive but forgive me anyway".

And so you smile your way through the day, though in fact you may feel angry and annoyed beneath the smile. This is our mask. But sometimes your mask slips up and the true feelings are revealed. While, it is, to some extent important socially to wear a mask, but if you genuinely like people your smile will be warm and enthusiastic, and this would make your customers feel good and comfortable in your presence.

Space: You must have noticed that you feel uncomfortable if a stranger stands very close to you while speaking to you. You perhaps feel that your "territory" has been threatened or breached. Dr. Edward T. Hall has studied how human beings use "space" to communicate certain facts and signals to other people. This is now known as science of proteomics. He has come up with four distinct zones in which most people operate:

- i. Intimate distance,
- ii. Personal distance,
- iii. Social distance, and
- iv. Public distance.

This distance may vary from culture to culture. However, we suggest that you maintain a social distance of four to seven feet while talking to your customers.

### **SELF-ASSESSMENT EXERCISE**

Mention the role of eyes in non-verbal conversation.

## **4.0 CONCLUSION**

Now that you have read through this unit you should be able to develop those facets of your personality which are essential for the travel and tourism business and improve your skills of communication.

## **5.0 SUMMARY**

In this unit we have given you some practical tips on personality development. These will help you to perform your job more effectively. These include improvement and consciousness of:

- Physical appearance,
- Verbal skills, and
- Non-verbal communication



If you assimilate and to do your job with a practice what has been discussed, you'll soon find that you are able to do your job with a new poise and confidence. Remember the following keywords:

Aggressive: the quality of anger and determination in person's character that makes her/him ready to attack other people. the ability  
 Articulate: to express oneself easily and well. clothes that you wear on  
 Attire: a particular occasion matching with each other to form a  
 Complement: better whole difficulty to control one's behaviour  
 Compulsive:

Curbing: control or restrict  
 Deodorant: a liquid or spray that you can use to hide or prevent the smell of perspiration on your body.

Diaphragm: a muscle between your lungs and your stomach. It is used especially when you breathe deeply.

(Mental) Dissipation: a waste of mental energies  
 Elegance: pleasing and graceful appearance  
 Empathize: the ability to share a person's feelings and emotions as if they were one's own.

Enunciate: pronounce each word clearly  
 Fragrance: a pleasant or sweet smell  
 Manicure: caring for hands and nails by softening the skin and cutting and polishing the nails.

Tangible: clear enough or definite enough to be easily seen.

## 6.0 TUTOR-MARKED ASSIGNMENT

Mention and explain five (5) barriers that affect your communication.

## 7.0 REFERENCE/FURTHER READING

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