



ASSESSMENT OF MARKETING SKILL APPLICATION IN TOURISM PLACES IN SRIKAKULAM DISTRICT, ANDHRA PRADESH

HAIMANOTE BELAY¹, DR G.L.S.RAVIKUMAR², ASCHALEWADANE³ and DR K.VENUGOPAL⁴

1. Assistant Professor, Department of Marketing Management, College of Business and Economics, University of Gondar, Gondar, Ethiopia.

2. Superintendent, DCMS, Andhra University, Visakhapatnam.

3. Lecturer, Department of Marketing Management, College of Business and Economics, University of Gondar, Gondar, Ethiopia.

4. Professor, Department of Marketing Management, College of Business and Economics, University of Gondar, Gondar, Ethiopia.

Abstract: *The importance of marketing skill to Tourism industry is increasingly seen as a viable development strategy to promote for sustainable economy in an effective way to counter declining tourism incomes especially in the developing countries. The efforts associated with different strategically applications suited to the industry in the area of marketing with an emphasis on skill assessment are found to be the need of the hour now. The aim of this research study is to explore the essence of marketing skills and its applicability in tourism places in Srikakulam District of Andhra Pradesh. The design of the study is descriptive type in association of both applications of qualitative and quantitative approaches. Field surveys, focus group discussions, interviews, questionnaires' distribution and direct observations were the focal instruments in data gathering. Real and practical representatives and key informants were confronted from tourism office, government leaders, tourism businesses and tourists through both probability and non-probability sampling techniques to understand the underlying scenarios. Qualitative approaches were used to analysis predominantly with the variables that are subject to descriptions of phenomena and narrations, whereas quantitative analysis was used for the quantifications of major themes and phenomena that consist quantifiable variables expressed in numerical figures and magnitudes using Statistical Package for Social Sciences (SPSS) 21 version software.*

Key words: Management skill; Marketing Skill, Functional skills, Sustainable Tourism development

I. INTRODUCTION

Marketing skill is more important to tourism industry than ever before because of the more volatile, fragmented and sophisticated nature of the contemporary market (Bennett, 1995; Morrison, 2002). A variety of factors has resulted in the increased importance of tourism marketing and, as such, marketers of tourism offerings need to adopt the principles of marketing (Lumsdon, 1999). Greater competition, increased market fragmentation and complexity, and consumers who are more experienced, have created a greater emphasis on marketing skill in the tourism industry. Therefore, tourism marketing has become more professional and aggressive (Morrison, 2002).

Tourism entrepreneurs require relevant marketing knowledge and skills for subsequent business and career success (Sexton and Kasarda, 1992). The question arises as to which marketing skills are required, specifically to tourism entrepreneurs, tourism operators and culture and tourism office in order to start managing for the success of business.

A business generates an income from marketing its offerings and, as such, the marketing function is pivotal to any small business entrepreneur (De Beer et al., 2002). Cant et al. (2006) emphasizes that marketing is directed at satisfying needs and wants through exchange processes and states that the ultimate goal of all marketing activity is to facilitate mutually satisfying exchanges between parties. According to Morrison et al. (2001),

tourism actors or entrepreneurs are people who follow marketing principles, where the application of these principles and theories play a vital role in the success and sustenance of a business particularly in tourism sector. Therefore, marketing is vital to the entrepreneurial process in tourism sectors.

Tourism said to be profitable when the state possesses natural frontiers such as seas, mountains, deserts, swamps and rivers with proper facilities for the movement of public which will get more wealth to the state and thereby to the country. Andhra Pradesh state has acquired importance with its historical, cultural with natural beautiful places. In fact, this State considered as the gateway for south India. Srikakulam District of Andhra Pradesh State is a home of temples and the historical, sculptural and Architectural heritage spans a well known history of many centuries and its monuments, mosques, crafts, arts, dance and drama are much exiting to visitors. In recognition of vast tourism potential in the District, the government of Andhra Pradesh has promoted endowment, travel and tourism Development activities through their offices and spent huge amount on different projects with the assistance of union government. In concentration with the marketing efforts of the tourism department of Andhra Pradesh, it has spent considerable amount on publicity campaign with documentaries, pamphlets and posters focused on certain renowned places such as Tirupati, Rajahmundry, Vizag and Vijayawada. The plans for the exceptional development of Srikakulam are yet to be incorporated with the fullest manner. The property area to be developed is to improve marketing skill application as well as the assessment of existing marketing efforts which will be a gaining ground in particular with the recent developments of tourism in Srikakulam District in

terms of wealth creation and high order of hospitality.

Rural tourism is given particular thrust to showcase arts, crafts, sculpture, handloom, textiles and other skills in village locations that have core competence to develop as distinct economic and tourist destinations exploiting local special talent and resources. Environmental sustainability having assumed larger importance eco-tourism projects are developed as per mandate after assessment of ground situation and the interests of various stakeholders on a long term basis compatible with the local characteristics.

As per some reliable resources, the main interventions intended to instate tourism development for a firm footing at the national level would focus on measures to improve quality of services, diversification of tourism products, providing incentives to boost private sectors' participation in tourism development for strengthening institutional manpower basis of the sector. Therefore, marketing skill is a major tool to achieve this goal by the execution with proper management in each actor within tourism industry. Marketing helps enterprises, culture and tourism development office, tourists in supplementing the guidance to achieve their objectives with the support of certain marketing skill principles such as survival, profitability and growth (Lumsdon, 1999).

Srikakulam is the head-quarters of the District. It is located on the left bank of river Nagavali embellished with the places as following

1. Srikakulam: There is one famous mosque known as Jamia Masjid . Two important temples viz. Sri Koteswara Swamy Temple and Sri Kodanda Ramaswamy Temple.

2. Arasavilli: The famous and ancient Sun God temple and one of the very few Sun God temples existing in our country

3. Srikurmam: A famous place of pilgrimage and the only one of its kind in the whole of India noted for its agricultural beauty and contain many inscriptions ranging from the Eleventh Century to the Nineteenth Century A D.

4. Salihundam: The village assumed archeological importance due to the excavation of Buddhist Stupas

5. Srimukhalingam: The temple of 9th Century has the sculpture of remarkably elegant and precise which represents the Indo- Aryan style of architecture.

6. Calingapatnam: An important coastal village where Dargha Shariff (Tomb of religious persons) Shaik Madeena Acquiline are situated . Once it was a minor port and some European merchants resided during East India Company regime. There is one light house functioning here focusing to a distance of 23Kms. The river Vamsadhara joins the Bay of Bengal in this village.

7. Kaviti: Popularly known as Uddanam (Udyanavanam) and the coastal belt at this place presents a pleasant appearance, covered with large extents of Coconut, Cashew nut, Jack and other fruit trees. The Uddanam area is a scenic spot for the visitors with two famous temples i.e. Chintamani Ammavaru and Sri Sitharamaswamy temple

8. Baruva: The famous Sri Kotilingeswara Swamy and Janardhana Swamy temple are located at this place. Further, there is a coconut nursery and a Coir Industry located here. The river Mahendra Tanaya merges into sea at this place. Baruva was once an

important seaport. Two obelisks, one of black and the other of white, of fifty feet height above the sea level, mark the seaport.

9. Telineelapuram: The place is a Bird sanctuary where Pelican birds come here from Siberia (U.S.S.R.) in winter season.

10. Mandasa: Situated at the foot Mahendragiri and consists a fort which is considered to be the highest in south India. The temple of Varahaswamy attracts the attention of the tourists.

11. Rajam: The place has nostalgic association with Tandra Paparayudu, the valiant Sardar of Bobbili.

12. Ponduru: The village is famous for the production of fine quality of Khadi which is popular throughout India.

13. Sangam: Here three rivers viz. Nagavali, Suvarnamukhi and Vegavathi merge together. The Sangameswara temple located here is one of the five linga kshetras, thousands of people congregate here on Mahasivaratri.

14. Danthapuri: It is an important archeological place where some ancient Bricks, Pots, Nabbed Wear, Terrakota Articles, Bangles, Beads, Stone and Iron articles are found by elevating in 261 B C after Kalinga war by Ashoka chakravarthy the great.

In Srikakulam District, there are many activities related to those tourist attraction sites and many people are engaged in these tourism offerings activities. Having had many of tourism attraction sites and engaged with many of people alone may not be gainful unless all actors in tourism have adequate marketing skill to maintain business for a

long period of time as well as to have sustainable tourism development.

Tourism being a very specific sector, explicit knowledge about the sector is required. For the workforce, however, there are still some general and basic skills and also special skills are found to be highly needed. For example, lack of knowledge on foreign languages has been recently recognized by national tourism organizations of some European as well as Asian countries as a lasting problem and even as a competitive disadvantage. Like this, marketing skill is entirely essential for tourism actors and related graduate study. The research on the identification of matched marketing skill set, socialization of practicing marketing skill, and implementation aiming efficacious results gain the attention of the industry for the study has paved the way to the optimum commercialization of this industry which has been one of the debating issues.

- **Statement of the Problem**

As many scholars stated, the importance of marketing skill is undetermined with limited scale, it is a tool for a life of tourism industry. But in most of developing countries, the knowledge and skill of marketing are still not given appropriate attention as a tool for the tourism development and even the actors within the industries so far have not considered marketing skill facilitating to communicate with their customers, handling their customers' problems and to run their business in the tourism at large. In developed countries, many researches were conducted on tourism marketing skill like Middleton and Long (1990, 2002), have showed that the marketer's personal characteristics are very important to their marketing skills and are good predictors of performance and marketing skill is ability to use the tools, procedures and techniques of a specialized field. It is also crucial to

tourism marketers and relate to the operational facets of the tactical aspects of services marketing activity (Gilmore and Carson, 1996). The future profitability of the enterprises in tourism industry as well as to achieve greater consumers' satisfaction and stronger competitive positioning may be left with marketing skill (Dacko, 2006). In order to meet the needs of the consumers, marketers in any sector require general marketing skills (Lagrosen, 2005).

Marketers require skills associated with marketing mix strategy of service sector consisting of 7Ps because tourism marketers are constantly engaged in decision making on all aspects of marketing activities such as product development, pricing, communication, distribution, employee response, physical evidence and process. These decision-making areas of services marketing provide insight into the essential skills required by tourism marketers (Gilmore and Carson, 1996). General management skills are also required to all actors of tourism which refer to the tendency for effective marketing managers to be good at interacting, allocating, monitoring and organizing. Managerial skills are defined as skills which do not require specific knowledge of marketing to be used effectively, therefore referring to a whole set of non-marketing specific skills which are also essential for the practice of marketing (Meldrum, 1996). Managerial skills for the tourism marketers are specific to the roles and issues important to decision making in services marketing management, and it is similarly important that marketers should possess these skills (Gilmore and Carson, 1996).

Many researchers have agreed that marketing skill is essential for tourism entrepreneurs and tourism development agency, but in Andhra Pradesh, particularly in Srikakulam, there has been a limited

research done on comparing marketing skill among the marketing practitioners, tourism actors, educators and students with respect to their knowledge and confinements.

Despite the importance of skills required by marketers in tourism sectors, only limited research has been undertaken on identifying of marketing skills essential to the tourism entrepreneur. Therefore, the intention of this research to fill the gap on marketing skill required to all actors in tourism industry.

II. OBJECTIVES OF THE STUDY

1. To assess the kind of general management skills are more essential for the tourism actors
2. To classify the actual functional skills of tourism operators, guidance, hotel & restaurants and travel agents in tourism sector in Srikakulam, Andhra Pradesh.
3. To investigate the importance of skills based on marketing mix strategies applicable to tourism spots in Srikakulam District.
4. To appraise the role of personal skills in tourism guidance and tourism service providers.

III. LITERATURE REVIEW

3.1 Marketing skills:

Wickham (1998) defines skills as knowledge that is demonstrated by action; that is, an ability to perform in a certain way. Synonymous with the word skills are the words competencies or abilities. According to Middleton and Long (1990), marketing skills are those skills that focus on facilitating, enabling and optimizing the marketing process. There are distinctive marketing skills that distinguish the behavior of the trained marketer

from someone who is not trained. Marketers have to carry out a variety of tasks that require different marketing skills. A broad search of the literature on essential marketing skills unearths a considerable number of different skills that are all potentially important for future entrepreneurs. It is not the purpose of this research to provide in-depth information on each essential marketing skill but simply to provide a brief understanding of the essential marketing skills required by entrepreneurs. For the purpose of this article, the marketing skills required by entrepreneurs are classified into five main constructs, namely “personal characteristics, functional skills, general marketing skills, marketing mix strategy skills and general management skills”. The supporting studies suggest their potential importance for future entrepreneurs. For the purpose of this research, the marketing skills required by tourism entrepreneurs, actors and service providers are classified into five main constructs.

3.2 Development and Update the Knowledge of Tourism Industry

This deals with the skills and knowledge required to access, increase and update knowledge of the tourism industry, including the role of different industry sectors and key legislation. This knowledge underpins effective performance in all sectors and applies to all people working in the tourism industry. It covers:

- a) Seeking information on the tourism industry to ensure up-to-date information on all aspects of the industry requirements and potentials.
- b) Updating tourism industry knowledge so all customers can be effectively advised and serviced.

3.3 Critical Skills and Essential knowledge:

To demonstrate competence, evidence of skills and knowledge in the following areas is required: Different sectors of the tourism industry and their inter-relationships, including general knowledge of the roles and functions i.e. Accommodation; Attractions & Theme parks; Tour operators; Tour wholesalers; Retail travel agents; Information services sector (local, regional, national); Meetings and Events.

Overview of quality assurance in the tourism industry consisting of the roles and responsibilities of individual staff members, time management and the work in different industry contexts is to be studied comprehensively through Tourism industry information sources; Basic research skills; identification of relevant information; questioning techniques to obtain information; sorting and summarizing information.

Legislation is to be taken into thoughtfulness which is applied across the industry in the following areas (name, primary objective and impact on individual staff only) including consumer protection; duty of care; equal employment opportunity; anti-discrimination; workplace relations and General knowledge of the tourism industry, including main roles, functions and inter-relationships of different sectors, with a more detailed knowledge of issues which relate to a specific sector or workplace.

There are also specific skill needs defined by labor category. At management level, these are rather transversal skills; hence tourism managers often have an educational background in accountancy, marketing, law, economics, etc. Nevertheless, managers are expected to possess the following skills and competences: computer skills, business and strategic planning, strategic alliances, management skills, management through visions

and values, yield management, accounting, product development, innovation, human resource management, destination management, project management, management skills to cope with globalization influences, change management, marketing and sales skills (EC, 2001, p. 26).

Other labor categories can be defined: supervisors, skilled craft workforce and the semi-skilled. Supervisors in tourism need basic computer skills, human resource management, accounting, supervision and marketing training skills. Personal skills, problem solving and basic computer skills are especially important for the skilled craft workforce. Nowadays, further demands are placed on semi-skilled tourism staff in terms of both personal skills and specific technical knowledge (e.g. bar attendance, cleaning, catering).

Being aware of challenges and trying to overcome them are essential to successful training or education. In many countries, tourism is regarded as means of developing wealth and creating employment, especially when traditional activities are on the decline. It is expected to contribute significantly to increasing GDP but identifying skill needs, especially prospectively, causes major problems due to the absence of any consensual definitions in tourism.

3.4 Sustainable Tourism Development

Sustainable development had first discussed in 1960s with the advent of green movement and the term came into common parlance with the publication of report by World Commission on Environment and Development (1987). It was given further recognition with the United Nations sponsored conference on the environment held in Rio de Janeiro in 1992, Brazil. The World Commission on Environment and Development popularized the term "sustainable development" in

1987. It refers to a systematic approach to achieving human development in a way that sustains planetary resources based on the recognition that human consumption is occurring at a rate that is beyond Earth's capacity to support it. Population growth and the developmental pressures spawned by an unequal distribution of wealth are two major driving forces that are altering the planet in ways that threaten long-term health of humans and other species.

The most frequently quoted statement from the report is that "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The definition has two key concepts: (1) needs of the poor people and (2) limitations imposed by technology and social organizations on the environment's ability to meet present and future needs. A major problem with sustainable development is its ambiguity and subsequent vulnerability to interpretation and implementation on ideological grounds (Lawton, 1998).

Since the introduction of the concept of sustainable tourism in the late 1980s, many scholars and organizations have attempted to provide one set definition, which is problematic due to there is no single, solid and definitive universally accepted definition. Even so, it is more than protecting natural environment (i.e. proper consideration of hosts, cultures, lifestyles, social and economic system) along with various fantasy terms like pro-poor, eco, green, responsible, low impact, endemic, small scale, nature based, controlled and volunteer tourism making the matters more complex.

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is

envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system (WTO, 1993).

Sustainability principles refer to the environmental, economical and socio-cultural aspects of tourism development and a suitable balance must be established among these three dimensions to guarantee its long-term sustainability (WTO, 2004).

...the planning and development of tourism infrastructure, its subsequent management and also its marketing should be based on environmental, social, cultural and economic sustainability criteria; [that] are meant to ensure neither the natural environment nor the socio-cultural fabrics of the host communities will be impaired. ...local communities should benefit from tourism, both economically and culturally, while increased resources should be given for conservation and enhancement of the surrounding natural environment (WTO, 2002).

Henry and Jackson (1996) have suggested that sustainable tourism is comprised of economical, environmental and socio-cultural issues. They suggested that, while environmental and socio-cultural sustainability seek to ensure that non-renewable physical and cultural resources are not consumed in the process of tourism activity, economical sustainability represents a degree of self-reliance at local: community structures, employment and human resources maintained.

Tourism is the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (ibid, 2007) whereas many locals recognize the importance of tourism in

stimulating change in social, cultural, environmental and economics where tourism activities have had a close connection with locals (Richards, 2006).

According to UNWTO (2006), an organization that promotes tourism as a development tool, it can contribute to the alleviation of poverty, provide jobs and promote peace between cultures. Unfortunately, much of tourism has not achieved these lofty goals nor provided benefits for locals. It is not developing and distributing at the same rate in LDCs weak development of tourism due to lack of infrastructure to develop tourism sector (UNWTO, 2004).

3.5 Stakeholders Involvement

Economic gains from involvement in both formal and informal sectors activity can lead to empowerment for host communities, but what is more important than the total amount of these economic benefits is the spread of benefits (Scheyvens, 2002) cited by Susan (2007). For a community to be economically involved it will need secure access to productive resources.

Social dimension refers to a situation in which a community's sense of cohesion and integrity has been confirmed or strengthened through its empowerment in tourism (Scheyvens, 2002) cited by Susan (2007). It means social cohesion and organization brought about through the development process. It perhaps most clearly results from tourism when profits are use to fund social development projects identified by the community such as water supply or clinics in local areas. But, social disempowerment may occur if tourism results in crime, begging, overcrowding, displacement from traditional lands, loss of authenticity or restitution and inequities in

distribution of benefits of tourism (Timothy, 1999) cited by Attama (2008).

Psychological aspect should ideally mean that a community's confidence in its ability to participate equitably and effectively in tourism planning, development and management (Scheyvens, 2002) cited by Susan (2007). This may involve capacity building and reinforcement of the self-worth community members. Locals can play active role in decision-making or power-sharing processes with external stakeholders.

Scheyvens (2002) cited by Attama (2008) stated that political dimension is at this level of empowerment that the issue of community management of tourism most clearly comes to the fore. Once community members are politically empowered by involvement in tourism issues, their voices and concerns to implementation will be consider. Unfortunately, the local communities in most developing countries to some degree were not in a position of political empowerment even a control over their resources to enjoy this lofty power. There is high monopolization, over commercialization and accumulations of tourism benefits from the communities' resources by few individuals such as tour guides, travel agents and governments.

3.6 Conceptual Framework

After an assessment and evaluation of related literatures, the researcher has developed a conceptual framework to use as a guideline throughout the process of the research. The framework is outlined herein uses as a direction for the successful accomplishment of the study.

IV. RESEARCH METHODOLOGY

Based on the objective of the study, the research design is a combination of qualitative and quantitative approaches to obtain the required data. Description of phenomenon may use to describe phenomenon since the researchers had prior knowledge about problems and information needed to explain situations followed by field survey to supplement the phenomenon with descriptive statistics.

The questionnaires were distributed to investment experts that complemented by review of literature, in-depth interviews with tourism officials, tourism businesses and tourists. The study will use a cross-sectional descriptive and field survey that lasts short duration and focuses on gathering quantitative and qualitative data from primary and secondary sources.

The survey was cross-sectional in nature and a self administered questionnaire was used to collect the data from the respondents. The design of this study was to identify marketing skill essential for sustainable tourism industry development among a large number of respondents that are selected across different sectors and institutions found in Srikakulam District, Andhra Pradesh. The target population of the study area was All Tourism investment experts at district level, Culture, Endowment and tourism development officers, Tourism Businesses including service providers

like accommodation units, travel agents, tour operators, guides, accessibility, handicraft, local product sellers and tourism investors and Government leaders and Tourism investors. Here, the total population of the study will be located in the District of Srikakulam in Andhra Pradesh.

Both qualitative and quantitative data was collected from both secondary and primary sources using data collection tools such as questionnaires, interviews, focus group discussion, direct observation and document reviewing (documentation, internet and textbooks that published and unpublished). Questionnaires were used to study personal data, the practices of tourism investment containing choices by rating and open-ended questionnaires are categorized into four sections. The data from questionnaires were analyzed to obtain descriptive statistics, frequency, percentage, mean and scale for their relationships according to the study objectives, theoretical and conceptual framework using Likert's scales of 5-points to analysis variables.

V. DATA ANALYSIS AND DISCUSSION

Table shows the multiple linear regression result of the model by using scientific and empirical research done on the Sustainable Tourism Development in Srikakulam District as depicted clearly in the Framework.

Regression results and discussions

Table : Multiple linear regression Result

Model	B	Sig. (P- Value)
(Constant)	1.864	.000
(H1) Managerial skills	-.007	.897
(H2) Marketing mix strategy skills	-.127	.199
(H3) Functional skills	.155	.015
(H4) General and personal characteristics	.555	.000

Dependent Variable: Sustainable Tourism Development

The p-value is used to conclude whether the statistical significant relationship between dependent and independent variables exists or not. Results of regression analysis suggest that the significance of the anticipated influence of independent variables on dependent variable, in which significance (p-value) less than 0.05 should be considered as supporting to the hypothesis.

H1: Implementation of Managerial skills positively leads to Sustainable Tourism Development.

Regression test reports insignificant influence of implementing managerial skills on Sustainable Tourism Development in Srikakulam District ($p > 0.05$). Thus, the hypothesis is statistically not supported.

H2: Implementation of Marketing mix strategy skills leads to Sustainable Tourism Development.

The p-value of Regression analysis ($p > 0.05$) shows not the significant influence between Implementation of Marketing mix strategy skills and Sustainable Tourism Development in Srikakulam District. Thus, the hypothesis is statistically not supported.

H3: Functional skills have positive effects on Sustainable Tourism Development.

The regression test reveals p-value smaller than alpha 0.05 (.015), indicating a directional relationship where functional skills significantly influence the Sustainable Tourism Development in Srikakulam District ($p = 0.001$). Thus, the hypothesis is statistically supported.

H4: General and personal characteristics tend to present more Sustainable Tourism Development.

The p-value of Regression analysis less than 0.001, in conjunction with high value of (P), provide sufficient and excellent evidences about the existence of the absolute directional relationship where General and personal characteristics significantly and directly influences the Sustainable Tourism Development in Srikakulam District. Thus, the hypothesis statically supported.

CONCLUSIONS

1. As interpreted from the analysis, management skills with respect to establish and execute planning, organizing, staffing, directing, coordinating, reporting and budgeting are yet to be streamlined in associated with skill improvement to implement appropriately.

2. Marketing mix elements i.e. Product strategies, Pricing strategies, Distribution strategies and Promotion strategies are exceptionally and suitably operated by the actors to the sustainable development.

3. Functional skills in line with distinctive nature and features of the destinations are found influencing and the operations are satisfactory.

4. The tools, procedures and techniques of General and personal characteristics such as the credibility of the destinations and workability of employees, priests and guides are found contented enough to sustainable development of tourism in Srikakulam district .

RECOMMENDATIONS

1. The actors of tourism can focus more on the management practices for the betterment of sustainability and check the implications of

management skill application while establishing and implementing the same. It is found in many cases that the management practices while planning or putting on a paper differ with while implementing because of dynamic nature of situations which should be expected beforehand and proactive measures such as alternative plans for every activity can be ascertained.

2. Proper communication among the different and related actors pertaining to a particular tourism place is to be effectively organized for the eradication of misfortunes which generally happen at several places.

3. Comfort levels of tourists are generally expected to be increased time to time with respect to the crowd management, facility management, time management, disaster management and crisis management which should more be a focal point for the sustainability.

4. The ideal combination of tourism place, revenue generation sources, service delivery and information processing is the key point for the development of any tourism industry. More emphasis on the suitability and implementation can bring the efficacious results. Manpower utility is one another emphasis for the effective use of employees, priests and guides who are found extremely skilled should be given training with update tools and techniques.

References

1. Alteljevic J (2009). Tourism entrepreneurship and regional development: example from New Zealand. *Int. J. Entrep. Behav. Res.*, 15(3): 282-308.

2. Bennett JA, (1995). *Managing tourism services*. Pretoria, RSA: Van Schaik Publishers, p. 107.

3. Bennett JA, Strydom JW (2001). *Introduction to travel and tourism marketing*. Lansdowne, RSA: Juta, p. 416.

4. Cant MC, Strydom JW, Jooste CJ, Du Plessis PJ (2006). *Marketing Management*. 5th ed. Cape Town, RSA: Juta. p. 596.

5. Dacko SG (2006). Narrowing the skills gap for marketers of the future. *Mark. Intell. Plann.* 24(3): 283-295.

6. Davis R, Miscra S, Auken SV (2002). A gap analysis approach to marketing curriculum assessment: a study of skills and knowledge. *J. Mark. Educ.*, 24(3): 218-224.

7. De Beer AA, Kritzinger AAC, Venter CH, Steyn JMC, Labuschagne M, Ferreira EJ, Groenewald D, Stapelberg JE (2002). *Management for entrepreneurs*. Lansdowne, RSA: Juta, p. 549

8. Duke CR (2002). Learning outcomes comparing student perceptions of skill level and importance. *J. Mark. Educ.*, 24(3): 203-217.

9. Elliott R, Boshoff C (2005). The influence of organizational factors in small tourism businesses on the success of Internet marketing. *Manag. Dyn.*, 14(3): 44-58.

10. Floyd CJ, Gordon ME (1998). What skills are most important? A comparison of employer, student and staff perceptions. *J. Mark. Educ.*, 20(2): 103-109.

11. Gilmore A, Carson D (1996). Management competences for services marketing. *J. Serv. Mark.*, 10(3): 39-57.

12. Gray BJ, Grundvag Ottessen G, Bell J, Chapman C, Whitten J (2007). What are the essential capabilities of marketers? A comparative

study of managers', academics' and students' perceptions. *Mark. Intell. Plann.*, 25(3): 271-295.

13.Philip. Kotler (2000). *Marketing Management Millennium Edition*, Prentice Hall, Inc

14.Richards, G. and Hall, D. (2006). The community: A sustainable concept in tourism development? in G. Richards and D. Hall (Eds.), *Tourism and Sustainable CommunityDevelopment*, London: Routledge, 1–13.

15.Stynes, D.J. and Propst, D.B. (1992). A system for estimating local economic impacts of recreation and tourism. In *measuring tourism impacts at the community level*. S. Reiling (Ed).