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RESEARCH ARTICLE

A STUDY OF EXTENDED P'S (PEOPLE, PROCESS AND PHYSICAL EVIDENCE) OF MARKETING MIX IN WILDLIFE TOURISM WITH SPECIAL REFERENCE TO KANHA NATIONAL PARK

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ABSTRACT

India has been the country which renowned for many things and wildlife tourism is one of the areas where India can be proud of. Wildlife tourism is more than travel to enjoy and appreciate wildlife. It is acknowledged that the wildlife tourism have the potential to generate high level of demand from the domestic and international market. Keeping this in view Indian government has undertaken many initiatives to develop and cater awesome services related to wildlife tourism to satisfy domestic and international customers. Satisfying customer is one of the big challenges and to face the challenge it is very vital to understand the influencing factor of customer satisfaction. In this paper we would try to focus on such factor that influences customer satisfaction in the field of wildlife tourism.

Key words: Tourism, Satisfaction, Challenge, Influencing, Wildlife, Demand, Government.

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INTRODUCTION

Wildlife Tourism: An Introduction

Wildlife

Includes all non-domesticated plants, animals and other organism, domesticating wild plant and animal species for human benefit has occurred many times all over the planet, and has major impact on the environment. According to Kutay, 1993. "Wildlife tourism is more than travel to enjoy or appreciate wildlife; it also includes contributions to conservation and community projects in developing countries, and environmental educations and awareness through the establishment of codes of conduct for wildlife tourists as well as the various components of the travel industry".

National Parks and Wildlife Sanctuaries in Madhya Pradesh

Madhya Pradesh is the second largest Indian state in size with an area of 308,000 sq. Kms. Madhya Pradesh is called the heart of India, not only because of its location in the center of the country, but also because it has been home to the cultural heritage of India. One of the best things about Madhya Pradesh is its accessibility.

It is equally close to the major tourist destinations in the north, south, east and west. Madhya Pradesh is endowed with rich and diverse forest resources. The forest area of the state is 95,221 km². Madhya Pradesh occupies perhaps the oldest part of the subcontinent called the *Gondwana* - the home of the *Gonds*. Madhya Pradesh is a state that is brimming with such places that are stunning but not renowned. The rural destinations in Madhya Pradesh form a big part of tourism in the state and these are surely the beats in this heart of India. The rural parts of Madhya Pradesh are still inhabited by the tribal's. Madhya Pradesh has magnificent historical buildings, varied wildlife, and tribal lifestyle. Wildlife is without doubt, the greatest. With National Parks like Bandhavgarh and Kanha, no other state comes close to the variety and vastness of wildlife of Madhya Pradesh. These National Parks have become synonymous with tigers. The state of Madhya Pradesh is an absolute pleasure for wildlife and history lovers.

As we all knows that today tourism is becoming one of the most important activities in the lives of people as people are traveling from one place to another for the fulfillment of their desires and wants. Detailed research regarding marketing services in Indian tourism market is presented and after research was carried out for Indian market to know the effectiveness of marketing techniques in wooing the consumers from other countries it has been seen observed that few marketing techniques may bring the revolution in the field of wildlife tourism. In this paper we would know about the traditional marketing tools along with the extended marketing mix.

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Literature Review

Understanding Wildlife Tourism Markets (Gianna Moscardo and Rebecca Saltzer)

Understanding quality in wildlife tourism experiences Manfredo (2002) argues that a major principle for public-sector wildlife conservation managers is 'to provide a range of quality recreation opportunities that meet the diverse demands of the public'. Quality is a theme that can be found running through much of the tourism and general management literature. Omachonu and Ross define total quality management (TQM) as 'the integration of all functions and processes within an organization in order to achieve continuous improvement of the quality of goods and services'. Three basic principles or features of TQM can be identified. The first is that quality is defined as 'fitness for use' as perceived by the users of the product or service. In other words quality can be measured by how well a service or product meets the needs and expectations of the users. Thus users are central to the process of management and an important aspect of management practice is having an understanding of the variety of Understanding Wildlife Tourism Markets 169 users for a particular product or service. The second basic principle is that TQM depends upon effective design and strategic planning (Saylor, 1992; Juran and Gryna 1993; Omachonu and Ross 1994). The third principle is the importance of measurement including both evaluation and ongoing monitoring of performance. Characteristics of wildlife tourism markets In addition to more accurate estimates of levels of overall demand for wildlife viewing activities, it is necessary to measure and profile different market segments or types of visitor. Duffus and Dearden (1990), point out that 'tourists cannot be considered a homogeneous population; even tourists that may primarily be motivated by the same stimulus, such as wildlife viewing'. Despite these calls in the academic literature there has been little in the way of research into even the most basic characteristics of visitors to specific wildlife activities or attractions.

Wildlife Tourism: A Strategic Destination Analysis (Karen Higginbottom and Noel Scott), A holistic perspective on wildlife tourism

Wildlife watching, viewing wildlife in captivity, hunting and fishing are all important recreational activities that do not necessarily involve the commercial tourism industry. In a non-tourism context the aim of planning and management is usually to provide quality visitor experiences and to manage the wildlife sustainably, and sometimes to provide appropriate education. When commercial tourism is superimposed on this situation, these issues are still important, but financial viability of tourism-related businesses becomes critical, and impacts on host communities (positive or negative) may also become more significant. This book has drawn on a range of disciplines and perspectives to reflect this holistic approach. These disciplines have included wildlife ecology, biogeography and management, tourism and business management, recreation management, anthropology, psychology and economics. Much of the content of this book has drawn on the literature relating to wildlife related recreation, and in some cases on recreation management in general. This is due to there often being more experience and information available on recreational than tourism aspects (as in North American wildlife watching) and because in any case many of the issues are the same for

wildlife-related recreation and wildlife tourism. Wildlife Tourism: Impacts, Management and Planning 254 Similarly, some lessons relating to the management of wildlife for wildlife tourism can be extrapolated from knowledge of general human impacts on wildlife and natural resource management. Again, this is often necessary because there is very little literature focusing specifically on management of impacts of wildlife-tourism on wildlife.

Need for strategic planning of wildlife tourism

Wildlife tourism comprises a very diverse range of product and many of these incorporate non-wildlife tourism elements in the experiences they provide to customers, there are many issues that are specific to wildlife tourism and that apply widely to its various forms. The diversity of products, issues and stakeholders involved has however meant that there has generally been little attempt to analyze these issues strategically and in a coordinated way across this diversity. If Triple Bottom Line sustainability of wildlife tourism is to be enhanced, and net benefits to stakeholders are to be increased, then we suggest there is a need for coordinated approaches that analyze the issues in a strategic way and facilitate future planning.

The literature on strategic planning provides guidance for such an approach. Strategic planning and management involves 'formulating, implementing and evaluating cross-functional decisions that enable an organisation to achieve its objective' (David, 1995). Thus strategic planning is integrative across different parts of an organisation or, in the context of wildlife tourism, across organisations with different functions. It also involves development of a longer-term vision as to what is to be achieved by these integrated planning operations and resulting decisions. The earlier chapters have illustrated the current fragmented nature of relations between the many organisations, both commercial and non-commercial, that are involved in wildlife tourism. These include principally tourism operators, members of the travel trade, various tourism-related associations, government wildlife or protected area management agencies, government tourism agencies and conservation NGOs. Generally, developing a coordinated and strategic approach requires some mechanism for encouraging communication between stakeholder organisations, consideration of diverse perspectives and joint action on issues.

Conceptualizing an Optimal Marketing Mix for Tourism (Alan Pomeroy University of Wollongong)

The notion of the marketing mix is attributable to Neil Borden, who in his address to the American Marketing Association (AMA) in 1953, drew on James Culliton's earlier idea of the business executive's role in combining different ingredients (Van Waterschoot and van den Bulte, 1992). Borden proposed six ingredients, but it was the four ingredients of product, price, promotion, and place (the FourPs), advanced by McCarthy (1960), that have proven resilient with marketers over the decades. This simple framework was considered suitable for the product, and later sales, market orientations that characterized post-war United States economic development, but recent changes in definitional direction (e.g., AMA, 2007; UN, 2008), suggest that time and place are very different to now. To address the unique characteristics of services, when compared to more tangible, standardised,

storable manufactured goods, the mnemonic approach of the Four Ps was continued in an expanded services marketing mix, consisting of seven Ps (Booms and Bitner, 1981). Various marketing mixes have been proposed for tourism, but before looking at these it is necessary to look closer at the services mix, as tourism typically consists of a product/service mix of tangible (e.g., meals, accommodation, transportation carriers, and physical sites) and intangible components (e.g., service personnel, events, and experiences). Recognizing the uniqueness of services, Booms and Bitner (1981) developed three additional Ps to add to the traditional four; Participants, Physical evidence, and Process. Participants includes “all human actors who play a part in service delivery and thus influence the buyer’s perceptions: namely the firm’s personnel, the customer, and other customers in the service environment” (Zeithaml, Bitner, and Gremler, 2006, p. 26), highlighting the role of human resource management and the notion of the customer mix as key ingredients in the service offering. While the term People is now more commonly used than Participants in Services Marketing literatures, we prefer to use Booms and Bitner’s (1981) original term here to avoid confusion with the use of People in the TBL framework. The concept of the customer mix is further addressed by Languard, Bateson, Lovelock, and Eglie’s (1981) Servuction Model.

Sustainability Imperatives of People, Planet and Profit (Pomeroy, A., Johnson, L. and Noble, G). 2010

We contend that the sustainability imperatives of People, Planet and Profit, as described Elkington (1997), are often omitted from marketers’ thinking. If included at all in contemporary texts, these concepts are often segregated from the discussion of how the product offer might be constituted, or relegated to afterthought status in a concluding chapter. A recent analysis of marketing texts supports this assertion; Demoss and Nicholson (2005, p. 338) analyzed more than 20 current introductory marketing textbooks for guidance regarding environmentally sustainable practices across all elements of the marketing mix, and found only “limited, sporadic coverage of specific issues, with modest exposure to general environmental awareness”. Of the tourism textbooks we used to compare marketing mix approaches, only Shoemaker *et al.* (2007, p. 143, 145) make clear reference to the issue of environmental sustainability, but in a separate chapter from the marketing mix.

These authors note: “Environmental concerns such as waste disposal, recycling, and pollution are attracting attention not only from customers but from regulators as well. Cruise ships are no longer allowed to dump their wastes into the sea, and some even have biodegradable golf balls so that their customers can practice from an onboard driving range without polluting the sea. Golf courses are looking for new strains of grass to minimize the use of pesticides, and hotels are moving toward recycling of solid wastes, not to mention asking you to reuse your towel and sheets.” These authors also acknowledge: “Increasingly, the public expects the hospitality industry to incorporate ecological concerns into its decision making. Some companies have already started and have even found it profitable.

People

How does our (marketing mix element) demonstrate respect for the socio-cultural authenticity of host communities,

conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance?

Planet

How does our (marketing mix element) make optimal use of environmental resources, maintain essential ecological processes, and help to conserve natural heritage and biodiversity?

Marketing Mix Decision in Tourism

The set of appropriate and well organized marketing tools that the firm combines to make the respond which is wanted in the market and targeted with a marketing goal. The based on fact an inter-organizational form is clearly the scope to which it delivers two-way advantage and meets the objectives set for it. In spite of considerable discuss in the area of service marketing as to the application and value of the seven P’s framework, As usual the marketing mix contains of the entire obsession that the company can do to profit and manipulate to specify result for its product. The many possibilities can be collected in to 7 groups of variables known as “7 P’s”.

It has proposed that instead of talking ‘goods’ and of ‘service’ it is better to talk of ‘tangibles’ and ‘intangible’. But later on both of them core of the related matters are almost came same. The product marketing mix consists of the 4 P’s which are Product, Pricing, Promotions and Placement. These are discussed in my article on product marketing mix – the 4 P’s. The extended service marketing mix places 3 further P’s which include People, Process and Physical evidence. All of these factors are necessary for optimum service delivery. Let us discuss the same in further detail.



Product

Product means the good and services grouping the offers to the target market. Thus, a jungle safari consists of like one big forest where many different wildlife animals are available and protected, vehicle or an elephant for riding, security, a well trained guide, and full map of jungle, well-planned timing, and food as well as beverages services. It is very important for the company that their need to have ability to access the market and customers wants to understand of the product selling is customer oriented or not. If the time is not suitable for selling the goods it does not make sense much sale, which means the product that is suitable according to the place and the natural environment and seasoning time. Hence, need to aware about the right product at right time in right place of touring.



Price

Pricing in case of services is rather more difficult than in case of products. If you were a restaurant owner, you can price people only for the food you are serving. But then who will pay for the nice ambience you have built up for your customers? Thus these elements have to be taken into consideration while costing. Generally service pricing involves taking into consideration labor, material cost and overhead costs. By adding a profit mark up you get your final service pricing. Price is what the business charges for its tourism product as defined by the interacting forces of supply and demand.

At a practical level, tourism enterprises can determine their prices by analyzing

- The cost of running the business
- The willingness to pay by the demand
- The prices of the competition
- The commission to be provided to resellers

In tourism, two prices are often used

Rack rates, which are the prices published in promotional materials without discounts, and net prices (or net rates), which is the rack rate less the commission offered to resellers (tour operators or other intermediaries).

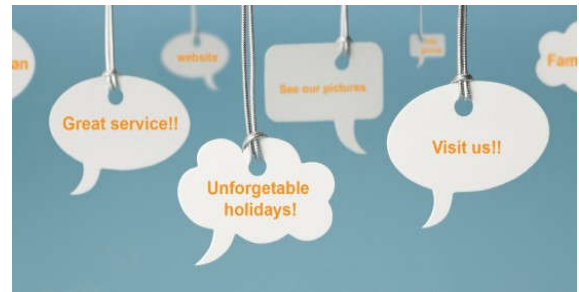
Place

It refers to providing the product at a place, which is convenient for consumers to access. In tourism, the product is not distributed to the client, but the clients travel to the product. Thus, unlike physical products, tourism distribution is more related to where you distribute the information about the service Infrastructural facilities, transport and communication is important for development of tourist centers. The site selected should have natural surroundings, increased accessibility and improved amenities. At the same time it is also important that the ecological balance is not disturbed.



Promotion

The promotion mix includes advertising, publicity, sales support and public relations. The purpose of promotion is to make available the information to the user. Advertising the sales promotion can be effective when supplemented by publicity and personal selling. Radio, TV, newspapers, cinema and printings are some of the important vehicles for traveling of messages. Effective slogans raise the effectiveness of advertisement. Another important component of the promotion mix is public relation. It helps in projecting the image of an organization. Public relation and publicity include regular articles and photographs of tour attraction, use of TV and travel journalists to promote editorial comment. Public relation officer plays an important role. He should be efficient, active, impressive, intelligent and well-behaved. Good image projection can be made if the PRO manages the affair like a professional. It is said that word of mouth is the best form of publicity. The word of mouth promotion is an important tool in tourism marketing.



People

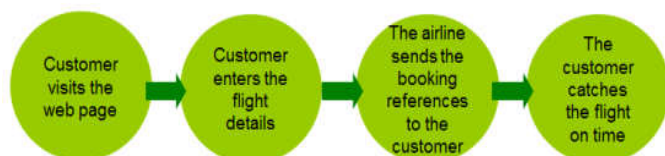
Any person coming into contact with customers can have an impact on overall satisfaction. In tourism, people are particularly important because, in the customer's eyes, they are generally inseparable from total service. In tourism, the human component is very important, so the attitude, skills and appearance of all people involved in the traveler's experience needs to be first class. Some ways in which people add value to an experience, as part of the marketing mix, are training and service. In tourism industry, if people are taking responsibility in tourism marketing, they must be able to frame out the work and hire the people to do the job. Each corporation wishes people that can offer responses to visitor's inquiries and provide them with the information they are looking for. It is also necessary to successfully pass it reverse to the administration. Finally, it is extremely significant to inquire if you cover the people to allocate information on the product, service, or business on blogs, forums, publication, promotional material, broad-sheet, article, events etc by redistribution about it.



Process

Process is the way of doing task with the best result. This is very important in the field of tourism marketing in various projects like planning, implementing, etc. It relates to the technique and procedure of providing a service and is therefore important to have systematic information on whether the services are useful to the consumers, if they are provided in instance, if the customers are informed in hand about the services and many such things. Process is one of the 'P's that is frequently overlooked. A customer trying to reach your company by phone is a vital source of income and returning value: but so often customers have to stay on hold for several minutes listening to a recorded message before they are able to get through many of these customers will give up, go elsewhere and tell their friend not to use the company-just because of the poor process that is in place. Even if they do get through, they will go away with a negative impression of the company. Customers are not interested in the detail of how your business runs.

What matters to them is that the system works. These types' issues or questioning make great influences in the process for how it has to be made. If tourism business offers services, the processes of the business can offer specific advantages. Processes should do more than just make life easier for the business – they must help customers get what they want. For instance, for booking a flight on the internet the process begins with the customer visiting an airline's website. The customer enters details of the flights and books them. The customer's ticket/booking references arrive by email (or, less and less, by post). The customer catches his flight on time and he arrives refreshed at his destination. The coming together of all the mentioned stages constitutes a marketing process.



Physical Evidence

The last element in the service marketing mix is a very important element. As said before, services are intangible in nature. However, to create a better customer experience tangible elements are also delivered with the service. Take an example of a restaurant which has only chairs and tables and good food, or a restaurant which has ambient lighting, along with good seating arrangement and this also serves good food. Which one will you prefer? The one with the nice ambience. That's Physical Evidence. Several times, physical evidence is used as a differentiator in service marketing. Makes the customers perceive how the services would be like. Unlike a physical product, a service cannot be experienced before it is delivered, which makes it intangible. This, therefore, means that potential customers could perceive greater risk when deciding whether or not to use a service. To reduce the feeling of risk, thus improving the chance for success, it is vital for potential customers to see what a product would be like. This is done by providing physical evidence – displayed in photographs (of your facilities, etc.) or testimonials (what tourists write about their own previous experience).



The Marketing Mix of services (adapted from Cooper, Flecher, Fyall, Gilbert and Winhill 2005)

Marketing Mix: Product, price, place, promotion, people, physical and process is evaluated through range, quality, level, brand name, service line, warranty and sales services.

Product	Price	Place	Promotion	People	Physical	Process
Range	Level	Location	Advertising	Personal: -training -discretion -commitment -incentives -appearance -interpersonal	Environment Furnishings Colour Layout Noise level	Policies
Quality	Discounts: Allowances Commissions	Accessibility	Personal selling	Other customers: -Behaviour -Degree of Customer-custo	Facilitating goods	Procedures
Level	Payment terms	Distribution: Channels	Sales promotions		Tangible clues	Mechanisation
Brand Name	Customer's perceived value	Distribution coverage	Publicity			Employee: Discretion
Service line	Quality/Price		Public			Customer
Warranty	Differentiation					Customer direction
After-sales services						Flow of activities

Need of Study: As the wildlife tourism market is a growing market in India and the challenges for service industry create the necessity for studying marketing strategies. The overall purpose of this study is to gain a better understanding of wildlife Tourism Extended Marketing Mix which is People, Process and Physical Evidence.

Objective

- Observation of extended 3P's (People, Process and Physical Evidence) functions in wildlife Destination (Kanha National park).
- Describe how 3P's of marketing mix (People, Process and Physical Evidence) influences the customer.
- Measuring the customer satisfaction level considering the impact of 3P's of marketing mix (People, Process and Physical Evidence).

MATERIALS AND METHODS

For a research work, the methodology plays a vital role. This is because the methodology used goes a long way in determining the success or failure of a research undertaking (Strauss and Corbin 1990). Any research methodology used must be able to meet certain goals. Firstly, any research methodology used must help in achievement of the objectives of the study- (Strauss and Corbin 1990).

Secondly, the research methodology must deliver accurate data and, by extension, accurate results-(Strauss and Corbin 1990).

Hence the following principles should be used to choose a good research methodology

- The research methodology must match with the overall spirit of the study.
- The research methodology must deliver the accurate results.
- The research methodology must boost the realisation of the objectives of the study.
- The research methodology is workable and efficient in terms of meeting the objectives of the study.

Collection of data

Primary Research: The data is been collected through primary sources like resorts, local vendors, park management of Kanha national park also interviewing with the customers and through some personal guidance of people working in the organizations. Similarities and differences between experts will be identified.

Secondary Research: The project will used secondary data. Secondary data is data sourced from primary sources and then amalgamated to produce reliable research opinions based on research done by other researchers. However, key aspects will be used when using secondary data to ensure the credibility of the final product. However data will be sourced from internal as well as external sources.

Following are certain measures to be followed for the data used and to form credible opinion out the data

- Research will include data which is sourced from reliable sources such as peer reviewed journals, books of respected authors and from internet.
- Extensive research will be undertaken to ensure that the scope of the project resonates well with the objectives of the study.
- I will intentionally avoid data that has been generated without any empirical research being undertaken.
- Regular consultations with the project supervisor will ensure that misleading information is removed out.

Research design: The research will be designed in such a way to achieve the said objectives, so the information will disseminated will be of descriptive and exploratory in nature.

Hypothesis: A hypothesis is a conjectural statement of the relation between two or more variables". (Kerlinger, 1956)
"Hypothesis is a formal statement that presents the expected relationship between an independent and dependent variable. (Creswell, 1994)

Nature of hypothesis

- It can be tested- Verifiable or falsifiable
- Hypotheses are not moral or ethical question
- It is neither too specific not to general
- It is a prediction of consequences
- It is considered valuable event if proven false

Types of Hypotheses

Null Hypotheses (H0 or Hn)

The null hypothesis represents a theory that has been put forward, either because it is believed to be true or because it is to be used as basis for argument, but has not been proved.

- H0: The 3P's (People, Process and Physical evidence) does influence customer satisfaction
- H0: There is a vital functionality of 3P's (People, Process and Physical evidence) in wildlife tourism.
- H0: Measuring the customer satisfaction level considering the impact of 3P's of marketing mix (People, Process and Physical Evidence) is feasible.

Alternative Hypotheses (H1 or Ha)

The alternative hypothesis is a statement of what a hypothesis test is set up to establish.

- H1: The 3P's (People, Process and Physical evidence) does not influence customer satisfaction
- H2: There is no vital functionality of 3P's (People, Process and Physical evidence) in wildlife tourism.
- H3: Measuring the customer satisfaction level considering the impact of 3P's of marketing mix (People, Process and Physical Evidence) is not feasible.

Suggestion

Wildlife Tourism is the most visible management activity in the well known protected areas. People visit protected areas to see wild animals and to enjoy the natural beauty of the forests, rivers and mountains. Tourism in the protected areas in MP has been rapidly growing. It is important for any organization to create and implement marketing strategy to gain competitive advantages. In wildlife tourism good quality service play the vital role to achieve organizational objective and marketing manager need to understand the role of marketing mix which helps to achieve individual and shared goal. In this competitive era one must understand the uses and role of not only the four basic P's of marketing but the extended P's too. All of these factors are necessary for optimum service delivery. In wildlife tourism customer satisfaction is depend on the overall service offered and It has been seen that there is a big gap between the promised offering and final delivery of the offering due to leakage in service mix functionality which leads to the customer dissatisfaction. 4 P's of marketing (Product, Price, Place, and Promotion) strengthen the marketing frame to compete but extended service marketing mix (People, Process, and Physical Evidence) are the drivers to earn loyal customer.

Conclusion

The Indian government has undertaken many initiatives to develop and market awesome destinations in India for tourism to the public at large and to the international tourists. It has tried to develop and upgrade the tourist destinations by developing the infrastructural facilities in the area as well as involving active participation of the local community and the local resources. This has led to the sustainable development of the destinations for tourism. Apart from this, the government is trying to promote and initiate public-private partnerships in

