

IGNORANCE OF DOMESTIC TOURISM PROMOTION BY TRAVEL AGENCIES

Herath H.M.N.S

University of Kelaniya

nimashasewwandiherath@gmail.com

ABSTRACT

This fabrication on the non-promotion of the Domestic Tourism industry results in the procedures in place to achieve the intended objectives. Twenty travel agencies have promoted a trivial narrative through the use of newspapers, books, articles, magazines, and websites. These analysis methods used to promote the domestic tourism industry have identified the opportunities in the domestic tourism industry, the opportunities, what weaknesses, threats, and what potentials are involved in the SWOT analysis. Here, attention is drawn on how the travel agencies have evaded the promotion of the domestic tours, and attention has been drawn in this regard on measures to be taken. In this research you can get a brief overview of how the sample is used to solve the problem, describing the methodology and how to analyze the data. This data was analyzed using quantitative and qualitative data. Using modern data analysis method, the research was carried out using both primary and secondary information. SPASS 22 and SWOT ANALYSIS have been used with modern methods of analysis.

Keywords: Domestic Tourism, Promotion, Travel Agencies

Introduction

"Travel for leisure" is becoming the main part of the Humans' life thus the attention for the promotion of tourism has been increased all over the world. In Sri Lanka, domestic tourism has been in existence for centuries and has been closely associated with religious sites, events and activities. Domestic tourism is part of a major culture.

The main objectives of the research are developed to identify the followings. First one is to understand the attitude of Travel Agents regarding Domestic Tourism. The journey is one of our experiences in our lives. Whenever we travel on certain factors, we constantly recognize the importance of making important decisions for the quality of our journey. It is transported to a traveler's travel photo tour and travel agents in Sri Lanka. Another one is to identify the degree of Domestic Tourism promotion done by the Travel Agencies and to identify the perception of travel agents on the barriers of promoting domestic tourism.

Sri Lanka is the pearl of Indian Ocean has a great potential for both the international as well as the domestic tourism. Here the travel agents play a significant role in the process of promoting tourism products. They are considering as the hub of the tourism industry that connects both the suppliers & the buyers together and makes the transactions more convenient and effective. Nevertheless, the travel agents pay their attention highly on promoting International tourism and less attention on Domestic tourism. But in Sri Lanka, there are huge potentials to promote domestic tourism rather than the international tourism. Though there are a huge market and potentials, why the promotion of domestic tourism has been ignored by the travel agencies is a problem to investigate in order to achieve advantages of domestic tourism. The study will contribute to understanding the underline reasons and will be provided recommendations in order to get the support of travel agents to promote domestic tourism. There are large numbers of travel agencies in Sri Lanka, which have great potentials to promote their businesses in the local market as well. Nevertheless, the problem is the travel agencies do not promote their products to the local clients. Thus, the investigation of the problem is very important for the tourism industry in Sri Lanka, especially travel agents to improve their market share, local government to implement strategies to motivate local travel agencies to promote domestic tourism, and achieve high economic development, for the body of knowledge as researchers and the students to use for their studies.

The Study will take qualitative case study approach and the data will be collected by conducting the semi-structured interview with the local travel agents.

Literature review

Domestic tourism

The importance of local tourist in the economic and social context is reflected in the Manila declaration report of the world tourism conference. Relevant quotations from the publication are as follows. SLTDA in their official site as per the definition formulated by The WTO the World Tourism Organization, defined domestic tourist as, "A Domestic Traveller is any person residing in a country who travels to a place within the country, outside his or her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited". Domestic tourism occurs when the residents of a country travel within their own country. They can travel locally, provincially or nationally, with the intention to visit tourism destinations or friends and family. The visit should have an economic impact on the place visited (Elliott, 1997: 34).

Marshall (2006) describes domestic tourism as a situation where by a person residing in a country, travels to a place within the country outside his/ her usual environment for a period not exceeding 12 months. Domestic tourism may be defined as travel by inhabitants of a country visiting places within their own country. For example, they travel from one area or province to another area or province (Saayman, 1997:445). Domestic tourism has therefore been downplayed, and even ignored, in favor of potential international arrivals (Anon 1993, quotation: Saayman, 1997:444)).

Travel agencies

The travel agency is a service provider to the travellers. According to the SLTDA official sight, "A travel agency is a retail business, that sells travel related products and services, particularly package tours to customers, on behalf of suppliers, such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and tour". Tourism is what is economically viable and integral to achieve the satisfactory and regular purchase and sale of human rights and blessings.

as a service industry. A service provided for travelers, travel, travel and tourism. People around the age group have created the morale of people. During the recent visit, the tour did not exist. Their motive was not to spend their holidays on a daily basis because they did not go for fun. When people learned to distinguish between work and relaxation, tourism began. The tourism industry started trading as business establishments for tourism related services, and the tourism industry was refreshed ("using SLTDA,"2017).

Potential for Domestic tourism in world

In 2014, the Philippines had an average of 4.83 million international tourists. In the same year, 54.6million domestic tourists arrived in the country. According to a study conducted by the Philippine Statistical Authority, the total cost of travel for overseas tourists as well as foreign dependent foreigners is \$ 276 billion. .The same year the cost of domestic tourists was \$ 1.47 trillion, and it has risen to 24 per trillion in 2013 from 18 trillion. The tourism industry's local tourist arrivals have increased their expenditure to \$ 1.77 trillion in 2015, an increase of 26% over the year. The number of tourists from the world has increased by 10.7 percent, while foreign tourists have spent 306.6 billion rupees. Domestic booms affect not only the gross domestic product of the economy (GDP) but also the rural provinces. In the past, the development of Metro Manila and the cities of the upper urbanized world have always been concentrated. More recently, other cities and towns that attract tourists outside cities are often celebrated. (Business Mirror, 07-18-2016).

In order to become more competitive, we need local tourism. As they look at 2025, a growing economy New Zealand has increased its money and the time for traveling. The most competitive products and promotion will encourage new comers New Zealand travel inland. Domestic tourism industry is an important part of the solution for seasonal development and local distribution. According to the New Zealand project team Report 2025, the number of new tourists to New Zealand will be \$ 20.6 million in 2025 and \$ 19.1 billion will be received from international travelers (Tourism 2025 project team Report, p.13).Domestic travel spending generated 78.4% of direct Travel & Tourism GDP in 2016 compared with 21.6% for visitor exports (travel and tourism economic impact America, 2017, p.6). "Domestic travel spending generated 63.7% of direct Travel & Tourism GDP in 2016 compared with 36.3% for visitor exports (foreign visitor spending or international tourism receipts).Domestic

travel spending is expected to grow by 2. 8% in 2017 to USD73.3bn, and rise by 3.6% to USD104.4bn in 2027". (Travel and tourism economic impact Africa, 2017:6).

Potential for Domestic tourism in Sri Lanka

Domestic demand in registered tourist hotel increased more than fivefold from 1982 to 1991, when it totaled 363,624 guest nights .the major location for domestic demand was Colombo city, which includes business demand. The coastal areas of the west and south coast, kandy , the other ancient cities and the hill country all attracted significant demand . Domestic demand for registered accommodation increased almost four fold from 1983 to 130,096 bed nights in 1991, when domestic residents generated more bed nights for this sector than foreign tourists. Aggregating registered hotel and supplementary accommodation, domestic bed nights increase almost five fold from 1982 to 1991, when they accounted for 16.2% of total demand (tourism master plan, 1993: 53). The economic, social and cultural benefits of local tourists are listed in a variety of academic and official documents. Domestic tourist is interested in travelling to their own country. No passport and visa or other currency conversion is required to another country. On the other hand, although the DT industry is large, it gives more importance. The local tourism industry of Sri Lanka is heavily associated with the religious and cultural festivities of Sri Lanka. (Rathnapala, 1999:24-25)

Table 1– domestic visitors in Sri Lanka: gross estimate (2003-2006)

	2003 percentage		2004 percentage		2005 percentage		2006 percentage	
Visitor in formal sector (1000s)	1327	28.1	1381	31.7	1292	29.2	1302	28.2
Visitor in informal sector (1000s)	3391	71.9	2970	68.3	3113	70.8	3312	71.8
Teal domestic visitors	4718	100	4351	100	4410	100	4614	100

Table 1 presents estimation of domestic visitor's number in Sri Lanka for the period of 2003 to 2006. According to table domestic visitor numbers in the formal sector have shown a fluctuation during the period, although the magnitude is marginal overall the formal sector accounts for little less than one third of the total domestic tourism sector. Even though the formal sector is relatively small compared to the informal sector it has a great potential in terms of its economic contribution. Total domestic visitor numbers are far greater than those of international visitors in Sri Lanka.

Domestic tourism promotion

The value of the tourist goods is being promoted to communicate to selected market groups. Promotional plan is one of the subheadings of the general marketing plan and is an action program that can communicate the objectives of the marketing plan by communicating it. (Middleton, 2001, Geoffrey, 2001)

Promote the process designed to create awareness about potential tourists in the tourism industry presented them with the most attractive and innovative qualities. So it is usually associated with deployment and indicates communication, including advertising. (promotion and marketing in tourism,2012:15)

Domestic tourism facilities come under different authorities, including ministry of home affairs, Ceylon Hotel Corporation, government departments, CTB, commercial banks and philanthropists. There is little or no promotion undertaken by these authorities .A well-structured promotional programme is need. The development of domestic holidays and religious, cultural and educational travel is a community obligation.

Methodologies

The research conduct to identify the underline reasons that have affected the travel agents in Sri Lanka not to promote Domestic tourism. Thus the research sites decide based on the listed travel agencies in Sri Lanka. Twenty travel agencies select to collect primary data.

The data that the researcher collected for the first time is considered as the primary data. Here the primary data was information gathered from the interviews with the travel agents and the information gathered from the indirect observations by the researcher.

The data that are already collected & available, published and unpublished sources information was used by the researcher that was supportive of the primary data analysis and discussion. Sources of secondary data were websites internet, annual reports, & databases of the travel agencies.

The data collected using SPSS 22 and EXCEL in modern word analysis was used and the SWOT Analysis was also used for analysis. These analysis methods used to promote the domestic tourism industry have identified the opportunities in the domestic tourism industry, the opportunities, what weaknesses, threats, and what potentials are involved in the swat analysis.

Finding and discussion

As the study includes a multitude of different evidence from different sources, the analysis of the interview data followed a simplified version of the general steps of qualitative data analysis described by Creswell (2009). In this research given to the questionnaire 20 travel agencies. SPSS 22 software was used for quantitative data processing in the research .it was employed strong, category and tabulation data which is collected by questionnaire survey. Data and information that was collected by using qualitative tools such as interview processed by using Microsoft word software. Impact of domestic tourism ignorance in Sri Lanka, Reduce the impacts on the domestic tourism industry and what are the attitudes about the domestic tourism are analyzing.

General Information

The research was carried out in 20 randomly selected locations out of the travel agencies in this research thesis to explore why travel agencies ignorance to promote the domestic tourism industry. According to the study, among the data contributors among the selected travel agencies, when examining the ownership of the database, 11 are under the director's control travel agencies of the table, 5 by the director board and 4 by the chain. If it is a percentage, 55% are directors, 25% under director board, and 4% are chain travel agencies. Accordingly, while focusing on the ownership of travel agencies, the number of travel agencies under the director is 55%.it is higher than other travel agencies. In addition, there are 25% travel agencies under the board of directors.

Table 2 Ownership

Ownership	Frequency	Percent
Director	11	55%
Board of director	5	25%
Chain	4	4%
total	20	100%

Tourism involvement

Look at the questionnaire understand ignorance in the domestic tourism sector and it makes a negative impact for Sri Lanka. According to the table, no 2 displays Sri Lankan domestic tourism industry has been falling down. Sri Lankan travel agencies are not participate Domestic tourism, international tourism, and outbound tourism. thirteenth of travel agencies participated the three kinds of these tourism sectors but seven travel agencies were not provided to these three type of tourism package for the traveler. according to the data providers, 65% travel agencies were involved domestic, international and outbound tourism sector but 35% travel agencies were not involved these tree tourism sectors.

Table no 2 Tourism involvements

	Frequency	Percent
Yes	13	65%
No	7	35%
Total	20	100%

Source: Sample survey data

Reasons for the ignorance domestic tourism

Tables 3 that are not included in the three travel sections of the tourism sector, Domestic, foreign and international travel tournaments are explained in the table below. Of the 20 data providers, 8 have not participated in these three tourism sectors. Also, 12 people have not given any reason. Also, 8 data providers have reasons for not referring them to the three sections. Also, 12 people have not given any reason. The lack of facilities in Travel

Agencies and it is four of the total number of Travel Agencies. One of the travel agencies' has not contributed to the three tourism sectors because of social barriers. According to the contributors, one has stated that due attention has been paid to the various sectors of the tourism industry. Two travel agencies were not involved in domestic, international and outbound tourism sectors. This table shows that travel agencies are not affected by time, decreased attendance, lack of facilities and social constraints, and they have not paid attention to various aspects of the tourism industry. Most of them can decide on the reaction of the data subjects that do not pay attention to local, foreign and international travel methods. Two of the data providers have provided information to them as they have no time to promote the three tourism sectors. It is 10% of all data users. According to the 4 responses, the lack of facilities according to the results could not have contributed to the three categories of tourism.

Table no 3 reasons for the ignorance domestic tourism

Reasons	Frequency	Percent
no time	2	25%
lack of facilities	4	50%
social barriers	1	12.5%
lack of participation	1	12.5%
Total	12	100%

Source: Sample survey data

Steps to overcome the challenges

The domestic tourism industry has been the heavily negative impact in Sri Lanka. Data providers have been provided how to minimize it. According to the table 6, thirteen data providers have been provided data, and seven of them have been ignoring to provide the data. According to the data provided, 5 of them have been said that the tourist guide map should be given to the domestic tourists. It is also important to note that there is a need for the local people to be aware of programs related to the domestic industry. Additionally, two more packages are required for local tournaments. It is stated that there is a need to sell the domestic passenger packet to low cash. If this is stated as a percentage, 38.5% of guide maps should be created and 23.1% should be implemented, 15.4% should be created for domestic travel packages and 23.9% should be sold for domestic tourists.

Table no 4 steps to overcome the challenges

	Frequency	Percentage
Preparation of a tourist guide map for Domestic tourists	5	38.5%
Create programmes	3	23.1%
Tour package creation	2	15.4%
Low rate	3	23.1%
total	13	
Missing	20	100%

Source: Sample survey data

Promotional Tools

The worldwide fast growing travel industry is in the process of continuously stabilizing their promotional pool and propagation strategies to manage travel destinations.

Advertising

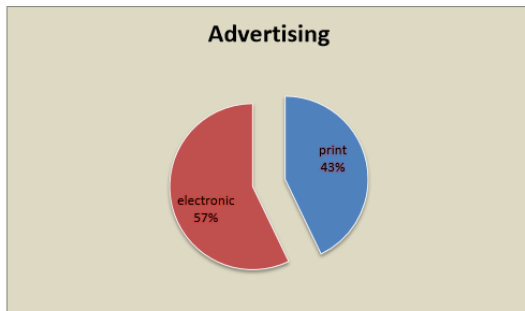


Figure1: Advertising
Source: Author (2017) Sample survey data

Advertising is a non-private type of advertising that is delivered through selected media. In most cases, the advertiser should be paid for the placement of the advertiser. Advertising is often considered a way of promoting media. One message can reach a large number.

According to figure 1, the subscribers promoted promotional methods to promote the domestic tourism industry. According to the responses received, this figure 1 will show how Advertising is mainly affecting the growth of the domestic tourism industry. Although 7 people said Advertising is good for domestic tourism promotion but, 13 data providers did not provide data. Three data providers said data to print media is good for DT to promoting and four data providers said electronic media is good for promoting DT. This percentage is 42.9% and 57.1% respectively (Figure 1).

Personal selling



Figure2: personal selling
Source: Author (2017) Sample survey data

Private Sales is a promotional technique used by one party (e.g., the seller) to build personal relationships with another party (eg, those involved in purchasing decision making). Out of the promotional strategies used to promote the domestic tourism industry, eight people are required to use personal sales. If it is a percentage, telephone calls by 75% and structured selling by 25%. It also has 6 telephone calls and 2 structured sales (Figure 2).

Publicity

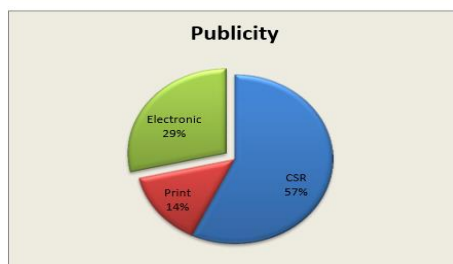


Figure3: publicity
Source: Author (2017) Sample survey data

Publicity has said that Publicity can promote the Domestic tourism industry. Accordingly, 4 CSR, one by print and two by electronic, can be promoted electronically through the system of domestic chat rooms. At the same time, this is 57%, 14.3%, and 28.6% respectively (Figure 3).

Sales promotion

Sales Promotion refers to the convincing members of the target market in order to respond to certain activities using specific actions such as the use of promotional methods. As a reward, the cost of the goods purchased by the trader (eg, the cheaper purchase price, the cash back) or the added value added items (eg, the same price). One of the data contributors is that Sales Promotion can promote the local travel industry. It has shown that 3 price cuts, 3 brochures and one can promote domestic tourism through special deals. It is 42.9%, 42.9% and 14.3% respectively.

Conclusions

Through the research study, the researcher tried to identify the underline reasons for the ignorance of domestic tourism promotion by the travel agencies in Sri Lanka and was able to identify the main reasons that had affected to the ignorance. The final results of the study insist the further research on the study area such as solutions or recommendations as the resulting tent to identify the reasons only. The study found out that though there are potentials to promote domestic tourism travel agencies pay low attention to the domestic tourism promotion. Thus the further research can be carried out to identify how to take the contribution of travel agents to promote domestic tourism and make domestic tourism more systematic. Furthermore, the ignorance of domestic tourism promotion is not only done by the travel agents. Other service providers such as hoteliers also ignore the promotion. Thus the study can be taken as guidance to carry out the broader research on domestic tourism promotion by tourism stakeholders in Sri Lanka.

References

Books

- Bhardwaj,D.S,Kandari,o.p.,Chaudhary.manjula.,&kamta.k.k.(2009).Domestic tourism in india .New Delhi:vedams e Books.
- Bhathiya, A.K. (1978) .Tourism in India. New Delhi: Sterling Publishers Pvt. Ltd.
- Bhatia,A.K.(2001).International Tourism Management . Delhi : sterling publishers private limited.
- C.R. Kothari. (2004). "Research Methodology Methods & Techniques", Second Edition, New Delhi: New Age International publisher
- Chattopadhyay, kunal. (1995).economic impact of tourism development. Delhi: kanishka publishers.

Research

- Abul, Hasan. Mohammad .(2015). Promotional Activities In The Strategic tourism development of Lapland.centria university(Unpublished).
- Mustafa,H.MARINA.(2011).Improving the contribution of domestic tourism to the economy of Jordan. Jordan: the Hashemite university.
- Pandey,niwas .ram.,chetri,pitambar., kunwar,raj,Ramesh., & ghimiri, govinda. (1995).case study on the effects of tourism on culture and environment. Bangkok: UNESCO principal regional office for Asia and the pacific.
- Sakellari,maria.(2011).International tourism, Domestic tourism and environment change:environmental education can find the balance :University of the Aegean.
- Shantha, M.S. (2000) .The Problems and Prospects of Domestic Tourism Sector in Sri Lanka. MA Thesis (Unpublished) Nugegoda: University of Sri Jayewardenepura.

E-Journal

- Bandara.R.I,silva. D.A.C.(2016)E-Tourism and roles of travel:A case study of promoting Japanese inbound tourism in sri lanka vol.1.[Retrieved Oct.02,2017 from.http://www.sell.ac.lk].
- Dayananda.K.C.,& Leelavathi .D.S.(2016). „Evolution of Tourism Policy in India“ IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 21, Issue11:[http://www.iosrjournals.org/iosrjhss/papers/Vol.%2021%20Issue12/.../E2112013743. pdf].