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SOCIAL MARKETING AND TOURISM

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ABSTRACT

We have a systemic view of social and economic development. All economic activities are socially embedded. The various actors are linked through a complex web of relationships. Local and regional resources need both be protected and used to foster sustainable socio-economic development. Sustainability and local value creation through more jobs and increased income considering the regional identity are at the core of our development approach.

Micro finance is considered as a viable tool for reaching to developing in this industry. It has accessed in all societies in developmental activities where hitherto over looked because of various reasons. This paper seeks to identify the role of micro finance in the changing tourism development scenario as it is considered as the one of the viable option for the inclusive growth. The investigation is to unravel tourism options in micro finance not only to the destination facilitation but travel enhancement among the low-income people through an exploratory study on tourism sector by citing the case studies from Iran . Even though both models of destination facilitation and travel enhancement found to be viable, destination facilitation model is more conducive to employment generation, gender development and inclusive growth.

To identify relevant projects and project documents, a search was made of relevant terms and phrases via electronic databases, which included Google, Google Scholar, the Mekong Tourism Coordinating Office website, , and the library portals consulting agencies as well as personal

correspondences with local tourism scholars and project organisations in order to obtain project documents that were not otherwise available. Audience research and segmentation. Should be Segmentation typically included activities tailored to specific ethnic minority groups, communities, or villages. Community needs assessment, training assessment, interviews, focus groups, or piloting of project interventions and used of the social marketing mix This mix included Product, Price, Place, and Promotion and might also include People and Policy.

Keywords: Social Marketing, Behavior Change, Tourism, Micro Financial, Development , Tourism Industry

INTRODUCTION

Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programs that are effective, efficient, equitable and sustainable.

Although "social marketing" is sometimes seen only as using standard commercial marketing practices to achieve non-commercial goals, this is an oversimplification. The primary aim of social marketing is "social good", while in "commercial marketing" the aim is primarily "financial". This does not mean that commercial marketers cannot contribute to achievement of social good.

Increasingly, social marketing is being described as having "two parents"—a "social

parent", including social science and social policy approaches, and a "marketing parent", including commercial and public sector marketing approaches.

Tourism is the short-term (usually less than 12 months) voluntary movement of people away from their home environment. Although often identified with leisure travel, tourism includes a wide range of short-term travel behavior for reasons including business, visiting friends and relations, religion, health and education. Tourism has grown rapidly since the 1950s to become one of the largest global economic sectors and a significant contributor to many national and regional economies.

Social marketing uses the benefits of doing social good to secure and maintain customer engagement. In social marketing the distinguishing feature is therefore its "primary focus on social good, and it is not a secondary

outcome. Not all public sector and not-for-profit marketing is social marketing.

Public sector bodies can use standard marketing approaches to improve the promotion of their relevant services and organizational aims. This can be very important but should not be confused with social marketing where the focus is on achieving specific behavioral goals with specific audiences in relation to topics relevant to social good (e.g., health, sustainability, recycling, etc.). For example, a 3-month marketing campaign to encourage people to get a H1N1 vaccine is more tactical in nature and should not be considered social marketing. A campaign that promotes and reminds people to get regular check-ups and all of their vaccinations when they're supposed to encourages a long-term behavior change that benefits society.

Social Marketing In Tourism

Tourism and Social Marketing to comprehensively detail the relevance of social marketing principles and practice to tourism, destination management and marketing. By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development, such as the environment, this paper provides significant insights into how the behaviours of visitors and businesses may be changed so as

to develop more sustainable forms of tourism and improve the quality of life of destination communities. It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and the promotion of ethical tourism and marketing. This innovative is comprehensive in scope by considering a variety of relevant fields relevant to tourism and social marketing practice including, health, non - profit organisations, governance, the politics of marketing and consumption, consumer advocacy and environmental and sustainable marketing. It integrates selected international cases studies to help to develop tourism industry engage with the broader debates in social marketing, governance and the politics of behaviour change and shows the relationship of theory to practice.

Social Marketing is the utilization of marketing principles and methods to encourage individual and organisational behaviour change for the public good. Traditionally the domain of government it is increasingly also utilised by non-government and non-profit organisations and other institutions of civil society as a non-regulatory means to achieve policy and public good goals. At a time when concerns over tourism's contribution to undesirable environmental, economic and social change is

greater than ever, social marketing strategies are important for encouraging more appropriate and desirable behaviours by tourists and the tourism industry.

Today tourism is called the cleanest, income making and occupation or job making industry in the world. Governments try to make use of this industry instead of paying attention to pollutant industries and exploitation of resources and mines of country for getting income. Investment areas in tourism, the sections such as health care centers (health tourism), commercial tourism, adventure tours, sport tours, museums and parks, progressing service and quality in hotels,

Educating or learning personnel working in tourism, camps and camps and caravans, buying centers, renewing airports and air navy, promotion and development of railroads and roads, generally includes provision, support and communication (Ashe, 2005).

Investment in tourism industry can have a profit twice time of oil reserves of country, such that after required investment and providing required infrastructures in addition to foreign incomes among all levels and different occupations or jobs, create 4-10 jobs per entered tourist which in economist computations, developing this trend by considering occupations or jobs in production

and service sections for every investor, 15-18 people work directly or indirectly. Investment in tourism section is a continuous cycle and chain which different governmental and nongovernmental sections must make it reach final result with common cooperation and coordination. Specialist studies of economists and tourist specialist of Iran show that for each tourist direct investment between 12-25 dollars are required which application of effective financial ability or capacity of nongovernmental or private section is considered as the most important means of this investment. Also specialists believe that each dollar of investment in tourism industry, 4000 dollars income will be invested in 20 years. Unfortunately Iran in spite of many tourist attractions is in grade 75th among 150 members of world tourism organizations which it indicates the lack of enough attention to four essential principles of tourism industry, structure, learning, culture and hygiene (www.CHN.Ir). The effect of investment in successful countries Tourism has become a main international industry and an important resource for income. According to statistics which has been done by world tourism organization in 2010, 1018millions people have travelled (Masoomi 2005 p 10) and also it is foreseen that the number of tourists will be increased to 1.6 Billiards

people and 2 Trillions dollars will be spent (**International tourism meeting lectures 2001 p 51**), so the policy of successful countries in tourism industry is that the government spends all capacities or abilities for making infrastructures and investing for providing possibilities and lets investments of other sections during tourism exchanges and for making new tourism services and products be spent, it is for this reason that the level of exploitation of investment increases in these countries rapidly (www.CHN.Ir).

No country is found that lacks required first capabilities for developing tourism, so every country can attract tourists by suitable investment in tourism field and increase the rate of economical growth and foreign income (**Kargar, 2007, p 142**). Governments need to strengthen capacities in making suitable policies and strategies of tourism development and progression including participation and encouragement of local people (**Movahhedi, 2007, p 58**). Tourist can make direct and indirect economical, social, cultural, environmental, and political profits and play a considerable role in national development. It is for those matters that different countries make effort for competition and trying for tourism development and attraction of more

international tourists (**Masoomi 2005, p 10**). Among Islamic

Social Marketing and Government

Therefore it seems that following cases will be considered by the government:

1. Promoting the participation of the residents in the tourism industry through education and advertising
2. Increase the participation of relevant institutions in promoting the industry
3. Monitoring the design, implementation and evaluation under guidance of experts to create employment and income
4. Participation of all sectors of the insurance in part private or public tourism industry.
5. Continuous monitoring of governing conditions on tourism section and effort for making consistency in tourism section.
6. Doing exact studied and recognizing investment opportunities in different places of country.
7. Presenting clear and exact information about general

governing conditions on tourism section of country.

8. Producing investment packages containing required information of certain projects for investment including geographical specifications, the state of infrastructures, market condition and economical evaluation.
9. Using governmental credits as a complementary private investment for making required infrastructures.
10. Trying for facilitating of getting required permission from authorities.
11. Facilitating giving bank loans with low interest rate.
12. Cooperating with investors in execution of investment and effort for decreasing marginal matters and official or formal involvements
13. Provide financial incentives to local people to cooperate with the government and protection of tourism resources.

The Iranian government has always emphasized on promoting equitable growth through finance.

Thus A well functioning government financial sector is one of the cornerstones of long-term economic growth in a national economy. government should In order to support and stimulate economic growth in an this industry , through financial intermediaries like commercial banks and savings, help to those are need in tourism industry. such as

- Savings mobilisation
- Provision of loans to stimulate and facilitate economic growth
- Management of risks
- Provision of information on investment opportunities in tourism industry
- Monitoring of borrowers
- Facilitation of exchange of goods and services in this industry

Specific Tourism In The Micro Finance

A large part of sustainable tourism is maximizing benefits for the community. This includes advancing social, economic, cultural, and environmental impacts while minimizing negative impacts. So real opportunity for local tourism entrepreneurs in developing countries to be a part of this industry. As of 2008, the World Bank estimated that there were approximately 80 million people in developing countries living on 12\$ a day or less. Interesting enough, many of these developing countries also represent popular

tourist destinations. How can Kiva play a more constructive role in helping micro financial through tourism? According to the UN World Tourism Organization (UNWTO) list, Iran is a country that consistently ranks top 147 in the number of tourist arrivals.

option under specific micro finance in tourism can be summarized as:

- Tourism enterprises formation
- Sale of local products
- Wages/ salary based option for employment
- Dividend from the enterprises
- Collective income from community enterprises or from other partnership micro financial:

Based Tourism and Social Marketing

A community by definition implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies. social marketing based tourism is tourism in which local residents (often rural, poor and economically marginalised) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole. social

marketing based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.

Five Aspects of based tourism Development and social marketing are following:

1- Economic

- Income from local production in tourism
- support of Diversified local economy
- Tourism stakeholders

2- Political

- active government participation (profit sharing)
- Development in response to the community needs
- Democratization

3- Environmental

- Natural resource management rights
- Environmental responsibility
- Natural resource conservation

4- Social

- People-centered development
- Social justice
- Satisfying quality of life

- Active community organizations

5- Cultural

- Formal and informal education
- Local culture passed on to the next generation
- Cultural preservation

To determine whether tourism-related development can be considered in social

marketing terms, it is important to identify what constitutes a social marketing interference And reason proposes a set of six benchmarks for labeling and evaluating social marketing interventions: voluntary behavior change, audience research, audience segmentation, use of social marketing mix, exchanges, and competition.

Table 1: Real GDP growth of tourism (international organization WTO)

Real GDP growth of tourism	2010(%)	2020(%)
Middle East	-1.0	2.5
World	5.0	4.4
Iran	9.3	8.3

Social Marketing and Government

The social market and social justice. It neither sees the market as a necessary evil nor as an end in itself but as a means to improve people’s lives. Two key principles underpin the social market approach on Iran:

- A positive preference for market mechanisms, while recognising that a truly pro-market approach is often not a free-market one; and
- A belief that a sustainable market economy on Iran and other country rests on social and political foundations that are widely regarded as fair.

Well-functioning markets distribute resources efficiently. But they are also a manifestation of personal freedom, with open exchange allowing people to express preferences, often

more effectively than they can through politics. The state must therefore protect the competitive environment from the dangers of both free-market and statist approaches: public or private monopoly, and government and market failure.

The state also has an essential role to play in promoting social justice, so that the market can work for everyone in society. A lack of social justice can lead to a sense of unfairness that erodes the legitimacy of the market economy and threatens its existence. In pursuit of social ends, government should use market mechanisms, where appropriate, to achieve the best outcomes.

CONCLUSION

As a result of the successful Microfinance in tourism industry, in many developing countries the financial sector is gradually

changing. Supervision policies are modernized to allow MFIs as well as banks to include poorer client segments. Commercial banks are increasingly convinced of the fact that engaging in microfinance is good business sense. Most of the tourism services at the level of a destination are delivered through micro- and small enterprises. Small businesses provide the crucial linkages between different components of the tourism value chain: local transportation, food and beverages, small-scale accommodation, shops and retail services etc. To analyze the complexity of business linkages and financial flows, it is helpful to use the following conceptual framework and apply this to the tourism sector.

In more developed tourism destinations (large tourism numbers and stabilized tourism demands), most tourism products and services are delivered through small tourism enterprises. Examples are diving schools, language schools, production companies of processed agricultural products like milk, cheese factories, lodges, small hotels, larger restaurants, recreation businesses, bus companies, tour operators, etc. At this level, enterprises might be specialising in some tourism services, products or specifically target segments of tourists markets. When successful, small enterprises will hire

employees, register their business, and invest in fixed assets like land and buildings. As a rule, these businesses are not owned by poor, who will mainly benefit from this segment of enterprises through labour work or delivering subcontracted services or products.

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