



DESTINATION BRANDING THROUGH WEDDING TOURISM

ASHWINI CHANDRASHEKHAR BAGALE, MRS SHILPA CLEMENT HATE BRANGER

Institute Sinhgad Institute Of Hotel Management And Catering Technology Lonavala

ABSTRACT

Wedding the travel industry, otherwise called goal the travel industry or marriage the travel industry, wherein the lady and husband to be travel to a tranquil goal, alongside visitors to trade promises, has moved from solidarity to more quality and has officially cut a specialty in the worldwide the travel industry. The International bodies, Government, environment players notwithstanding the end clients infer extensive advantage out of this game plan.

All inclusive, the industry has moved from solidarity to more quality and has possessed the capacity to accumulate significant income for itself. Warnings of best goals, do's and don'ts, tips from movement specialists appear to first light the skyline. In India, enough potential exists in greater part of the states for building up this specialty the travel industry, yet this is yet to come up as per its potential. An intensive examination of the essentials and mapping them back to the main the travel industry goals have been endeavoured in course of this whitepaper.

Keywords: Employment opportunities; Foreign versus domestic tourists; GDP; Tourism industry

INTRODUCTION

All through the world, the travel industry conveys cash to urban areas and nations. The travel industry additionally gives employments to the nearby inhabitants, further profiting the goal. India has understood the benefits accessible from this segment. On account of its developing economy and advancing itself as a socially rich and assorted country, India's travel industry presently brings billions of dollars into the economy every year. The development in the travel industry is because of the ascent in the landing of an ever increasing number of outside sightseers and the expansion in the quantity of household vacationers. Words are few to clarify the excellence of India. India is a nation with differentiated culture and customs. The common magnificence of India, celebrations, dresses, legacy locales of India are exceptionally well known among voyagers. These things captivate voyagers to come here. India has such a significant number of grand favors places like Kerala, Darjeeling, Goa, Kashmir, Shimla(I am simply having few names) and Manali. These spots are prevalent. These spots are prime fascination of explorers from over the world .There are additionally such huge numbers of different spots worth visiting ., like Delhi Kutub Minar/Agra Tajmahal/Hyderabad Charminar and Salarjung gallery/Chennai a city of expressive arts/Bangalore., Known as the Garden City for its lavish scene, lakes and mild atmosphere, it appropriately speaks to India's marriage of at various times,/kerala known as god's own nation/Kolkata was ostensibly second just to London in authoritative significance in the British Empire. Home of illuminating presences like Rabindranath Tagore, Amartya Sen, Mother Teresa, and Satyajit Ray, the city is regularly alluded to as the "social capital of India" and so on. The Government of India has built up the Ministry of Tourism so as to help Tourism in India. The Ministry of Tourism has embraced numerous ventures to



feature India as an ideal Tourist goal and make a guest inviting picture of the nation. The real advances taken by the Government were the Atithi Devo Bhavah Campaign which gave an across the board message of "respect your Guest as he is constantly comparable to God" and the Incredible India Campaign which was inconceivably fruitful in making a beautiful and a lovely picture of our nation as an ideal occasion goal. Dr. K. Chiranjeevi, Hon'ble Minister for State for Tourism (IC) propelled the Ministry of Tourism's Incredible India 2013 Calendar. The appealing Calendar depends on the subject "Find What You Seek" as a feature of Phase II of the Incredible India crusade, which was propelled amid World [1]. Travel Mart (WTM), London 2012. This was chiefly a direct result of broad Publicity Campaigns in which the IT business assumed a striking job.

METHODOLOGY

The present study is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.

LITERATURE REVIEW

1. WEDDING TOURISM

Weddings are unique occasions that mark an essential minute in individuals' lives (Dwyer et. al, 2005) which accumulates relatives to praise this unique event of the "to be hitched" couple. Customary weddings are costly as far as costs (Schumann and Amando, 2010) pushing individuals from costly weddings. Abroad wedding offer an option in contrast to costly customary weddings and is getting to be prevalent for those not willing to spend expansive aggregates of cash for their big day. The inclination for customary weddings is to generally go through on the gathering with included costs for the vacation. Abroad wedding, is a two of every one idea, where the couple spends so that they end up getting the wedding and the special night at nearly indistinguishable cost from the cost of a vacation as it were. Thus wedding travel is presently considered similar to an imperative piece of the travel industry due to financial changes of the advanced society with Bali, Seychelles, Maldives, Phuket, Mauritius and others as the most recommended fascinating wedding goals (Moirá, Mylonopoulos and Parthenis, 2011). Intriguing ceaselessly wedding and the bundles created for such items, are presently viewed as the most elegant method for making the wedding knowledge a wondrous one. Weddings require a wide range of administrations, however for the most part from the travel industry and friendliness segment. To make this extraordinary minute novel, each wedding ought to be distinctive with specific administration, visitors, timings, and areas (Shone and Parry, 2004). Occasion firms utilize substantial signals so they facilitate the vulnerability of customers by furnishing planned wedding couple with data, affirmation and confirmation of the administrations they offer; for instance, leaflets and site of wedding scenes (Kotler et al., 2006).

2. TOURIST TRAVEL MOTIVATORS

Travel Motivations, are those characteristic and extraneous variables that make a craving in a person to travel and pick a specific extraordinary goal (Yoon and Uysal, 2005; Swanson and Horridge, 2006; Correia, Oom do Valle and Moço; 2007). Individuals travel for the reason that they are pushed by mental and pulled by outer powers of the goal qualities (Dann, 1977; Crompton, 1979; March and Woodside, 2005). Travel inspirational components are



multidimensional since voyagers don't just look to fulfill just a single need however a few particular needs and needs at the same time (Mohammad and Som, 2010; Mills and Morrison, 1992; Pike, 2008). Substantial factors, for example, advertising efforts through pamphlets and visit administrators likewise trigger the longing to travel (Pearce, 1982; Woodside and Lysonski, 1990). Thus close to home intentions or alleged push thought processes and the qualities of the goal likewise alluded to as the force intentions decide an individual decision of goal.

a. PUSH FACTORS

Push factors are alluded to as the socio-mental necessities that brief an individual to venture out to a specific goal (Crompton, 1979; March and Woodside, 2005). A large portion of the push factors are those characteristic and immaterial components that push individuals to travel. These socio-mental thought processes would be connected to the longing to get away, rest and relaxations, experience, notoriety and social communication which additionally joins Maslow's (1943) pyramid of requirements where an individual has five components of practices, which contain to be specific the fundamental needs, wellbeing needs, social needs, regard and self-completion (Mayo and Jarvis, 1981). In fact Mauritius is viewed as one of the most secure goals to venture out to because of its political and financial steadiness (MTPA, 2014). Other inborn requirements that are fulfilled by the reality of voyaging are that of anomie and personality upgrade (Dann, 1977, Fodness, 1994). Oddity also has an incredible influence in movement choice as individuals are pulled in to what's happening and unique and look for into venturing out to new places or doing things any other way as a component of their longing to fulfill their socio-mental necessities (Yuann and McDonald, 1990). A component that push individuals to travel and that is significant to wedding the travel industry is the need to appear and exhibit Belongingness/love (Awaritefe, 2004). To exhibit this indication of love on account of wedding couples, they would for the most part pick goals where they would feel safe and provided food for, a goal where even they would discover likenesses in their own way of life (Burton, 1995). Accordingly, push factors will be factors that can make one need to venture out so as to fulfill one's needs.

b. PULL FACTORS

Draw factors are known as extraneous inspirations that have developed because of the appeal of the goal emerging from mass exposure or advancement or some other methods consequently giving a picture to that goal (Kassean and Gassita, 2013). On account of wedding the travel industry, the exoticism of the goal itself assumes a noteworthy job as draw factor (Weaver and Oppermann, 2000). This incorporate both unmistakable and impalpable components like shorelines, waterways, scene, biodiversity, the 3'S and others (Philips and House, 2009; Prayag and Ryan, 2011; Seebaluck, Naidoo and Munhurrin, 2013). Joined with the push factors, pull factors, for example, goal area and its traits will impact voyager's decision. Separation rot and goal average cost for basic items assume a job as far as relative expense of movement and the goal basic leadership procedure of the explorer (Weaver and Opperman, 2000; Lee, Guillet, Law, and Leung, 2012). Wedding occasions are exceedingly reliant on offices arrangement (Sirakaya et al., 1996) and are man-made force factors that will be determinant in the decision of Mauritius as "the" spot to get hitched. These offices go from wedding area, offices/luxuries, cost fulfillment, quality administrations and great convenience (Awaritefe, 2004) and ought to contain all the vital administrations and pleasantries required in order to fulfill the clients travel and wedding background, prompting an aggressive edge



for the goal. Shoppers' are additionally pulled by components, for example, goal advertising, marking and advancement which are integral assets to aggressive situating just as reacting to customer's needs and practices' (Baker and Cameron, 2008). As explorers have turned out to be more travel adroit, goal advertisers need to not just take a gander at the outward side of the goal yet additionally comprehend the natural factors that would lead vacationer to head out to that goal (Youell, 1998). Advancing wedding the travel industry is fundamental in expanding the interest for this sort of the travel industry. It conveys to potential guests about wedding the travel industry item and administrations offered by a goal alongside its most appealing and creative highlights (International Labor Office, 2012). The goal brand, a name, term, image, logo, word mark or other mix that both distinguishes and separates the goal (Ritchie and Ritchie, 1998) can likewise be utilized in affecting travel request. It additionally establishes the picture of joined administrations, encounters and products which are accessible to voyagers (Buhalis, 2000) and extraordinarily impacts a purchaser's choice as goal marking goes for fulfilling very of few of the inherent and extraneous needs. Along these lines, building up an advertising effort that would meet all the enthusiasm of the diverse partners associated with the procedure will effectively assist explorers with deciding on the decision of excursion and impact their purchasing choices. While, push factors are recognized as being inward powers or inherent wants that pushes one to travel, pull factors, then again, are generally about outer properties or other item choices that pull the people to certain goal.

FINDINGS AND DISCUSSION

In light of the point of this examination and the survey of the writing on the different force and push factors that impact travel choice, the accompanying segments talks about the discoveries of the investigation with respect to what is winning in recognizing Mauritius as "the" wedding goal.

Table 1: Mauritius Wedding Tourist Generating continents

	Frequency	Percent	Valid Percent	Cumulative Percent
Europe	42	25.3	25.3	25.3
India	52	31.3	31.3	56.6
Middle East	16	9.6	9.6	66.3
Asia	45	27.1	27.1	93.4
Others	11	6.6	6.6	100.0
Total	166	100.0	100.0	

1. Profile of the respondents:

The socioeconomics of the members empowers a superior comprehension of the kind of voyagers that are pulled in or would have been pulled in to Mauritius as a wedding goal. As found in table 1 above, a large portion of the respondents 31.3%, are from the Indian mainland pursued by Asia 27.1% and in third position, Mauritius' greatest occasion creating locale, Europe, which here just speaks to 25.3% of the respondents. With regards to separate, it isn't astonishing to discover India and Asia in survey position as they are just around a limit of 9 hours departure from Mauritius contrasted with Europe with at least 11 hours flight. What turns out from this information is that in spite of the writing (Weaver and Opperman,



2000), here it is seen that paying little mind to the average cost for basic items in the goal nation and the related obtaining power that the visitor can have there, individuals particularly from India who have less spending force in Mauritius are all things considered attracted to Mauritius as "the" goal to hold their wedding. This has been all around clarified through the subjective information accumulated whereby it was discovered that the MTPA has been forceful on the Indian and Chinese markets through various street shows and fairs. Mauritius needed to discover other potential vacationer producing nations to keep up the visitor entry numbers since that of Europe has been in steady decrease since the money related emergency of 2009, yet is as yet supported among European explorers as their most loved wedding goal. Aside from forceful advertising and advancement in India and Asia, Mauritius bears social connections (Pearce and Morrison, 1998) with the old mainland because of three certainties, in particular that Mauritius populace to a great extent comprises of individuals from Indian source, French being the first language and in conclusion the deposits of its colonization by the French and the English.

Table 2: Purpose of visit

		Frequency	Percent	Valid Percent	Cumulative Percent
	Wedding	26	15.7	15.7	15.7
Valid	Honeymoon	140	84.3	84.3	100.0
	Total	166	100.0	100.0	

Special night the travel industry is persevering and keeps on being a high return advertise for some travel industry goals particularly for Mauritius. As found in table 2 most of respondent (84.3%) came to Mauritius for vacation reason. While there is fuelling interest for Mauritius as special first night goal, love bird's couples greatest interest still is for shoreline based occasion goal, in spite of the separation voyaged (Lee, Guillet, Law and Leung, 2012), to commend the wedding life adding up to 15.7% of the respondents that came to Mauritius to get hitched (Breg, 2013). The figures demonstrate that Mauritius is by a wide margin favored by honeymooners, leaving opportunity to get better regarding picking Mauritius as "the" wedding goal.

2. Wedding travel motivation

Most of vacationers (34.6%) picked Mauritius as the wedding as it is an intriguing goal (Correia, Oom do Valle and Moço, 2007) which conveys everlasting recollections to the Wedding Experience (Table 3). In second position there is an equivalent rate between exceptional wedding offers/bundles and moderateness of the wedding setting (Weaver and Oppermann, 2000). 15.4% traveler's choice behind getting hitched depends on these two components. Most respondent views Mauritius as a moderate Wedding setting, in this way encouraging their choice to get married in sun and sand style. 11.5% finds that weddings in Mauritius are very much organized and that customized wedding matches with what the visitor anticipates from wedding facilitators (Sirakaya et al., 1996).

Table 3: Factors behind travel decision to tie the knot in Mauritius



		Frequency	Percent	Valid Percent	Cumulative Percent
	Ease of paper work from Civil Status Office	3	1.8	11.5	11.5
	Special Wedding Offer/Packages	4	2.4	15.4	26.9
	Good Wedding Coordination	3	1.8	11.5	38.5
Valid	Personalized and tailor-made Wedding	3	1.8	11.5	50.0
	Affordability of Wedding Venues	4	2.4	15.4	65.4
	Exoticism, Tropical Heat and Everlasting memories	9	5.4	34.6	100.0
	Total	26	15.7	100.0	
Missing	System	140	84.3		

Goal showcasing is vital for voyagers with a mean score of 4.2952, trailed by limited time factors with a mean score of 4.2892 as found in table 4 underneath. The primary characteristic best help crafted by Youell (1998). Goal advertising has been a fruitful device in focused situating and showcasing of Mauritius as "the" wedding goal. Goal marking is spoken to by a mean score of 4.1325 which is additionally among the real push factors impacting sightseers to get hitched in Mauritius as Mauritius brand name may be "Mauritius, it's a delight" (Buhalis, 2000). The most reduced mean (3.9337) got was the job of visit administrators and travel specialists who are not the fundamental variables inspiring visitors. Thus on account of Mauritius, as it has been uncovered above data about Mauritius accessible on the web is turning into a factor that is assuming a noteworthy job on purchaser choice and could later on repudiate the significance given to visit administrators as assuming a noteworthy job in affecting travel request.

Table 4: Marketing and promoting Mauritius as the Wedding Venue

Descriptive Statistics	N	Mean	Std. Deviation
Destination Marketing has made you more knowledgeable about detailed products and services offered by the Mauritius as wedding destination and influenced your choice to tie the knot.	166	4.295	.615
The role of the Tour Operators or Travel Agents has facilitated your travel decision for your choice of wedding venue.	166	3.933	.839
Mauritius 'the leading wedding and honeymoon destination in the Indian Ocean' as destination brand has/will highly pulls you towards tying the knot in the island.	166	4.132	.742
Promotional Factors like special wedding offers and packages has matched with your wedding budget preferences in order to make your wedding in Mauritius possible.	166	4.289	.705
Valid N (list wise)	166		

The greater part of respondents prescribe that for Mauritius to propel itself as a Wedding Destination, publicists should exhibit moreover wedding groups and incredible constrained time offers on



weddings (International Labor Office, 2012). Considerable publicizing of Mauritius as the wedding scene will consequently ask more markets to come and get hitched underneath the tropical sky. As indicated by the data collected from the surveys, most declaration suggests that Mauritius should develop all the more with respect to "wedding groups," "progressions," and overpowering "advancing". In this manner extraordinary offers nearby the objective picture can totally affect vacationer getting conduct (Pearce, 1982; Woodside and Lysonski, 1990).

CONCLUSION

With everything taken into account, it has been seen that the main goal of the examination was to separate the push and power factors that enables wedding the movement business in Mauritius. Using a mixed methodology approach to manage inquire about, the results revealed that brilliant island characteristics have been the noteworthy motivations to come to get hitched in Mauritius. Exploring the factors recognized as draw properties, the examination concurs with various examinations that have displayed that objective exhibiting and unique parts are among the basic aims which trigger the need to travel. As such verification is unsurprising with Baker and Cameron (2008) conflict that objective exhibiting can be a stunning advantage for centered arranging similarly as responding customer needs and practices. The examination demonstrates that Mauritius has an arrangement of power expectations of which could attract all the all the more wedding piece to the objective. Wedding travel choice rely upon push and power factors. Along these lines objective credits add to the see image of the objective. Power attributes like interest of the wedding region together with "workplaces and organizations" and "sensible cost", are the inside motivations to getting hitched in Mauritius.

REFERENCES

1. Sharpley, R., 2003. Tourism, Modernisation and Development on the Island of Cyprus: Challenges and Policies Responses. *Journal of Sustainable Tourism*, Vol.11, No. 2 & 3, pp.246- 265.
2. Buhalis, D., (2000). Marketing the competitive destination of the future. *Tourism Management*.
3. Baker, J.M., & Cameron, (2008). Critical Success Factors in Destination Marketing. *Tourism and Hospitality Research*, 8 (2), pp.79 - 95. Youell, R., (1998). *Tourism: An Introduction*. 2nd ed. United Kingdom: Addison Wesley Longman.
4. Philips M.R. & House C. (2009). An evaluation of priorities for beach tourism: case studies from South Whales, UK. *Tourism Management* 30 (2): 176-183.
5. <http://www.tourism.gov.in/>
6. *Travel Trends Today*, 2014. ABTA Travel Trends Report. [Online]
7. Swanson, K.K. & Horridge, P.E., (2006). Travel motivations as souvenir purchase indicators. *Tourism Managemen*
8. Kotler, P., Bowen, J., Makens, J., (2006). *Marketing for Hospitality and Tourism*. Pearson: Prentice Hall.
9. Mohammad B.A M. Al-Haj & Puad Mat Som, A., (2009). Factors Influencing Tourists' Motivation to Jordan. *Journal of Tourism*.
10. Ritchie, J.R. Brent, & Ritchie, J. B.Robin, (1998). *The Branding of Tourism Destination: past Achievements and Future Challenges*.