
Editorial: Heritage tourism and destination marketing: looking inside the industry

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Leisure and tourism services largely depends on the experience sharing of consumers than mere destination promotions by the company and government. Many tourism products, such as agricultural tourism, ecotourism and health tourism are promoted through the experience sharing of consumers while the heritage tourism is co-promoted by the government and partner tourism companies. Heritage tourism is promoted by the government agencies as traveling to experience the places, archeological culture, historical evidences and activities that authentically illustrated at designated destinations to represent people of the past. The heritage tourism brands attribute to the social, ethnic and cultural effects that converge with enhancement of consumer knowledge and experience. The new approach on heritage tourism is to generate consumer awareness and motivation at societal level, create community involvement and cocreate tourism approaches by empowering and involving community stakeholders (Li and Hunter, 2015).

Consumers can be motivated towards heritage tourism by various sources and strategies of the companies. The need for brand literacy and cultural significance embedded in the heritage destinations need to be showcased by the tourism companies. Heritage destinations can be promoted using social and peer influence among consumers. In current times, consumer-generated contents on digital space can be the most effective sources for companies to motivate potential tourists and attract consumers. A company in a tourism and leisure market therefore manages customers individually, showing how its products or services can help to provide not only enjoyment but also develop destination knowledge and portray sustainable memories. Visits to historical monuments might generate positive attitudes towards historical evolution and develop personality congruence with the objects and historic events. Thus, it might be a good idea for leisure

and travel companies to develop anthropomorphic advertisements to let consumers develop self-congruence with destination heritage and inculcate the feeling, as *I am Rome* when in Rome. *Incredible India* campaign of the government had successfully infused attention, interest, desire, and action among tourists towards destination and heritage tourism marketing. Tourists visiting heritage monuments, gain knowledge on the objects and the destination, develop familiarity with the destinations to share their experience and stand supportive towards donating money for the restoration of ageing monuments and their inclusion in tourism services (Ivanov and Achikgezyan, 2017).

Motivation and brand effectiveness have an integrated effect on driving new adventures in leisure and tourism industry. The taxonomy of tourism services motivation includes achievement, affiliation and power. Achievement in touristic motivation refers to discovery-risk matrix, affiliation reveals association with destination brands, and power draws the feeling of an innovator or leader of the tourism destination. Cognitively a consumer describes his achievement about the need in terms of the degree of satisfaction gained in reference to his decision on buying. Consumers set goals, strive to take moderate risks to achieve sustainable satisfaction, prefer unique and solo experimentation, and set their perceived values for others to follow. It is necessary for the tourism companies to develop attitude-behavior consistency by developing sustainable perceived values towards destination brands.

The most effective leisure and tourism companies compete in the market by differentiating the quality of services, destination brand literacy and trust attributes into decision domains of consumers. Such companies compete based on appropriate value of price, quality, trust and contribution to the tourism knowledge. Companies should consider these values preferences in reference to the attributes of destination branding, core deliverables and changing preferences of consumer. Marketing of destination brands is complex as they often fail to restore the interest of tourist due to lack of brand literacy and destination knowledge. Cultural tourism markets comprising ethnic, heritage, and destination brands embedded with various knowledge elements of different regions are yet to develop aggressive strategies. As consumption of cultural goods and services spreads all over the world, tourism tends to expand. Culture is an essential dimension of tourism development today. Culture and tourism are two faceted attributes of a destination. Culture may be understood as the underlying value framework that governs the individual and group behavior. It is reflected in the perceptions of individuals in observed events, personal interactions, and in the selection of appropriate responses in social situations. Culture often manifests itself in learned behavior, as experience, analytical power, and lessons learned over time (Rajagopal et al, 2016).

The importance of culture and heritage is blended in a hybrid tourism strategy in both destination and regional development. Cultural factors play significant role because they directly affect performance of leisure and tourism development, and therefore the competitiveness of the industry. Tourism industry needs to review the complex relations between culture, heritage, geography, tourism, economy and consumer experience, and define the alternative forms and trends in cultural tourism and experiential marketing. Culture includes the knowledge, standards and symbols that serve as heritage base, i.e. arts, morals, religions, beliefs and everyday human attitude and behavior. This attribute of culture in the context of leisure and tourism spread into two distinctive branches of intellectual and material heritage. The former type of culture signifies the wide range of intellectual properties, values and relationships of a destination or a group of people, including identity, while the latter mostly refers to the relics and values of built

environments. Leisure and tourism companies therefore need to understand culture and heritage to develop destination brands that could deliver destination knowledge and induce brand literacy to dwell the brand sustainable in the leisure and tourism industry and market as well (Bujdosó et al., 2015).

This issue of the journal includes five papers that address the heritage tourism and branding, motivation, loyalty and marketing perspectives in reference to perceptions on heritage tourism and satisfaction, motivations and behavioral intentions and leisure services. The above-mentioned research papers represent study areas of USA, India, Malaysia and Australia. These papers discuss contemporary research propositions and attempt to establish convergence between the role of consumers and companies in managing buying decisions in a competitive leisure and tourism marketplace. I hope the collection of research papers appearing in this issue will enrich the existing literature on the topic and stimulate future research.

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