

Destination Management System (DMS) Assessment as a Marketing Strategy: A Case of Madagascar

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Abstract

This paper mainly consist on the study about DMS and its important for a under development country like Madagascar. The example has been taking Madagascar as a case study due to its natural beauty. For Madagascar tourism is the key element for its economy development. People travel due to different of reasons: to escape, discover, appreciate, and share. But at the core of the knowledge lies the destination the place that hands rather to the traveler to keep forever and share with others. DMOs prove invaluable for supporting tourism development, particularly in evolving destinations where tourism is a significant economic driver and instrument for reasonable social capacity building. Developing a DMO iteratively relies on classifying and redefining a destination dream through relationship. In this paper we try to explain the DMOs in tourism with the help of literature and stakeholder assessment as a marketing strategy. If both Government of Madagascar and stakeholder both work together this sector can earn more as compare to before, a significant tourism marketing strategy is the need of present time for this sector. By the improvement of DMS in Madagascar, the Government not only can accommodate the traveler but can also increase the economy of the country and can work together with the rest of world.

Keywords: Tourism, marketing, assesment, Economics, DMS,

Introduction:

Destination marketing organizations and other foremost providers of tourism facilities realized the need to recognize both the Internet and the other developing interactive machineries and how to exploit on these new networks. Destinations are recognized that its necessary that tourism as they satisfy the essential for roving and the charms at the destination produce the visit. It is recognized that a mixture of products, services and facilities at the destination level grips the tourism product. Although ICTs have not previously been observed as a vital instrument for the growth and managing of destinations, destination management organizations progressively use technology in order to improve their structural function and recital. As a result, numerous endpoints are demanding to advance DMSs, which will permit them to synchronize their processes and endorse their produces. People travel due to different of reasons: to escape, discover, appreciate, and share. But at the core of the knowledge lies the destination the place that hands rather to the traveler to keep forever and share with others. This toolkit helps destinations put in place policies and programs that will best tell their sole story and become an inviting host for visitors no matter the purpose of their trip. Destination management organizations (DMO) are often the only supporters for a holistic tourism industry in a place; and in this role they certify the mitigation of tourism's negative influences to the environment and local groups as well as the sharing of chances for a vibrant discussion of people. In fact, a DMO may best serve to smooth dialogue among the private sector, public sector, and other shareholders that may otherwise never cooperate or understand how their conclusions vibrate down a destination's long travel value chain.

Because of this exclusive ability, DMOs prove invaluable for supporting tourism development, particularly in evolving destinations where tourism is a significant economic driver and instrument for reasonable social capacity building. Developing a DMO iteratively relies on classifying and redefining a destination dream through relationship. The pages that trail outline how to build a successful DMO to increase punishment while preserving a destination's properties. Every destination is different, however, so no one volume could ever be a complete resource. The article within hopefully explore more deeply extra interests and seek out examples of invention by other organizations around the world.

The thought of maintainable development and its request to tourism has received extensive attention in the recent past. Though, the body of knowledge on sustainable tourism (ST) has not been transported to the destination at operative level where it is actually needed by those who idea and accomplish tourism [1]. Business and management methods control tourism philosophically and institutionally, and constrain tourism studies from developing new directions in culture and heritage tourism [2,3,4,5]. Moreover, in tourism, research proposes that scientific-positivist imperatives continue to control its scholarship, underpinned by neo-liberal values of "performativity, consumerism and profitability" [6] ignoring social and environmental issues. According to Farrell and Twining-Ward (2005) [7] tourism study is structured on disciplinary lines, is largely business oriented, and frequently ignores the natural sciences and inter disciplinarily, both of which are important components of sustainable development. It is built on the idea of market-driven approaches and strategies based

on technology and intense regulation that promote financial sustainability rather than environmental and socio-cultural sustainability [8, 9].

Likened to macro level tourism, tourism research in endangered areas (PAs), however, has lately drawn attention near tourism as a tool for preservation and social development [10, 11]. Deriving positive social and environmental welfares from tourism have assumed rise to the idea of sustainable tourism. There has been a shift from leading scientific model to an environmentally complex green paradigm [12]. The feeling towards the often discussed ethical and value based communal and ecological concerns have inclined the PA tourism scholarship in the last two decades. Though, there are very few studies in tourism literature that have assessed stakeholders' factors to examine their suggestions on tourism as an combined management system in endangered areas rather than inspecting it simply as a tourism destination and a profitable supply and demand business creativity.

Madagascar and its Attractions

One of the last foremost areas on Earth to be established by persons, the natural beauty and ecological variety of Madagascar makes it feel like a country elapsed by time. Situated off the eastern coast of Africa in the Indian Ocean, Madagascar is home to thousands of plant and animal species originate nowhere else in the world. Madagascar's unusual natural diversity has received the country the nickname "the eighth continent". An adoration of lineage and tradition pervades the national culture, a reverence that is reflected in the country's architecture, art and social manners. Visit the top tourist attractions in Madagascar to determine for yourself the natural, cultural and historical variety that is Madagascar.

Madagascar, the 4th largest island in the world with a superficial area of 587,014 km, has a worldwide status for the excellence and diversity of its natural wealth of flora and fauna, of which the rate of endemicity is on average 80%. The country also adores countless geomorphologic diversity such as the Tsingy de Bemaraha in the north, a UNESCO World Heritage site, or the Isalo Massif in the south. Madagascar has a tropical climate with many microclimates (humid, temperate and dry). Madagascar currently has 14.8 million inhabitants from 13 different ethnic groups; 77% of the population lives in rural areas and most of the urban population live in Antananarivo, the capital, which had 2.5 million populations in 2003. Madagascar has two official languages: Madagascan (Malagasy) and French.

Marketing Strategy in the Tourism System

Numerous efforts have been made to describe the nature of shareholders, but the most extensively used description is, "any group or individual who can affect or is affected by the achievement of the organization's objectives" [13]. In the tourism context, Weaver and Lawton [12] add to this definition and define tourism stakeholders as, "members of an interconnected network in which possibilities exist for interaction among any two or more components within the system". The stakeholder groups depicted in Figure 1 are an integral part of the destination preparation and growth and can play a significant role in making ST in PAs. Consequently, the concept of ST has rearranged tourism information and recent investigation has emphasized the need for collaboration and association among these stakeholders to influence policy and management programmes [4,14,15].

Since stakeholders are personalities or groups of people who inspiration and are precious by financial, social and environmental conclusions and movements, tourism management in PAs needs stakeholder membership from a variety of knowledge, insights and values [16]. Stakeholders will often have diverse interests in ecosystem services which mean real management of ecosystems requires a cooperation process that develops joint trust in issues of common attention with the objective of making mutually valuable corporations [17].

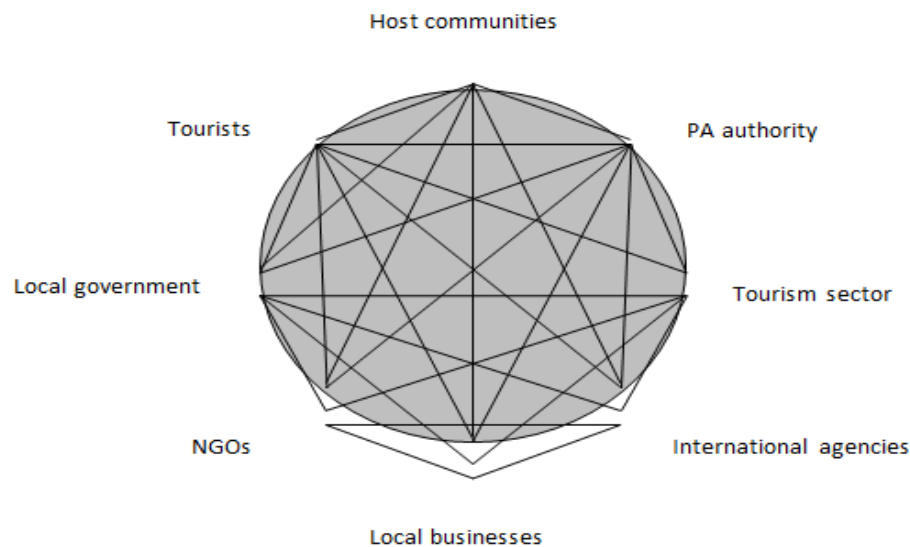


Figure 1: The complex tourism stakeholders system [12]

Faulkner (2003) [18] states that the accomplishment of maintainable tourism objectives hinges on the acceptance of a participating model, involving expressive engagement of the local community, the tourism industry and the relevant government activities in the planned planning process. This disagreement is further supported in research where stakeholder contribution has been recognized as a precondition of the ST planning process [19]. In this paper contribution is defined as a process where individuals, groups and organisations choose to take an dynamic role in making decisions that mark them [20].

Keeping in standpoint the importance of stakeholders in PA tourism system, Mitchell *et al.* (1997) and Agle *et al.* (1999) [21, 22] identify stakeholders on the basis of four overall qualities (power, urgency, legitimacy and salience). Even though these four characteristics are often mentioned by researchers as key factors in swaying the level of appointment and association among these stakeholders [16]. We state that these characteristics need to be motivated through other elements to generate approachable attitudes and appointment of the stakeholders in a truly cooperative process. Features such as the interest of the stakeholders in the environment, their considerate about sustainable tourism management and their capacity (ability and opportunity) to form cooperative structures are the key elements that control how effective a collective process is. There are many research studies that reflect these factors critical for collaboration to thrive [23, 24], but there are no studies that evaluate the implications of these three factors on the development and application of a collaborative sustainable tourism management system in the dwindling areas.

In policy research, attitudes have been established to analyze stakeholders in order to realize their interests and influence on choice making processes [16]. Questions such as to what extent the interest, understanding and capacity of stakeholder groups is related to the power, urgency, legitimacy and salience to adopt collaborative ST in the protected areas have not been researched. Collaborative theory suggests that stakeholders should be involved in decision making process as it leads to the transformation of relationships and development of trust and understanding between participants [16]. Hence, perceptions that indicate the interest and understanding of the stakeholder groups towards the environment and sustainable tourism must be well understood before policies and management plans addressing sustainability issues can be developed. Such studies can be of importance to local decision makers and tourism developers as these establish a basis for appropriate policy and management strategies [25].

Wang (2008) [26] established a framework to maintenance the nine roles of destination marketing organization in minor endpoints in Indiana, USA. This strategic roles of destination marketing organization appeared from the study. These comprise 'information provider, community brand builder, convener, facilitator and liaison of community industry, organizer of destination marketing campaigns, funding agent for collective marketing activities, partner and team builder, and network management organization' [27]. (Fig 2)

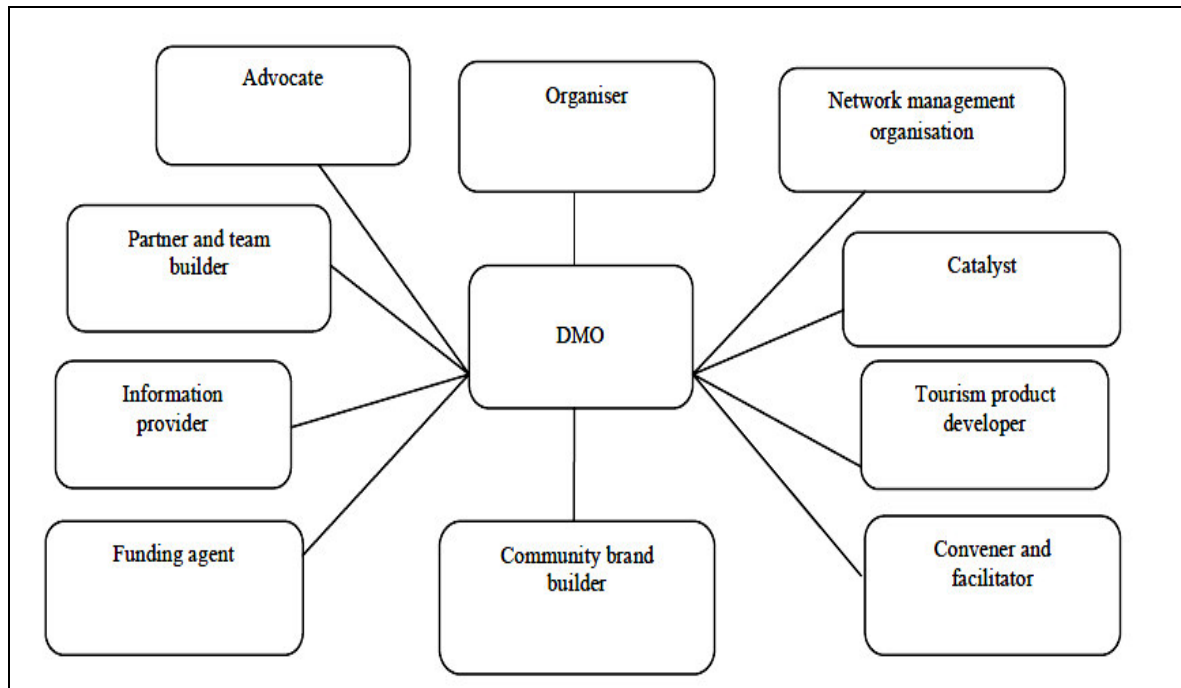


Figure 2: framework for the roles of destination marketing organisation (DMO) Source: Adapted from Wang (2008).

Madagascar Tourism and Marketing Strategy

The tourism subdivision, which is founded largely on Madagascar's excellent natural resources in remote zones, has knowledgeable significant development, providing an exclusive chance to develop tourism policies to address some of the social and conservation tasks in Madagascar's rural villages. Predictable tourism asset provides little assistance to rural societies, whose inhabitants have little information of how the market works, and very partial access to the business and monetary services obligatory developing successful tourism processes. Operational with the tourism diligence in Madagascar and globally, CI means to reduce the constraints for local businesspersons to develop tourism businesses and attach them to existing tourism providers in the tourism value chain to increase welfares at all socio-economic stages. Working with native associates, CI intends to advance micro and small enterprise (MSE) keenness in areas of unresolved natural attractions, producing revenues for carefully weak families from tourism, business growth, and public leasing preparations.

Tourism customers signify all areas of the tourism diligence counting destinations managers, accommodation providers, tourist attractions, events and conferences, natural and built heritage, transportation, travel agents and tour operators. Tourism high excellence services include tourism sector market research and visitor economy analysis, strategic planning, product development, feasibility studies and business plans, and destination branding and marketing strategies. These all services attract traveller, which increase the capacity of business. Tourism marketplaces are the business, so whether you are raising a small native business, measuring the tourist economy of traveller destination, demanding an in-depth sympathetic of traveller visitors, or refining the management or marketing of destination city. While e-tourism does not yet have a high outline in Madagascar, all the economic performers are conscious that the addition and acceptance of ICTs in this manufacturing will additional its growth and will make Madagascar's tourism goods more nearby to the rest of the domain. ICTs will also permit the country to recover some independence in the delivery of its tourism goods by having direct admittance to its target custom. Furthermore, setting up a purpose organization system will, in the average term, speed up the procedure of regulating products to international values. The DMS will also favour public-private Company and will permit all the economic performers in the manufacturing to advantage from the compensations of a single influential technological platform to endorse their products and services, and above all, Madagascar as a target. As we know DMS contains information about attractions, accommodation, restaurants events, shopping activities, and even information about cycle routes, walks, villages, towns and beauty spots. This information distributed to the Tourist Information Centre (TIC) network and to associated bodies. The information from the DMS seems on many websites of altered stakeholders and connected agents. It can be beneficial for country as well as for stakeholders' along with traveller like this information only needs to be collected once, and not many times by each of the partner organizations. This data is the contribution into a central catalogue and fed out to the channels stated above. The system lets possible clients to see your room

particulars, availability and prices online. For magnetisms it means that you can define the structures of your magnetism such as café and children's play area. For lodging providers the DMS also permits you to appraise your accessibility and prices via the fax, phone or internet. It can provide easiness for business holder and for the traveller to choose the place and accommodations etc. If there will be all information easy in the access of all people and people get everything related to travelling easily they will like to travel that places.

Conclusions

One main task of Destination Marketing Organizations (DMOs) is to generate a dais for the improvement of tourism plea at the level of the state as a destination, while endorsing vertical collaboration with Tour Workers in the outbound marketplaces and national regional tourism Relations, in the area of advertising. Till recently and still for the massive common of DMOs, the foremost concern is advertising for the purpose of placing the destination in relative to universal competitors, creating use of conservative broadcasting. Usually the DMOs do not effort or take very little benefit of other advertising mix gears such as pricing policy, product development or distribution. With some immunity, they are amongst the fewer developed companies in the online tourism industry. Tourism Destinations appear as umbrella varieties and they essential to be endorsed in the worldwide market as one object for each mark market they want to entice. Tourism is an interacted and information-concentrated business. The achievement of DMOs rest on therefore on the value of the structure (e.g. road, highway system) of the target they characterize. The Internet is part of the substructure. As an example the assignment of Government of Madagascar in subsidizing to the domestic economy by sustaining destination attraction and by cumulative the awareness of potential tourists is challenged of the present time.

The paper describes an attitude to measuring the achievement of Destination Management System approaches and a range of acute success factors have been prolonged and moderated through iterative response from a variation of systems specialists; system designers and workers as well as those involved in academic research and in consultancy work in the area. Key system attributes are examined from the perspectives of database, distribution, operation and management issues and the final format has been ranked and appropriately weighted. This range of factors has then been applied to systems representing Austria, England, Ireland and Scotland with a tentative score being generated for each factor and for each overall system

This paper began with an overall considerate of the multifaceted tourism system and the joined nature of tourism research, and discovered a mixture of attitudes and perceptions and tools in tourism system, providing an outline of the transition from most old-style to more recent models. The paper illustration on research visions from complex adaptive systems suggested the development of a cooperative sustainable tourism management system. It is clear from the literature that as a complex system, a large assembly of activities and features must be accomplished concurrently for tourism to be maintainable as a means of endorsing triple bottom line sustainability at the PA (micro) level. It is planned that the theoretical outline for collaborative sustainable tourism management system can be used as a springboard for more educated stakeholder and policy decision-making at the PA level.

In conclusion, the conception of a collective sustainable tourism management system stranded in systems thinking, complication theory and sustainability is planned in order to produce a considerate holistic picture of a micro-tourism system in PAs. It is future that the theoretical framework and the development and management tools recognized will be useful for tourism investors for the involvement these tools can make to progressing tourism systems research. . Madagascar is country which is rich in the natural beauty, Madagascar can earn a lot from this sector, only to make a little improved policies in this sector for to attract the traveler from all over the World. Madagascar Government needs to look into this sector the improvement economy of the country, there is a need of significant marketing strategy for this sector. Stakeholder and Government both can work together for the development of this sector.

Indeed, the development of DMS allows destinations to organize the whole range of products and facilities presented locally and to endorse them worldwide. Though, destinations at the same time are some of the toughest objects to market and manage, due to the difficulty of the associations of native stakeholders. The previous whole study identified the reasons for having more DMS failures than successes in the present time. As customers faced with trouble in judgment relevant information, they switch towards tracing tourism information from terminus's NTO websites. Meanwhile, DMSs have the possible to expand, operational efficiency, distribution effectiveness and local development, those nations such as Madagascar without DMS will suffer modest benefit by not expending these structures.

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