



## WOM AND FOOD TOURISM: THE DISCRETE PRACTICE

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### Abstract

*There key parts of food tourism: farmers, supplier, and tourists. word of mouth is central to forming and maintaining a native marketplace for food tourism networks as a result of its links not solely farmers however restaurateurs additionally. At the same time, tourists become alerted to obtainable tourism opportunities primarily through WOM. So Extension educators should contemplate word of mouth whereas promoting food tourism business. Word of mouth needs time to create "naturally." so, users should produce opportunities to link the various hubs in native food tourism networks.*

**Keywords:** *food, WOM, culinary tourism, tourism, communication, Farmers, Restaurant*



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### Introduction

Many studies in the past years have documented the role played by viva voce or so called word of mouth in decision-making. Along back Elihu Katz and Paul identified that this method of marketing is seven times more influencing in making the decision as compare to publish advertisements as far as household goods is concern. It is more effective not only for marketers but also for also for consumers.

Information received through this medium is more reliable so that the people can make a right choice. Information sprayed through this network is too fast in compare to other network in form of subgroups, these groups forms the big groups and, makes network, than the network transmit referral information, and information passed through strong knot is that which is generally acted upon WOM is the bonding mechanism of food tourism networks.

WOM is not only a key tool for marketers but is the key medium that links agricultural producers of Agri products with restaurateurs, restaurateurs real consumers at the same time restaurateurs with producers, and producers with direct end users.

Therefore the Word of mouth (WOM) or so called VIVA voce can be is defined as passing the information among two persons who are socially attached together or in a process to developing social relationship but the meaning of the VIVA voce or WOM has prolonged since its inception.due to the wide variety of technological development in the society. WOM

info isn't any longer passed essentially between mouths, Text messages, emails, phone calls, etc., all qualify as media through that WOM are often distributed.

The put down personal influence will be defined as "The impact of statements created by one person on another perspective or likelihood of purchase" this could be outlined by an editor . eVito defines social communications as "communication that takes place between two persons who have a longtime relationship; the individuals are in some way 'connected'

Interpersonal influence and word-of-mouth (WOM) are hierarchic the foremost important information source when a client is creating a procurement call. This influence may be particularly necessary within the welcome and tourism business, whose intangible products are tough to judge before their consumption. once WOM becomes digital, the large-scale, anonymous, transitory nature of the internet induces new ways in which of capturing, analyzing, interpreting, and managing online

Keeping an ear to the bottom on your brand's name is really easier currently than once word of mouth was comprised primarily of water cooler conversations amongst colleagues designing their next vacation, and friends and family sharing personal accounts of their latest leisure excursion over the board. Today's word of mouth conversations isn't solely traceable, however conjointly measurable. scan on finding out about the new world of word of mouth selling and see ideas on the way to leverage it for your business.

There really is no higher marketing tool than word of mouth. it is low-to-no value yet high worth. it's additionally a key driver in how and why travelers and locals alike opt for a destination to go to in addition as wherever they'll keep, eat, and drink once there.

People have perpetually invited the recommendations of friends and family once it involves choices concerning wherever to travel, what to see, wherever to eat and drink. And on the flip side people have continually felt tremendous satisfaction and a heightened sense of value once asked their opinions .Early days exchange of information or dialogue were happening in offline mode only and out of hearing of a industry possessor who is also the subject of this discussion.

With the explosive growth of technology and international reach of social media, digitally connected shoppers merely log into their social accounts and share their experiences time period – the great, the bad, and also the mediocre – before their bill has even been given. world wide web result's a big increase in the 'power of the folks,' and their collective social influence over food travel-related designing and buying choices.

## **Word of Mouth Marketing**

word of mouth (WOM) marketing is a free marketing or nonpaid form of marketing in which satisfied customers tell other people how much they like a business, brand, product, service, or event.

Entrepreneur Media defines WOM as, “word of mouth is one of the most credible forms of marketing because people who don't stand to gain personally but their recommendation for some thing in any context treated as promotion at the receiving end and the reputation of that services is enhanced in so many ways.

In social media these this is treated as creating a ‘buzz’ creation or named as buzz marketing. In other words this merger of words with technology or ideas cerate’s a new form of platform where the buzz is created first and the product launch is being done after the creation of buzz in social networks, it also provides a new channel of business, where the interest of community is being judged through this, it was done successfully in FMCG products as well as in food products of fast delivery like Pizza’s and ready to consume food... The amalgam of this online and offline via voce is some time called as social voice of public which was known as non paid marketing channel earlier but from last few years its become a highly paid source of the industry. All the social media leader are playing a great role in this one. As per the media report by PQ the spending was more than \$4 billion.

family , friends, colleague, groups, circles in community are treated and trusted as the most influenced marketing tools in the current era of consumers life. The brand value of any service or product is depend upon the efforts put in viva voce campaigns, how much fund is being allocated to these activities so that a momentum is being created in the core groups.

This form of activities provides a path way to control over the brand message so that various incentives schemes are being launched to earn the referrals and actual sales can be monitored. This referrals activities spread at the very fast space in groups or sub groups specially in the food sector.

Various brand in E-commerce retail brands encouraging people, students to share products and experiences, in return for some kind of reward. In July 2012, Tesco launched its ‘Share & Earn’ campaign where Tesco Face book fans earn Club card points for sharing products with their friends online.ola cab launched its reward campaign and getting high attention among the social media.

In the week after the campaign launched, fifty-four of comments on the Tesco Facebook page suggested an item to others, compared to only twenty-sixths before the launch of Share & Earn. This shows that small incentives will have a major impact on consumer

engagement and complete support levels. to higher perceive however word of mouth can be incorporated into your promoting arrange, whole messaging platform, and promotional campaigns, you must initial contemplate the three kinds of word of mouth promoting as defined by McKinsey[iv], as experiential. consequential, Intentional.

### **Intentional**

A less common sort of word of mouth is intentional—for example, once marketers use celebrity endorsements to trigger positive buzz for product launches. Few companies invest in generating intentional word of mouth, partly as a result of its effects are difficult to measure and since many marketers are unsure if they can successfully execute intentional word-of-mouth campaigns.

### **Experiential**

Experiential word of mouth is the most common and powerful form, generally accounting for fifty to eighty p.c of word of mouth activity in any given product category. It results from a consumer's direct expertise with a product or service, mostly when that experience deviates from what's expected. (Consumers seldom complain concerning or praise an organization once they receive what they expect.) Complaints once airlines lose luggage are a classic example of experiential word of mouth, that adversely affects whole sentiment and, ultimately, equity, reducing both receptiveness to traditional promoting and the impact of positive word of mouth from alternative sources. Positive word of mouth, on the other hand, can generate a tailwind for a product or service.

### **Consequential**

Marketing activities also can trigger word of mouth. the most common are what we decision eventful word of mouth, that occurs once consumers directly exposed to traditional marketing campaigns pass on messages regarding them or the brands they publicize. The impact of these messages on shoppers is usually stronger than the direct impact of advertisements, as a result of promoting campaigns that trigger positive word of mouth have comparatively higher campaign reach and influence. Marketers need to consider both the direct and the pass-on effects of word of mouth when determining the message and media mix that maximizes the come on their investments. What marketers want for all 3 forms of word of mouth is a way to perceive and live its impact and money ramifications, each good and bad.

### **Importance of WOM**

white paper revealed by MarketShare in 2012 a provided new and compelling evidence that online and offline word of mouth, or social voice, drives sales to a substantial degree – providing each an instantaneous and an indirect impact on sales, amplifying the impact of

marketing campaigns as individuals talk about the campaigns or share it via social media. Their study found that social voice exaggerated promoting effectiveness up to fifty-four and that one-tenth increase in social voice resulted in an exceeding sales lifetime of up to 1.5%. They found conjointly that offline word of mouth had a more vital impact on shopping for outcomes than social media. While it's going to seem difficult at first, together with word of mouth in your promoting combine offers the variety of real advantages for your business, including:

Despite who your target client is, bear in mind that a loyal client isn't born; they're a product of their surroundings, their expectations, and their experiences. The evolution of a whole advocate (also referred to as a whole champion, evangelist, or fan) starts once someone is first created aware of your product or service. Upon trying/buying your product or service, they become a client. Trying/buying your product or service once more makes them a repeat client. However, it's not till they share their expertise together with your product or service that word of mouth promoting happens. A singular positive mention of your product or service starts this client on the path to support. Multiple, systematically positive experiences together with your product or service – and also the team behind it – is once the whole advocate emerges. And after you will begin to harness the ability of the individuals to deliver your whole message and drive business growth. However – and wherever – specifically does one find these wonderful customers offering to evangelize your business to the masses? Step one is to answer the subsequent queries

### **WOM and FOOD Tourism**

WOM is that the most significant means that producers meet patrons and is additionally key to connecting patrons with producers. WOM is additionally the foremost important methodology of advertising and promotion practiced by producers, and it's the most means that tourists learn of food touristy opportunities.

Both individually, and in a mixture, farmers within the at numerous places countries survey reported that WOM was the principal means they met native restaurateurs and alternative patrons. During this the most common means "just living within the community." the foremost formal suggests that of aiming to apprehend patrons, "through a corporation," "through another purchaser who buys from me" because the second most significant means of meeting native patrons.

the importance of that technique, compared to "approached them cold" or "through an organization" suggests that local food systems depend on long-standing, regionally sure, social ties. the very fact that "through another producer" was comparatively low on the list

suggests that producers concerned in native food systems do not "cross-pollinate" to the extent that they ought to. WOM was the most vital sort of advertising on the market to farmers.

The results of one the tourist survey expressed the importance of WOM for facilitating food tourism networks. The majority of tourists known WOM as a principal means of hearing a few specific native food event. "Attended last year," that relies on individual perceptions within the same method that WOM will was the second most vital supply of knowledge for native food tourists.

Mostly stated that they'd heard about the event they were attending from friends and family. Some indicated that they had antecedently lived in the space, and others commented that they knew somebody concerned within the event. every of these responses additionally reflects WOM and/or social ties. As was the case with farmers, native food tourists rely upon social ties. 89 % of these surveyed were day-trippers. Of the 11 November who supposed to remain overnight, 500th were staying with either family or friends. Open-ended interviews conducted with restaurateurs confirm the importance of WOM.

Few of the restra official indicated that they acquire new people, advertising, and promotional skills through their participation in local food tourism networks, and a majority indicated that transitioning to sourcing raw foods domestically means an increase in the range of suppliers they are doing business with. Therefore, as the quotes above demonstrate, involvement in native food tourism networks is a lot of relationship-intensive than in operation within the standard eating place market. what is more, a commitment to purchasing regionally implies operating with a variety of little farmers during an additional piecemeal approach to stocking the room?

Like eating place officially, farmers indicated a rise in their numbers of patrons accompanying the transition to native foods. WOM is very important for various agriculture and adding price to rural resources. WOM is that the binding agent for these systems. Therefore, once coming up with programs to market native food systems and native food tourism, one should take WOM channels into consideration.

Internet technology is a very important and inexpensive thanks to generating positive WOM for little scale-tourism (Litvin, Goldsmith, & Pan, 2007. to boot, social network sites and wikis, wherever totally different users will edit the location, is terribly useful. This way, farmers, and patrons will update the location to replicate immediate changes in their quantities, prices, or buying desires.

lack of formal establishments linking farmers, restaurateurs, and tourists inhibits the event of native food tourism. one among the foremost vital barriers to developing native food tourism networks is that the lack of centralized ordering and delivery services for native food. Whereas massive food distributors deliver the amounts ordered at the days fixed, collectively responded place it, "Local farmers can drop off orders after they have a reason to be in a city. they are not getting to drive twenty kilometers to drop off some greens and pay 5 Gruppe on gasoline ." Centralized ordering and delivery services that link native producers and food patrons might complement WOM-driven systems by formalizing native food tourism networks.

## **CONCLUSION**

VIVA voce is discrete tool to increase the business life cycle these days when the consumer is too much influenced by the social media which can developed the social bond without the boundaries. The surreptitious of viva voce is simple and straightway put the service practice beyond the imagination of your consumer , and you will garner great recommendations and reviews from your customers in reciprocal for your products and services .it can be happen both medium like online as well as offline in terms of delivery.

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