

## A Quantitative Investigation on the Role of Promotions and Marketing in Promoting Tourism in India

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### ABSTRACT

Promotions and marketing play a vital role in informing the potential consumers of the global market on attracting and convincing them for the inclination towards the product. It also helps to significantly modify the behavior of the existing consumers in bringing more customers to ensure a long-term success to set a business and ensure more profits involved in the effort. Tourism has been amongst one of the largest industries in India since the medieval days, but organized planning of tourism began from the 1950s through various methods of planned development. The Government of India recognized tourism as a potential instrument for development and employing the citizens from Post Independence. It was included in a series of five years plans from 1966. Promotion and marketing lead the tourism of India through various strategies of market planning by the use of the internet, newspaper advertisements, brochures, billboards, online advertisements, emails, and various means of the social media platform for the promotion of the cultural heritage of India. The Tourism Ministry released various international campaigns to promote India as an attractive, multi-cultural, modern, and sports-friendly destination for promoting tourism in the nation (Venkatesh & Raj, 2016). This will introduce us to various concepts and objectives of the promotion and marketing strategies to promote tourism through proper market management and environment. A sample of 127 respondents was collected from respondents through a "standard questionnaire," which was created on a five-point interval scale.

**Keywords-** Tourism, Marketing, Promotion, Consumers, Development.

### I. INTRODUCTION

Promotion and marketing is a well-organized and planned strategy to promote the business, making it stand out from different rivals and creating brand awareness by various promotion tools such as advertisement, international campaigns, and various social media platforms. A study by United Nations World Tourism Organisation (UNWTO) says that in 2015, the tourism industry grew at a rate of 4.6% (Gössling & Higham, 2021). Different companies launch promotional activities to keep the product in the thoughts of customers, resulting in increased demand and publicity. As technical advancement in the modern-day, social media is encouraging Indian tourism and influencing the economy's tourism business.

The mantra "Atithi Devo Bhava," a Sanskrit text derived from the Taittiriya Upanishad, says that guest is equivalent to god was initiated in 2005 to promote tourism in India, developing a sense of responsibility towards the guest of our Nation. Tourism in India has a bright future, whereas promotion and marketing have significantly promoted the beauty and heritage of the nation in different corners of the world, which is also contributing to the Indian Economy (Jaswal & S. S, 2014). According to estimation, the Foreign Tourist arrival (FTAs) in India during the growth years increased at a rate of 5.2% from the previous years (Chakrabarty, (2020).

This sector employs various sectors such as transportation services, tours and travels agencies, natural and cultural attraction sites, accommodations,

and hospitality services. Promotions and Marketing approximately created 13% of the total employment from the tourism industry of India when estimated in the financial year 2019. Different states of the nation are promoting and creating market strategies for advertising its rich culture local languages through various forms of sales, paid communication, or advertisement to increase demand.

By performing duties and management, the government sector, corporate sector, voluntary agencies, and other partnerships of public and private agencies have all been involved in promoting tourism. In the tourism sector, private sector investment has also been made. The present scenario of the private sector in the development of tourism is being recognized to provide basic infrastructural including the local planning and zonal arrangements. Marketing strategies are adequately promoted for the development of tourism in the nation to avoid various adverse impacts on the environment and cultural heritage, which constitute the places of tourist attraction. Tourism can be classified into different factors such as sports tourism, religious tourism, cultural tourism, and spiritual tourism, and it is contributing nearly 1.1 % of India's gross domestic product (Han et al., 2018). Indian states are encouraged individually to develop their regional images and logos to promote tourism in India.

## II. LITERATURE REVIEW

Tourism is an act of process that comprises spending time away from home staying in places outside their usual environment to experience the leisure of natural and built beauty, adventure, amusements, rich cultural values, historical monuments, and hospitality services. India attracted many travelers in history due to its rich fabled wealth and heritage. The Government of India announced its first tourism policy in November 1982, which was a mission to promote sustainable tourism for social integration economic growth by promoting the picture of India with a glorious past, a vibrant present, and a bright future (Jørgensen, 2019).

Internet marketing tools such as showing online banners through different sites and sources by effectively placing ads where the ideal customer visits is a great idea to get more exposure like top hotels, top destinations, travel, etc. Blogging or posting exciting content in the form of valuable articles about tourism in India has been a relatable platform for tourism. (Bosangit et al., 2015). Social media marketing tools like Facebook and Instagram are used to promote travel channels. They have proven to be a very effective mode of tourism promotion because they allow people, particularly the younger generation, to share their significant travel memories with a large number of people by attracting new travelers and encouraging people to share them through real-life experiences.

With an increase in social media users, travelers use online platforms. Promotion through social networking sites has made a significant impact on the tourism industry because the consumers get engaged on these platforms to research trips and make decisions about their travels by sharing their experiences through live streaming and blogging of the particular hotels, restaurants, and airlines and also enable to introduce places, activities, thrilling or relaxing destinations, pilgrim places and adventures that consumers are unaware by writing and reviewing recommendations. Offline modes such as business cards, colorful postcards, and beautiful landscapes of travel and tourism have been crucial, handy, and cost-effective, used to convince and directly contact tourists.

According to the Report on Travel and Tourism Competitiveness, India was ranked 34<sup>th</sup> out of 140 countries in 2019, as its rank improved 6 places over the 2017-year report. It was an outstanding achievement for the nation among the top 25% countries calculated rank. Globally, travel and tourism contributed around 4.7 trillion U.S dollars to the entire GDP (Vernekar, 2015.).The share of India in international tourist arrival in the year 2019 was 1.23% which also accounted for 4.97% in the Asia Pacific region of the following year with 7<sup>th</sup> position rank. Organizations involved in the tourism business sector always need to be aware of their potential tourists by identifying the customers' needs and dislikes. The marketing and promotions need to be designed according to their needs for tourism in India. Advertising and public promotion also play a significant role in the tourism industry because it enables tourists to get helpful information and guidance about the destination for convincing them to visit the tourist attraction. Promotions and marketing are creating opportunities in various sectors of the economic engine, which is a building block of the nation by creating employment, generating revenues, and boosting transportation services. Marketing in tourism is a coordinated execution and systematic policy for achieving voluntary exchanges between the tourist and the organization offering tours and services. Its approach only starts with the buyer and generally focuses on the buyer's needs.

During the period of January- October in the year 2018, Foreign exchange earnings (FEE) from tourism registered a growth of 11.9% (Sunitha, 2019). The World Travel and Tourism Council published a report that in India, tourism generated 39.8 million jobs in 2019, which is 8% of its total employment and the U.S \$194 billion. In the year 2020, India's tourism sector accounted for almost 31.8 million, which was considered to be 7.3% of the total employment in the nation.

Domestic tourism is also hosted by many Indian states and union territories, which has resulted in an exponential rise in the number of domestic tourists, who totalled 2,322 million in 2019, up 16.5 percent from 2018, and is predicted to drive the growth. Expenditure

by the domestic tourists in tourism of India is growing significantly in the recent years and will reach 90% by 2028 in comparison to the international tourism were around 2.3 billion of them were recorded. Tourism in India has a very bright future because it has many historical places and a beautiful stable climate that can trigger Foreign Direct Investment (FDI) (Jayadatta & Benakatti, 2020).

With the slogan "ENCHANTING TAMIL," the state includes breath-taking hill stations, lush green, sandy beaches, Dravidian architectures, and recorded FTAs 6.1 million foreign tourists and 610 million domestic tourists in the year 2020, was ranked first in state wise ranking. However, in 2021, Kerala topped the list, followed by Rajasthan, Goa, Karnataka, and Tamil Nadu. The capital of India, "DELHI," stands at the 28<sup>th</sup> most visited city globally by foreign tourists. Maharashtra, one of the wealthiest cities in India, has an ambitious plan to boost tourism which contributes almost 13.3 % of the total GDP of the nation and is tops in foreign tourist arrivals. MTDC (Maharashtra Tourism and Development Corporation) has launched Maharashtra Unlimited, an umbrella program for increasing 1 million employments every year and its tourism infrastructure and corridors.

By 2029 it is expected to provide approximately 53 million jobs and international tourist arrival to reach 30.5 million by 2028. An increase in income, changes in the technological sector, and safe accommodation options have boosted the global travel industry. Marketing plans and strategies have made tourism one of the largest industries. According to UNWTO 2015, international tourism generated the U.S \$ 1.5 trillion in export earnings. Tourism in a nation like India is significant for the country's economic growth as calculated by the WTTC that over 10.93 million foreign tourists arrived in the year 2019 compared to 10.56 million in 2018, which represented a growth of 3.5%.

The Indian tourism industry has led to a proper infrastructure capable of providing various advanced and efficient networks of transportation and communication system, ticketing, tour, and travels planning which is widespread and easy to commute through the methods of promotion and marketing advertisement. Several tourism products were launched by the Government of India like tourism of rural India, tourism of cruises, tourism of medical, and the policy of open sky and allowed 100% of foreign direct investment in hotels and tourism industry (Ahamed, 2018). Wildlife tours or adventure activities, bustling metropolitan cities, romantic vacations, mountains or plains, beaches, backwaters, places of religious interest, and plenty of reasons to visit a country like India have been popular tourist destinations in ASIA. In 2015, India's medical tourism industry was valued at roughly USD 3 billion and was expected to grow to \$9 billion by 2020, with India accounting for 20% of the worldwide market. The marketing of the medical tourism sector also helps

develop the economy. Human civilization as many states of India like Kerala, Andhra Pradesh, Karnataka, New Delhi, Tamil Nādu, and Maharashtra are promoting their medical tourism as leading destinations by various modes of platforms to encourage the increment of foreign exchange earnings into our country because of its availability of world-class doctors at affordable prices when compared to other developed countries of the world (Vijayanand, 2012).

According to Richardson & Fluker (2004), the responsibilities of the Government are in establishing and promoting constructive infrastructure and communication systems, tourists destinations to visitors, framing regulations, and controls of tourism. The Ministry Of Tourism has maintained accounts on all major networking websites, social media platforms-face book, Twitter, YouTube, Instagram, pin interest, LinkedIn through which many regularly enriched informative posts and updates are made to promote the unique land of vibrant colors and breathtaking landscapes for making India a global tourism hub. The Ministry of Tourism has established marketing campaigns and several promotional programs under which young people across the country are receiving employment opportunities and skill development training to employ in various tourism-related projects and consultancy services. It carried out many promotional campaigns and events to showcase nations' unique tourism products and sights of beautiful destinations under which Guwahati organized an event- "1000 BAR DEKHO- NORTHEAST DEKHO" under the tag line "FIT INDIA." Regional Connectivity Scheme with a primary objective of 'UDE DESH KA AAM NAGRIK(UDAN) for facilitating air connectivity by making it affordable as a means of transportation for tourism. Incredible India campaign led to an increase in the foreign tourist's arrival at a CAGR of 13.19 percent. In contrast, foreign exchange earnings in rupees and US \$ increased at a CAGR of 15.87 and 17.49 percent, which proved to be far better than any period of Indian History of tourism which was launched in the year 2002 to the global audience of the world by the Government of India and was projected to promote Indian culture, history of yoga and spirituality where it received many appreciations from the observers and travelers of the tourism industry (Ahmad & Hussain, 2017).

Swadesh Darshan which is a central sector scheme launched in the year 2014-2015, was also coordinated by other governmental plans like Make In India, Swachh Bharat Abhiyaan, Skill India for the creation of employment, economic development, and infrastructure collaboration with different areas to empower tourism in the nation. The Indian Tourism Development Corporation organizes various promotional and marketing programs like folk dances, regional songs, art forms which usually attract tourists about the culture (Turtureanu, 2005). Tourism is said to generate 16.91 lakh crore rupees every year which is almost India's 10%

of GDP and considered very profitable for the nation. According to NCAER, religious tourism has emerged as the booming tourism market in India, where almost 230 million trips by urban and rural tourists were undertaken. PRASAD (Pilgrimage Rejuvenation and spirituality augmentation drive) scheme was brought under by the Government of India Ministry of Tourism between 2014-2015 to promote pilgrimage tourism and develop world-class infrastructure in religious destinations. Developments like road, railway, and water transport, information and interpretation centers, money exchanges, and ATMs will directly affect and multiply employment generation and economic development. In the year 2021, IRCTC is aiming to promote domestic tourism under the flagship scheme “DEKHO APNA DESH” and announce various air tour packages. BHARAT DARSHAN trains have been running since 2005 with various routes to visit stunning historical and devotional destinations while providing comfort to passengers. The IRCTC personnel take care of all cleanliness and health regulations, ensuring safe and worry-free travel. Perhaps the best opportunity for a country like India is inbound tourism, bringing prosperity to millions and driving skills with a vast population (Dwyer, 2015).

Indian tourism is incomplete without railways as it is the most common transportation method used in India. Railways are not just cheaper but also the most comfortable means of transport. Railways are the most used promotional method of tourism as it promotes various schemes, packages, and tourists places of India. Promotion is a mix of marketing elements used frequently in marketing and promotion (Kumar & Komaraiah, 2014). Tourism in the world is considered the largest source of economic activity, and it generates a good source of income for the economy. The tourism industry also provides many job opportunities, and it is the fastest-growing industry. The Government is making many efforts to promote the industry and the tourist places. For the promotion of the industry mix of marketing strategies is needed. Promotion needs activities like advertisements, word of mouth, campaigns, schemes, etc. (Shruthi. D. B., 2016). Promoting tourism means planning activities carefully to communicate the messages to the target audience through newspaper advertisements, billboards, brochures, social media, etc. In order to promote tourist places effectively, it needs high skills to respond to the requirements of tourists. Union, as well as State governments, have launched various policies and schemes to motivate massive participation of tourists in the development of the tourism industry; it also includes Panchayati Raj, local bodies, non-governmental organizations, etc. as they assist in creating awareness among the public about the different places to visit (Shukla & Kumar, 2016).

The tourism industry is an emerging industry and a leading one globally as it contributes around 8.8

trillion dollar revenue in the GDP of the world and provides around 319 million job opportunities. Various promotion tools are applied for the promotion of attractive destinations. Various tools and measures are adopted to promote tourism-related products and services to attract and motivate more visitors. Promotion assists in bridging the gap between what was promised to tourists and what is provided to them. Improving the advertisements, campaigns, roadshows, etc., is recommended while promoting the tourism industry (Hampanna & Prasanthi, 2019).

Different types of attractive presentations are prepared and shown on televisions and the internet to attract tourists and influence them to visit the destinations; journalists advertise the places in their newspapers, magazines, and news channels covering the places attractively. All such promotion creates a positive image in people's minds and encourages them to visit tourist places contribute to its promotion through positive word of mouth. The strategy of public communication based on accessing quality information and knowledge would drive global tourism by the partnership (Kumar, 2014).

It is studied that it is challenging to promote and get desired results from the tourism industry without proper and effective promotional strategies and schemes. Even though the marketing is done, it lacks creativity and innovation. The culture and heritage are also presented in the advertisement that features Indian tourism as a similar trend to promote any industry. Various initiatives have promoted tourist places through campaigns like “Atithi Devo Bhava” (Sharma & Hazarika, 2017). Internet evolution has brought tremendous transformation in the promotion and advertisements of different industries. The tourism industry is a high revenue-generating industry in the world. Therefore, it needs an effective and strategic media platform to promote the tourism industry. The strategic media platform must be easily accessible to people. Active promotion needs to be done to attract visitors to contribute to revenue generation (Chatterjee & Dsilva, 2020).

As mentioned previously, advertising strategy has two main pillars, the message, selection, and using correct media to advertise the product or service is essential to attract the target audience. Furthermore, the correct language and the method used are also essential. The advertisement must be printed and spoken in the native language to make local people understand it correctly (Salehi & Farahbakhsh, 2014). Social media plays a vital role in promoting the tourism industry in this modern era. The tourism industry deals with probable visitors, people going on a trip, or people returning from a trip, and they share their experiences. Social media and sharing experience on social media websites are very much used by tourists and promote attractive destinations. Social media is found to be an effective and most liked platform of promotion by visitors (Sahoo & Mukunda, 2017).



Social Media, email, and digital marketing are popular modes of promotion these days and play an essential role and are used as effective promotion methods. The tourism industry uses technology to promote their destinations among tourists and attract visitors to visit popular tourist places. Before visiting any destination, check out the feedback and experiences of visitors who have already visited the place (Venugopal & Murty, 2019).

### III. OBJECTIVE

1. To know the role of promotion and marketing in the Tourism Industry.
2. To identify different promotional methods of the Tourism industry.

### IV. METHODOLOGY

The study is empirical. One hundred twenty-seven respondents participated in the study. The data was collected from them through a structured questionnaire. Mean and t-test application was made to identify the results. The method of sampling was convenience sampling.

### V. FINDING OF THE STUDY

Table 1 displays the gender, where the male respondent is 55.91%, and the female respondent is 44.09%. Looking at the Age of the Respondents, those aged 25 to 30 years are 32.28%, those between 30 to 35 years are 41.73%, and those who are 35 years and above are 25.99%. Regarding the promotion method used, social media is 33.86%, the newspaper is 22.83%, Television/Radio is 24.41, and Websites is 18.90%. Looking at the respondents' education, Below graduates are 18.11%, graduates are 29.13%, Post – Graduate is 24.41%, and professionals are 28.35%.

**Table 1: Respondent’s Details**

| Variable                   | No. of respondents | Percentage  |
|----------------------------|--------------------|-------------|
| <b>Gender</b>              |                    |             |
| Male                       | 71                 | 55.91%      |
| Female                     | 56                 | 44.09%      |
| <b>Total</b>               | <b>127</b>         | <b>100%</b> |
| <b>Age</b>                 |                    |             |
| 25 to 30 years             | 41                 | 32.28%      |
| 30 to 35 years             | 53                 | 41.73%      |
| 35 years & above           | 33                 | 25.99%      |
| <b>Total</b>               | <b>127</b>         | <b>100%</b> |
| <b>Promotional Methods</b> |                    |             |
| Social Media               | 43                 | 33.86%      |

|                  |            |             |
|------------------|------------|-------------|
| Newspapers       | 29         | 22.83%      |
| Television/Radio | 31         | 24.41%      |
| Websites         | 24         | 18.90%      |
| <b>Total</b>     | <b>127</b> | <b>100%</b> |
| <b>Education</b> |            |             |
| Below Graduate   | 23         | 18.11%      |
| Graduate         | 37         | 29.13%      |
| Post – Graduate  | 31         | 24.41%      |
| Professional     | 36         | 28.35%      |
| <b>Total</b>     | <b>127</b> | <b>100%</b> |

**Table 2: Role of Marketing and Promotion to Promote Tourism**

| Serial No. | Statement of Survey   | Mean Value | t-Value | Sig.  |
|------------|---|------------|---------|-------|
| 1.         | Social media is used for the promotion of Tourism   | 4.12       | 13.72   | 0.000 |
| 2.         | The tourism companies organize advertisement campaigns  | 4.23       | 12.49   | 0.000 |
| 3.         | Promotional advertisements are given in newspapers and televisions  | 4.30       | 14.91   | 0.000 |
| 4.         | Effective marketing strategies are required for the promotion   | 4.10       | 12.01   | 0.000 |
| 5.         | Government launches promotional schemes to promote tourism industries   | 4.00       | 9.88    | 0.020 |
| 6.         | Attractive tourist packages and schemes to attract visitors   | 3.20       | 2.45    | 0.010 |
| 7.         | The marketing team of the tourism industry survey people to know about the likeness and demands from the tourism industry | 4.28       | 13.00   | 0.000 |
| 8.         | Best hotels and hospitality arrangements for  | 3.18       | 2.06    | 0.020 |

|     |  |      |       |       |
|-----|--|------|-------|-------|
|     | better experiences for tourists  |      |       |       |
| 9.  | Websites are prepared for complete information about the destination                           | 4.19 | 13.00 | 0.000 |
| 10. | Feedback and experiences are shared by people on social media blogs and other tourist websites | 4.33 | 13.14 | 0.000 |

Table 2 displays the Mean values for statement for the study done to know the “Role of Marketing and Promotion to Promote Tourism, the first statement about the usage of social media “Social Media is used for the promotion of Tourism” scored the mean value of 4.12, next statement is "The tourism companies organize advertisement campaigns" has the mean value of 4.23. Advertisements that are given in newspapers for the promotion of tourism is shown in a statement "Promotional advertisements are given in newspapers and televisions" has a mean score of 4.30, the fourth statement, "Effective marketing strategies are required for the promotion," scored the mean value of 4.10, the efforts taken by the Government for the promotion of tourism industry is shown in a statement "Government launches promotional schemes to promote tourism industries” has the mean score of 4.00. The statement “Attractive tourist packages and schemes to attract visitors” has the mean value of 3.20, people are surveyed is shown in statement “Marketing team of the tourism industry survey people to know about the likeness and demands from tourism industry” the mean value is 4.28, next statement “Best hotels and hospitality arrangements for better experiences of tourists” has the mean score of 3.18, the last two statements “Websites are prepared for full information about the destination” and “Feedbacks and experiences are shared by people of social media blogs and other tourist websites” has the mean value of 4.19 and 4.33 respectively. The T-value of every statement in the context of Role of Marketing and Promotion to Promote Tourism is significant because t-value statements are positive, and the significance value is also less than 0.05.

**VI. CONCLUSION**

Marketing and tourism promotions in India acted as powerful agents in economic and social change. Department of Tourism has introduced and promoted several significant policies for recognition of the tourism sector which led to the evolution of the global tourism industry. Significant activities are being taken by selective TV channels, magazines, newspapers with selective international publications, in-flight magazines

to sensitize masses and tourism stakeholders in generating overseas market. In addition, rural eco and wellness packages were also to the tourists. All sectors should take responsibility for improving the country's conditions because every year the number of tourism increases. The GOI has realized the potential of tourism, and many conscious efforts were planned to promote making India a global tourism hub. By the year 2029, India's tourism sector is expecting to grow at a pace of 6.7% from the present estimation reaching an economy of rupees 35 trillion dollars and accounting for 9.2% of the total economy in the near future. Therefore, the Government's policies have always fostered a positive win over international agencies and other countries.

In contrast, the Ministry of Tourism undertook many initiatives to minimize the negative impact of the global economic crisis in promoting and marketing tourism. Tourism in India has also created economic interest in the local communities to protect its natural and cultural endowments, which leads to more sustainable growth. As a result, many tourists are being attracted each year, which automatically generates significant employment and earning opportunities with the rise in India's tourism sector. T-test has been done to determine the research outcome; all the statements are significant as the significant values for all statements are less than 0.05.

**DISCLOSURE**

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