



## **A STUDY ON INFLUENCES OF PROMOTIONAL STRATEGIES ON TOURISM DEVELOPMENT**

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### **ABSTRACT**

Promotion is the way by which the merits of the tourism place product are communicated to the chosen market segments. Tourism industry is a major engine of economic growth, an important source of foreign exchange earnings, and a generator of employment. The main aim of this study is to find the factors influencing customers towards tourism promotional strategies and to analyse the impact of tourism promotional strategies on tourism development. The various strategies are attracted customers towards tourism such as chatbot marketing, service differentiation, affordable price, security and social media. Among all the factors service differentiation and affordable charges attracts many customers into tourism and this will develop the tourism development.

Keywords: Tourism, Promotional strategies, Chatbot

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### **INTRODUCTION**

Promotion of tourism attraction, building tourism brand, tourism product diversifications are tourism promotional strategies used to improve tourism sectors performance. This is the type of marketing communication that can be used to inform and persuade target audience in relations to a product or tourism services. It is a place of interest where tourist visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty offering leisure and pleasure. Factors that influences competitive position of an industry.

Promotion is the way by which the merits of the tourism place product are communicated to the chosen market segments. The promotion plan is a subset of the general marketing plan and it is at the same time an action programme to achieve through communicating the objectives of the marketing plan. Every type of business, whether domestic or international, are always affected by the dynamic economic environment conditions in the market. Several economic factors such as interest rates, demand, and supply, recession, inflation, affect the business world.

The travel and tourism industry are also affected by the economic environment but the government always encourages the tourism industry. This is because the tourism industry is a major engine of economic growth, an important source of foreign exchange earnings, and a generator of employment. Moreover, it can help to stimulate growth and expansion. The economic environment affects the tourism industry yet the tourism industry and economy both are favorable and mutual. The Indian economy started contracting in 2016 to 2017 and recently has shrunk by 22.8 percent due to the Covid-19 pandemic. Gita Gopinath, the International Monetary Fund economist, asserted that India is facing one of the deepest slumps in its history.

Tourism activities are also one of the processes which can be obtained in the particular period. There are few tourism destinations which are famous throughout the year, but many destinations are gaining the preferences only in some duration. So this process has to be identified by the tour operator so that they can provide the tourism services according to the seasonal fluctuation. Depending upon the seasonal, providing the tourism services is one of the strategies of tour operators.

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## **REVIEW OF LITERATURE**

Sandip Sarker (2014) Competitive Marketing Strategies for Tourism Industry in the Light of “Vision 2021” of Bangladesh. *European Journal of Business and Management*. Vol.6, No.4, 2014. Tourism is a service industry. According to the “Bangladesh Economic Review-2013”, service consists of 48.84% of the total GDP in the year 2012-13. Development of service industry will accelerate our economic growth. The study will therefore try to develop some competitive strategies in the light of vision 2021 and therefore achieve sustainable economic growth.

Mohammad Abul Hasan(2015) Promotional Activities In The Strategic Tourism Development Of Lapland. The aim of this report was to investigate how the use of promotional activities can help to develop the tourism industry by giving special attention to the case of Finland. The goal for this research was to analyze the utilization of social media accepted by tour operators as a means of promotion.

Deepak (2016 ) Tourism promotional strategies of tour operators. Indian Journal of Applied Research. Volume 4. Issue 6.The purpose of the paper is to demonstrate an ongoing repositioning of these tourism players, the way in which Tour operators involve themselves in the tourism promotional activities in the places of Mysore and Dakshina Kannada districts through using their promotional strategies in the field of tourism. A reversal of the Tour Operator's role, from that of a general mass market orientation to the supply of a niche market demand by promoting customized travel packages based on specific requirements. Implications of this process for the marketing of destinations and SMEs are discussed in the final part of the paper.

Sharmila, Kavitha (2017) Effectiveness of social media marketing. Indian Journal of Public Health Research and Development. Volume 9. Issue 11. The main aim of this study is to know about the demographic profile of the customers of social media marketing and to analyse the effects of various forms of social media marketing on the firm's sales and other activities. The researcher used regression analysis, percentage analysis to find the result. It finds that the firms are achieved their target because of social media marketing. The firm's products are reached in all levels of customers through social media. Finally, it concludes that, Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up social media marketing performance.

Rudresh Pandey (2021) Marketing Strategies of Travel and Tourism Industry. International Journal of Tourism & Hospitality in Asia Pasific. Travel and Tourism is an assemblage of all the leisure, luxuries, comfort, travel products, and services provided by suppliers including airlines, hotels, transportation like self-drive agencies, cruise lines, restaurants, etc. All these functions require marketing. This study aims to explore the marketing patterns of tourist agencies to increase customer awareness. The tourism sector also helps to promote the various hotels, restaurants, rental agencies by giving a platform for all these services to promote their services and also provide a customer discount for customer satisfaction.

Gesembe Kwamboka Lusariah (2021) Effectiveness Of Promotion Strategies On Tourism Attractions In Nyamira, County Kenya: A Case For Manga Ridge. International Academic Journal of Innovation, Leadership and Entrepreneurship | Volume 2, Issue 2, pp. 163-188. The specific objectives was to establish the effect of tourism product promotion on tourist attraction, to assess the effect of tourism brand loyalty on tourist attraction in Nyamira county, influence of tourism product diversification on tourist attraction in Nyamira County and establish the effect of competitive factors on tourist attraction at Nyamira County. The study concluded that tourism attraction promoted hotel characteristics using unique sceneries. There is no difficulty in managing tourist promotion sites for tourist attraction.

**OBJECTIVES OF THE STUDY**

1. To find the factors influencing customers towards tourism promotional strategies
2. To analyse the impact of tourism promotional strategies on tourism development

**HYPOTHESES OF THE STUDY**

1. There is no significant difference among the factors influencing customers towards tourism promotional strategies
2. There is no significant impact of tourism promotional strategies on tourism development

**ANALYSIS AND DISCUSSION**

To Increase connectivity between tourism destinations within India the Government has taken many steps such as Reduce the exorbitant fee charged from foreign tourists in many tourist destinations. Improve the security situation in tourist destinations to make it safer for foreigners. The various strategies are attracted customers towards tourism such as chatbot marketing, service differentiation, affordable price, security and social media. The following table shows the impact on promotional strategies on tourism development

The Promotional strategies consist of six factors and it subsequent influence over tourism development is measured through linear multiple regression analysis. The results are presented below

<b>Table 1 Model Summary for Promotional strategies</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 <sup>a</sup>	.923	.922	1.778
a. Predictors: (Constant), F3, F5, F4, F6, F1, F2				

Source –Computed data

From the above table it is found that R=.961 R square = .923 and adjusted R square .922. This implies the Promotional strategies variable create 92% variance over the tourism development. The cumulative influence of nine variables of Promotional strategies over tourism development is ascertained through the following one way analysis of variance.

<b>Table 2 ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14898.961	6	2483.160	785.052	.000 <sup>b</sup>
	Residual	1243.079	393	3.163		
	Total	16142.040	399			
a. Dependent Variable: Tourism development						
b. Predictors: (Constant), F3, F5, F4, F6, F1, F2						

Source –Computed data

Table 2 presents that  $f=785.052$   $p=.000$  are statistically significant at 5% level. This indicates all the six variables cumulatively responsible for tourism development. The individual influence of all this nine variables is clearly presented in the following co-efficient table.

<b>Table 3 Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.637	.481		9.645	.000
	Affordable Charge	1.389	.182	.281	7.631	.000
	Security	.735	.238	.120	3.084	.002
	Service Differentiation	2.217	.262	.303	8.452	.000
	Chatbot Marketing	.932	.368	.139	2.533	.012
	Social Media	.438	.367	.070	1.193	.234
	Promotions	.727	.380	.102	1.913	.056
a. Dependent Variable: Tourism development						

Source –Computed data

From the above table it shows that Affordable Charge (Beta=.281,  $t=7.631$ ,  $p=.000$ ), Security (Beta=.120,  $t=3.084$ ,  $p=.002$ ), Service Differentiation (Beta=.303,  $t=8.452$ ,  $p=.000$ ), Chatbot Marketing (Beta=.139,  $t=2.533$ ,  $p=.012$ ) are statistically significant at 5% level. Social Media

(Beta=.070, t=1.193, p=.234), Promotions (Beta=.102, t=1.913, p=.056) are not statistically significant at 5% level This indicates that service differentiation and affordable charges attracts many customers into tourism and this will develop the tourism development.

### **TESTING OF HYPOTHESES**

1. There is no significant difference among the factors influencing customers towards tourism promotional strategies - Rejected
2. There is no significant impact of tourism promotional strategies on tourism development- Rejected

### **FINDINGS AND CONCLUSIONS**

Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth. The various strategies are attracted customers towards tourism such as chatbot marketing, service differentiation, affordable price, security and social media. Among all the factors service differentiation and affordable charges attracts many customers into tourism and this will develop the tourism development.

### **REFERENCES**

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