



Comparative Analysis of Marketing Practices Espoused by Tourism Industry of Uttarakhand

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ABSTRACT

The resolution behind formulating research paper is to critical examination of effective marketing practices embraced by tourism industry of Uttarakhand state, determining deviation behind futile and nauseating marketing practices of tourism industry, providing all possible recommendations in order to boosts up marketing practices. This research investigation is descriptive in nature, researchers has used random sampling method as a sampling technique, only primary source of data collection has been implicated, In terms of sample size- 20 tourism industry (10 from Garhwal region and 10 from Kumaun region) and 100 travellers has been selected for study purpose, researchers has used questionnaire as a research instrument. Researchers have comprised their results or findings into two tables: - Table 1 indicates the statistics regarding marketing practices conducted by tourism industry. Table 2 divulges feedback of travellers towards services furnished by tourism industry. At last, researchers has confer on few points like how to gain the loyalty as well as trust of their travellers by furnishing powerful marketing strategies and assortments as well as infrastructural proficiencies and has highlighted some drawbacks. Researchers has provided imperative recommendations necessary to overcome from this drastic situation. In terms of future scope, there are so many areas in which this study could be expanded by other researcher in future, first one is that Kumaun region's tourism industry especially village could be selected for investigation and second, future researchers can study unexplored marketing strategies. Tools and tactics implicated in tourism industry.

Keywords-Tourism Destination, Tourism Industry, Marketing Practices, Magnificent Assortments, Bureaucrats.

INTRODUCTION

In the contemporary era of Globalisation, Digitalization and Modernisation with reference to technological aspect, economical aspect, environmental aspect, legal aspect etc. Every individual is busy in order to make their livelihood financially strong, efficient and effective. They work approx. 8 hours or more than that, fetching some leisure time out of their busy and hectic schedule becomes more challenging and difficult.

Tourism brings a ray of hope in the lives of many individuals which give a golden opportunity to explore themselves, their favourite destinations and much more. The term Tourism was coined by Anglo-Saxon community; afterwards Thomas Cook was declared as a father of tourism. Somehow, concept of tourism defines the movement of traveller troops from one destination to another with a purpose of doing business or merchandise, spending leisure time,

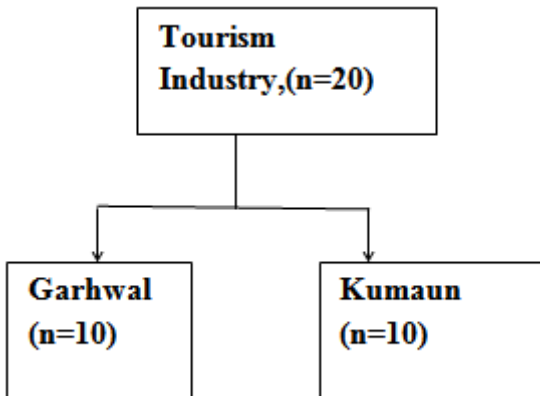
medical, adventure, cultural etc. Performance of every tourism industry depends upon its marketing. If its marketing policies' as well ideas are executed well and versed then, it automatically boosts up the purview and prominence of tourism industry. Marketing practices comprises of all effective marketing strategies, tools and tactics which are accountable for rigorous working of tourism industry.

OBJECTIVES OF RESEARCH INVESTIGATION

- (a) To critically examine the overall effective marketing practices espoused by tourism industry of Uttarakhand State.
- (b) To determine or figure out deviation or purpose behind futile and nauseating marketing practices conducted by tourism industry.
- (c) To provide all possible recommendations in order to boost up marketing practices of tourism industry in the Uttarakhand State.

Research Methodology implicated in investigation

- (a) **Research Design:-** Descriptive in nature.
- (b) **Sources of Data Collection :-** (i) **Primary Source:-** Interview, Survey.
- (c) **Sampling Techniques:-** Random Sampling.
- (d) **Sampling Size:-**



- (e) **Travellers (used in study for a feedback purpose) =100.**
- (f) **Research Instrument employ in investigation: -Questionnaire.**
- (g) **Tools:-** Percentage based method.

RESULTS AND DISCUSSIONS

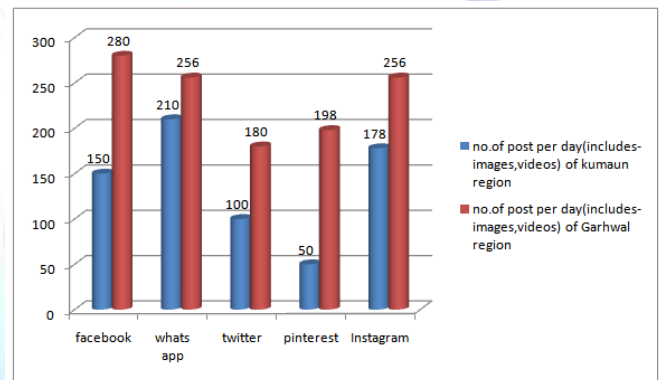
Table 1:-Records regarding marketing practices conducted by tourism industry

Platforms	No. of Travellers access to your site per day(includes likes,comments,subscribe)	No. of post per day (includes-images, videos)
(a)Facebook	K(1.5M),G(3.6M)	K(150),G(280)
(b)Whats app	K(2M),G(2.6M)	K(210),G(256)
(c)Twitter	K(0.5M),G(1.2M)	K(100),G(180)
(d)Pinterest	K(0.5M),G(5K)	K(50),G(198)
(e)Instagram	K(2.8M),G(4M)	K(178),G(256)

Source:-Field survey

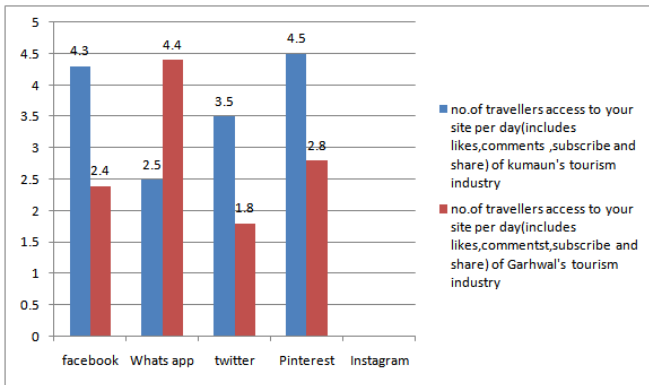
Note: - K= Tourism Industry of Kumaun division
G= Tourism Industry of Garhwal division.

Graphical exhibition:



Data Analysis of View:- Above bar diagram reveals that approx. 150 posts were daily posted by tourism industry of Kumaun and 280 posts were uploaded by tourism industry of Garhwal, around 210 posts were posted by Kumaun's tourism industry and 256 posts were from Garhwal's tourism industry, approx. 100 posts were uploaded by Kumaun's tourism industry and 180 posts were from Garhwal's tourism industry, around 50 posts were from tourism industry of Kumaun and 198 posts were posted by tourism industry of Garhwal, approx. 178 posts were uploaded by Kumaun's tourism industry and 256 posts were from tourism industry of Garhwal.

Graphical representation



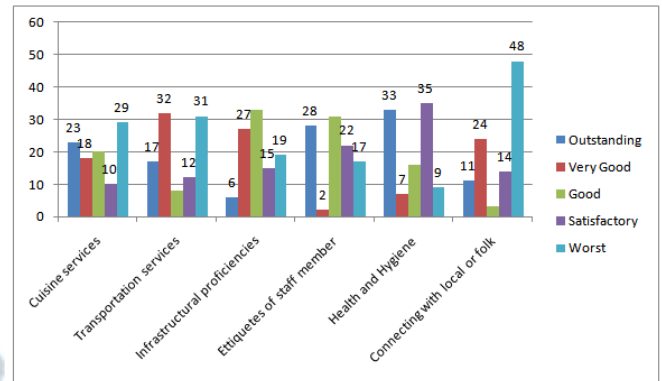
Data Interpretation- Above bar diagram epitomises number of travellers access to the sites of tourism industry of kumaun and Garhwal division. Statistics shows that 1.5 million & 3.6 million travellers access the facebook page of Kumaun and Garhwal's tourism industry, approx. 2 million & 2.6 million travellers visits the whats app of Kumaun and Garhwal's tourism industry. around 0.5 million & 1.2 million travellers access the twitter account, approx.. 0.5 million and 5 thousand travellers have visits the pinterest page of Kumaun & Garhwal's tourism industry, around 2.8 million and 4 million travellers access the instagram page of Kumaun & Garhwal's tourism industry.

Table 2:-Feedback of travellers towards services furnished by tourism industry

Particulars	Outstanding	Very Good	Good	Average	Worst
1.Cuisine Services	23	18	20	10	29
2.Transportation services	17	32	08	12	31
3.Infrastructure Proficiencies	06	27	33	15	19
4.Etiquetes of Staff member	28	02	31	22	17
5.Health and Hygiene	33	07	16	35	09
6.Connecting with local or folk culture	11	24	03	14	48

Source:-Field Survey

Graphical representation



Data Analysis view or Interpretation of Statistics: -

Above graph reveals that approx. 23 travellers rated outstanding for tourism industry's cuisine services, 18 ranked very good, 20 rated good, 10 ranked satisfactory, 29 rated worst. In category 2 :- Transportation services:- 17 travellers ranked outstanding, 32 rated very good, 8 ranked good, 12 rated satisfactory, 31 ranked worst. In category 3:- Basic proficiencies:- 6 travellers rated outstanding, 27 ranked very good, 33 rated good, 15 ranked satisfactory, 19 rated worst. In category 4:- Etiquettes of staff member:- 28 rated outstanding, 2 ranked very good, 31 rated good, 22 ranked satisfactory, 17 ranked worst. In category 5:- Health and Hygiene:- 33 travellers ranked outstanding, 7 rated very good, 16 ranked good, 35 rated satisfactory, 9 ranked worst. In category 6:- Connecting with local or folk: - 11 travellers rated outstanding, 24 ranked very good, 3 rated good, 14 ranked satisfactory, 48 rated worst.

Drawbacks figure out by researchers after conducting investigation

(a) Tourism Industries in Garhwal region are more pioneering, technologically upgraded and using cutting-edge marketing strategies to entice engage and delight their travellers as compared to Kumaun region or division.

(b) The keyroot behind futile marketing practices of tourism industry in Kumauni region is that the entire development takes place in Garhwal region due to the ministers who belongs to Garhwal and called out khirsu of pauri district as a tourism destination/city.

(c) Travellers show less interest while filling up of feedback form because of chaotic schedule.

Future Scope and Conclusion

As we know that, marketing practices in the form of strategies, tools and tactics are almost identical so here one question ascends that what makes them different? so, one tourism industry becomes 5 star and other industry do not get any star despite of magnificent assortments, proficiencies, exteriors, interiors etc., why they are not competent to gain the trust and loyalty of travellers, researchers has attempts to associate and analysis the effective marketing strategies required and adopted by industry, so that a corpus audience could visits to your area through social media channel. Researchers have provided few imperative recommendations to mitigate some shortcomings:-

(a) Small scale tourism industry needs to do more homework to adopt effective marketing strategies, so that travellers gets interested in your industry and would stop mere trolling via online.

(b) Bureaucrats and ministers should accentuate and works upon action plan required for an upliftment of purview and prominence of tourism industry in the state of Uttarakhand.

Future Scope of Research Investigation

After conducting entire research study there are so many areas in which this study could be expanded by other researcher in future, first one is that Kumaun region's tourism industry especially village could be selected for investigation and second, future researchers can study unexplored marketing strategies. Tools and tactics implicated in tourism industry.

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