

## **Comparative Analysis of Traditional Marketing Strategies versus Digital Marketing Strategies in Indian Tourism Industry**

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### **Abstract**

India is a nation with a diverse and rich cultural heritage. The country has traditionally provided many chances for exploration. Indian tourism has failed to reach its full potential despite having beautiful locations and historical benefits. A classic marketing approach that is still effective was once used by India's tourism ministry or industry to promote long-lasting slogans like Atithi Devo Bhava and Incredible India in order to promote Indian tourism. These weren't simply commercial tactics; they were also a chance to show the world the rich culture of India. . These maxims are being utilized as hashtags in several digital marketing methods. This demonstrates that even while conventional marketing methods are used less frequently by different marketers in the tourist business, they are still useful for putting digital marketing strategies into practice. To advertise their goods or services, marketers employ a variety of marketing tactics. Traditional and digital marketing techniques are both employed in the tourism sector to advertise a location, a dish, or any other local speciality. Both traditional and digital marketing tactics are crucial for promoting the Indian tourist business. Even yet, most people still rely on conventional media like television, magazines, etc. to learn about things or obtain information. The younger generation in India now uses digital platforms like social media, websites, and blogs to get information thanks to technological advancements. Therefore, for the purpose of promoting the Indian tourist business, both conventional and digital marketing strategies are most effective.

**Keywords:** Indian Tourism, Digital Marketing Strategies, Traditional Marketing Strategies, TV Ads, Social Media, Marketing

### **Introduction**

One of the greatest service sectors and a key contributor to the nation's expanding economy is the tourism sector. The country's employment rate rises as a result of the tourist industry. The government has established a number of possibilities to advance the tourist sector. Religious tourism is being developed with the help of tourist policies. The current destinations are being expanded with new ones. Because of its unique culture and rich cultural heritage, India is a popular tourist destination. Today, the travel industry uses a wide range of digital tools for planning trips, researching locations, and making reservations. This has a significant influence on the tourist industry's growth. In addition to travel agents, it is becoming more common to encounter international hotel chains. Staycations are becoming popular. People stay in opulent hotels to relieve tension, and large hotels cater to their requirements by providing these amenities. Overall, the Indian tourism sector has enormous development potential (Avhad, Anute, 2021).

Traditional marketing has been the standard from the beginning of marketing and advertising, and it is one of the oldest methods of promoting anything other than a company's products through digital marketing. Traditional marketing is used when customers discover a company through a recommendation or a network and begin purchasing the goods. In their daily lives, everyone comes into contact with conventional marketing in some way, whether it is by reading daily newspapers or seeing some outdoor advertising. Simply said, conventional marketing is any form of advertising that uses offline media to reach consumers. Advertisements in print media, broadcast media, telemarketing, outdoor advertising, etc. are examples of conventional marketing techniques. Advertising in print media is the most traditional type of marketing. It simply refers to print advertising. Broadcast advertising refers to ads that are played

for the broader public on radio or television. Businesses buy advertisements on radio and television broadcasts, which generate revenue for the stations. Telemarketing is the practice of offering products or services for sale, soliciting customers, or promoting them via the phone. The most inexpensive, versatile, and statistically reliable media now available is the telephone. Telemarketing might be a particularly helpful technique for small businesses. Outdoor advertising or out-of-home advertising is a term used to describe advertising that reaches consumers outside of their homes. While signs at the company's own site are the first step in every successful outdoor advertising campaign, outdoor advertising is efficient for selling a business's items in certain geographic areas. (Bharti, Kumar, 2020 and Raturi, 2020 and Choudhary, Chowdhary, Choudhary, 2020).

Digital marketing techniques have transformed the travel and tourism sectors in a number of ways. Digital marketing has enabled the travel sector to reach a larger audience than was previously feasible because of practical booking engines and the creation of tailored experiences. We all have access to information on all facets of the tourist sector nowadays, including lodging, transport, cuisine, and activities, thanks to the widespread use of computers, laptops, and other electronic devices. The greatest method to quickly and cheaply reach a broad audience is through excellent digital marketing. All persons, organisations, and companies involved in providing services to visitors, such as housing options, dining places, and tour operators, are included in the tourism industry. A top-notch website must now be built before beginning an online business. Marketing experts need to create websites that are visually appealing, find out how to get visitors to the site, keep them there for a while, and persuade them to return frequently. SEO is now only a small part of digital marketing. It is essential for determining how much traffic a website gets. Using the Keyword Planner to identify the most relevant keywords for the travel and tourism sector is the first step to effective SEO. Because Google, the most widely used search engine, identifies synonyms, keywords need to be carefully chosen. Thanks to email marketing, users may find out about the newest hotel deals, special offers on holiday packages, membership organisations, room availability, and much more. Users receive transactional emails to let them know how their bookings are progressing. Clients receive special mailers with discounts on the services on their birthdays and anniversaries. As a consequence, customers are urged to make any purchases when they visit the rivals. (Purohit 2018).

### **Literature Review**

In a research, it was found that an increase in the tourist sector helps a nation's economy and, in turn, strengthens its employability and infrastructure. In terms of employment and revenue, India's tourist sector has enormous potential. Up to now, improvements have been made to the infrastructure, including the hotels, highways, banking, hospitals, and security facilities. These changes are promising enough to draw travelers from around the world. Even if an area or site is completely developed in terms of amenities, marketing efforts are still necessary to encourage more people to travel there. Millions of people can be enticed to visit a site through advertisement in a variety of media, including print media and internet marketing. Various initiatives have been done to raise social awareness among the population in order to support the Indian tourist sector. In addition to the marketers, the government also launched a number of advertising campaigns, such as atithi devo Bhava, which were shown on all the television stations throughout the nation. The use of advertisements was not restricted to television but also extended to a number of websites. More outdoor camping initiatives were started to educate people about the value of tourism in India. (Sharma, Hazarika, 2017 and Ganatra, Utama, Pawar, Verma, Pandey, Whiryawan, Sin, Ling, Kee, Jin, Min, & Chen, 2021).

According to a research, traditional marketing approaches employ offline media outlets to spread awareness of a range of goods and services. Older forms of communication including radio, cinema, television, face-to-face interaction, billboards, physical print, etc. were used in the conventional promotion strategies. These traditional advertising techniques are not very effective and have a relatively limited shelf life. A project's long-term sustainability is not best served if the communication mediums have a limited lifespan. Since they may be readily transmitted from one hand to another, unconventional sources like magazines have the longest lifespan of any traditional method of communication. Newspapers are best suited for those who read regularly and may be a very efficient avenue for

advertising. However, the shelf lives of newspapers and magazines are shorter. Conversations in person are still regarded as the most effective form of communication. The ancient form of communication and promotion known as word of mouth is quite successful. This specific strategy allowed traditional marketing to establish strong roots in the travel and tourism sector. Gaining a new customer's trust is the largest hurdle for marketers looking to expand their clientele. Customers seek the most effective word-of-mouth marketing from their service provider to increase their trust and preference for a certain service (Dogra, 2021 and Praveenkumar, 2014).

According to a study, the globalization of internet technology has altered the rules of marketing. The way consumers connect with brands has altered as a result of internet use. As a result, many of the traditional structures and practices employed in the role are becoming obsolete, which is affecting the economics of marketing. The traditional business paradigm is unworkable for marketers. Digital marketing is currently one of the key areas of focus for firms all around the world. The capacity to create and maintain enduring ties with the numerous market players has been its most significant growth since it first emerged as a medium of communication and progressed beyond becoming merely another source of money. All parties may now connect on a new level because to the interaction that is the Internet's main feature. Internet users today interact with other users as well as their preferred businesses. As a result, businesses now have the opportunity to engage with and learn more about their consumers directly. The superior performance of digital marketing over traditional marketing can be partly attributable to the latter's inability to track user activity in real-time. Therefore, including digital marketing into the complete marketing strategy of the firm will only help it achieve its overall marketing and commercial goals by assisting businesses in learning more about client behaviour and better meeting their wants. It is simpler to determine whether a trip is reasonable when people from other countries can physically view the locations online on social media, as well as the rooms of the hotels and the costs of the rooms. The tourist sector covers the whole surface of the planet and has a worldwide impact. In the past, this was not possible since a visitor had to travel to the spot in order to see it and understand what they had purchased, occasionally having a bad experience. Social media marketing is one of the most prevalent kind of advertising in today's market. Most companies have websites with online portals that consumers and potential clients may utilize, which drives up pricing (Soni, 2018).

According to a study, conventional marketing encompasses a wide range of advertising and marketing strategies. This form of marketing is the most identifiable. For under 1 of 4 categories, the majority of conventional marketing techniques include print, broadcast, direct mail, and telephone. Additionally, it was discovered that, similar to conventional marketing, any type of firm may compete in digital marketing because it doesn't matter how big the company is or how many people work there in order to maximise online presence and advertising. Digital marketing makes advertising extremely affordable, however traditional marketing requires expensive costs for promoting on many platforms. The major advantage of digital marketing is that a marketer can quickly compare the real-time data of his approach and find immediate results, as opposed to traditional marketing where a marketer must wait weeks or even months before the boost starts to manifest. Because there is no instrument for strategy improvement in digital marketing, a marketer can update his approach in real time with the aid of statistics. Digital marketing enables the marketer to increase the reach of his advertisements in places where print media only offers a little amount of frequency and space (Sinha, 2018 and Bhayani and Vacchhani, 2014).

### **Objective**

To Make a Comparative analysis of traditional marketing strategies versus digital marketing strategies in Indian tourism industry

### **Methodology**

This study is descriptive in nature in which data is obtained from 200 respondents who have used digital and traditional marketing strategies. In the above study only the tourism sector of India have been covered. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose "Yes" or "No" for all the questions.

**Table 1 Comparative Analysis of Traditional Marketing Strategies v/s Digital Marketing Strategies in Indian Tourism Industry**

SL. No.	Comparative analysis of traditional marketing strategies versus digital marketing strategies in Indian tourism industry	Yes	%Yes	No	%No	Total
1	Digital marketing costs less than traditional marketing	165	82.50	35	17.50	200
2	Digital marketing strategy reaches wide audience as compared to traditional marketing	179	89.50	21	10.50	200
3	Digital marketing provides quick result as compared to traditional marketing	184	92.00	16	8.00	200
4	Digital marketing helps to improve the strategy even after the implementation	172	86.00	28	14.00	200
5	Digital marketing provides unlimited space and frequency of advertisement	181	90.50	19	9.50	200
6	Digital marketing helps to reach the audience in real time then traditional marketing	174	87.00	26	13.00	200
7	Digital marketing helps to target the potential consumer	162	81.00	38	19.00	200
8	Digital marketing provides instant publicity then traditional marketing	169	84.50	31	15.50	200

Table 1 show that 92.00% respondents agree that Digital marketing provides quick result as compared to traditional marketing while 90.50% respondents agree that Digital marketing provides unlimited space and frequency of advertisement. 89.50% respondents agree that Digital marketing strategy reaches wide audience as compared to traditional marketing while 87.00% respondents agree that Digital marketing helps to reach the audience in real time then traditional marketing. 86.00% respondents agree that Digital marketing helps to improve the strategy even after the implementation while 84.50% respondents agree that Digital marketing provides instant publicity then traditional marketing. 82.50% respondents agree that Digital marketing costs less than traditional marketing, while 81.00% respondents agree that Digital marketing helps to target the potential consumer.

### Conclusion

The above study concludes that the use of electronic technology by a business to interact with customers is known as digital marketing. Email, mobile and geolocation marketing, social media, online consumer communities, webinars, and other video-based content are all examples of this. Almost every company that offers an item or service uses one or more of the several unique strategies that make up traditional marketing as part of their overall advertising strategy. This kind of marketing strategy frequently takes into account the company's available marketing budget. Traditional marketing strategies typically have the advantage of longevity. Traditional marketing is more expensive than digital marketing. Since it is mass communication, there is no way to select a specific clientele to target. on the end, businesses invest a lot of money on a huge audience. It uses telemarketing, door-to-door sales, radio, print, and other forms of media to promote its products and services. Tracking results is difficult or practically impossible. Digital marketing costs more than traditional marketing. The target audience may be easily found using analytics and other technology. Based on the relevant customers, the budget may be created and utilised to the fullest extent possible. The products are promoted online via social media, mobile technology, Google Ads, etc. Results are easy to track, making it easier to enhance campaigns that rely on them.

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