

IMPACT OF DIGITAL MARKETING ON THE TOURISM INDUSTRY IN INDIA: A LITERATURE REVIEW STUDY

Vivek Kumar Maurya*
Dr. Sarvesh Singh**

ABSTRACT

Digital marketing is the practice of promoting goods and services to customers using digital means. Utilizing websites, mobile devices, social media, search engines, and other similar channels is all part of this sort of marketing. In the 1990s, as the internet expanded, digital marketing gained popularity. There is no denying the widespread usage of digital marketing by companies across a wide range of sectors, which has demonstrated its value by helping them generate significantly more leads. Naturally, more leads convert into more business, and more business converts into higher profits. The travel sector has also successfully adapted to the digital environment in order to raise brand awareness and expand its potential consumer base as much as possible. This study focuses on reviewing the previous studies related to the impact of digital marketing on the tourism industry in India. This literature review indicates a consensus among the authors and researchers: what is the impact of digital marketing on the tourism industry in India? There were many gaps in the literature regarding variables of studies, sample size, population, and methods or tools used to study the impact of digital marketing on the tourism industry in India. The importance of digital marketing is growing in the realm of the tourism industry in India. More and more researchers are undertaking studies in the areas of the impact of digital marketing on the tourism industry to understand the importance of digital marketing in the tourism industry and for tourists globally. The purpose of the study is to summarize the different studies related to the impact of digital marketing on the tourism industry in India, and I am sure that it will help with further research in the sector of the tourism industry in India.

KEYWORDS: *Digital Marketing, Tourism Industry, India, Literature Review.*

Introduction

India has a diverse ecology, geography, and sites of natural beauty distributed throughout its 3,287,263 sq. km. total territory, which stretches from the snow-covered Himalayan heights to the tropical rain forests in the south. This offers a crucial chance to fully realize the tourism industry's potential. The tourist and hospitality industry, which includes travel and hospitality services like hotels and restaurants, is widely regarded to be a development agent, a catalyst for socioeconomic expansion and a significant source of foreign exchange profits in many nations. Tourism not only promotes India's rich and beautiful history, culture, and variety, but it also has a big positive impact on the country's economy. The tourism industry has been able to bounce back from the shock of the COVID-19 pandemic and resume pre-pandemic operations thanks to the constant efforts of the federal and state governments.

* Research Scholar, Department of Commerce, Shyama Prasad Mukherjee Government Degree College, University of Allahabad, Prayagraj, U.P., India.

** Assistant Professor in Commerce, Shyama Prasad Mukherjee Govt. Degree College, University of Allahabad, Prayagraj, U.P., India.

- **Importance of Indian Tourism Industry:** In terms of the total contribution of travel and tourism to GDP in 2019, India is ranked 10th out of 185 nations by the World Travel & Tourism Council. The GDP contribution of travel and tourism in 2019 was Rs. 1,368,100 crores (US\$ 194.30 billion), or 6.8% of the entire economy. 39 million jobs, or 8% of all employment in India in 2020, were related to the tourist industry. We can see the importance of Indian Tourism Industry in the following headings as:
- **Robust Demand:** The Medical Tourism sector is predicted to increase at a CAGR of 21.1% from 2020–27. The travel market in India is projected to reach US\$125 billion by FY27, up from an estimated US\$75 billion in FY20. International tourist arrivals are expected to reach 30.5 million by 2028.
- **Attractive Opportunities:** India is geographically diverse and offers a variety of cultures that come with their own experiences, making it one of the leading countries in terms of international tourism expenditure. The travel and tourism sector contributed 178 billion dollars to the GDP in 2021; by 2028, this is anticipated to rise to 512 billion dollars. Between 2019 and 2030, the industry's direct contribution to the GDP in India is anticipated to expand at an average annual rate of 79%. The country's big coastline is dotted with attractive beaches.
- **Policy Support:** US\$2.1 billion is allocated to the Ministry of Tourism in Budget 2023–24 as the sector holds huge opportunities for jobs and entrepreneurship for youth. Under the Union Budget 2023–24, an outlay of US\$170.85 million has been allocated for the Swadesh Darshan Scheme. 68 destinations and sites have been identified in 30 states and UTs for development under the PRASHAD Scheme as of March 31, 2022.

Digital Marketing Definition

Digital marketing can be defined as the exploitation of digital technologies, which are used to create channels to reach potential recipients in order to achieve the enterprise's goals through more effective fulfillment of consumer needs. Digital marketing is quite often considered a synonym for Internet marketing or e-marketing. This is a mistake. Digital marketing should be considered more broadly than Internet marketing. Digital marketing is located not only on the Internet but also in electronics, software, etc., which the device or user uses to exchange data.

Digital marketing is the digital identity of a company; through which it presents itself in the virtual world to an enormous number of users. Thanks to digital technology, a brand can reach each consumer with its products. Digital marketing consists of the promotion of products or brands through one or more electronic forms. It should be considered significant whether a given product or service may be used in digital marketing. As using digital marketing for specific products or services does not always need to be justified.

Digital Marketing Media



Source: <https://dmguru.in/what-is-digital-marketing.html>

Literature Review

The literature reviews are as follows:

- **Alnajjar, Mosleh, and P. Ishwara (2017)** indicate that there is a consensus among the authors and researchers that there are many problems facing the Tourism Industry in India at various levels. There is therefore a need for the same large-scale uniform studies in this area to study the problems and challenges faced by the Indian Tourism Industry at the following levels: (1) Plan and policy level. (2) Security level (3) Tourism awareness level (4) Social and Economic level (5) Tourism infrastructure and superstructure level.
- **Prabhala, Kishore, and Rao, T. (2017)** identified both the problems and the prospects of tourism in the state of Uttar Pradesh. The study also highlights the perceptions that are mostly supportive of attracting tourism despite the numerous factors that affect the feasibility of visiting the state of Uttar Pradesh.
- **Rathore, A. K., Joshi, U. C., & Ilavarasan, P. V. (2017)** found that social media platforms enable numerous parties to communicate and exchange information with one another. Because of the dynamism and viral potential of social media, tourism businesses must develop some principles or framework before utilizing it. Using social media, the tourism department may maximize all information, including special events, places, and travel stories (written and multimedia). The tourism department must also guarantee that difficult variables (incomplete information and slow response time) are eliminated, as this will result in favorable comments from travelers on consumer review sites. Furthermore, the Tourism Ministry can create better social media policies and practices for existing markets. It may result in the development of improved services based on the choices of travelers in a dynamic manner.
- **Sotiriadis, M. D. (2017) and Morosan, C., & Bowen, J. T. (2018)** found that there have been numerous previous research studies on consumer behavior and digital marketing content, and that digital marketing has a strong influence on consumer behavior in making their ultimate decision.
- **Bala and Verma (2018)** determine marketing trends in India and discovered that Indian consumers are aggressively moving towards digitalization and using the internet to locate the greatest deals. It is common practice for global consumers to use digital tools to choose, compare, and pick products and services.
- **Chawla, Chanchal, and Jha, Radhey, and Verma, Mr. (2019)** concluded that Airline travel, along with Indian Railways, plays a crucial role in the growth of the travel and Tourism industries. Digital marketing is playing a vital role in the online travel sector with email checking, web browsing, social media acceptance, and building hot spots for the internet.
- **Kushwaha, Bijay (2020)**, concluded that personalized digital marketing outcomes are better than general digital marketing. The findings suggest that email, social media, and online video are more effective personalized digital marketing tools for the Tourism Industry.
- **Kumar, Suneel, and Asthana, Shekhar (2020)**. discovered a link between the elements driving digitalization in the travel and tourism sectors. The study found eight such characteristics that have an impact on the digitalization of the tourism industry. The concept of the sharing economy, the use of virtual reality, and the desire for digitalization are among the causes cited as the driving forces behind digitalization. The process cost is the primary dependent variable of a system, and digitalization has a significant negative impact on it. Thus, digitalization as a vehicle for the development of the tourism industry presents challenges and various opportunities to offer tourists the prospect of enjoying it better.
- **Thottekat, Venugopalan, and Singh, Sukhvir (2021)** concluded that Uttar Pradesh has a high tourism potential in the Heritage Arc, on which research may be undertaken to evaluate the economic, environmental, and socio-cultural sustainability of Heritage tourism in the Heritage Arc of Uttar Pradesh.
- **Avhad, Tejaswini, and Anute, Nilesh (2021)** After examining every company, the most prevalent finding was that search engines play the biggest role. The most traffic is produced through search engines, followed by direct searches. In social media marketing, every business tries to spend the most time on Facebook. Among the others, Make My Trip is in first place. The

themes of the contents of Facebook posts, LinkedIn posts, and YouTube ads all send very different messages. When customers search for travel-related needs, Make My Trip will appear at the top of the results because of their effective use of search engine optimization. Goibibo is supporting GoCash. People typically check their email in the morning, which enhances the likelihood that the email will be read. Email marketing is an attempt to communicate its existence, and given that this is a direct marketing strategy, Goibibo is focusing on it. In terms of social media, Yatra.com is not doing more. They are dominating this market by using social media, which is most popular with this generation. In comparison to other companies, Cleartrip.com is attempting to establish a foothold in India. Using Facebook, they are advertising their smartphone application on every social media network; they are equally active. Compared to social media, Ixigo is an improvement in email marketing. YouTube and LinkedIn are the social media marketing sites that receive the most attention.

- **Raj. R, Vinay. (2021)** given insight into the construction of a standard product by the travel enterprise in India that provides a consistent and deliverable quality product. In addition, the ideas of tourism marketing and digital branding strategies are examined in order to acquire a deeper knowledge of the research issue. The researcher stated that the travel industry in India uses online techniques such as social media marketing using Facebook and Twitter to promote travel products and enhance their presence in the digital and travel marketplaces in order to get a competitive advantage.
- **Musliha, Adinugraha, and Hendri (2022)** concluded that travelers use a variety of digital marketing channels, including Facebook, Twitter, Instagram, and other social media, to learn more about tourist attractions. They want to visit numerous tourist locations, and we are seeing an increase in visitor's thanks in large part to digital marketing. In the age of the digital economy, the use of digital marketing is crucial for improving tourism promotion. Because this age frequently uses technology, whether consciously or unconsciously. Digital marketing is essential; websites, social media, online advertising, web forums, and mobile apps will all be employed as digital marketing tools.
- **Pallathadka, Laxmi & Pallathadka Harikumar & Singh, Shoraisam. (2022)** concluded that Marketing and tourism promotion in India were effective economic and social transformation agents. The Department of Tourism created and pushed various major policies for tourism sector recognition, resulting in the evolution of the worldwide tourism business. Selective TV channels, magazines, newspapers with selective international publishing, and in-flight magazines are engaging in significant activities to educate the public and tourism stakeholders about the need to establish global markets.
- **Nagarjuna, B. & Shamina, Dr. & Pravin, Dr. & Sawant, Dnyaneshwar & Bhadane, Jaywant & Manoharan, Geetha & Aarif, Mohd. (2022)** concluded that three techniques of marketing that have proven to be the most effective and profitable are affiliate marketing, social media marketing, and internet advertising. The travel and tourism sector, which was among the first industries to feel the effects of this upheaval, was undoubtedly significantly impacted by the shift toward digitalization that occurred everywhere in the world. The goal of the competition was to find out which company was best at coming up with a plan and then putting it into action to make sure that every single one of their customers had a good vacation and experience.
- **Shrivastava, Mr & Deep, Mr. & Mathur, Kumar & Malik, D & Sharma, Naveen & Mishra, Swati. (2022)** found that there has been an amazing increase in inland and foreign passengers in the previous 5 years as a result of general changes in people's attitudes about tourism. The effect of this transformation through Marketing Strategy has also been noted in academic studies. Tourism literature, as well as other sector-based tourism, has grown tremendously.
- **Dhankhar, Dinesh & Gaur, Vivek & Singh, Lakhvinder & Kumar, Pawan. (2023)** concluded that E-mail marketing and social media marketing, together with mobile marketing, search engine marketing, and affiliate marketing, were found to have the most influence on customer buying behavior for tourism services. Today's marketers and customers face several obstacles and hazards; thus, extra efforts should be made to ensure the safety of digital marketing in order to increase its market share. Finally, the study's findings suggest that travel companies should adopt tactics to impact the digital world and enhance brand awareness through digital platforms in order to compete in today's business environment.

- **Venugopal and Koppala (2023)** concluded that the performance of religious tourism in Srikakulam district is affected by "solicited endorsement", "Strengthening attempts between e-commerce and tourists" and "Bond with tourists and guests". Surprisingly, some aspects that were thought to be crucial for demonstrating the impact, such as reputation management, attracting new visitors, hiring new employees, making a lot of noise online, and symmetrically delivering tourism-related information, do not appear to be significant at all.

Objectives

The study's overall goal is to review the recent literature (published from 2017 to 2023) in the area of the impact of digital marketing on the tourism industry in India. The study, which is a review of literature on the impact of digital marketing on the tourism industry in India, undertakes the following objectives:

- To find out the various research works that have been done in the field of the impact of digital marketing on the tourism industry in India.
- To provide an analytical summary of previous studies, include the author name, objectives, sample data, information, constructs or variables studied, and findings or conclusions from the studies.
- To give recommendations for future research studies in the field of the impact of digital marketing on the tourism industry in India.

Research Methodology

This study is descriptive in nature and uses only secondary data included in different databases such as Google Scholar, Indian Shodhganga databases, Science Direct, Research Gate, IBEF (India Brand Equity Foundation) and Press releases of governments, etc. For this purpose, the articles, theses, E-journals, and Reports available in these databases and related to the field of the impact of digital marketing on the tourism industry in India have been studied and reviewed.

Results and Findings

After reviewing the literature, I can say that there is a major impact of digital marketing on the tourism industry. Not only in India but also all over the world, digital marketing is playing a crucial role in the promotion of the tourism industry. If I talk about India, we have to understand the buying behavior of most Indian consumers, which is as follows:

Indian consumers have a strong desire for information. Before making a purchase, they gather more information about the quality of the products, their cost, and user reviews.

The impact of advertisements on motivating Indian consumers is high. However, only influential people will be able to implement this stimulus.

Customers in India are more likely than average to shop online. When buying apparel and electronics online, they have a strong preference.

The majority of Indians prefer to buy from a physical store, but they will first research a product online before visiting a store. Here is where the genuine transformation of consumers purchasing processes occurs. In the past, consumers used to believe in a product only after seeing it in a physical store.

Domestic tourists in India exhibit the same purchasing behavior. They search online about tourism destinations, costs, traveling, and staying facilities near tourism destinations before making their tourism plan. But this buying behavior does not apply to foreign tourists; they make their tourism plans before reaching India, but we can attract them through major religious tourism in India and new tourism destinations by providing them with better travel, lodging, and security facilities near the destinations. The cost factor does not work as well for foreign tourists.

Summary of Results and Finding

There is a major impact of digital marketing on Tourism Industry in India. Digital marketing has a significant impact on consumer behavior when making final decisions. Indian consumers are rapidly adopting digitization and utilizing the internet to find the best prices. In India, internet marketing and tourism promotion were powerful economic and transformational factors. Television channels, journals, newspapers, and in-flight publications educate the public and tourist stakeholders on the relevance of the worldwide market, supporting global market establishment. The most effective techniques of digital

marketing are Affiliate marketing, Social media marketing and Internet advertising. The findings suggest that email, social media, and online video are more effective personalized digital marketing tools for the Tourism Industry in India. The most traffic is produced through search engines, followed by direct searches. YouTube and LinkedIn are the social media sites that receive the most traffic.

Recommendations for Future Research

- We should evaluate the perception of tourists towards social media.
- More research is required to make a systematic plan to explore rural tourism.
- More research is required for the promotion of Religious Tourism in India because India is a diverse country by religion and there are a lot of festivals in every religion, so this is a golden opportunity for Religious Tourism.
- The government should increase the Budget of the Ministry of Tourism because an investment of INR 10 lacs in the tourism sector generates approx. 90 jobs directly and indirectly.
- Making awareness about sustainable tourism because it will help India to achieve the Sustainable Development Goals.

References

1. Alnajjar, Mosleh & P, Ishwara. (2017). Problems and Prospects of Tourism Industry in India. Literature Review Study. *International Journal of Multilingualism*. Vo1-01. 95-101.
2. Prabhala, Kishore & Rao, T. (2017). A Study of Digital Marketing impact on Travel and Tourism Industry in India.
3. Rathore, A. K., Joshi, U. C., & Ilavarasan, P. V. (2017). Social Media Usage for Tourism: A Case of Rajasthan Tourism. *Procedia computer science*, 122, 751-758.
4. Sotiriadis, M. D. (2017). Sharing tourism experiences in social media: A literature review and a set of suggested business strategies. *International Journal of Contemporary Hospitality Management*, 29(1), 179-225.
5. Bala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering*, 8(10), 321-339.
6. Morosan, C., & Bowen, J. T. (2018). Analytic perspectives on online purchasing in hotels: A review of literature and research directions. *International Journal of Contemporary Hospitality Management*, 30(1), 557-580.
7. Chawla, Chanchal & Jha, Radhey & Verma, Mr. (2019). Prospects and problems of tourism industry in Uttar Pradesh. 10. 548-552.
8. Kushwaha, Bijay. (2020). Personalised Digital Marketing Perspectives and Practices in Tourism Industry. *PalArch's Journal of Archaeology of Egypt/ Egyptology*. 17. 2029-2041.
9. Kumar, Suneel & Asthana, Shekhar. (2020). Digitalization: A Strategic Approach for Development of Tourism Industry in India. *Paradigm*. 24. 097189072091411. 10.1177/0971890720914111.
10. Thottekatt, Venugopalan & Singh, Sukhvir. (2021). Uttar pradesh heritage arc: a model of heritage tourism development in India. 2210-2222.
11. Anute, Nilesh. (2021). DIGITAL MARKETING STRATEGIES ADOPTED BY ONLINE TOURISM COMPANIES IN INDIA. 12. 324-336.
12. Raj.R, Vinay. (2021). The Influence of Digital Brand Marketing Strategies on Travel Enterprises in India to build Brand Trust-A review on National Tourism Brand marketing.
13. Musliha, & Adinugraha, Hendri. (2022). Digital marketing in tourism destinations. *Jurnal Ekonomi dan Bisnis Airlangga*. 32. 130-137. 10.20473/jeba. V32I22022.130-137.
14. Pallathadka, Laxmi & Pallathadka, Harikumar & Singh, Shoraisam. (2022). A Quantitative Investigation on the Role of Promotions and Marketing in Promoting Tourism in India. *Integrated Journal for Research in Arts and Humanities*. 2. 144-150. 10.55544/ijrah.2.6.19.
15. Nagarjuna, B & Shamina, Dr & Pravin, Dr & Sawant, Dnyaneshwar & Bhadane, Jaywant & Manoharan, Geetha & Aarif, Mohd. (2022). An empirical analysis of efficacy of digital marketing techniques on tourism entrepreneurs. 09. 1434-1445.

16. Shrivastava, Mr & Deep, Mr & Mathur, Kumar & Malik, D & Sharma, Naveen & Mishra, Swati. (2022). Impact of Marketing Strategy on Development of Tourism Industry in Rajasthan. Adalya. 9. 1-15. 10.37896/aj9.6/001.
17. Dhankhar, Dinesh & Gaur, Vivek & Singh, Lakhvinder & Kumar, Pawan. (2023). The Impact of Digital Marketing Practices on Tourist Buying Behavior: A Study of Indian Tourism Industry. 10.13140/RG.2.2.25241.39523.
18. Venugopal, Koppala. (2023). Impact of E-Marketing Promotions on the Performance of Religious Tourism in Case of Srikakulam District, A.P, India. 8. 1289-1292. 10.35940/ijeat.F1223.0986S319.
19. Persons A. J., Zeisser M., Waitman R., Organizing for digital marketing, Current research, The McKinsey Quarterly, no. 4, 1996, p. 191.
20. <https://www.ibef.org/industry/tourism-hospitality-india>
21. Research On Impact Of Digital Marketing In India | LinkedIn
22. <https://tourism.gov.in/sites/default/files/2023-06/PIB1934225.pdf>.

