

Project centric learning
Title of the project
Impact of digital marketing in tourism industry

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Abstract

The use of digital technology for use in marketing tourism has seen tremendous breakthroughs, and this trend is only expected to continue. In order to evaluate future developments, this article will conduct an analysis of the survey conducted on digital marketing in tourism across India. The investigation shows that the tourism industry's status quo has been disturbed by the rising adoption of digital marketing technologies. Results also point to a vast and expanding field of theoretically different digital marketing tools. In order to stay competitive, tourism marketers must make sure they are aware of the trends in the field of digital marketing and are able to adjust as necessary. The study, which is based on a synthesis of the literature, offers insights into the practical managerial consequences and lays the foundation for further research.

Keywords- digital marketing, tourism ,research,survey

Introduction

Digital Marketing is the marketing of goods or services, which involves electronic devices. Digital advertising is widely referred to as 'online advertising', 'internet advertising' or 'web advertising'. Digital advertising means the advertising of goods or services by means of digital technologies. The form of marketing revolves around internet based promotional messages to target the consumers. Digital technology includes the internet, mobile phone or any other digital media. Digital marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. It includes a wider range of marketing elements than in traditional business marketing due to the extra channels and marketing mechanisms available online. Digital marketing moves at the speed of light to keep up a strong foundation with the judgment to think critically, act independently and be relentlessly creative. The Internet is an element to make life easy and faster. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone. From social media to text messages, there are many ways to use digital marketing tactics to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses. The Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems, and content management. The power of digital Marketing allows geophysical barriers to disappear, making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow businesses to communicate and form a transaction anywhere and anytime. Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career.

ONLINE MARKETING IN INDIA

India has an internet user's base of about 450 million as of July 2018, 40% of the population. The industry consensus is that growth is at an inflation point. In India, cash on delivery is the

most preferred payment method, accumulating 75% of the e- retail activities. In a country with a rapid growth economy, it is expected to have a very high significant growth in digital marketing career. The growth in online marketing trends is making a very substantial impact on marketing and advertising. The use of communication tools has greatly changed in the past year. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The very majority now have access to the internet in India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers.

Tourism Industry is one of the largest service industries, which plays an important role in the growing economy of the country. In 2019 India was ranked 44th position in the travel and tourism Competitive Index (TTCI) of World Economic Forum. Tourism opens opportunities not only for hotels, but also transport infrastructure

which includes aviation, roads, shipping, and railways. The tourism sector increases the employment rate of the country. There are several opportunities created by the government to promote the tourism industry. According to the World Travel & Tourism Council (WTTC), the industry generated US\$7.6 trillion (about \$23,000 per person in the US) (about \$23,000 per person in the US) (10.2 percent of global GDP) and supported 292 million jobs in 2016. That marked six consecutive years where growth in industry outpaced that of the global economy by 2.5 per cent. It also bested the growth recorded by several other high-earning sectors such as finance and business services, manufacturing, public services, retail and distribution, and transport. Locally, travel and tourism contributed a little less than one third (30.3 per cent) of Jamaica's GDP—a total of \$529.2bn (US\$4.5bn). There are several factors that have led to this continued year over year growth, including the availability of cheaper airfare and accommodation options, more disposable income, and the emergence of travel clubs, but the internet has played a vital role as well—even impacting some of these other elements.

New opportunities

It's clear that digital marketing allows companies to connect and engage with potential customers in new and beneficial ways and it has certainly been beneficial to the travel and tourism industry. As both continue to thrive and expand, new opportunities for employment will continue to be created. Some education institutions recognize this fact and have incorporated digital marketing into their tourism and hospitality programs or have begun offering specialized online travel and digital marketing degrees. There is work to be found in the travel and tourism sector outside of hotels, attractions, and tour companies.

Digital marketing helps businesses in the travel industry in many ways.

- customer Engagement

Digital marketing has made it much easier for businesses to connect with their audience and keep them engaged. Social media platforms are great places to raise brand awareness and tell potential guests about the great experiences that await them if they book your hotel. Additionally, you can

leverage digital marketing to identify their wants and needs, engage with them during the duration of their stay, and stay in touch long after they have left.

- Search Engine Optimization

Research reveals that 96% of leisure travelers use the internet to start their hotel planning. The right marketing approach can make it easier for travelers to find you amidst the hundreds of businesses in your location. Gone are the days when people relied on agencies or airline companies to find a hotel. Today, travelers make use of Google, Yahoo or Bing to search for local businesses, in addition to social networking sites.

- Experiential Marketing

More and more people are trading expensive cars and gadgets over a week-long vacation by the beach or an adventure in the African safari. Platforms like YouTube and Instagram let you showcase your hotel amenities and the experiences that guests are bound to uncover.

Literature Review

Every marketing campaign should start with a plan and the same is for tourism marketing .The marketing strategy outlines the local attractions and serves as your roadmap. It compels you to set a spending limit for promotional expenses. You can utilize your marketing strategy to make adjustments and set targets for the following year at the conclusion of each tourist season.

If one attraction's revenue fell short of projections, it may require product development, renovations to attract more people, or improved marketing. [Chron, 2019]

Marketing for the travel industry may be pricey, especially if you want to draw in local or foreign visitors. State tourist organizations and levies, notably hotel taxes, are common funding sources. By combining advertising and other marketing efforts, the entire area can be promoted to potential visitors as an alluring weeklong vacation if there are multiple tourist sites in a particular county - or across several neighboring counties - Partnerships can give travelers a more comprehensive travel experience. [Chron, 2019]

Marketing for the travel and tourist sector differs significantly from other marketing strategies. Tourists are exposed to a region's goods and services for shorter periods of time because they are transient. However, since tourists depend on having a good time, marketers should think about using techniques that appeal to the emotions, such as treating children to a fantastic adventure. Businesses that rely on tourism depend on other groups. An illustration of exploiting this dependence would be a concert venue giving out vouchers for deals on meals to a neighboring eatery. [Chron, 2019]

The Value of Marketing to the Tourism Sector

Any firm must have a sound marketing plan, and the travel and tourism sector is no exception. [2019 WildWeb]

One of the finest methods to strengthen a nation's economy is through tourism, which is also one of the global industries with the quickest growth rates. The industry is growing more competitive as more and more travel destinations become aware of this and work to increase visitor numbers. Because of this, making sure your marketing approach is sound is more crucial than ever.[2019 WildWeb]

The global economy, both local and national, benefits from tourism promotion. In actuality, the travel industry accounted for one-fifth of all new jobs produced globally over the previous ten years. This industry supports over 10% of all jobs. [Biz Fluent, 2019]

A city or nation experiences more revenue when more people travel there. This draws investment and boosts the local economy. Opening up new hotels and resorts results in the creation of new jobs. The number of tourists grows even more as the local services and infrastructure develop. [Biz Fluent, 2019]

Marketing communication plays a crucial part in business operations. Marketing communication serves as a means of informing, influencing, and indirectly reminding customers about the brands and products that are being offered in a company or organization (Philip Kotler 2009).

For customers, marketing communication serves a variety of purposes.

Brand equity can be shaped by marketing communication, and promotional effectiveness can be increased (Bogan 2014). Advertising's role in the evolution of marketing communication, which evolves quickly, is not the only or most significant factor in building brand equity and boosting sales; rather, a variety of marketing communication strategies can be used to increase equity and boost sales. Additionally, increasing this communication can help the product or tourist attraction reach a larger market. Advertising, sales promotion, events and experiences, public relations, direct marketing, interactive marketing, word-of-mouth marketing, and sales personnel are among the eight main communication models that make up the marketing communication mix, which is done to boost its effectiveness and efficiency (Philip Kotler 2009).

The act of conveying information to others in order to inform, influence, or modify attitudes, opinions, or behavior may be done directly or indirectly through the media. The transmission of messages and the recipients, or communicators and communicants, must have a reciprocal relationship in this communication (Hasbullah, et al: 2018) Researchers used the Marketing Mix Theory (marketing mix) in this study to describe the promotional mix, a tool that marketers can use to determine the specifics of the customer services being provided. According to (Philip Kotler 2009), the promotional mix concept includes public relations, personal selling, sales promotion, and advertising. According to Stanton, a promotional mix combines the most effective methods for using advertising elements, in-person sales, and other promotional instruments. which are all organized to accomplish the goals of the sales programme (Stanton 2008). Promotion is one of the aspects that determines the success of a marketing programme that can offer knowledge and inspiration (Font and McCabe 2017). (Gil-saura 2011). Consumers

will never purchase a product, no matter how qualified it is, if they have never heard of it and are unsure that it will be useful to them.

Policy makers and practitioners have devalued marketing's contribution to travel and tourism, which has resulted in a misunderstanding of the purpose and importance of the marketing discipline for the travel and tourism industry. The dearth of in-depth research on strategic concerns in travel and tourist marketing and distribution processes, which call for a more thorough investigation of contextual elements, has been observed by a number of authors (e.g. Bagnall, 1996; Chon and Olsen, 1990; Faulkner, 1993a,b). In fact, it appears that international travel and tourism should emphasize a more strategic approach so that, for example, a competitive edge might be built in foreign markets (Boyd et al., 1995; Go and Haywood, 1990; Mazanec, 1994; Papadopoulos, 1987, 1989). Other authors have argued the same thing. a more strategic approach to marketing rather than depending on operational measures like marketing communication, and that the marketing strategy is built on a "long-term commitment" to the satisfaction of travelers' wants and motivations (Faulkner, 1993b)

This study looks at tourism and travel tactics to address these shortcomings. The travel and tourism sector might choose from three different types of strategies. Most current discussions of foreign marketing techniques take a consumer-oriented stance. Another strategy emphasizes competitiveness (Porter, 1980, 1990).

However, these two strategies (or a combination of them) might not be enough because they ignore the function of intermediaries in travel and tourism. Consequently, the trade-oriented orientation of intermediaries' needs, issues, and demands constitutes a third approach to strategy to be looked into. Although each of these three strategies for strategic marketing will be covered in turn in the paragraphs that follow, they shouldn't be seen as alternatives since they may all be used in a larger plan.

Destination marketing frequently concentrates on improving the destination's perception among potential visitors. The term "destination image" describes what people know about a place and the feelings it evokes. Since different consumer groups react differently to various messages and distribution platforms, practitioners need to be aware of how to interact with prospective customers. Examining how VR affects the perception of a destination is becoming more and more popular as VR technology spreads. The experience of a virtual version of a genuine place generally improves attitudes and behavioral intentions, according to study. However, the usefulness of VR has yielded mixed results, with some research suggesting that it has a bigger impact than traditional media types.

The extent to which VR ultimately results in greater cognitive and affective awareness and more visitors in comparison to other media is disputed, despite it appearing to be accepted that VR is more immersive, which raises levels of presence and consequently generates more enjoyment (Yung et al., 2021a, 2021b). While McFee et al. (2019) found only minor differences in affective and cognitive image between two groups who watched material about Madrid via VR versus

360° video on a computer, Yung et al. (2021b) found VR experiences reduced perceived destination choice risk by enhancing both cognitive and affective destination image.

Alyahya and McLean, 2021; Manchanda and Deb, 2021; are a few studies that revealed using VR to experience places enhanced users' intents to travel there in person, while other studies found mixed effects. Weng et al. (2021) discovered that VR generally outperformed print and video marketing for Chinese heritage sites in terms of advertising effectiveness, but the different conditions produced similar results relating to travel intentions.

Adachi et al. (2020) found that watching promotional tourism videos in VR versus on a desktop computer had a positive impact on destination image, but not on visitation intention.

The rather disparate findings may be due to the various user settings, their pre-existing relationship with the technology and destination being pushed, as well as the various characteristics of the marketing information being viewed (Chang, 2021).

Certain sorts of VR material will probably prove to be more effective than others, just as some websites are more effective than others. There hasn't been much research done yet on how different content types might affect how a VR experience is perceived.

Adachi et al. (2020), who discovered that choosing a tour guide rather than a peer as an information source did not change the impact on destination image or visiting intention, and Weng et al. are the only two exceptions to this rule (2021), who investigated the impact of adverts for locations that are both cultural and natural, with varying consequences. Since marketers who invest in VR advertising want it to be as effective as possible, optimizing VR content is essential. The current study aims to close this gap by contrasting various media formats as well as material created by various sources and presented in various ways by a sample with similar demographics.

Fully immersive VR experiences have become more widely used in tourism in recent years, both practically and scientifically (Zeng et al. 2020). According to Egger and Neuburger (2020), the invention of virtual reality (VR) was motivated by people's desire to be free to leave their physical surroundings whenever they wished. The idea of taking a vacation or traveling in general, when people want to temporarily leave their familiar environment, can be compared. In a survey of 27 articles on virtual reality in tourism, Beck, Rainoldi, and Egger (2019) made a distinction between the aforementioned non-, semi-, and fully immersive VR systems. According to research, virtual reality (VR) enables marketers to engage with customers in order to promote destinations (González-Rodríguez, Dáz-Fernández, and Pino-Mejías 2020), increase consumer engagement (Flavián, Ibáñez-Sánchez, and Ors 2019), and provide experiences that are realistic and authentic (M. J. Kim, Lee, and Jung 2020).

Israel, Zerres, and Tscheulin 2019), deliver pleasurable experiences (Deng, Unnava, and Lee 2019), and affect consumer attitudes and actions (Li and Chen 2019). Therefore, from a marketing standpoint, VR has the potential to affect tourists along their whole customer experience (i.e., pre purchase–purchase–post purchase).

A "try before you buy experience" is one way that virtual reality (VR) can be used to deliver motivational material to consumers during the pretravel (pre purchase) phase to persuade consumers to visit a destination (Tussyadiah et al. 2020; Huang et al. 2020).

Research methodology

The objective of our study's research method is to provide a systematic approach to answering our research question or investigating phenomena of interest. It enabled us to design studies, collect and analyze data, and draw conclusions based on evidence. The ultimate goal of our research is to generate knowledge and understanding that can be used to inform decisions, solve problems, or advance our understanding of the topic that we chose. We have used the causal research method and the survey was conducted from the past four to five months to gather 130 responses from people across india.

Our objectives of this would also include:

1. To identify and define a research problem or question.
2. To develop a research design or plan for investigating the problem.
3. To collect and analyze data using appropriate techniques and methods.
4. To draw conclusions based on the evidence gathered.
5. To communicate the findings and implications of the research to others.

Sampling Techniques

Simple random sampling is a technique where every item in the population has an even chance and likelihood of being selected. This method is the most straightforward of all the probability sampling methods since it only involves a single random selection and requires little advanced knowledge about the population. Because it uses randomization, any research performed on this sample should have high internal and external validity, and be at a lower risk for research biases like sampling bias and selection bias. So, our research includes survey conducted and shared to many people using a questionnaire in which various questions were provided relating to digital marketing and its impact on tourism sector like how it has helped people with their decision to book a travel experience and also how social media platforms and social media influencers have

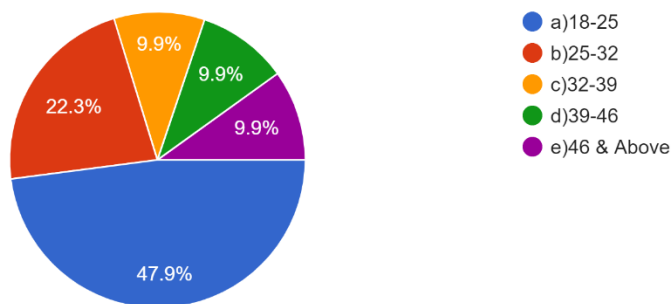
promoted and helped tourism sector. These questions were shared through google forms and we have collected a total of 121 submits.

Hypotheses

Hypothesis Testing

1.What is your age ?

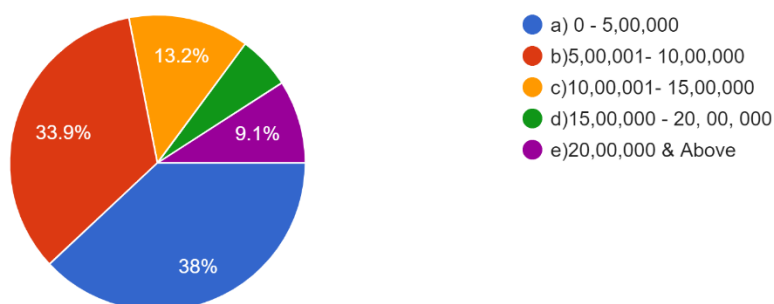
121 responses



The age group between 18-25 has filled most of the responses and are the most active group of the research testing.

2.Your Income (Yearly) ?

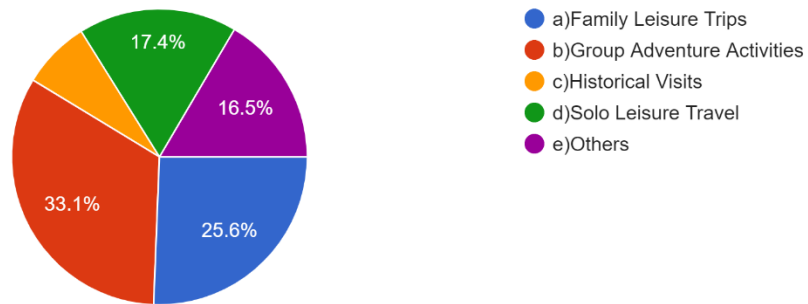
121 responses



The maximum income of people is between 0 - 5,00,000. Followed by 33.9% belong to income groups between 5,00,001 – 10,00,000.

3.What do you like to do in your down time ?

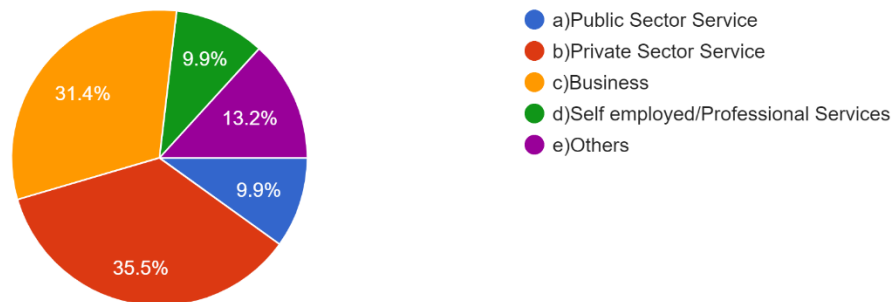
121 responses



33.1% of the people like going for group adventure activities in their down time. Historical visit is the least picked option.

4.Profession ?

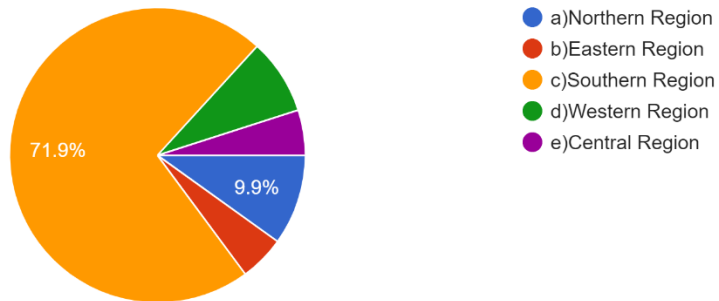
121 responses



Most of the people work in the private sector service whereas only 9.9% of them are self-employed. The second highest is standing at 31.4%.

5. In which region of India do you live ?

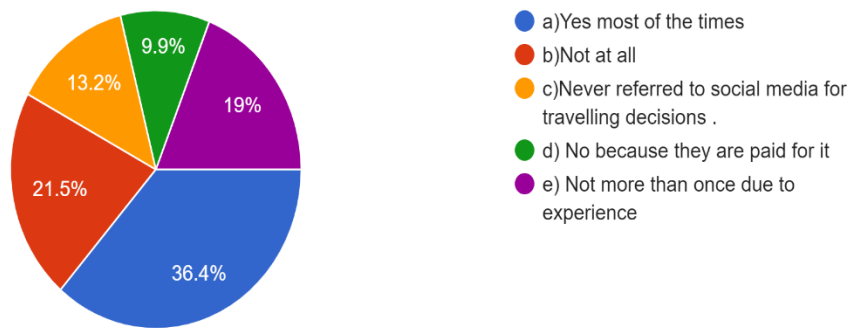
121 responses



Southern Region tops the list as 71.9% of the people belong to that region. Whereas the other places are not as dominant as the southern part.

6. Have you ever been influenced by a social media influencer to book a travel experience?

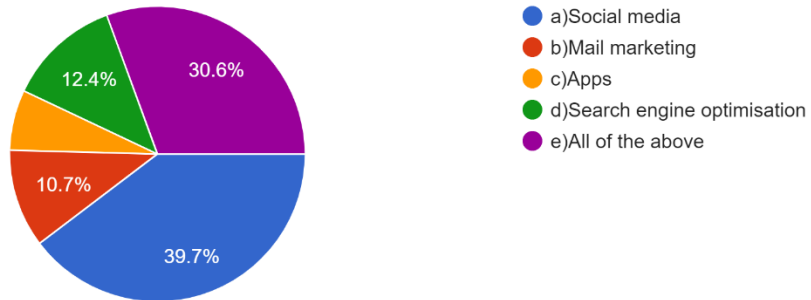
121 responses



36.4% of the people agree that they have been influenced by a social media influencer to book a travel experience. Followed by 21.5% of the people who answered that they were not at all influenced by the any social media influencer.

8.What type of digital marketing do you think is most effective for promoting travel or tourism experiences?

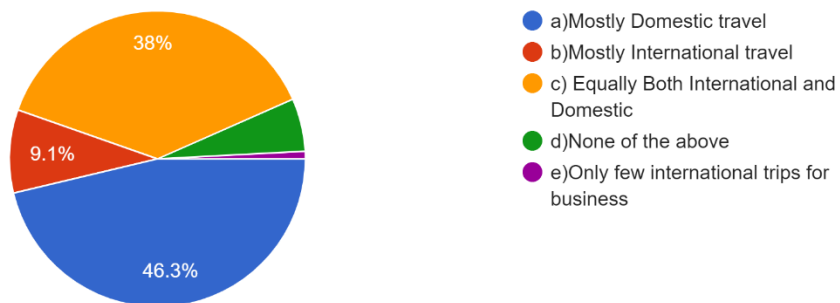
121 responses



Social Media Marketing stands still with 39.7% as most people think it is the most effective for promoting travel or tourism experiences.

11.Where do you travel frequently?

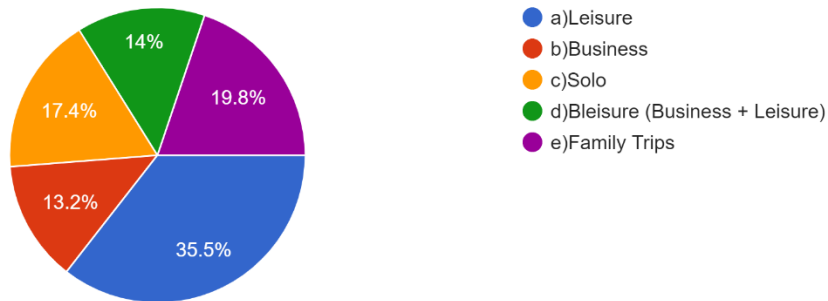
121 responses



Most of the people frequently travel within the domestic range. 46.3% chose domestic travel followed by both international and domestic.

12. Your Purpose of travel is

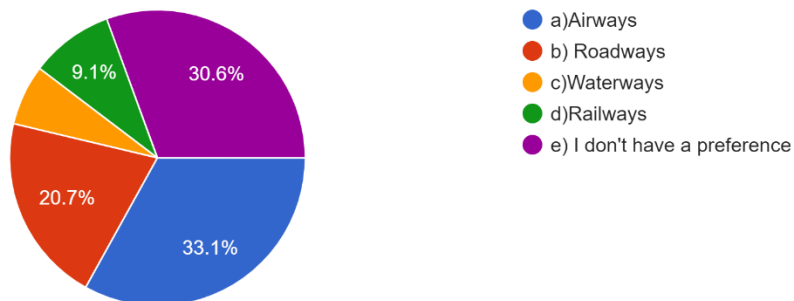
121 responses



35.5% of them are choosing leisure as their purpose of travel, followed by family trips. The other options are close to each other but leisure stands out from this with a wide difference.

13. I prefer _____ for my mode of travel

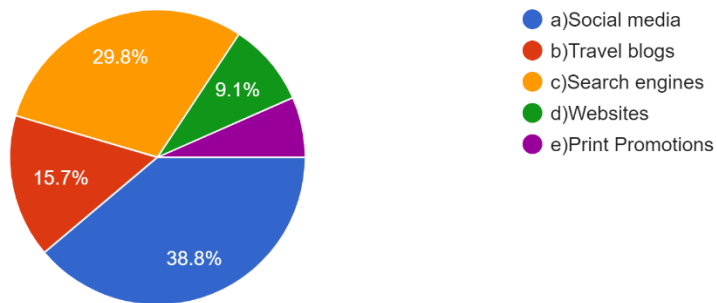
121 responses



Airways is the most chosen mode of travel with 33.1%. Whereas it is in a close call with people choosing that they don't have a specific preference.

14.How do you find information about travel destinations ?

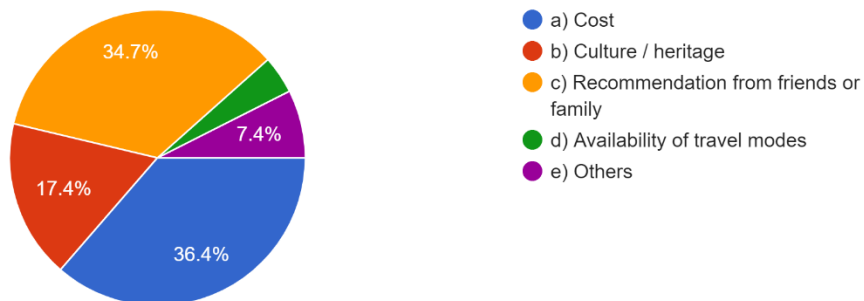
121 responses



About 38.8% of the people find information about travel destinations through social media followed by 29.8% through search engines. Social media proves to be the key gamechanger.

15.What influences your decision to travel to a particular place?

121 responses



The **cost** tops the list with 36.4% as the key influence over the decision to travel to a particular place and recommendation from friends and family stands second closely with 34.7%

Data analysis and interpretation

Digital marketing is a key player and the most happening aspect in any sector. Travel and tourism Under digital marketing, social media marketing stands still and is considered as the most effective for promoting travel or tourism experiences. It is also confirmed that they have been

influenced by a social media influencer to book a travel experience. Most of the people often travel at the domestic level as it is affordable. Airways is preferred and considered as the best mode of travel. Usually it is the cost which is a key influence over the decision to travel to a particular place and also recommendations from friends and family. Most of the people go on trips for leisure purposes with family and also for business purposes. Digital marketing definitely made a strong impact on customers for their cost decisions to travel. Moreover the cost of advertising is also minimized because of digital marketing. It is certain that digital marketing is the top most game changer in the tourism industry.

Findings and discussions

Digital marketing tools for the tourism industry

Digital technologies have revolutionized the rules of marketing and transformed how tourist destinations are promoted online. Careful selection of digital marketing tools enhance the organizations' marketing efforts and reduce marketing costs. With the tourism industry being characterized by a different range of online channels, the challenge lies with tourism marketers to be cognizant of how tourists access information and to find effective marketing tools and strategies.

Websites are considered an organization's place of business and the cornerstone of the organization's marketing actions occur on the internet. Websites are perceived as trustworthy and credible digital sources of information when they have a high degree of institutional control over the content posted. Website content should be target-oriented, relevant, comprehensive and should be updated regularly.

Digital marketing trends affecting tourism and views for the future By providing tourists with the means to buy several tourist products and services on their own, the internet now functions as the intermediary role that was traditionally played by tourism operators and travel agencies. As such, tourists have the ability to meaningfully participate in the digital world. The level of digitalisation of tourism products differs in different countries. Tourism destinations and businesses in first world countries, for example, have the ability to capitalize on the new technological wave of innovations for destination marketing at a rate that many tourism destinations and businesses in third world countries would struggle to cope with. Marketers should, therefore, constantly seek to improve and optimize their online marketing efforts in order to stay relevant and competitive.

Searching across databases resulted in a comprehensive list of articles being identified. Seven additional records identified from other sources which met the requirements of the search query string were also added.

Discussion

Tourism marketing is shifting from the use of traditional marketing tools to the adoption and incorporation of digital technologies. Findings show an increasing interest in research in digital marketing in tourism. Research interest in tourism digital marketing has significantly increased in 2023. The use of digital media in marketing is no longer a new phenomenon, yet researchers lack consensus on a single definition of digital marketing. Academics and scholars make use of

a range of terms, such as e-marketing, online marketing, web marketing and internet marketing, to offer an explanation for the concept of digital marketing .

Conclusion and Recommendation

This research aimed to investigate the relationship between digital marketing and the tourism industry among consumers. The findings of the study show that consumers who engage in social media are more likely to consider digital advertising and digital ways to decide their travel . Moreover, the study found that consumers who rate the importance of digital marketing as high are more likely to pay a premium for digitalisation compared to those who rate it as low. The ANOVA results indicated a significant relationship between digital marketing and the tourism industry .

The study contributes significantly to practitioners as it provides insights into consumer behavior towards digital marketing . The findings of this study can be used by companies that use digital marketing to better understand their target audience and create effective marketing strategies. It is recommended that companies should focus on creating awareness among consumers about the benefits of digitalisation and the effortless service it can provide

. The study found that consumers who engage in social media are more likely to consider traveling. Therefore, companies should focus on educating consumers about digital practices and how they can help the customers.

Therefore, it is recommended that companies should focus on creating a value proposition that emphasizes the importance of digital marketing for their service. Companies can also provide incentives such as discounts or loyalty programs to attract consumers who prioritize digital ways.

There are several other industry recommendations that can be made based on the findings of this research. Firstly, companies should consider investing in digitisation and digital methods, as this is a key factor that consumers consider when making decisions about their travel.

Companies can also focus on creating a more transparent supply chain, which would help consumers experience a better and more efficient way of booking a holiday or travel .

Another recommendation is for companies to focus on creating more innovative features . Many consumers are becoming more involved in the digital world, and companies that are able to offer digital options are likely to appeal to these consumers. Additionally, companies can consider offering vouchers and coupons for their traveler's , which would encourage consumers to use digital tourism domains

There is scope for further research in this area. The survey was conducted across India . Future studies can be conducted in other countries and with a larger sample size to increase the generalizability of the findings. The study only focused on the digital impact on the tourism industry , future studies can investigate actual behavior and the factors that influence it. Additionally, studies can be conducted to investigate the impact of digital marketing on the tourism industry .

In conclusion, Companies can use this information to create effective marketing strategies and incentivize consumers who prioritize digitalisation . There is scope for further research in this area, and it is recommended that future studies investigate actual purchase behavior and the impact of digital marketing on consumer behavior.

Limitations and Future scope

This research outlines a study on the effectiveness of digital marketing in the tourism industry. While digital marketing has revolutionized the tourism industry by enabling businesses to reach and engage with their customers in new ways, there are also some limitations that need to be considered. Some of the limitations of digital marketing in tourism include:

Bias in Data: Digital marketing data can be biased due to the inherent limitations of data collection methods. For example, social media platforms only capture data from users who are active on those platforms, which may not represent the entire population of tourists.

Limited Access to Data: While digital marketing provides a wealth of data, it may not be accessible to researchers due to privacy concerns or restrictions by third-party data providers.

Dependence on technology: Digital marketing requires the use of technology, which can be prone to technical issues, such as connectivity problems or server crashes. This can lead to a loss of business opportunities if customers cannot access the information they need.

Information overload: With so much information available online, customers can quickly become overwhelmed by the sheer volume of content, making it difficult to stand out from the crowd.

Lack of personal touch: Digital marketing can be impersonal and lacking in the human touch that some customers may prefer, particularly when it comes to making important travel decisions.

Security concerns: Customers may be hesitant to share their personal information online, particularly if they have concerns about data security and privacy.

Like several other studies this study also limitations on certain grounds while the research was carried out on the demographics front we can say that the received responses had imbalances or difference in their number

it can be noted that demographic responses were not similar on all the factors hence this might have impacted the results and certain parameters

The study was restricted to respondents to ppl in India hence the results might differ with ethnicity probably this major limitation on world wide perspective on ethnicity is another challenge

So the researchers believe recommendations cannot be standardized in every other industry profiling or geographical profiling. Although this analysis included with reference to with digital marketing in tourism there could be differences or few advancement due to dynamism of the industry during and post study timelines The present study is a quantitative analysis for to ease of access a interpretation and scarcity of resources and longitudinal constraints this is why it can be said that qualitative approach the study may have deepened has perception Thus it. Can be said that alternative approach of research can gain few different responses
Strategy of digital marketing impacts target audience

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