The Impact of Digital Media to promote Tourism Industry

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1. Introduction

   Human trends have been its discovery and curiosity since the primitive period. That is why the man went on to invest in new areas, in which the habit of his travels helped to meet new natural needs. Such as food, housing, machines, etc. In the journey of this search, he used the instrument like Dhol, Nagara to send the message in a loud voice in the journey to reach the message. A bullock cart, horse carriage was used for such a trip. The use of media is the result of the hard work of creating new places and finding places of rest. The intensive relationship of communication tools (media) with various forms of tourism is exposed. Today, these relations are continuously evolving in the form of tourism and media coordination.

   Make my trip, Trivago, Yatra.com, Facebook, Twitter, Youtube, Vimeo, etc are the good examples of new media. Most of the younger generations like the new way of new media tools. Nowadays, recognized newspapers, magazines, TV Channels, Online Portals, etc. are making their mobile applications and official web pages for their marketing growth.

2. Background

   Tourism is currently one of the fastest-growing industries across the world. It is primarily a service industry as it does not produce goods but render services to various classes of people. It is a combination of various interrelated industries and trades like the hotel industry, transport industry, etc. It is a complicated business as it involves multiple socio-economic activities like attracting people to a destination, transporting them, housing, feeding and entertaining, etc. In the process, it brings also tremendous infrastructural improvements and helps in the development of the region. Perhaps, tourism is one such rare industry, which earns foreign exchange without exporting national wealth.

   Tourism is an activity done by an individual or a group of individuals, which leads to a motion from one place to another. From a country to another for performing a specific task or it is a visit to a place or several places to entertain which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history.

   According to Mathieson and Wall, "The tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities were undertaken during their stay in those destinations, and the facilities created to cater to their needs ."

   According to World Tourism Organizations, "Tourism is movement of people outside their normal place of residence from more than 24 hours and less than six months without any economic activity ."

   Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more six consecutive months and not less than 24 hours for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. In simple terms, tourism is the act of travel for leisure, pleasure or business, and the provision of services for this act.

   The tourism industry is rapidly evolving is as new technology demands that hotels become more social and engaging in their marketing efforts; travelers are looking for the best value propositions, and consumer demand is pushing for hotels to make concerted efforts on property upgrades and improvements.

   Today, web technologies are easily learned by hotel managers, travel agencies, etc. For example, they can very easily update new information and pictures on the website.

3. Role of Digital Media Marketing

   During the last decade, the new digital media have given rise to new forms of advertising. The Internet which was once free of all advertising has now emerged as the advertising medium par excellence for reaching consumers worldwide.

   The global reach of the Internet, the competitive rates and above all the accuracy of its measurement of 'hits', 'page-views' and 'click-through' make it an attractive advertising
vehicle. The banners, pop-ups, buttons, displays and now ‘searches’, ‘blogs’, ‘podcasting’ and social networking sites are widespread types, though it is ‘search engine’ advertising that has proved to be profitable.

Every major search engine or search portal offers to match topics of search with targeted advertising. Online advertising includes interactive marketing, social networking, e-mail marketing, blogging, podcasting, and displays. The ranking of ads is based on a combination of the bid price (the amount advertisers are willing to bid for a certain keyword) and click-through-rate (the frequency with which users click on an ad) and that advertisers pay Google only when a surfer clicks on their ads.

Most of these are the world’s largest multinational media buying and media selling agencies are active in India, some have their own or in collaboration with Indian agencies. There are few restrictions on foreign investments in the advertising and PR business. Media Planning service/consultancy is now provided by these Media Agencies to advertisers, unlike earlier practices in advertising where Media Planning was an integral part and function of Advertising Agencies. We can understand through tables.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Global Media Networks</th>
<th>Indian Media Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Group M (Mindshare, Maxus, MEC, Motivator, Mediacom)</td>
<td>OMD</td>
</tr>
<tr>
<td>2.</td>
<td>Omnicom Madison</td>
<td>Starcom Media Vest</td>
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<tr>
<td>3.</td>
<td>Public is Group Media</td>
<td>Mindshare</td>
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<td>4.</td>
<td>Interpublic Media Council</td>
<td>Mediaedge : cio (MEC)</td>
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<td>5.</td>
<td>Havas</td>
<td>Universal McCann</td>
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<td>6.</td>
<td>Aegis</td>
<td>Mediachem</td>
</tr>
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<td>7.</td>
<td></td>
<td>Zenith Optimedia</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media</th>
<th>AdSpend (Rs.Crore)</th>
<th>AdSpend (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Print</td>
<td>8470</td>
<td>47.9</td>
</tr>
<tr>
<td>2. Television</td>
<td>7110</td>
<td>40.2</td>
</tr>
<tr>
<td>3. Outdoor/ OOH</td>
<td>1275</td>
<td>7.2</td>
</tr>
<tr>
<td>4. Radio</td>
<td>480</td>
<td>2.7</td>
</tr>
<tr>
<td>5. Internet</td>
<td>250</td>
<td>1.4</td>
</tr>
<tr>
<td>6. Cinema</td>
<td>104.5</td>
<td>0.6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>17,690</td>
<td>100.0</td>
</tr>
</tbody>
</table>

(Source: 5th Pitch-Madison Media Survey-2008)

4. Strategy Digital Marketing For Tourism Industry

The Social Networking Sites, Blogs, Online Portals widely promote the Travel Agencies, Hotels, Cafes, Cuisines, Rooms, etc. for profit. Some well-known hotels group like ITC, Taj Group of Hotels, the group of Carlson Rezidor Hotel, etc. is making own its official websites to promote their products - spas, architectural buildings, stylish bathrooms, etc. There are tourism and hospitality sectors have their major purpose to do for client’s satisfaction. The belief that if the Client is happy for its good services so their business runs very well.

The official site Ministry of tourism (http://tourism.gov.in) shows the regular updates of hotel information, tour packages, and events for tourists to be found in the easy process about the booking, destinations, environment, budget, etc. They contribute overall experience through the standards of facilities and services offered by them.

To provide contemporary standards of facilities and services available in the hotels, the Ministry of Tourism has formulated a voluntary scheme for classification of operational hotels which will apply to the following categories: star category hotels, 5 stars deluxe, 5 stars, 4 stars, 3 stars, 2 stars, and 1 star. Heritage category hotels, heritage grand, heritage classic. Especially, the luxury hotel makes attention and awareness of their product.

According to the client’s preference offers attractive schemes such as food and spa vouchers, a discount of room rates. Forex- ITC Group of Hotels has the punch line “Responsible Luxury”. According to the punch line, they provide comfort and suitable services for clients to make feel luxurious. The present scenario in the competition is so tough and critical. Every hotel tries to make perfect planning for marketing strategies.

5. Tools of Digital Media Marketing

1. Customer feedback on Social Media with Non-Profit Agencies and Professional agencies to giving a better analysis.
2. Launching schemes and programs to be posted on the Social Media sites.
3. To be participating in Corporate Social Responsibilities.
4. Follow up the products with celebrities and social groups because it is the easiest way to promote and develop more the social audience who visits regularly officially hospitality sites like hotel Trivago, ITC, etc.
5. Follow the followers by the Internet to increase online marketing for a product.
6. Affiliate and Associate with popular social activities on the Internet and offer your product.
7. Advertise on Social Media Sites via Face book, LinkedIn, Twitter, etc.

6. Impact of Digital Media for growth of Tourism Marketing

Social Media has to do with interacting with people. Social media will help to “engage” with existing and new customers, potential partners, the media and other opinion formers in a way that will stimulate an on-going relationship with them. This will, in turn, lead to more profitability over time than a series of one-off transactions, since the cost of reaching a continuous stream of new customers will outweigh the cost of keeping in touch with existing customers. Social networking has big potential in offering information and marketing opportunities to the existing client base.
As important as social media is for business, once they have built all of social media profiles and are engaging other people online regularly, it is equally important to monitor the effectiveness of social media for business. In this age of sophisticated technology, even if don't have a desire to be involved with social media for business, you don't have a choice.

We have to keep up with our customers and our competition. If we don't get involved, we will be giving up our edge and other business people will shine in the eyes of potential and current customers and we will be left behind. (According to iTT CONNECT).

According to iTT CONNECT (official marketing website) to point the ten major points of social media which are important to the hospitality industry:

1. **Branding**: Social media channels as a way for increasing its goodwill and trustworthiness which may ultimately result in better branding. In effect, a business can have a conversation with its customers, which makes a great amount of credibility among its customers.

2. **Lead Generation**: Social media marketing campaigns, as access to new leads, is relatively inexpensive compared to traditional methods.

3. **Engage with its customers**: Customer engagement is the most important benefit of social media marketing and this helps to retain its existing customers and also increase brand credibility.

4. **Generate Relevant Traffic**: The online marketing campaigns and social media channels are highly powerful traffic generators.

5. **Improve ROI**: Promotion of our products in relevant and product by social media channels to can help to increase the return over investment (ROI).

6. **Customer Feedback**: Feedback helps in improving the products and services. Since social media channels help in making customer engagement much easier, customer feedbacks are always there on the top and one can always expect helpful customer reviews and feedback, which can help in making the produces or services even better.

7. **Announcing Specials or new services**: There are no other better and cheaper media than the social media networks to inform customers about special offers. These channels make it easier to spread the news to a targeted audience.

8. **Know more about Customer preferences**: Social Media allows us to know more about the trends and preferences of the customers and act accordingly. Knowing the preferences of our customers make it easier to enhance the product and plan for online marketing campaigns in a much more effective way.

9. **Influence on Search Engine Rankings**: They are the most relevant and consistent traffic generator for any website. Effective Social Media campaigns can bring out a remarkable influence on search engine rankings. Most of the search engines are giants which going on with real-time search results, the social media updates and bookmarks can help site rank much better in the search engines.

10. **Enhance Customer Relationship Management**: Customer relationship is an integral part of the growth of any company and when a customer relationship fails, the company and its operations are also bound to fail. Social media channels help in strengthening bonds between the customer and the company.

7. **Conclusion**

We have to conclude that Social Media’s market has owned the increase in social-ad spending is driven by this continuously growing reach, better analytics and targeting, and performance. The rise of programmatic social platforms has also fuelled growth. The Blogs, Mobile Apps, E-mails, E-Pages, Videos, Promos, etc. to give more updates and information's easy to the clients. This is the cheapest process to promote a product. In Reality, it is very tough for the establishment of new business for promotion to need more money. The social sites, the blogs, etc. to collect more clients without an investment of time and effort. But the two-way communication facilitated by social media can improve customer service and enables businesses to gain new information about their customers and tailor communications based on that knowledge. Social media are not necessarily always positive. There are also some negative effects.

Such as A hacker's problem, reprehensible and negative response to a customer. It presents all the side effects are a negative sign on the development of an industry which reaches their damage output. Therefore, the way events have to be careful to avoid hospitality industries. Paying close attention to customer complaints and suggestions will be required to execute them so that customers and hospitality industries to sit a good harmony.

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