

Influence of Creative Marketing Approaches on the Mindset of Tourism Marketers & Travellers of Uttarakhand State

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Abstract

(a)Introduction:-Creative Marketing Strategy is the need of hour of every marketers and travellers, every tourism industry need effective strategy to cope up with today's traveller's behaviour.

(b)Agenda:-There is three agenda behind conducting research study, such as:-determining strategies inducing travellers, drawing out negatives and providing recommendations to mitigate obstacle in smooth and effective promotion of tourism products by industry.

(c)Research Methodology:-Research is mixed in nature, both sources has been implemented for data collection and 100 tourism marketers and 100 travellers has been selected for study.

(d)Results and Discussion:-Two tables has been formulated for showing the result of data collection, table 1 reflects creative strategy adopted by tourism industry and table 2 reflects travellers perception towards creative marketing platform.

(e)Conclusion and Recommendations:-At the end research concluded his study by stating that creative marketing strategy is necessary for all tourism industry if they want perpetual success and growth. Paper discussed some recommendations in order to mitigate such type of issues such as:- Providing skill development programme for marketers as well as awareness programme should be conducted to enhance the knowledge of traveller regarding creative strategy .

Keywords:-Creative Marketing, Delineate, Inflection, Furtive, Accord.

1-Introduction

Tourism Sector is one of the most creative sectors in an Indian context. If we talk about collaborating the word marketing with tourism that's become more interested and innovative. Tourism Marketing is a term used to describe the implications of all the possible latest tools, techniques, effective strategies, tactics in the field of tourism to promote tourism products among travellers troop.

2-Objectives

(a) To determine and analyse the effective marketing strategies implicated to induce travellers in the State of Uttarakhand.

(b) To draw out some negatives which hampers the promotion of tourism products in Uttarakhand State.

(c) To provide recommendations in order to eradicate such type of obstacle from smooth and effective promotion of tourism product in the State.

3-Significance of creative marketing strategies

(a) Describe your tourism industry.

(b) Explain the project.

(c) Layout your Mission & prosperity metrics.

(d) Delineate your Mark gathering.

(e) Illustrate entitle, Assert & Inflection.

(f) Archive all Yields.

(g) Schedule & Collaborator.

(h) Allocation.

4-Significance of Creative Marketing Strategy

(a) Helps in identifying or determining latest merchandise opportunities.

(b) Helps in coming up with different remedy of your issues or controversy.

(c) Provides a great assist to you in becoming more updated, innovative, creative and incubative.

(d) Give you a permission to revitalize your trade.

(e) Assisting in staying relevant with your travellers.

(f) Enhances your leadership quality.

(g) Assist you in understanding yours traveller's taste, preference and perception.

(h) It boosts up your flexibility.

5-Kinds of Marketing Strategies which spice up your Campaign

- (a) **Element Marketing:**-Alternate name of this kind is cause related marketing, that provides a inter linkage of company’s products and services with contemporary societal controversy.
- (b) **Accord Marketing:**-In this form of marketing, marketers makes a good rapport with traveller’s taste, preference and perception towards their industry. So, many E and M platforms has been launched to attract and engage so many travellers. Especially in the case of inbound marketing.
- (c) **Paucity Marketing:**-It is such type of marketing where, industries do a limited supply of their products to create a value in the eyes of their travellers.
- (d) **Furtive Marketing:**-Under this marketing, marketers act as a normal people and explains about a tourism product to their travellers in a normal way.

6-Research Methodology

This research investigation comprises of both paradigm of research: - Quantitative and Qualitative, Random sampling method has been used by researcher in order to record statistics of respondents, if we talk about sources of data collection both sources (Primary Secondary) is implemented for the study. Survey was conducted in 13 districts of Uttarakhand, approx.. 100 respondents are tourism Marketers and 100 respondents are travellers.

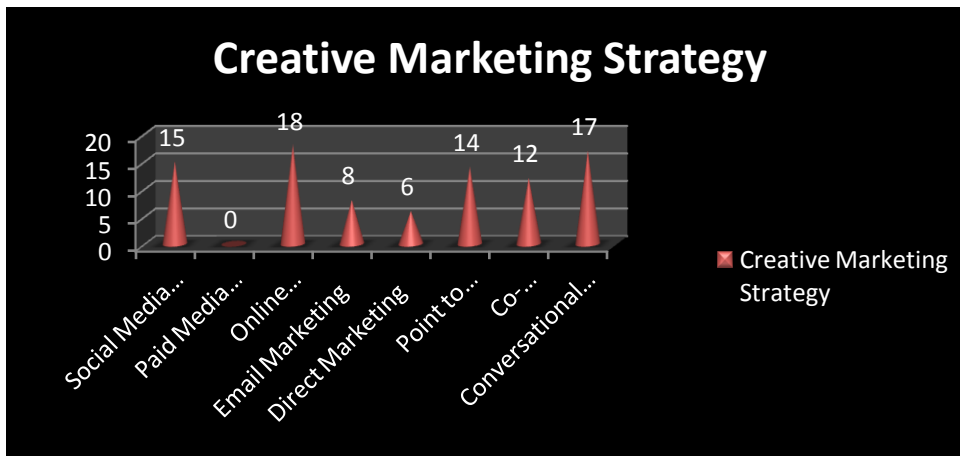
7-Results and Discussions

Table 1:-creative marketing strategies adopted by Tourism Industry

Creative Marketing Strategies	Frequency(n)
1. Social Media Marketing.	15
2.Paid Media Marketing	10
3.Online Marketing	18
4.Email	8
5.Direct	6
6.Point to purchase	14
7.Co-Branding, Affinity and marketing	12
8. Conversational Marketing.	17
Total	n=100

Source:-Survey Result

Diagrammatic Presentation



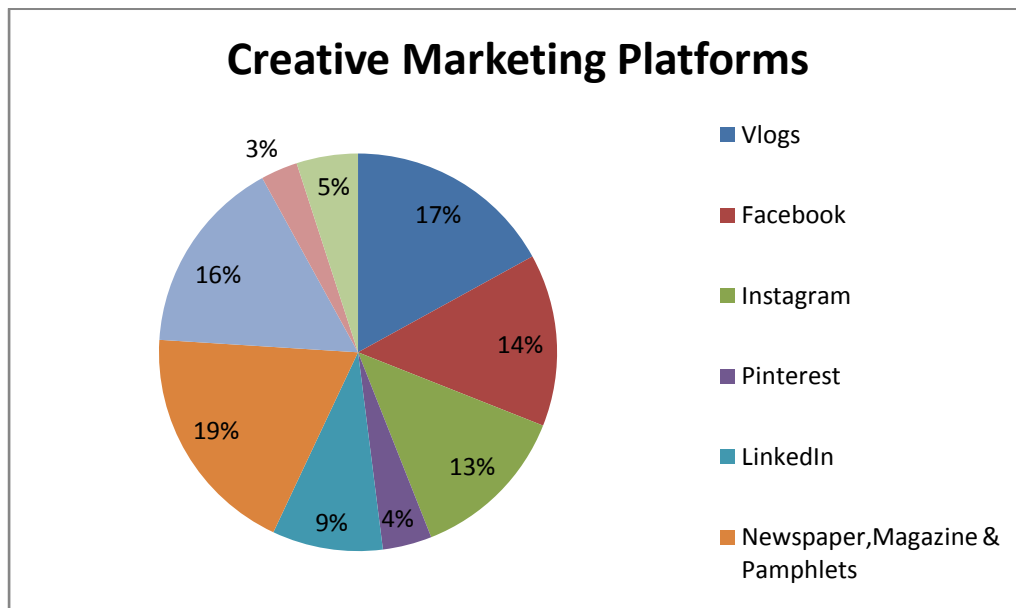
Interpretation of Data:-Statistics in the above diagram reflects that approx. 15 tourism industries has adopted social media Marketing, 10 industries has uses Paid Media Marketing, 18 industries promote their product through online marketing, 8 industries has adopted Email Marketing, 6 industries has uses Direct Marketing, 14 industries Point to Purchase Marketing, 12 industries do promotion through Co- Branding, Affinity and Marketing, 17 industries uses Conversational Marketing.

Table 2:-Preference of Traveller regarding Creative Marketing platforms provided by Tourism Industry.

Creative Marketing platforms	Percentage
1.Vlogs	17%
2.Facebook	14%
3.Instagram	13%
4.Pinterest	4%
5.Linkedin	9%
6.Newspaper,Magazine and Pamphlets	19%
7.Word by Mouth	16%
8.You Tube	3%
9.Television,Radio FM	5%
Total	100%

Source:-Survey Result

Diagrammatic Presentation



Interpretation of Data:-Above diagrammatical presentation revealed that around 17% travellers uses vlogs as an effective strategy, 14% tourists personally beliefs that facebook is one of the good and sound strategy for promotion of products, 13% travellers thinks that instagram is best strategy for promoting commodities, 4% travellers have a faith on pinterest, 9% travellers are with linkedIn,19% travellers have trust on newspaper, magazine & pamphlets as a sound creative marketing strategy ,16% travellers beliefs in word by mouth technique , 3% travellers prefers you tube channel for promoting products and only 5% travellers prefer television, radio FM etc.

8-Seven powerful tactics that boosts up the status, Scope and Performance of Tourism Industry

- (a) Any website who works as a merchandise development manager needs some time, so it is the duty of every tourism industry to provide sufficient time for their progress.
- (b)Active contribution and participation of all tourism industry in communal intelligence and Content promotion campaign.
- (c)Balancing contemporary & potential traveller’s behaviour, taste, preference and perception towards such brand through traveller’s relationship management strategy.
- (d)If tourism industry have targeted limited audience, they could disseminate their information to them by using email marketing technique.
- (e)Every tourism industry could collaborate or sign co partnership with any big company or sponsors to enhance their prominence and outlook.
- (f)Building a good rapport with other companies to enhance marketing channels for distribution as well as assist into make ingress into merchandise.
- (g)To get highest ROI from investment is the dream of every tourism industry to accomplish such expectation, carefully examination and analysing of proper marketing planning, efficiency is needed.

9-Limitations of this creative marketing strategies implicated in this study

(a) This approach is applicable only for big tourism industry that possess technical knowledge, the big challenge stands in front of small TI like:-eating joint nearside roads.

(b) Sometimes big creative marketing strategies fails or doesn't executed properly due to unawareness, non-interest of travellers in this planning.

10-Conclusions and Recommendations

At last, not least, researcher throws some light on the approach of creative marketing strategies with the help of this paper. The entire study emphasis on how the innovative marketing platforms influence the mind set of traveller who are diverse in nature and different creative marketing strategies adopted by tourism industry, Social media marketing and E-mail marketing strategies are in the top list of effective marketing programmes. Unfortunately, there are few negatives highlighted by researcher, to eradicate these issues so many recommendations such as:-

(a) A proper skill development training programme should be conducted by each and every tourism industry for their employees, who are less updated & upgraded related to latest technologies and digital app.

(b) Awareness programme or campaign should be conducted on a frequent basis to provide some awareness related to latest creative marketing strategies of your Industry.

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