

# Digital Media as a Vehicle for Promotion of Tourism in India

Dr. Sewa Singh Bajwa

Department of Journalism and Mass Communication, Ch. Devi Lal University, Sirsa (Haryana), India

**Abstract:** *Travel and Tourism has got a commendable boost in last few years throughout the world. People visit various places of tourism in the company of their friends or family members. These places of tourism attract people from far and wide. Tourists reach their destination and spend some days there. They look at the beauty of the place and then they move to some other destination next time. There are many who are captivated by the beauty of a particular tourist spot and they keep on visiting that place time and again. They do so because tourism enthralls them, captivates them, attracts them, entertains them and provides them solace and much needed mental peace from their daily routine life. The purposes of travelling to different places vary from person to person but tourist places add to the pleasant memories of people. This paper endeavors to signify the importance of Digital Media in Promotion of Tourism in India.*

**Keywords:** Travel, Tourism, Memories, Captivates, Digital Media

## 1. Introduction

Some people prefer visiting mountainous destinations while others prefer sea shores and beaches. There are many, particularly in India, who go for pilgrimage and there are those who prefer visiting deserts. Travel and tourism is as old as our modern civilization. Columbus and Vasco de Gama were essentially tourists albeit with a different purpose. These tourist places are credited with the exchange of culture. This cultural transfusion is found at every tourist destination. Tourist places have become potent centre of intercultural communication. Travel and tourism not only adds pleasant memories but it also gives an opportunity to have a taste the food and culture of that place.

Tourism is defined as a social, cultural and economic activity which people undertake to visit different countries or places with in their own country outside their usual environment for personal or business purposes. Purposes may differ but the basic idea of tourism is to get a respite from dull daily routine life and live some moments of enjoyment in the lap of nature. Thus tourism is a phenomenon which involves the travel of people from one place to another. If we look at the evolution of mankind man has been a nomadic by nature. Hence travelling from place to place has been there in the blood of humanity.

The English word 'Tourist' was first used in 1772 and the word 'Tourism' in 1811. These words have their roots in old French word 'Torner', Old English word 'Turian', Latin word 'Tornare' and Ancient Greek word 'Tornos'. The League of Nations defined tourism in 1945 as an activity one undertakes to travel abroad for at least 24 hours while United Nations amended it by including a maximum of SIX months stay. In 1976 Tourism Society of England defined tourism as a temporary and short-term movement of people to destinations outside the places of their residence. United States has categorized tourism in three broad categories i. e. Domestic Tourism, Inbound Tourism and Outbound Tourism. Domestic tourism is when people travel to tourist places within their own country. Inbound tourism is defined as the tourism when non-residents travel a given country.

Outbound Tourism is when residents of a country travel abroad for tourism purposes. Travel and Tourism are sometimes taken as the terms having the same meaning. But there is a difference between them. Travel involves journey and Tourism means a particular destination.

The Manila declaration of World Tourism of 1980 recognized the importance of Tourism and called it an activity essential to the life of nations because of their social, cultural, economic and educational sectors. Tourism accounted for 30% of World's trade in 201. Hospitality industry has also benefitted a lot by way of tourists. Hospitality industry includes transport services such as airlines, ships, boats, trains, taxicabs and buses. Lodging industry includes hotels, hostels, home stays, resorts and rented rooms. Entertainment venues include amusement parks, water parks, casinos, festivals, shopping malls, discotheques, shopping malls and theatres. People purchase a lot many goods as souvenirs. The World Heritage Sites need special mention here as they are real tourism magnets.

## 2. Discussion

Tourism has witnessed great development all over the world particularly during the last one decade. Westerns have been seen visiting tourist places all over the world. They spend their holidays away from their homes and enjoy to the fullest. But of late, people from developing countries have also started visiting tourist destinations. Heritage sites, Wildlife, Historical sites and Eco tourism have developed a lot. Unlike in many other countries, Indians visit religious places more than other destinations.

### Types of Tourism:

Before moving further it will be prudent to have a look at the types of Tourism. They are as follows:

- 1) **Adventure Tourism:** This type of tourism involves hiking and trekking, rafting, mountaineering; sky diving, paragliding and driving on the mountainous roads. Those who love adventures can visit the North-East, Sikkim, Himachal Pradesh, Jammu and Kashmir, Ladakh, Uttranachal, Assam and Sikkim in India.

Volume 12 Issue 6, June 2023

[www.ijsr.net](http://www.ijsr.net)

Licensed Under Creative Commons Attribution CC BY

- 2) **Beach Tourism:** People who live in land locked places often develop a liking for sea beaches. India's vast coastline presents ample places for tourists of this category. Of course Goa is the most sought after destination in beach tourism but one must not forget Kerala, Pondicherry, Andhra Pradesh, Andaman and Nikobar Islands and Lakshadweep in India.
- 3) **Cultural Tourism:** India is not a country rather it is a sub continent in itself with a rich variety of culture. Every state offers and attracts tourists to have a look enjoy their traditional culture. Many fairs and festivals are celebrated throughout the year in India. Apart from much talked about Holi, Diwali, Dusshera and Makar Sankranti there are many other festivals which attract tourists from India and abroad.
- 4) They include Pushkar Fair in Rajasthan, Camel Fair in Bikaner, Taj Mahotsav in Uttar Pradesh, Surajkund Mela in Haryana, Mahaballipuram in Tamilnadu, Kullu Dushehra in Himachal Pradesh, Hola Mohalla in Anandpur Sahib in Punjab, Ajanta and Ellora Caves in Maharashtra and Durga Ashtami in West Bengal.
- 5) **Eco Tourism:** Eco Tourism is a recent addition in Tourism sector. There are many National Parks in India which attract tourists from far and wide due to their unique flora and fauna. Kaziranga National Park in Assam is the most visited National Park in India. Then there are Tiger safaris which attract tourists. Gir National Park in Gujrat, Kanha national Park in Madhya Pradesh, Jim Corbett National Park in Uttranchal, nagarhole Tiger Reserve in Karnataka, Periyar National Park in Kerala, Ranthambore National Park in Rajasthan etc may be counted among them. There are as many as 106 National Parks in India which attract the Eco Tourists.
- 6) **Devotional Tourism:** there are many religions and sects in India that have their own religious places. Some of these destinations are quite popular. People go for pilgrimage to pay obeisance to their gods and goddesses throughout the year. Golden temple in Amritsar in Punjab, Dargah of KhawajaMoin-ud-Din Christi in Ajmer (Rajasthan), Mata Vaishno Devi Temple in Jammu and Kashmir, Mata Naina Devi, Mata Chintpurni, Mata Jawalaji, Baba BalakNath temple, Budhist Monastery in MaClodganj and Baba Wadbhag Singh shrine in Himachal Pradesh are some of the examples of Devotional Tourism in North India.
- 7) There is no dearth of such places in Rajasthan. Notable among them are Balaji Temple in Salasar, Mata Karni Devi Temple, Lord Brahma Temple in Pushkar, Gugga Maidi, Khatu Shayam Temple and Brahamkumari Aashram in Mount Abu are famous in Rajasthan. Haridwar in Uttranchal, Varanasi, Ayodhya and Mathura in Uttar Pradesh also attract millions of tourists. There are many such places in Maharashtra, Tamilnadu, Karnataka and Kerala.
- 8) **Wildlife Tourism:** Forests present a rich feast to eyes and attract tourists from far and wide. Though the area under forests is shrinking day by day but certain forest reserves do attract tourists. All the National Parks may be included in this category.
- 9) **Historical Tourism:** There is no dearth of Historical places in India which attract tourists from the country and abroad. Famous among them are Red Fort in New

Delhi, Taj Mahal and Fatehopur Sikri in Uttar Pradesh, Ajanta and Ellora Caves, Gate Way of India and Eliphanta Caves in Maharashtra, Hawa Mahal, Amber Fort, Buland Darwajaand Ranthambore Fort in Rajashtan, Jallian Wala Bagh in Punjab.

There might be some more types of tourism but the above mentioned are some of the most commonly sought after places and types of tourism. There are many states in India which depend heavily on tourism for sustaining their economy.

They include the hilly states of Jammu and Kashmir, Ladakh, Himachal Pradesh, Uttranchal, Sikkim, the North-East, Andaman and Nikobar islands and Lakashdweep. Thus hundreds of tourist places beckon tourists from all over the world. The Foreigners get attracted mostly by Goa, Himachal Pradesh, The Taj Mahal and Red Fort apart from National parks and adventurous places.

#### Factors affecting Tourism Industry:

Following are key factors which attract tourists from far and wide:

- 1) **Attraction:** Attraction of a destination plays a vital role in attracting the tourists to visit that place. Mountains, beaches, historical places, religious place and wild life have attraction of their own. Many times the connectivity to a certain place is very poor but its beauty attracts tourists and they visit it despite poor or nil connectivity. Annapurna base Camp and Hem Kunt Sahib may be counted among such tourist places. There may be manmade attraction in the form of amusement parks and tunnels.
- 2) **Accommodation:** People travel long distances to visit certain places of tourism. It is necessary that there is suitable and proper accommodation at or near the tourist place as such destinations are temporary homes for tourists. Tourists need hygienic, well-maintained accommodation with comfortable amenities, cleanliness, parking, sanitary facilities, and power backup and delicious food along with quick room service. There may be farm stays, home stays, shikara and cottages. Then hotels, motels, resorts, inns, base camps and dharamshalas. People are ready to pay but they don't ever compromise with quality of stay. This aspect is quite important from the point of view of the development of tourism industry.
- 3) **Accessibility:** It means connectivity to the place of destination. A well developed network of airlines, roads, railways, trails and safe public or private transport are the key to accessibility. If the roads are dusty, worn out and transportation is poor then people will not prefer visiting such destinations.
- 4) **Amenities:** Amenities means the facilities available at tourist spots. Features like comfort, convenience and enjoyment are necessary but proper sewage disposal system are necessary. There must be hospitals or at least well equipped first aid providing dispensaries, food and beverage facilities, good communication, local transport, reliable electric power and drinking water are the amenities tourists look for.
- 5) **Activities:** Mere visiting a place is never the sole motive of tourists, they want recreational activities at

place. If there are no activities put at place people will get bored too soon. Swimming, pools, boating, nature walks, sightseeing, and shopping etc may be counted among activities. It is also true that the nature and types of activities keep on changing with the change of tourist place and the terrain.

- 6) **Affinity:** Affinity means hospitality. Hospitality included receiving the tourists with a smiling face, untiring and dedicated service at hotels and home stays. Some hotels stop providing eatable as early as 10: 00 pm and start with bed tea as late as 8: 00 am. This makes people look for other destinations. A good hotel having the best of amenities may fail to attract tourists if there is lack of warm hospitality.
- 7) **Actors (Operators):** Actors here means the authorities responsible for tourism at a particular place and in a particular state. Tourism Boards, Tourism Ministry, Local Institutions, Security Services along with guides play an important role as actors as they are responsible for managing and safeguarding tourist places.
- 8) **Acts (Rules and Regulations):** Lack of updated rules and regulations may result in a chaos. Rules are necessary for smooth functioning and running of an activity. Acts need to be obeyed both by hosts as well as guests as the union of both results in memorable journey and stay at a hotel or some other place. Role of Traffic Police becomes very crucial in this regard. Loitering in the open, urinating in the open, smoking or drinking at public places must not be allowed.

Social media has great potential to spread information about places of tourists' interest by way of sharing photographs and videos of such places. There are so many apps available on Digital Media which can help promoting tourism. Make My Trip, Go Ibibo and Oyo are some of the sites from where hotels can be booked in advance. Air Tickets can be booked in advance from other sites. On line payments can be made for availing of any facility on line. But the difficulty with social media is its low authenticity and lack of trust on its posts. Google Maps can make your travel easy by guiding you all the way to your destination but even it cannot be blindly followed. Google search engine can surely help you find tourist destinations of your own liking. There are a number of social media sites which have billions of active users. Moreover, social media is totally free so people involved in tourism sector can make use of this social media. They can create pages and reach out to billions of people for free. Social Media also offers paid marketing opportunities. All the social media sites can help tourism industry grow all over the world. Travel companies can also make use of social media to great advantage. The impact of social media on tourism is huge. The posts of people on facebook or instagram etc can give you enough information whether a place is worth visiting or not. A study reveals that 27% travelers make their decision to visit certain destination by taking in account the posts, reviews and comments of people on facebook posts.

The bottom line is if you decide for visiting a certain destination, you must have enough time to spend there. Just travelling long distances to a tourist destination and then hurrying up for back journey makes no sense. If you don't have much time then go for the destinations which are nearer

to you and don't demand long travel. If you want to visit far off places then having enough time and money must be the priority. Both these aspects play a major role in any tour so they must be seriously considered before going for a tour.

Digital Media can definitely play a significant role in the promotion of Tourism. It is a fact that Digital Media has become an indispensable part of human life. It has rewritten the communication patters all over the world. Digital Media offers what no other media of Mass Communication can. There is a plethora of information virtually about anything on digital media. So far as tourism is concerned, there is plenty of information available about tourist destinations on digital media. Information about Tourists places of all over the world is available on this platform. Any tourist place is just a click away. One need to select any tourist destination and every sort of information in the form of text, pictures and video clips is accessible on digital media. It does not only give you the information about tourist destinations but it also provides ample information which way one need to follow. Tourists can book their hotels in advance and plan their tour accordingly. Make my Trip is one such app that plans long tours for tourists. Then there are apps like Go Ibibo that offers a variety of services which are vital for the development of Tourism Industry. Such apps are available on digital media all over the world. Foreign tourists have started arriving in India for visiting Indian tourist places. The states which dwell on tourism for sustaining their economy have witnessed unprecedented influx of tourists. Now there is no off season.

COVID- 19 hit tourism industry very hard but the years after that have witnessed great increase of tourists all over the globe. Tourist places keep flooded with tourists throughout the year. Indians are not usually great tourists but the young generation is keeping at pace with changing times. They visit far off and adventurous destinations. Craze for Wildlife and Eco Tourism has seen great rise in the number of tourists. The middle aged and senior citizens prefer to visit devotional places. One may see people throng at religious places throughout the year. Tourist places are attracting more and more tourists as a result of which there are great crowds at all the tourist destinations. A huge number of hotels and other places to welcome tourists at Tourist places have come up. There is no dearth of hotels which offer every type of food. From typical Indian food to continental food, everything is available in these hotels.

### 3. Conclusion

Along with tourism the travel industry have also developed in leaps and bounds. There is no dearth of airlines and taxicabs. More and more airports are being constructed. Now people don't have to worry about their travel plans. It is just a call away. All these services are enabled and made possible by Digital Media. Smartphone are in the pockets of most of the people. One just needs to download appropriate app and plan the tour. You need not to carry cash with you. Online transfer of money and online shopping has made things easier for tourists. Indians have started moving out of their homes and plan family tours. Youngsters go in the company of their friends. Educational institutes have luxurious vehicles for undertaking tours for their students.

Private institutes even take their students to destinations abroad. There are many in India who prefer visiting Thailand, Malaysia, Singapore, Dubai, Mauritius, Maldives, Qatar and Saudi Arabia. They visit these destinations and enjoy to the fullest. Then there are many who plan long tours to Europe, England, America, Canada, Australia and New Zealand. The credit for this unprecedented rise in tourism industry in India goes to digital media. Of course people used to visit these places in the past also but the increase in visitors is just unbelievable. Hence, there is absolutely no doubt that digital media has arrived as a messiah for travel and tourism industry in India. This industry is bound to grow rapidly in the times to come and it will contribute a lot in the development of Indian Economy.

## References

- [1] Kaur, G. (2017). The importance of digital marketing in the tourism industry. *International Journal of Research - GRANTHAALAYAH*, 5(6), 72–77. <https://doi.org/10.29121/granthaalayah.v5.i6.2017.1998>
- [2] Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2001). *Principles of Marketing*, 2nd Edition. Hemel Hempstead: Prentice-hall 1998. 1042 pp., Isbn: 0132 622548 £32.99. *Corporate Communications: An International Journal*, 6(3), 164–165. <https://doi.org/10.1108/ccij.2001.6.3.164.1>
- [3] Nuenen, T., & Scarles, C. (2021). Advancements in technology and digital media in Tourism. *Tourist Studies*, 21(1), 119–132. <https://doi.org/10.1177/1468797621990410>
- [4] Sezgin, E., & Aktaş, S. G. (2016). Marketing for new tourism perceived by East Asian e-consumers. *e-Consumers in the Era of New Tourism*, 123–135. [https://doi.org/10.1007/978-981-10-0087-4\\_8](https://doi.org/10.1007/978-981-10-0087-4_8)
- [5] Tan, G. W.-H., Lee, V. H., Lin, B., & Ooi, K.-B. (2017). Mobile applications in tourism: The future of the tourism industry? *Industrial Management & Data Systems*, 117(3), 560–581. <https://doi.org/10.1108/imds-12-2015-0490>
- [6] Türkmenadağ, Z. (2022). Artificial Intelligence in the delivery of mobile tourism services. *Mobile Computing and Technology Applications in Tourism and Hospitality*, 162–188. <https://doi.org/10.4018/978-1-7998-6904-7.ch008>
- [7] Živković, R., Gajić, J., & Brdar, I. (2014). The impact of social media on Tourism. *Proceedings of the 1st International Scientific Conference - Sintez 2014*, 758–761. <https://doi.org/10.15308/sinteza-2014-758-761>
- [8] [https://link.springer.com/chapter/10.1007/978-3-030-49757-6\\_43](https://link.springer.com/chapter/10.1007/978-3-030-49757-6_43)
- [9] <https://www.unwto.org/glossary-tourism-terms#:~:text=Tourism%20is%20a%20social%2C%20cultural,personal%20or%20business%2Fprofessional%20purposes.>
- [10] <https://www.eoiriyadh.gov.in/page/types-of-tourism-in-india/>
- [11] <https://byjus.com/question-answer/what-are-the-3-a-s-which-refer-to-the-basic-components-of-tourism-attraction/>
- [12] <https://forestrybloq.com/different-components-of-tourism-marketingupdated/#:~:text=There%20are%207%20major%20components,Affinity%2C%20Actors%2C%20and%20Acts.>
- [13] <https://www.cbi.eu/market-information/tourism/tips-go-digital#:~:text=1.,activities%20or%20change%20existing%20activities.>
- [14] No obligations, no catches, no limits, nada
- [15] <https://rezdy.com/blog/the-vital-role-of-social-media-in-tourism-marketing/>
- [16] <https://www.hotelmize.com/blog/positive-and-negative-effects-of-social-media-on-the-tourism-industry/>
- [17] <https://eujournal.org/index.php/esj/article/view/15264>
- [18] [https://en.wikipedia.org/wiki/Tourism#:~:text=The%20English%2Dlanguage%20word%20tourist,%CF%84%CF%8C%CF%81%CE%BD%CE%BF%CF%82\)%20%2D%20%22lathe%22.](https://en.wikipedia.org/wiki/Tourism#:~:text=The%20English%2Dlanguage%20word%20tourist,%CF%84%CF%8C%CF%81%CE%BD%CE%BF%CF%82)%20%2D%20%22lathe%22.)
- [19] <https://digitaltravelapac.wbresearch.com/blog/social-media-in-tourism-marketing>