

Strategies for Promoting Indian Tourism Products in International Market

Dr. Gaurav Purohit, lecturer ,
International Institute of Professional Studies, Indore , DAVV

Abstract

This paper aims to highlight the effective strategies to To promote tourism on international platform and to highlight the major aspect of tourism products of India. there are several challenges that are faced by the tourism industry people while selling and marketing the products internationally.

Key words : collaborations , innovation, international market , strategies, culture and social media.

Introduction

Promoting Indian tourism products in the international market requires a comprehensive marketing strategy that effectively showcases the country's rich cultural heritage, diverse landscapes, and unique experiences. Indian tourism products in the international market requires a comprehensive marketing strategy that effectively showcases the country's rich cultural heritage, diverse landscapes, and unique experiences.

International Marketing for India

Promoting Indian tourism products in the international market requires a comprehensive marketing strategy that effectively showcases the country's rich cultural heritage, diverse landscapes, and unique experiences.

Indian tourism products

Indian tourism offers a wide range of products and experiences that cater to various interests and preferences. Here are some popular Indian tourism products:

1. Cultural Heritage: India is known for its rich cultural heritage, historical sites, and architectural wonders. Tourists can explore iconic landmarks like the Taj Mahal, Jaipur's palaces, Hampi's ruins, and the ancient temples of Varanasi and Khajuraho.
2. Spiritual and Wellness Tourism: India is a popular destination for spiritual seekers and those seeking wellness retreats. Places like Rishikesh, Varanasi, Amritsar, and Bodh Gaya offer opportunities for meditation, yoga, Ayurveda, and spiritual practices.
3. Wildlife and Nature Tourism: India's diverse geography and ecosystems make it a haven for wildlife enthusiasts. National parks and sanctuaries like Jim Corbett National Park, Ranthambore National Park, and Kaziranga National Park offer thrilling wildlife safaris to spot tigers, elephants, rhinos, and other exotic species.
4. Adventure Tourism: India provides a plethora of adventure activities for adrenaline junkies. From trekking in the Himalayas, river rafting in the Ganges, paragliding in Bir Billing, camel safaris in Rajasthan, to scuba diving in the Andaman Islands, there are endless opportunities for adventure enthusiasts.

5. Culinary Tourism: Indian cuisine is renowned for its diversity and flavours. Travelers can indulge in culinary tours, food walks, and cooking classes to savor regional delicacies, street food, and traditional recipes. Cities like Delhi, Mumbai, Kolkata, and Chennai offer a vibrant food scene.

6. Beach Tourism: India has beautiful coastal regions that attract beach lovers. Goa, Kerala, Andaman and Nicobar Islands, and Puducherry are popular destinations known for their stunning beaches, water sports, and beachside resorts.

7. Heritage Trains and Luxury Travel: India offers luxury train journeys that take travellers on a royal experience. The Palace on Wheels, Maharajas' Express, and Deccan Odyssey provide opulent travel experiences, showcasing India's regal heritage and iconic destinations.

8. Rural and Village Tourism: Rural and village tourism provides an opportunity to experience rural life, traditions, and local communities. Tourists can stay in traditional homestays, participate in farming activities, witness traditional crafts, and immerse themselves in the local culture.

9. Film Tourism: India's vibrant film industry, Bollywood, attracts film enthusiasts who want to explore the iconic film locations and studios. Mumbai, the home of Bollywood, offers studio tours, film city visits, and opportunities to witness live film shoots.

MICE Tourism:

India has become a popular destination for Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism. Cities like Delhi, Mumbai, Bangalore, and Hyderabad offer state-of-the-art facilities, convention centres, and infrastructure for hosting corporate events and conferences.

Marketing strategies for promoting Indian tourism products in international market

Promoting Indian tourism products in the international market requires a comprehensive marketing strategy that effectively showcases the country's rich cultural heritage, diverse landscapes, and unique experiences. Here are some marketing strategies to consider:

1. Develop a strong brand identity: Create a compelling brand identity that represents the essence of Indian tourism. This could include a catchy tagline, a visually appealing logo, and consistent branding across all marketing materials.

2. Targeted online marketing: Leverage the power of digital marketing to reach international audiences. Use search engine optimization (SEO) techniques to ensure that your website and content rank high in search engine results. Additionally, invest in targeted online advertising campaigns on social media platforms, travel websites, and search engines to reach potential travellers.

3. Engage with social media influencers: Collaborate with travel influencers and bloggers who have a significant following in your target markets. Invite them to experience various destinations in India and share their experiences through blog posts, videos, and social media posts. Their authentic recommendations can greatly influence potential travellers.

4. Content marketing: Create high-quality content that showcases the unique aspects of Indian tourism. This can include blog articles, travel guides, videos, and visually appealing images. Share

this content on your website, social media platforms, and collaborate with travel publications and online travel agencies to reach a wider audience.

5. Cultural events and festivals: Organize cultural events and festivals in key international markets to promote Indian tourism. These events can include traditional music and dance performances, culinary demonstrations, art exhibitions, and interactive experiences. Such events help create a buzz and generate interest among potential travellers.

6. Participate in travel trade shows and exhibitions: Showcase Indian tourism products at international travel trade shows and exhibitions. These events attract travel professionals, media representatives, and potential travelers, providing an excellent platform to promote Indian destinations, products, and services.

7. Targeted advertising campaigns: Create targeted advertising campaigns that highlight specific tourism products and experiences in India. Tailor these campaigns to the preferences and interests of different international markets. For example, promote yoga and wellness retreats to health-conscious markets or adventure tourism to thrill-seeking travellers.

8. Offer customized experiences: Emphasize the ability to create customized travel experiences in India. Highlight the variety of options available, such as heritage tours, wildlife safaris, culinary journeys, spiritual retreats, and luxury vacations. Showcasing the flexibility and personalization of travel experiences will attract different segments of international travellers.

Collaborations an Innovative Solution

Collaborate with international airlines and travel agents to offer exclusive packages, discounts, and incentives for traveling to India. Joint marketing efforts and cross-promotion can significantly increase the visibility of Indian products. Collaborate with travel agencies and tour operators: Build strong partnerships with international travel agencies and tour operators to include Indian destinations in their itineraries. Provide them with comprehensive information, attractive packages, and incentives to promote Indian tourism to their clients. Collaborate with professional travel photographers to capture stunning visuals of Indian destinations and experiences. Use these images in your marketing campaigns, website, social media, and advertising materials to evoke a sense of wanderlust and entice travellers to visit India. Collaborate with travel media influencers: Engage with travel media influencers, including travel journalists, photographers, and filmmakers, to create compelling content that highlights the beauty and unique experiences of Indian tourism. Collaborate on feature articles, documentaries, or photo exhibitions that capture the essence of India and showcase it to international audiences.

Collaborate with local businesses, such as hotels, restaurants, transportation services, and tour operators, to create mutually beneficial partnerships. Offer special deals or packages that showcase the best of Indian tourism and provide added value to travellers.

Role of Travel Communities

Engage with travel communities: Join and actively participate in travel communities and forums dedicated to exploring different destinations. Share valuable insights, answer questions, and provide helpful information about traveling in India. By establishing yourself as a knowledgeable and trusted source, you can influence potential travellers' decisions and generate interest in Indian tourism. Collaborate with travel media. Establishing strong relationships with travel media outlets, magazines, newspapers, and travel TV shows in key international markets is imperative. Provide them with compelling stories, press releases, and press trips to generate positive coverage and increase awareness about Indian tourism. Focus on promoting specific destinations within India that have unique selling points. Highlight their attractions, historical significance, natural beauty, or cultural experiences through targeted marketing campaigns. This will appeal to travellers with specific interests and preferences.

Influencer marketing collaborations

Extend your influencer marketing efforts by collaborating with popular international travel influencers from different regions. This will help you reach a wider audience and target specific markets effectively. Make sure to choose influencers whose audience aligns with your target demographics.

User-generated content campaigns: Encourage travellers to share their experiences in India through user-generated content campaigns. Create hashtags and social media contests where people can submit their photos, videos, and stories about their trips to India. This will generate authentic and engaging content that can be shared across various platforms.

Localized marketing materials: Adapt your marketing materials, such as brochures, websites, and social media posts, to suit the cultural preferences and languages of your target markets. Localizing content will help you connect with potential travellers on a deeper level and create a personalized experience for them.

Video marketing: Leverage the power of video marketing to showcase the beauty and diversity of Indian tourism. Create high-quality videos that highlight different destinations, cultural experiences, adventure activities, and local cuisines. Share these videos on social media platforms, video sharing websites, and travel blogs to capture the attention of potential travellers.

Sustainable and responsible tourism messaging: Highlight India's commitment to sustainable and responsible tourism practices. Showcase initiatives that focus on preserving the environment, promoting local communities, and supporting ethical tourism experiences. This will resonate with environmentally conscious travellers who seek meaningful and responsible travel experiences.

Online reviews and testimonials: Encourage travellers to leave positive reviews and testimonials about their experiences in India on popular travel review websites and platforms. Positive feedback will help build trust and credibility among potential travellers.

Engage with the Indian diaspora: Tap into the Indian diaspora community living abroad by

organizing events, cultural festivals, or special travel packages that cater to their interests. This community can serve as brand ambassadors, promoting Indian tourism within their social circles and networks.

Invite influential travel bloggers, vloggers, and social media influencers for familiarization (fam) trips to India. Provide them with unique experiences and opportunities to explore various destinations and attractions. Their first-hand experiences and endorsements can have a significant impact on their followers and inspire them to consider traveling to India.

Online booking platforms: Partner with popular international online booking platforms and travel aggregators to ensure that Indian tourism products are easily accessible to potential travellers. This will increase visibility and streamline the booking process, making it convenient for travellers to plan their trips to India.

Collaborate with travel bloggers for destination guides: Partner with travel bloggers or content creators to develop comprehensive destination guides for Indian cities or regions. These guides should offer detailed information on attractions, accommodations, local cuisine, and insider tips. Distribute these guides through various channels, such as your website, social media, and travel publications, to provide valuable resources for potential travellers.

Cultural Exchange Programs:

Collaborate with educational institutions, cultural organizations, and exchange programs to promote cultural exchanges between India and other countries. This can include student exchange programs, artist residencies, or cultural immersion programs. Such initiatives create a deeper understanding and appreciation of Indian culture, fostering interest in visiting India. Language-specific marketing: Develop targeted marketing campaigns in different languages to effectively reach international audiences. Consider translating your website, promotional materials, and content into major languages spoken in your target markets. This will eliminate language barriers and make information more accessible to potential travellers.

Roles of Bloggers and Content Creators in today's scenario

Engage with travel bloggers and content creators: Actively engage with travel bloggers, content creators, and online travel communities. Provide them with relevant and up-to-date information, images, and stories about Indian tourism to feature on their platforms. Encourage them to share their experiences and promote India as a must-visit destination.

Innovative Targeting strategies for Tourism Products

Showcase niche tourism products: Highlight niche tourism products and experiences that India offers, such as medical tourism, wellness retreats, heritage walks, wildlife conservation programs, or culinary tours. Target niche markets that have a specific interest in these areas and tailor your marketing messages accordingly.

Collaborate with airlines for joint promotions: Partner with international airlines to create joint promotions, such as discounted airfare or package deals, that include Indian destinations. This

collaboration can help increase air travel to India and promote the country as a convenient and desirable travel destination.

Leverage cultural events and festivals: Capitalize on major Indian cultural events and festivals, such as Diwali, Holi, or Navratri, to create marketing campaigns around these celebrations. Showcase the vibrant traditions, rituals, and festivities to attract travelers interested in experiencing unique cultural celebrations.

Mobile app development: Create a user-friendly mobile app that offers information about Indian tourism products, attractions, itineraries, and booking options. Include features like interactive maps, augmented reality (AR) experiences, and personalized recommendations to enhance the user experience and encourage engagement with Indian tourism.

Potentially Strong Market Capturing Tools

Influencer collaborations with local celebrities: Collaborate with local celebrities or influencers in your target international markets who have a strong following. Partner with them to create engaging content, such as videos or social media campaigns, showcasing their experiences in India. Their endorsement can help generate interest and credibility among their fan base.

Travel package partnerships: Partner with international travel companies, airlines, or hospitality chains to create exclusive travel packages that feature Indian tourism products. Offer bundled deals that include flights, accommodations, and curated experiences in India. Promote these packages through various channels to attract travellers seeking convenient and comprehensive travel options.

Online booking incentives: Offer exclusive incentives for travellers who book Indian tourism products through your official website or online booking platforms. This can include discounts, special add-ons, or personalized itineraries. Creating a sense of exclusivity and added value will incentivize travellers to choose Indian destinations over others.

Personalized email marketing: Utilize email marketing campaigns to reach potential travellers who have shown interest in Indian tourism. Segment your email list based on traveller preferences, such as adventure seekers, cultural enthusiasts, or nature lovers, and send them content and offers tailored to their interests.

Trade missions and roadshows: Organize trade missions and roadshows in key international markets, bringing together Indian tourism stakeholders, travel agencies, tour operators, and media representatives. These events provide an opportunity to showcase Indian tourism products, engage in business-to-business (B2B) networking, and build relationships with international travel industry professionals.

Online contests and giveaways: Run online contests and giveaways on social media platforms or your website, offering participants a chance to win a trip to India or exciting Indian-themed prizes. This generates excitement and engagement, while also spreading awareness about Indian tourism products among a wider audience.

Mobile app development: Create a user-friendly mobile app that offers information about Indian tourism products, attractions, itineraries, and booking options. Include features like interactive maps, augmented reality (AR) experiences, and personalized recommendations to enhance the user experience and encourage engagement with Indian tourism.

Recommendations

To regularly analyse the effectiveness of your marketing strategies, monitor industry trends, and adapt your approach accordingly. By continuously refining your marketing efforts, you can increase the visibility of Indian tourism products in the international market and attract more visitors to explore the wonders of India. Destination videos and virtual reality (VR) experiences are great tools for customer attraction. Create visually stunning destination videos and immersive VR experiences that transport potential travellers to Indian destinations. Share these videos on social media, websites, and in travel agencies to capture the imagination of travellers and inspire them to travel to these destinations.

Conclusion

Consistency, authenticity, and personalized experiences are key to successful marketing campaigns. By effectively showcasing the unique offerings of Indian tourism, you can attract international travellers and boost the industry's growth.

Each marketing strategy should be aligned with your target audience, their preferences, and the unique selling points of Indian tourism. Continuously evaluate the success of your marketing initiatives, measure key performance indicators, and adapt your strategies based on the feedback and data you collect.

References

- Ahilesh, S., Amar, J., & Ajay, C. (2012, Oct). FDI : An Investment of Economics Growth And Development in Tourism Industry. International Journal of Scientific and research publication, 2(10), 1.
- Akhtar, Javiad, (1976), Tourism Management in India, Ashish Publishing House, New Delhi.
- Amit, K. (2014, Dec). Tourism Management and destination image. International Multidisciplinary Research Journal Golden Research Thoughts, 4(6), 1
- AnkurTewari. (2015, sep 28). Tourism sector gets industry status in Gujarat..
- Anukrati, S. (2013, June). A Swot Analysis of Rajasthan Tourism. Spectrum : A journal of multidisciplinary Research, 2(6), 17.
- Anupama, S., Sumita, K., & Anjana, S. (2012, Sep). Role of Tourism in Social and economic development of society. International journal of advanced research in management in social science, 1(3), 10.
- Gulab, N. (1996). Socio- economic aspects of tourism development in Rajasthan . Jaipur.
- Himardri, P., Z, R., & P, D. (2012, April). Emergence of spiritual tourism in India. International Journal of Marketing and Technology (IJMT), 2(4), 300.
- Kaul, R.N. (1985), Dynamic of Tourism: A Trilogy, Vol. 3, Transportation and Marketing Sterling Publishing, New Delhi.
- Kumar, J. S., & Ankush, N. A. (2013, Dec). A Social Aspect of Tourism Development In India.

International journal of Advanced Research in computer Science and software Engineer, 3(12), 995
leena, k., &Sapnaa. (2012, April). Impact of tourism in India economic. International journal of marketing, Financial Services and management research, 1(4), 70.

Manika, S. (2014, february). A case study on social - cultural impacts of tourism in the city jaipur Rajasthan. Journal of Business management and Social Sciences Research (JBM & SSR), 3(2), 10.

Mohn, T. (2011, march 4). A Growing Role for Tourism in Sustainable Development.

R, D. L. (2013, nov). Tourism in Rajashan : Challeneges and opportunities. Indian journal applied research, 3(11), 63.

Rais, A. (2013, January). Desert Ecotorism In Rajasthan : A case study of Jaipur. South Asian Journal of Tourism and Heritages (SAJTH), 6(1), 159.

Vinita, P. S. (2012, january). The impact of culture attraction an amenities in building images of a tourist Desination- A study of tourist visiting Jaipur. Indian journal of applied hospitality and tourism research , 6(special), 3.

Rajesh, R. (2013). Impact of tourism perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty : A Conceptual Model. PASOS, 11(3), 67.

Prasad,J.(2007). Bihar – Dynamics of Development. Mittal Publication, New Delhi, 3-8 Report - India Tourism Statistics 2010.

Stokes, R. (2008) . Tourism Strategy Making: Insights to the Events Tourism Domain. Tourism Management.