


Chapter 12


Modern Marketing in Indian Tourism: A Digital Approach

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ABSTRACT

This chapter explores the transformation of the Indian tourism sector driven by modern marketing and technology. Techniques like SEO, AI-powered personalization, and VR experiences enhance visibility and engagement, while sustainable tourism initiatives attract eco-conscious travelers. Data analytics and localized strategies improve targeted outreach, and tools such as CRM systems and festive marketing rekindle interest among past visitors, expanding the tourist base. However, rural community-based tourism faces branding gaps and misalignment with SDGs like poverty alleviation (SDG 1) and decent work (SDG 8). Artisan enterprises struggle with marketing innovation, emphasizing the need for indigenous branding and market orientation. E-tourism digitizes processes, reduces costs, eliminates intermediaries, and fosters growth by adapting to evolving consumer behaviors. This chapter examines these advancements and challenges, showcasing how they contribute to enhancing India's tourism competitiveness globally.

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INTRODUCTION

Indian tourism industry is changing by embracing modern marketing practices and advanced technology to enhance its visibility, influence and engagement. Tourist attraction in India has transformed with the integration of Sustainable Tourism Initiatives, Artificial Intelligence (AI), Virtual Reality (VR) and Search Engine Optimization (SEO). This chapter also examines challenges of rural and community-based tourism as well as the role of artisan enterprises. How significant is ICT and e-tourism for re-shaping the tourism landscape? The global tourism industry is changing rapidly; however, India can take advantage of its cultural diversity, natural beauty, and heritage. In this light, Indian tourism sector has undergone a great transformation through digital tools that have changed the way things were done conventionally when it comes to marketing and operations. Therefore, as much as drawing tourists is important, their overall experience should be enhanced so that this growth can be sustained in this area. By using modern marketing techniques, businesses have managed to reach out to bigger audiences thereby customizing their products while forming stronger connections with their customers who mostly are travelers.

LEVERAGING MODERN MARKETING METHODS

Modern marketing practices are client-focused and technology-based approaches that help companies to succeed in an increasingly competitive global market. They are built on data analytics, digital platforms, personalization, and sustainability to add value and improve customer experiences. Digital marketing among others uses methods such as search engine optimisation (SEO), social media advertising (SMA) and content marketing to connect with consumers more extensively. For instance, Google, Instagram, and Facebook use demographic information together with how people behave online to ensure efficient targeting of ads (Chaffey & Ellis-Chadwick, 2019). Also, data-driven marketing is instrumental in comprehending consumer behavior by analyzing big data in order to identify trends, customize offerings and optimize campaigns accordingly. A good case of this is Netflix which employs user data for content recommendations leading to improved engagement as well as retention rates at the same time (Davenport & Kim, 2013).

Content marketing is another marketing strategy in the modern age that aims to provide reliable and useful information that builds trust and shows authority. Formats like blogs, videos, podcasts and infographics are designed to educate or entertain while also enhancing search engine optimization (Pulizzi, 2014). Social media interaction complements this by helping brands engage directly with their

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