



# A STUDY ON BENEFITS OF TOURISM MARKETING FOR THE ECONOMIC DEVELOPMENT OF OUR COUNTRY

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## ABSTRACT:

This study delves into the multifaceted benefits of tourism marketing for the economic development of our country. Primarily, it investigates the pivotal role of tourism in revenue generation, emphasizing the positive impact of increased tourist spending on the overall economic landscape. Additionally, the research explores the significant contribution of tourism marketing in mitigating unemployment by fostering job creation across diverse sectors. Furthermore, the study evaluates the influence of effective marketing strategies on infrastructure development, particularly in enhancing transportation, public spaces, and cultural amenities. The findings aim to underscore the comprehensive advantages of strategic tourism marketing initiatives in fostering economic growth, sustainability, and socio-economic well-being for the nation.

**Keywords:** Tourism marketing, Economic development, Revenue generation, Job creation, Infrastructure development, Transportation enhancement.

## INTRODUCTION:

The contemporary global landscape has witnessed an increasing recognition of tourism as a potent catalyst for economic development. This study embarks on an exploration of the profound benefits derived from strategic tourism marketing initiatives within our country. With a primary focus on the interplay between tourism and economic prosperity, this research seeks to unravel the multifaceted advantage. Three key objectives underscore the scope of this investigation: firstly, to elucidate how the influx of tourist spending significantly contributes to the overall economic development of the nation; secondly, to assess the role of tourism marketing in job creation, thereby reducing the unemployment rate across diverse sectors; and thirdly, to evaluate the impact of tourism marketing on infrastructure development. As we delve into these objectives, the study aims to provide valuable insights into the pivotal role of tourism marketing in shaping our country's economic trajectory and fostering holistic development.

## LITERATURE REVIEW:

### **To analyze government endeavors that result in tourism growth - Ahamed M.(2018).**

The interconnectedness of tourism development and policy is evident, with India's tourism growth closely tied to its tourist policy. The nation has formulated various policies to foster the advancement of the tourist sector, and the Indian government has initiated several programs to attract both domestic and international tourists. Emphasizing this, the Ninth Five-Year Plan (Ninth FYP) outlines specific focus areas aimed at expediting the expansion of tourism across the country. In essence, India's tourism trajectory is intricately shaped by its policies and strategic initiatives, underscoring the integral relationship between the formulation of tourism policies and the overall development of the sector.

### **To investigate the impact of Foreign Tourism Receipts growth on the growth rate in the Indian economy - Godara R.S (2020).**

The results reveal a positive yet weak connection between economic growth and tourism, suggesting that the impact of heightened foreign tourism receipts on the growth rate is marginal. It can be inferred that the relationship between these variables lacks strength, indicating that increased tourism does not strongly influence overall economic growth. The findings imply that while there is a discernible association, the extent of the effect is modest, leading to the conclusion that the interdependence between economic growth and foreign tourism receipts is not robust. This underscores the nuanced and limited influence of tourism on the broader economic trajectory

### **Exploring the impact of key drivers on digitalization in the travel and tourism industry -Kumar, Suneel, and Asthana, Shekhar (2020).**

Discovered a link between the elements driving digitalization in the travel and tourism sectors. The study found eight such

characteristics that have an impact on the digitalization of the tourism industry. The concept of the sharing economy, the use of virtual reality, and the desire for digitalization are among the causes cited as the driving forces behind digitalization. The process cost is the primary dependent variable of a system, and digitalization has a significant negative impact on it. Thus, digitalization as a vehicle for the development of the tourism industry presents challenges and various opportunities to offer tourists the prospect of enjoying it better.

**To examine the relevance of economic growth for tourism and hospitality- Thommandru A. et al. (2021).**

The study underscores tourism's pivotal role in fortifying the country's foreign exchange reserves and serving as a substantial source of both direct and indirect employment for a significant segment of the population. Beyond economic contributions, tourism plays a vital role in safeguarding the nation's artistic and cultural legacy, preserving natural beauty, and maintaining historical sites. Moreover, it actively contributes to advancing the processes of national unity and fostering global brotherhood. In essence, tourism emerges as a multifaceted force, not only driving economic growth but also playing a crucial part in sustaining and promoting the country's cultural, historical, and social fabric.

**The focus of this research is to look into the dynamics of India's tourism sector expansion and economic growth - Mishra, P. K. (2021).**

The study substantiates the tourism-led growth hypothesis, affirming the positive impact of tourism on economic activity and its role in driving India's GDP growth. It further validates the enduring stability of the correlation between visitor activity and the nation's economic expansion over an extended period. By endorsing the notion that tourism plays a pivotal role in economic development, the findings underscore its significance in shaping India's overall economic landscape. This research not only supports the established link between tourism and GDP growth but also emphasizes the long-term viability of this association, highlighting the sustained positive influence of tourism on India's economic prosperity.

**SCOPE OF STUDY:**

This study investigates the pivotal role of tourism marketing in contributing to the economic development of our country through three main avenues. Firstly, it examines the relationship between tourism marketing strategies and revenue generation, particularly focusing on the impact of increased tourist spending on the economy. Secondly, it analyzes the effectiveness of tourism marketing in creating job opportunities across various sectors and addressing unemployment challenges. Lastly, it evaluates how tourism marketing influences infrastructure development, including transportation and cultural amenities enhancement. By exploring these interconnected facets, the study aims to offer a comprehensive understanding of the multifaceted benefits of effective tourism marketing for economic prosperity and sustainable development.

**STATEMENT OF PROBLEM:**

While tourism's role in economic development is recognized, a gap exists in understanding how tourism marketing enhances the economy. This study focuses on revenue generation, examining how effective marketing drives increased tourist spending and its direct contribution to economic growth. Addressing unemployment, it investigates how tourism marketing creates job opportunities across sectors. Additionally, it explores the link between tourism marketing and infrastructure development, emphasizing improvements in transportation, public spaces, and cultural amenities. By illuminating these aspects, the research aims to optimize tourism marketing strategies for sustainable economic development.

**OBJECTIVES:**

- To generate revenue by influx of tourist spending contributes to the country's economic development.
- To reduce the unemployment rate by job creation in tourism marketing across multiple sectors.
- To evaluate infrastructure development by improving transportation, public spaces, and cultural amenities.

**RESEARCH METHODOLOGY:**

This study uses mixed methods to explore the economic benefits of tourism marketing. Participants from diverse backgrounds, including tourists and industry professionals, will be surveyed via stratified random sampling. Quantitative data on spending patterns and job creation perceptions will be collected. Additionally, qualitative insights will be obtained through interviews and focus groups. Statistical analyses like regression models will quantify relationships, while thematic analysis will identify patterns. Ethical considerations, including participant confidentiality, will be ensured with Institutional review board approval. The study aims to inform evidence-based decisions for policymakers and industry stakeholders, optimizing economic benefits from tourism marketing initiatives.

**RESEARCH DESIGN:**

This study uses mixed methods to explore tourism marketing's economic benefits for our country's development. It employs stratified random sampling to ensure diverse representation. Quantitative data on spending and job perceptions come from 120 surveys, while qualitative insights are gathered through interviews and focus groups. Both regression models and thematic analysis will be used for

analysis. Ethical considerations, with IRB approval, include informed consent and confidentiality. The study aims to inform evidence-based decisions, optimizing economic benefits from tourism marketing.

#### DATA COLLECTION:

##### Primary data:

The total number of participants that filled out the questionnaire was 120 including both male and female. The survey to collect demographic characteristics and information pertaining to the purpose of the study.

#### TOOLS USED:

- Simple percentage analysis
- Chi-square analysis
- ANOVA analysis

#### HYPOTHESIS FOR THE STUDY:

**H<sub>0</sub>:** There is no significant relationship between age and preferred mode of transport, indicating that age may not be a determining factor in travel mode preference among respondents in the sample.

**H<sub>0</sub>:** There is no significant relationship between age groups and the amount spent. Suggesting that age does not influence the amount spent during travel among respondents in the sample.

#### LIMITATIONS OF STUDY:

- Data collected from the sample 120.
- The quality and reliability of the data collected are the actual expressions of respondents.
- The study is based on the dynamic nature of the tourism industry.

#### ANALYSIS & INTERPRETATION:

Simple percentage analysis Simple percentage analysis means as a special kind of rate, percentages are to used to make comparisons between two data or more series of data. A percentage is used to determine the relationship between the series.

**TABLE-1: SOCIO-ECONOMIC PROFILE-1**

S.NO	VARIABLES	HIGHLY RESPONDENT AREAS	NO OF RESPONDENT	PERCENTAGE
1	AGE	18-24	62	51.6
2	GENDER	MALE	71	59.1
3	OCCUPATION	STUDENT	56	46.6
4	RESIDENTIAL AREA	URBAN	51	42.5

#### INTERPRETATION:

The above table represents the demographic profile of respondents out of 120 respondents,62(51.6%) of respondents belong to the age group of 18-24, 71(59.5%) of respondents belong to the male gender.56(46.6%) of respondents are students.51(42.5) are urban.

**TABLE-2: SOCIO-ECONOMIC PROFILE-2**

S.NO	VARIABLES	HIGHLY RESPONDENT AREAS	NO OF RESPONDENT	PERCENTAGE
1	In your opinion how much do you spent during travel	3K-10K	42	35
2	Do you believe that tourism can significantly	Agree	45	37.5

	boost revenue in various sectors of a country's economy			
3	In your opinion Is job creation increased in tourism sector	Yes	63	52.5
4	When evaluating the economic impact of tourism, which sector do you believe benefits the most	Local attractions	39	32.5
5	In your opinion, which mode of transport is convenient to travel	Roadways	49	40.8

### INTERPRETATION:

The above table represents the demographic profile of respondents out of 120 respondents, the survey data indicates that 42(35%) of respondents spend between 3K-10K during travel, reflecting a range of economic contributions. A significant 45(37.5%) agree that tourism significantly boosts a country's revenue, and 63(52.5%) believe in increased job creation within the tourism sector. Furthermore, 39(32.5%) identify local attractions as the sector benefiting most economically, while 49(40.8%) consider roadways the most convenient mode of travel, emphasizing accessibility and convenience.

### CHI-SQUARE TEST:

A statistical method for assessing the discrepancy between observed and expected data is the chi-square test. It can also be used to test to see if it has any correlation with our data categorical variables. It determines whether a difference between two categorical variables is the result of random variation or whether a relationship between them is helpful.

$$\text{Chi square} = \chi^2 = \sum (o_i - E_i)^2 / E_i$$

Table showing the relationship between age and mode of transport is convenient to travel.

**TABLE- 3: AGE-TRANSPORT CONVENIENT TO TRAVEL**

#### Age \* Transport Crosstabulation

	Transport				Total
	Airways	Railways	Roadways	Waterways	
18-24	9	16	29	8	62
	9.3	17.1	25.3	10.3	62.0
25-34	6	9	9	5	29
	4.4	8.0	11.8	4.8	29.0
35-44	3	6	5	3	17
	2.6	4.7	6.9	2.8	17.0
45&above	0	2	6	4	12
	1.8	3.3	4.9	2.0	12.0
Total	18	33	49	20	120
	18.0	33.0	49.0	20.0	120.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.149 <sup>a</sup>	9	.519
Likelihood Ratio	9.598	9	.384
N of Valid Cases	120		

a. 9 cells (56.2%) have an expected count of less than 5. The minimum expected count is 1.80.

**INTERPRETATION:**

The Chi-Square tests (Pearson Chi-Square and Likelihood Ratio) did not show statistically significant results ( $p > 0.05$ ), indicating no significant association between age groups and preferred modes of transport. However, caution is needed as 56.2% of cells have expected counts less than 5, suggesting potential limitations in reliability due to low expected counts. Further examination or a larger sample size may be necessary for more robust conclusions about the relationship between age and transportation preferences.

**ANOVA:**

Analysis of Variance (ANOVA) is a statistical technique that compares the means of multiple groups. Imagine testing if different fertilizers affect plant growth. ANOVA separates the total variation in plant heights (tall vs short) into two parts: differences between fertilizer groups (tall fertilizer group vs short fertilizer group) and variations within each group (individual plant differences). By comparing these variations, ANOVA reveals if the fertilizer groups cause statistically significant differences in plant height, or if the observed changes are just random chance. This helps researchers understand how factors like fertilizer type influence outcomes like plant growth.

**TABLE 4: AGE-AMOUNT SPENT DURING TRAVEL**

<b>SUMMARY</b>				
Groups	Count	Sum	Average	Variance
Column 1	4	24	6	60.66666667
Column 2	4	42	10.5	89.66666667
Column 3	4	34	8.5	33
Column 4	4	20	5	8.666666667

<b>ANOVA</b>						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	74	3	24.66666667	0.513888889	0.680381573	3.490294819
Within Groups	576	12	48			
Total	650	15				

**INTERPRETATION:**

The ANOVA results indicate no significant differences in the amount spent during travel across different age groups ( $F(3, 12) = 0.514$ ,  $p = 0.680$ ). Most of the variability in spending is due to individual differences rather than age group variations. Thus, age may not strongly influence travel spending in this analysis, suggesting the need for further investigation into other potential factors affecting spending behavior.

**FINDINGS:**

- 35% of respondents spend between 3K-10K during travel, showcasing significant economic contributions to tourism expenditure.
- 37.5% agree that tourism significantly boosts a country's revenue, underlining its economic benefits.
- 52.5% believe in increased job creation within the tourism sector, indicating its potential for employment generation.
- 32.5% identify local attractions as the sector benefiting most economically from tourism, emphasizing the importance of preserving cultural and natural heritage sites.
- 40.8% find roadways the most convenient mode of travel, highlighting the importance of efficient transportation infrastructure.
- Chi-square tests show no significant association between age groups and preferred transport modes ( $p > 0.05$ ).
- Caution is needed due to 56.2% of cells having expected counts less than 5, suggesting potential limitations in reliability due to low counts.
- ANOVA results reveal no significant differences in travel spending across age groups ( $p = 0.680$ ), suggesting individual differences play a greater role than age in spending variability.

**SUGGESTION:**

To leverage the benefits of tourism marketing for economic development, several targeted strategies can be adopted. Firstly, there should be a concerted effort to bolster promotional activities aimed at attracting tourists, thereby driving revenue growth through increased visitor spending. Concurrently, initiatives focused on skill development within the tourism sector can be instrumental in reducing unemployment rates by creating job opportunities across multiple industries. Moreover, prioritizing investments in infrastructure development, including transportation upgrades and enhancements to public spaces and cultural amenities, is essential for improving the overall tourism experience. By implementing these measures, policymakers can effectively harness the economic potential of tourism, fostering sustainable development and prosperity for the country.

**CONCLUSION:**

In conclusion, the study underscores the multifaceted benefits of tourism marketing for the economic development of our country. The influx of tourist spending serves as a crucial revenue stream, stimulating economic growth and contributing to overall prosperity. Furthermore, the creation of job opportunities within the tourism sector addresses unemployment concerns and promotes inclusive growth across various industries. Additionally, the evaluation and improvement of infrastructure, including transportation networks, public spaces, and cultural amenities, enhance the tourism experience and bolster the country's attractiveness as a destination. By leveraging these strategies, policymakers can effectively harness the transformative power of tourism marketing to drive sustainable economic development and foster a vibrant and resilient economy for the future.

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