

Measuring Effectiveness of Marketing Strategies of Madhya Pradesh Tourism on Promotion of Tourism: A Brief Study

Mr. Anurag Jain

Research Scholar at International Institute of Professional Studies (IIPS), Indore

Dr. Alok Mittal

Director of Lal Bahadur Shastri Institute of Technology and Management (LBSITM), Indore

Abstract

Tourism nowadays considered as one of the key industries due its remarkable contribution in the economic, social and cultural development of countries all over the world. India being one of the most progressive economies of Asia is putting directional efforts in making tourism more viable and attractive sector for growth. Madhya Pradesh is among the popular states of India which have taken a major shift in a way the tourism are being marketed. The Madhya Pradesh Tourism has taken ample initiatives to make Madhya Pradesh as one of the popular choice among Domestic and Foreign Tourists.

The current research paper is aimed to study the effectiveness of marketing strategies of MP tourism on promotion of tourism. Madhya Pradesh Tourism has taken many major initiatives as a part of their marketing strategies which includes organisation of popular events, tourism festivals, identification, development & management of tourist destinations, launch of engaging Television Commercials (TVCs) & active social presence which may have significant impact on the promotion of tourism in Madhya Pradesh State. This research paper is an attempt to know and understand the viability and potential of carrying out future studies in the same area of research.

Key Words: Tourism, Madhya Pradesh Tourism, Marketing Strategies, Growth, TourismPromotion

1. Introduction

Tourism is an ancient phenomenon which has its history date back to 17th century. During that period the tourism was an activity of affluence practiced by people who have high earning and spending capabilities. The tourism has been majorly practiced for the purpose of leisure and relaxation at resorts and popular destinations and was accompanied by some

prestigious events (Towner & Wall, 1991). The major tourism participative countries were Greece, Rome, Britain, Western Europe, and United States. The tourism has gained popularity in Asian countries such as India, Japan, China, Vietnam and Sri Lanka in 19th century but less it was an activity of leisure and more of exploring culture of other nations (Singh, 1997). The contribution of tourism industry of India is significant enough which leads to the growth and development of services sector. The initiatives taken by government in the form of favourable tourism policies, deployment of vital resources, implementing latest technology and focused approach in developing major tourist destinations and properties has become indicative for the growth of tourism. The marketing campaigns and promotional activities of various tourism promotion boards proved to be a critical success factor in attracting both domestic and foreign tourists at various tourist destinations of country (Cochrane, 2007).

2. Evolution of Tourism and its growth

Tourism is a wide term which has been defined by different scholars and philosophers in different manner on the basis of its context, practices, and purposes. In layman terms tourism can be defined as an act of travel for the purpose of recreation, fun, leisure, business, education, health, exploring culture and heritage and so forth. Another inclusive meaning of tourism can be understood from the view point of its service nature. Tourism includes a combination of both tangible and intangible elements of service industry which satisfy different needs of travellers or tourists which may result in achieving some pre-determined purpose which may include mental peace, relaxation, entertainment or exploration of new things and places. The tangible elements of tourism comprise of transportation facilities such as rail, road, air and sea, accommodation- hotels, resorts, guest houses and bungalows, hospitality includes food, beverages and drinks, tour guides, souvenirs, facilities such as banking, internet, road signs, safety and security. Tourism is incomplete without a blend of intangible elements such as new experiences, pleasure, adventure, relaxation, and culture with its tangible elements.

Tourism was started practicing as a social activity which then passage of time became an important economic activity which contributes in the development of nation and its different regions. The Social and Economic aspects of tourism were not sufficient for its perpetual success so the element of Environmental/Ecological balance has been integrated with the prior elements to give a sustainable shape to the future of tourism industry.

Services Sector is the major contributor of economic growth and development for most of the developed countries. The developing countries such as India are not far away in sectorial development of Services industry in parallel with manufacturing industry. The contribution of Services Industry is increasing gradually in growth of economy, creating ample employment opportunities, generating revenue collection for the governments and becoming a future potential for more development opportunities. Tourism is by and large a most promising and attractive sector of services industry which has an enough potential to support major developmental projects in Indian Sub-Continent. The growth potential, development plans, marketing practices and service quality of tourism services are becoming the important areas of research to carry out in depth study and provide a necessary base for information and exploration of the tourism sector.

Tourism is often considered as one of the fastest growing industries all over the globe and it is becoming a major contributor of economic and social development of India as well. The government of India in collaboration with Ministry of Tourism of India is putting ample efforts and resources to make tourism as potential.

According to the published Annual Report (2016-17) of Ministry of Tourism, Government of India, the year 2016 witnessed a growth of 10.7 % in Foreign Tourist Arrivals (FTAs) in India. FTAs during 2016 were 8.89 million (provisional) as compared to the FTAs of 8.03 million during 2015. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2016 were ₹.1, 55,650 cr. (approx.) with a growth of 15.1%. The next year's Annual Report (2017-18) of Ministry of Tourism, Government of India, indicates that the Foreign Tourist Arrivals (FTAs) during 2017 were 10.18 million with a growth of 15.6% over same period of the previous year. ITAs include both FTAs and Arrivals of Non Resident Indians (NRIs). In the year 2016, there were 14.57 million International Tourist Arrivals (ITAs) in India, with a growth rate of 9.7% over 2015. Domestic tourism continues to witness growth and become an important contributor of development of the tourism industry. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, the domestic tourist visits during the year 2015 were 1432 million as compared to 1282.8 million in 2014 registering a growth of 11.63% over 2014 (MOT, GOI 2019).

The latest trends for year 2018 indicate that the Foreign Tourist Arrivals (FTAs) registered the growth of 5.6 % as the footfalls were of 9.3 million tourists for the period of January to November 2018 as compared to 8.8 million tourists in year 2017 over the same period of January to November. There is a significant rise in the collection through Foreign Exchange Earnings (FEEs) which were Rs. 1, 58,846 cr. during the period of January to October 2018 as compared to Rs. 1, 41,965 cr. in year 2017 which is 11.9 % (PIB, 2018).

As per the National Tourism Policy of India (2002), the country is committed to bring out the social, cultural and economic benefits out of promotion of tourism. India would attract the footfall of 8.9 million Foreign Tourists by year 2020 as per the forecast made by The United Nations World Tourism Organizations (UNWTO, 2009). The rise in tourists' traffic supports the statement and indicates the substantial growth in tourism.

The tourism industry in India attracted attention by the government post-independence when the growth of services sector was also considered as the main element of economic development with manufacturing industry. The increasing participation of government, private players, marketers and service providers has provided the necessary growth and promotion required by tourism industry.

3. Review of Literature

Tourism has been widely recognized as a global industry which tends to be among the fastest growing industries and has a potential to grow dramatically in the coming years. Tourism globally has become the key contributor of the economic growth and viability and the governments worldwide focussing on its marketing, devising strategies and ways to promote it with the collaboration of promotional bodies, marketers, public and tourists (WTTC, 1995). The key role of marketing is to match the consumer needs with the market offerings. The discipline is being practiced with an aim to provide equal benefits to both the marketers and consumers (Lilien & Rangaswamy, 1998). As tourism represents the services marketing discipline the researchers in service domain (Zeithaml, Parasuraman, & Berry, 1985) and also in tourism marketing (Calantone & Mazanec, 1991) well understood the importance of co-creation of experiences in tourism marketing. Tourism as a product is of service nature, it is always critical for tourism marketers to understand and manage the expectations of the tourists before designing any marketing strategy. The very tourism specific definition of marketing proposed by Grönroos (2006) is "Marketing is a customer focus that permeates organizational functions and processes and is geared towards making promises through value proposition, enabling the fulfilment of individual expectations created by such promises and fulfilling such expectations through support to customers' value-generating processes, thereby supporting value creation in the firm's as well as its customers' and other stakeholders' processes" (p. 407). Marketing in tourism is being practiced with an aim of production and placement of products (tourism products) which meets the varying needs of tourists. It can be seen as a subsystem in the system of services marketing which produces and delivers a tourism product which is produced and consumed simultaneously and must

have a capability to deliver value (Zeithaml et al., 2003). The role of tourism marketing is very crucial in determining and influencing tourists in visiting the various marketed destinations. In shaping an effective marketing strategy the four pivotal marketing tools are product development (offerings), promotion, pricing and place (both location and distribution) are important for an organization. This refers as marketing mix in tourism. Selecting a tourist destination is particularly different from selecting any product from shop as it requires marketers to mix it with the right blend of other facilities available at the destination (Dasgupta, 2011). (Dolnicar & Ring, 2014) argues that the three major industries which are associated with the tourism are: 1) Passenger Transportation, 2) Accommodation (Hotel Industry), and 3) Travel agencies (Tour operators & travel agents). In any particular travel plan, a tourist spends about 35% on transportation, 40% on accommodation & food and the 25% remains for entertainment, shopping, recreation and other fun activities out of his total expenditure budget. Here the marketers, tour operators and other service providers can influence tourist to spend more at any destination.

Riege & Perry (2000) described it was a question of much debate among researchers what role marketing strategies play in promotion of tourism. By & large it is seen as an activity of shaping policies, developing & managing destinations and making available various facilities which helps tourists in making their tourism experience better. But it can be seen from a larger perspective as tourism marketing strategies helps to match the strengths of tourism firms with the available market opportunities, avoiding threats and uncertainties of environmental changes, and providing a necessary base to expand their services which caters to the needs of larger audience base. The formulation of marketing strategies for tourism promotion can be done through:

- a) Segmenting the market by identifying the potential tourist destinations and knowing the target group of tourists;
- b) Understanding the market requirements and devising the marketing plan accordingly;
- c) Allocating the key marketing resources as per the marketing plan;
- d) Communicating the value proposition with the target audience.

4. Madhya Pradesh Tourism (MP Tourism)

Madhya Pradesh is located in the central part of India that's why it is popularly known as 'Heart of India'. There are many other reasons associated with that which includes its rich and diverse culture, history, inclusiveness, food, art, monuments, heritage, people and preserved destinations which makes Madhya Pradesh one of the popular choices for both

domestic and international tourists. The popular tourist destinations of Madhya Pradesh include Ancient City Ujjain, Sacred place Sanchi, Kanha National Park, Temples of Khajurao, Ghats of Maheshwar, Scenic Sailani Island, Food City Indore and more which consists of places for tourist of diversified interests. By understanding the growth potential of tourism industry the state government of Madhya Pradesh have undertaken significant efforts and deployed crucial resources in the promotion, development and effective utilization future potential of tourism sector of state. The role of Madhya Pradesh (MP) Tourism is pivotal in managing, promoting and sustaining tourism activities in the state.

In year 2017, the state government has incorporated a specialized board known as 'Madhya Pradesh State Tourism Board- MPTB' by following the objective of promotion of tourism in state with a collaboration of Service Provider, Service Receivers, Marketers and Government. The focused areas for development under MPTB are sustainable tourism practices, skill-development, identification and development of tourist destinations and infrastructure, promotion and marketing of tourist destinations using different promotion mix for domestic and international tourists and attracting investment in tourism industry. One of the major promotional campaign of Madhya Pradesh tourism worth mentioning here is 'Madhya Pradesh, where life is celebration' to connect tourists with the state. In order to promote the destinations of Madhya Pradesh through online and TV commercials (TVCs), the state tourism department along with Madhya Pradesh State Tourism Development Corporation (MPSTDC), appointed Ogilvy & Mather and Mindshare as their creative and marketing partners respectively. The first communication strategy says that "Hindustan ka Dil Dekho" and was created by Ogilvy& Mather was launched in April 2006 (MP TOURISM, 2019).

MPSTDC works in parallel with the MPTB under the wide umbrella of Madhya Pradesh Tourism. The key functions of the MPSTDC is to follow up the objectives of Tourism Policy-2016 and perform major responsibilities mentioned in it such as motivating private investors to make investments in tourism sector for development of infrastructure at tourism destination, availing modern facilities and other resources. The board has to work for framing, executing and monitoring new policies for attracting and inviting investors, increase physical land space by identifying and selecting appropriate places to initiate tourism projects with the help of public-private investment. They identify the major tourist destinations including current and potential ones in the state. Then look after the other important activities such as development, positioning, and promotion of identified destinations. The board is maintaining and developing ancient and modern properties at tourist destinations. Another important feature of MPSTDC includes various tour packages such as Nature & Heritage, Temple & Tigers, Medieval Splendour, Call of the Wild, and Panchmarhi Adventure Safari

are the special and specific packages which includes visit, stay and exploration of popular destinations of Madhya Pradesh. The board is also responsible to develop a work plan for all tourism-related archaeological sites, wildlife places, caves with natural beauty, amusement and other parks, water reservoirs and also take measures for their supervision. The new body has been entrusted with the work to promote rural tourism through exhibitions, local food dishes, culture, dress, handicrafts, making required arrangements and facilities for eco-tourism, organizing tourism festivals, and events on regular basis (MPSTDC, 2019).

According to MPSTDC (2017), “the inflow of tourist arrival in Madhya Pradesh state has increased significantly and got doubled as compared to the previous year. The impact of promotional activities and campaigns is showing the positive results as the 15.05 cr. tourists visited the MP state in year 2017 which includes 3.63 lakh foreign visitors to. The figure for year 2016 was close to 7.5 cr. which got doubled this year due to impact of implementation of State-Tourism Policy-2016 under which tourism projects have been increased with the provision of capital subsidy has been made applicable for the entire nation”.

5. Marketing Campaigns, Initiatives and Activities

Madhya Pradesh Tourism Board has taken important initiatives in recent years for the promotion and development of tourism in the state. The initiatives comprise of range of activities which includes destination development & management, marketing campaigns, re-positioning & branding of older destinations and creating image of Madhya Pradesh as tourism friendly state.

5.1 Popular Events

Events are one of the major sources of getting tourist attraction at destinations and positioning of various offerings available at any place/destination in the minds of tourists. Events help in creating awareness, motivating potential tourists to visit destinations and generating revenue as well. MP Tourism Board has organized several events in recent years which have captured attention and interest of both Domestic and Foreign Tourists. Some of the popular events include Go Heritage Run organized at Panchmarhi, Mandu, Gwalior, Pench & Khajuraho, Omkar Mahotsav, Tansen Samaroh, Jal Mahotsav, Mandu Utsav, Khajuraho Dance Festival and Lokrang Samaroh. Each of these events are perfectly designed to showcase richness of culture, art, music, adventure, heritage, ecology and glory of Madhya Pradesh and promoting various forms of tourism in state. Another flagship event of MPTB include Madhya Pradesh Tourism Quiz Competition which has been designed with an intent

of spreading awareness and develop the interest among the school students in tourism. The quiz is being organized every year to attract maximum participation from students of every corner of state.

5.2 Television Commercials (TVCs)

Television Commercials (TVCs) are pivotal in circulating information and creating awareness about various destinations to visit. It also artistically presents the essence of tourism and key attractions in an interactive manner. The eye catching TVCs of MP Tourism in collaboration with advertising agency Ogilvy which have achieved wide popularity among audience are 'Til Dekho..Taad Dekho' or the ones that followed including 'Hindustan Ka Dil Dekho', 'MP..Ajab Hai', 'Sau Tarah Ke Rang He', 'MP Me Dil Hua Bacche Sa'. These creative videos have definitely changed the outlook with which one identifies the state. Another hit TVC of year 2018, "Memories of Destination"; a collection of hundreds of photographs that showcases stories of millions of travellers who have visited Madhya Pradesh over the years.

The Tourism Promotion Board has launched many TVCs which highlight different cities and towns popular for their own unique identities associated with them. Like Mandu as an architectural masterpiece, Maheshwar for its Ghats & Fort, Ujjain as a Pilgrimage destination, Indore as a City of Food, Bandhavgarh for its national park and many other destinations. All of these places are providing different kinds of tourism experience ranging from Heritage, Cultural, Food, Health & Wellness, Pilgrimage, Festivals, Eco-Tourism and other tourism forms.

5.3 Destination Development & Management

Destination Development & Management are important considerations from marketing aspect of tourism. Destination management involves coordinated and integrated management of the destination mix (attractions and events, facilities, transportation, infrastructure and hospitality resources). Destination management is done through specialized organizations, known as destination management organizations (DMOs). DMOs coordinate the efforts of many stakeholders to achieve the destination's vision and goals for tourism. There are many ancient & potential destinations identified, developed and being managed by MPTB to make them one of the choice set by tourists. These destinations are developed by keeping their historical importance, key attractions, potential, and motives of tourists in mind. For instance the below mentioned is the list of destinations which are developed (preserved), managed & positioned on the basis of their type of experience they offer.

Table I: Popular Destinations and Key Attractions of Madhya Pradesh

Destination	Type of Tourism	Key Attractions
Mandu (Mandav)	Heritage, Nature Tourism	Forts, Natural scenic beauty, Ancient Architecture
Ujjain	Pilgrimage, Arts & Craft, Heritage	Temples, Food Items, Arts & Craft work, Spiritual Charm, Ghats of Kshipra River
Bandhavgarh	Wildlife, Nature & Heritage	Tigers, Natural scenic beauty,
Indore	Food, Cuisine, Heritage, Arts & Craft, Medical, Business & Education Tourism	Popular Food, Cleanliness of the City, Advanced Centre for Business, Medical & Education
Hanuwantiya	Nature, Adventure, Cuisine	Adventure, Rich Flora & Fauna, Indira Sagar Dam
Maheshwar	Heritage, Pilgrimage & Film Tourism	Ghats of River Narmada, Forts, Temples, Ancient Architecture
Chanderi	Arts & Crafts, Heritage	Sarees, Arts & Craft work, Fort
Panchmarhi	Nature, Wildlife, Heritage, Pilgrimage	Mountainous land, Natural Beauty, Spiritual Connect, Wildlife
Khajuraho	Heritage, Pilgrimage, Nature	Ancient Temples & their architecture, UNESCO World heritage site
Bhopal	Heritage, Nature, Wildlife, Arts & Craft, Food, Medical Tourism	City of Lakes, Combination of Old & New Infrastructure, National Museum

Source: Research Paper Authors

5.4 Social Presence

MP Tourism has its active social presence over different social networking platforms including Facebook, Twitter, Instagram, YouTube and their own website. The website of MP tourism is user friendly and has lots of information available about popular tourist destinations, available facilities at those destinations, tour packages, road maps, and other helpline services which are helpful for tourists. The different marketing campaigns of MP Tourism promoted through social sites are Go Heritage Run, Khelo Ghumo Jano, India

Heritage Walk, Visit MP, and Explore the Destinations are the engaging and tour influencing campaigns.

Another area in which MPTB has done great job & created a benchmark is by purchasing, developing and maintaining of properties such as Hotels, Resorts, Club Houses, and Restaurants. MPTB and MPSTDC are looking after these properties to provide high-class hospitality and stay experience at different destinations. The maintenance of this properties and available facilities are crucial for getting tourist attraction and providing them satisfactory services.

6. Benefits out of Promotion of Tourism:

On the basis of proposed study, we can presume that the effectiveness of marketing strategies Madhya Pradesh Tourism would help in promotion and growth of tourism in Madhya Pradesh State. The promotion of tourism would ultimately increase tourist footfall and revenue in the state. Some of the resultant impacts can be seen as:

Rise in Business-

One of the major significant impacts of tourism promotion can be seen from economic point of view is rise in business. Tourism provides business opportunities to various product & service providers connected in the network of tourism. Some of the businesses flourishes due to tourism are Transportation, Hospitality, IT (Online Booking portals), Restaurants, Clothing, Guides, Entertainment, Banking, Telecommunication, Jewellery, Antiques, Arts & Craft, Music and Local speciality businesses. These business are directly get impacted with the promotion of tourism in region, state & national levels.

Employment Opportunities-

Tourism is considered as a social exchange process which includes mutual benefit of all parties entered into the process. From the societal point of view, the promotion of tourism increases employment opportunities at different levels. The tourism provides employment opportunities to n number of people including marketers, service providers- guides, tour planner, drivers, food caterers and so forth. These people get employment opportunity with rise in their income and social status. More in the growth of tourism at particular place more would be the employment opportunities.

Improvement in Life Style of People-

The rise in business and employment at particular destination helps in improving lifestyle and income status of local people residing there. There are many countries, cities and towns for which tourism is a major source of revenue and income. Their lives are dependent upon the

growth and slump in tourism demand. The promotion of tourism at different destinations improves standard of living and buying capacity of people residing there. One of the interesting features of tourism is that it provides equal number of chances for the growth of different business and people dependent upon tourism. The combine development of tourism network improves lifestyle of all associated people and gives them ample opportunities of growth and self-development.

7. Objectives of the Study:

To study the effectiveness of marketing strategies used by MP Tourism for promoting various tourist destinations, events, culture and heritage of Madhya Pradesh State.

To understand the impact of Marketing Strategies of Madhya Pradesh Tourism on Tourism Promotion in Madhya Pradesh State.

To develop the measures for increasing tourist footfalls both Domestic Tourist Arrivals (DTAs) and Foreign Tourist Arrivals (FTAs) would be proposed on the basis of the study being carried out.

7.1 Research Methodology:

7.1.1 Research Design

The proposed study is exploratory in nature as it is an attempt of uncovering the potential lies in tourism sector of Madhya Pradesh State. The marketing strategies used by Madhya Pradesh Tourism would be critically analysed to know its effectiveness and impact in promoting tourism. The study will take the base of the fresh data collected from primary sources and secondary data gathered from valid and reliable sources.

7.1.2 Data Collection methods

7.1.2.1 Primary Data sources

A well drafted Questionnaire would be administered to gather primary data from the tourists to know their opinion about the effectiveness of marketing strategies of MP Tourism.

7.1.2.2 Secondary Data Sources

Secondary data will be collected from the previous studies carried out by researchers on tourism marketing strategies which are available in literatures in hard and soft form in different books, journal, magazines, published materials, research articles, tourism policies,

and annual reports of the tourism ministry, social media platforms and website of MP Tourism, MPSTDC, MPTB and other relevant and validate sources.

7.1.3 Population under consideration

The population for study will consist of tourists, travellers, service providers, marketers and supportive service providers who are a part of tourism environment of Madhya Pradesh. The tourists may belong to Madhya Pradesh State or any other State of India, the opinion of foreign tourists visiting different places of Madhya Pradesh will also take into consideration for more detail insights.

7.1.4 Sampling frame

There are plenty of varieties of tourism which is primarily dependent upon the purpose of 'tourist' to take a tour. Secondly it depends upon the various motives which persuade a person to visit any place. The various popular types of tourism in Madhya Pradesh includes Heritage Tourism , Adventure Tourism, Health Tourism, Educational Tourism, Cultural Tourism, Wildlife Tourism, Business Tourism, Food Tourism and so forth. The tourists who visit Madhya Pradesh may have different purposes which can be categorized under the discussed kinds of tourism. The sample frame for this study will consist of the tourists who are visiting Madhya Pradesh for any of these kinds of tourism. The tourists from all of these categories will be considered in combine for getting their opinion on effectiveness of marketing strategies of tourism.

7.1.5 Sample size

The data for study will be gathered from 200 respondents. These respondents will be the tourists who have visited various destinations of Madhya Pradesh or they may be the potential tourists for Madhya Pradesh Tourism.

7.1.6 Variables

Table II: Dependent and Independent Variables for the study

Independent Variables	Dependent Variables
7 Ps: (Product, Price, Promotion, Place, People, Process and Physical Evidence)	Benefits of Promotion: Social, Cultural, Economic, Health etc. Destination Development: Positioning, Management, Branding
Marketing Tools & Strategies: Promotion Mix, Blogs, Events,	Benefits of Promotion: Revenue Generation

Photography, Film Tourism, Destination Images, Tourism Festivals and other Cultural fests	Rise in Employment Opportunities Improved Quality of Life
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Source: Research Paper Authors

7.1.7 Hypothesis:

H₀1: Effectiveness of marketing strategies of MP Tourism has a negative impact on the growth of tourism in Madhya Pradesh.

H₀2: There is no significant impact of Marketing Strategies of Madhya Pradesh Tourism on Tourism Promotion in Madhya Pradesh State.

H₀3: The measures taken for improving effectiveness of marketing strategies has no positive impact over the promotion of tourism.

8. Future Implications of the Study:

The study would be able to showcase the real picture of effectiveness of marketing strategies used by MP Tourism for promoting tourism in state. The effectiveness in terms of creating awareness, increasing tourism, increase in revenue, employment generation, enhancement of quality of life, and overall growth of state would be examined. The study will help marketers to take specific and concrete measures for improving marketing strategies and promotion of tourism in Madhya Pradesh State. The appropriate measures will help to increase the effectiveness, desired outcome and overall growth of tourism in the state and the country.

9. Limitations of the Study:

9.1 Demographic Limitation

The study will gather opinion of tourists and marketers on a general basis. The opinion of tourists and marketers may vary according to their Age, Gender, Ethnicity, Marital Status, Education, Income etc. It cannot take specific measure of each of these variables.

9.2 Geographic Limitation

The study is based upon the opinion of tourists and marketers about the effectiveness of marketing strategies on promotion of tourism in Madhya Pradesh region only. It won't be able to replicate and show results for other states outside the geographical boundary of Madhya Pradesh. The study wouldn't reveal the effectiveness of marketing strategies of whole India as the study is limited to the geographical boundaries Madhya Pradesh State only.

9.3 Psychographic Limitation

The study doesn't cover the specific psychographic variables under consideration. The different psychographic variables such as Personality, Lifestyle, Attitudes, Social Status, Interests, Activities, and Hobbies which may vary person to person hence cannot be taken into consideration on individual basis.

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