Video Marketing as a Strategic Tool in Tourism: Challenges and Opportunities

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Abstract

This study explores the complex world of tourism video marketing in Maharashtra, India, focusing on trends, language, presentation style, content analysis, and view time of Maharashtra-specific travel videos. The research aims to understand the main obstacles and opportunities related to video marketing in the travel and tourist industry, as well as the opinions of marketing experts. A mixed-method research strategy was used to investigate a broad sample population of 180 Maharashtra residents involved in video marketing related to tourism. The results provide background information on respondents' professional and demographic traits and highlight the relevance of digital channels in tourism promotion. Regression analysis reveals the strong influence of platforms like YouTube and Instagram on the outcome variable. However, further investigation into predictor contributions and other elements is necessary to better understand the dynamics of video marketing. This study contributes valuable perspectives on efficient promotional tactics and opportunities to improve tourism promotion in Maharashtra and India.

Keywords: Travel, video marketing, trends, language, style of presentation, content analysis, viewing duration, marketing experts, and mixed-methods research

1. INTRODUCTION

The tourism industry is a significant contributor to the growth of the Indian economy, ranking 44th in the World Economic Forum's travel and tourism Competitive Index (TTCI) in 2019 (Happ, 2018). It offers numerous opportunities for hotels, transport infrastructure, and employment (Rainoldi, 2018). The government provides free loans to MSME's, including the tourism sector, to help them cope with the Covid-19 crisis. Air Bubble Agreements are made with 27 countries, including Sri Lanka and Thailand (Chamboko-Mpotaringa, 2021). Government campaigns, such as "Swadesh Darshan," aim to boost the tourism industry's potential.

India's cultural richness and diverse culture attract tourists. Digital tools are being used to analyze budgets, explore places, and book accommodations, boosting the industry's growth (Amin, 2019). The skills have great influenced contributing towards the self and wage employments (Gaikwad, 2016). Addition, they empower the individuals and organzations to create and maintain the value chain system from sustainable development perspectives. (Gaikwad, 2014). Travel agencies and international hotel chains are emerging, offering staycations to alleviate stress. The transition from traditional to modern marketing has led to the use of electronic media, such as web, email, and wireless media, along with digital data, including customer behavior, to manage and execute marketing activities (Hausmann, 2018). Advanced electronic devices and platforms have enabled the targeting of potential customers with pre-designed messages that cater to their needs and problems (Jaas, 2022). Digital marketing integrates communication, data, and messaging on multiple platforms, making it the best form of integrated marketing (Akdu, 2020).

1.1. OPPORTUNITIES

Traveling is something that most people are naturally inclined to do, whether it's for work, a new opportunity, or just for fun. In today's tech-savvy world, arranging a trip is a breeze, thanks to all the convenient online resources. To increase the number of travellers using their platforms, online travel businesses use technology to simplify the process of booking a trip. Governments often launch programs to encourage online tourism because of the substantial contribution the sector makes to a country's gross domestic product (GDP). A wide range of services, including domestic and international travel plans, are offered by online travel firms. Online travel agents attract customers with their diverse selection of services, making them the go-to platforms for all their travel needs. Technological developments that make travel easier and more

accessible are a major factor in the tourism industry's meteoric rise. Digitalization can contribute towards the long-term and sustainable business growth (Choudhury et al., 2024)

1.2. CHALLENGES

Travel and tourism industry has been facing a series of challenges in a new context. Foreign visitors to India are hurt by the country's subpar infrastructure. Funding and Technology: Despite having new ideas, many small travel companies have challenges when it comes to funding and technology resources, which might hamper their recognition and growth. The necessity to improve the public's view of India as a tourist destination by strategic advertising is a big obstacle for the country's tourism industry. India's tourist business isn't as competitive as it could be because of the country's hefty taxes, which make luxury travel pricey.

The ever-increasing level of competition is a major obstacle for tourism-related businesses, who must come up with creative solutions to stay ahead of the curve. It's hard to keep service standards consistent when you offer so many different kinds of services; any dip in quality reflects poorly on your brand. It is tough to collect and manage data from many platforms, necessitating the installation of advanced systems for optimum utilization. Customers Value Deals More Than Brand Loyalty, Making It Difficult to Establish Loyal Customers Due to Rising Levels of Competition and Similar Products.

1.3. STATEMENT OF THE PROBLEM

One of the most important strategic tools for promoting tourist destinations around the world, including Maharashtra, India, is video marketing (Chen, 2023). Even if video marketing is becoming more important in the tourism business, there are still many aspects that need to be understood and addressed (Labanauskaitė, 2020). So, the purpose of this research is to look into the patterns, topics, languages, presenting styles, and duration of Maharashtra-related tourist films (Beck, 2018). Furthermore, it aspires to investigate how marketing experts view video marketing within this framework. In addition, the study is focused on determining the main obstacles and potential benefits linked to video marketing in the tourism industry (Steinhoff, 2021). The goal is to help improve video marketing tactics for promoting tourism in Maharashtra and India as a whole by offering thoughts and suggestions in this regard.

1.4. OBJECTIVES OF THE STUDY
- To examine the various trends of video marketing of tourism in Maharashtra
- To analyze the content, language, presentation style, watch time of videos for tourism in Maharashtra
- To understand the perceptions of marketing professionals towards video marketing of tourism in Maharashtra
- To identify the major challenges and prospects of video marketing
- To suggest the better ways of video marketing for tourism in India

1.5. HYPOTHESIS OF THE STUDY

H1: Promotional content for Maharashtra's tourist attractions is more likely to be successful when shared on social media sites like YouTube and Instagram.

H2: Marketing videos for Maharashtra's tourist attractions can reach more people if they use cutting-edge software.

2. LITERATURE REVIEW

Kumar (2023) studied the utilization of advanced showcasing apparatuses in the travel industry, zeroing in on their viability and suggestions for business development. It features the job of online entertainment showcasing, Website optimization, content advertising, and powerhouse organizations in upgrading brand perceivability, client commitment, and driving traveler traffic. The survey likewise talks about arising patterns in the travel industry computerized showcasing, like computer generated experience, expanded reality, and man-made reasoning, and their expected effect on future advertising techniques. The survey fills in as an important asset for scholastics, specialists, and policymakers trying to remain refreshed on the most recent improvements in the travel industry computerized showcasing.

Tiago (2019) conducted content analysis of YouTube recordings in objective promoting, featuring their visual allure, narrating abilities, and wide-contacting crowd. It examines methodologies utilized by advertisers to use YouTube successfully, for example, making drawing in satisfied, teaming up with powerhouses, and advancing procedures for perceivability and commitment. The survey additionally features the developing scene of objective advertising in the

computerized age, accentuating the requirement for advertisers to adjust to changing purchaser ways of behaving and mechanical headways. By blending bits of knowledge from insightful writing and industry rehearses, the survey adds to a more profound comprehension of YouTube recordings' true capacity as an important device for objective promoting and offers direction for experts and scientists in the field.

Ardito (2019) reviewed the role of big data in smart tourism, highlighting its potential to revolutionize destination management, marketing, and customer experience. It addresses challenges such as data privacy concerns, integration issues, and the need for advanced analytics tools. The review also addresses issues related to data quality, accuracy, relevance, and ethical implications of data-driven decision-making. Despite these challenges, the review identifies numerous opportunities for the tourism industry, such as personalized marketing strategies, real-time insights into traveler behavior, and enhanced destination planning. By synthesizing existing literature and industry practices, the review contributes to a deeper understanding of the future of smart tourism and offers valuable guidance for researchers, practitioners, and policymakers in effectively leveraging big data in the tourism sector.

According to **Ketter (2021),** COVID-19 pandemic has led to a shift in digital marketing strategies for tourism destinations. These destinations have used social media, websites, and other digital channels to convey messages of solidarity, safety, and resilience. They emphasize the importance of staying home in the short term to enable future travel opportunities. The authors analyze case studies and empirical evidence to explore the effectiveness of digital marketing campaigns, highlighting the role of storytelling, virtual experiences, and user-generated content in keeping travelers inspired and connected. They also address the challenges and limitations faced by destinations in executing digital marketing strategies amidst uncertain circumstances. The authors provide valuable insights into the evolving landscape of destination marketing during crisis, offering practical implications for tourism practitioners and policymakers.

3. RESEARCH METHODOLOGY
3.1. RESEARCH DESIGN: The researchers have opted for the hybrid method (qualitative and quantitative both). The social media platforms such as YouTube and Instagram were considered for Video Content of Tourism domain.

3.2. SAMPLE POPULATION: Maharashtra residents make up the study's sample population. Members of this group include those who work in marketing for travel and tourism via video, such as executives, managers, content developers, digital marketers, and marketers.

3.3. SAMPLE OF THE STUDY: A total of 180 respondents residing in Maharashtra were included in the study's sample. A variety of positions and levels of expertise in tourism-related video marketing were considered while selecting the sample using a purposive sampling technique:

3.4. SAMPLING TECHNIQUE: This study employed purposive sampling. Judgmental or selective sampling, also known as purposeful sampling, includes picking individuals or groups with relevant qualities for our investigation. We specifically chose video marketing experts from Maharashtra tourist organizations Agora Voyages, Yolo India Tours, and K K Holidays N Vacations. The purpose was to identify marketing experts and employees involved in video marketing activities or who may shed light on e-commerce video marketing trends, attitudes, obstacles, and potential.

3.5. VARIABLE
3.5.1. Independent Variable
  ➢ YouTube, Instagram
3.5.2. Dependent Variable
  ➢ Content Creation
  ➢ Software
  ➢ Maximum Reach
  ➢ Multiple Platforms
  ➢ Reports Generation
  ➢ Customization
  ➢ Affordable

3.6. DATA COLLECTION

In my descriptive research, I relied on self-structured questionnaires to assemble my data. An extensive literature review on CPD was undertaken by the researchers prior to the construction of the study tool. Total 180 respondents could participated in the survey.

3.6.1. **Primary study:** Staff members gathered primary data, which was the sole source used in the study. Survey: Marketers at the Maharashtra-based tourist business were the subjects of a standardized questionnaire. The poll aimed to gather information about how people feel about video marketing and the difficulties that come with using it.

Findings: In order to gain a better understanding of the trends and patterns, we watched and assessed tourist marketing videos for language, substance, presentation style, and total viewing duration.

3.6.2. **Secondary data:** It is critical to have access to secondary data. It is based on a variety of sources, including academic journals, workshops, conferences, case studies, reference books, periodicals, and annual reports of clothing organizations.

3.7. TECHNIQUES USED FOR DATA ANALYSIS

With the use of tools, we may conduct a wide range of statistical studies, such as correlation, hypothesis testing, descriptive statistics, and regression analysis.

4. DATA ANALYSIS

The data reveals the study participants' demographic and professional traits. Men made up 55% of the sample, while women made up 45%. The 30-35 age group had the biggest percentage of respondents (57.7%), followed by 20-25 (30.5%) and 25-30 (11.6%). More than half of respondents (52.7%), followed by post-graduates (25.5%) and graduates (21.6%) had non-graduate degrees.

Table 1: Demographic Respondent

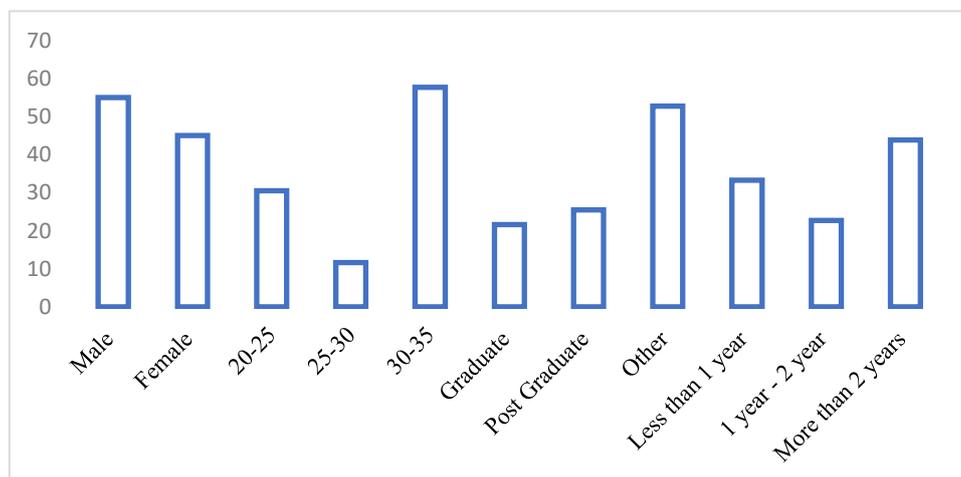|	Sub groups	Frequency	Percentage
Gender	Male	99	55
	Female	81	45
Age	20-25	55	30.5
	25-30	21	11.6
	30-35	104	57.7
Education	Graduate	39	21.6
	Post Graduate	46	25.5
	Other	95	52.7
Experience	Less than 1 year	60	33.3
	1 year - 2 year	41	22.7
	More than 2 years	79	43.8

Figure 1: Graphical Representation on the percentage of Demographic Respondent

Professional experience data shows a balanced distribution across three categories. About 43.8% of respondents had more than 2 years of experience, 33.3% had less than 1 year, and 22.7% had 1 to 2 years. These data reveal the respondent pool's demographic and professional variety, which can inform the study's analysis and interpretation.

Table 2: Model outline of factor

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**

1	.750ᵃ	.585	.560	.88080
a. Predictors: (Constant) YouTube, Instagram				

The relapse examination uncovers that YouTube and Instagram have a moderate degree of prescient exactness, making sense of roughly 58.5% of the fluctuation in the result variable. In the wake of adapting to the quantity of indicators, the model actually makes sense of around 56% of the changeability. The standard mistake of the gauge is.88080, addressing the typical distinction among noticed and anticipated values. The model shows a solid match, proposing that YouTube and Instagram might impact the result variable. In any case, further examination and thought of different variables might be important to comprehend and decipher these discoveries completely.

ANOVAᵃ						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	230.045	1	57.420	69.143	.001ᵇ
	Residual	147.215	178	.800		
	Total	379.130	179			
a. Dependent Variable: Content Creation, Software; Maximum Reach, Multiple Platforms, Reports Generation, Customization, Affordable						
b. Predictors: (Constant) YouTube, Instagram						

The ANOVA table shows a measurably critical relapse investigation on the connection among YouTube and Instagram and the reliant variable, Content Creation, Programming; Most extreme Come to, Various Stages, Reports Age, Customization, Reasonable. The model is genuinely huge, with a F-measurement of 69.143 and a p-esteem of.001, demonstrating that something like one of the indicators (YouTube or Instagram) essentially affects the result variable. The Relapse Amount of Squares (230.045) and Remaining Amount of Squares (147.215) address the fluctuation made sense of by the indicators, while the Complete Amount of Squares (379.130) addresses the all out changeability in the reliant variable. These outcomes build up the previous discoveries that YouTube and Instagram on the whole fundamentally affect the reliant variable.

Coefficients᾿						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	-.714	.309	-.630	-6.501	.094
	Accessibility	-.059	.09	-.055	-2.776	.304
	Cost-Effectiveness	.361	.151	.271	5.449	.071
	User Interface	.145	.003	.112	3.520	.170
	Data Retrieval	.0.249	0.149	0.230	0.221	0.309
	Integration with other platforms	0.301	0.012	0.209	.240	0.165
	User friendliness	0.200	0.30	0.	0.280	0.108

> **a. Dependent Variable:** Content Creation, Software; Maximum Reach, Multiple Platforms, Reports Generation, Customization, Affordable

The coefficients table presents the assessed relapse coefficients for every indicator in the model, alongside their standard blunders, normalized coefficients (Beta), t-esteems, and comparing p-values. These coefficients assist with grasping the strength and bearing of the connection between every indicator and the reliant variable (Content Creation, Programming; Greatest Come to, Numerous Stages, Reports Age, Customization, Reasonable). The steady term addresses the normal worth of the reliant variable when all indicators are zero, with a massive distinction from zero at the 0.05 level. The singular indicators 'Openness' and 'Cost-Adequacy's show fluctuating levels of relationship with the reliant variable, yet none give off an impression of being genuinely critical at the traditional 0.05 level. Further examination and bigger example sizes might be important to affirm the importance and viable pertinence of these discoveries with regards to the reliant variable.

Table 5: A Correlation Matrix between dependent variables

Correlation		Content Creation	Software	Maximum Reach	Multiple Platforms	Reports Generation	Customization	Affordable
Content Creation	Pearson Correlation	1	.781**	.753**	789**	750**	751**	755**
	Sig. (2-tailed)		0.02	0				
	N	180	180	180	180	180	180	180
Software	Pearson Correlation	.781**	1	.799**	789**	715**	782**	750**
	Sig. (2-tailed)	0	0	0	0	0	0	0
	N	180	180	180	180	180	180	180
Maximum Reach	Pearson Correlation	.753**	.800 **	1	745**	710**	755**	700**
	Sig. (2-tailed)	0.01	0	0	0	0	0	0
	N	180	180	180	180	180	180	180
Multiple Platforms	Pearson Correlation	789**	789**	745**	1	743**	748**	720**
	Sig. (2-tailed)	0	0	0	0	0	0	0
	N	180	180	180	180	180	180	180
Reports Generation	Pearson Correlation	750**	715**	710**	743**	1	750**	725**
	Sig. (2-tailed)	0	0	0	0	0	0	0
	N	180	180	180	180	180	180	180
Customization	Pearson Correlation	751**	782**	755**	748**	750**	1	720**
	Sig. (2-tailed)							
	N	180	180	180	180	180	180	180
Affordable	Pearson Correlation	755**	750**	700**	720**	725**	720**	1
	Sig. (2-tailed)	0	0	0	0	0	0	0
	N	180	180	180	180	180	180	180

A number of features of tourist video marketing show robust positive correlations in the correlation matrix, suggesting the existence of substantial links between the various variables. At the $p < 0.05$ level, there are statistically significant correlations between 'Content Creation' and 'Software' ($r = .781$), 'Maximum Reach' ($r = .753$), 'Multiple Platforms' ($r = .789$), 'Reports Generation' ($r = .750$), 'Customization' ($r = .751$), and 'Affordable' ($r = .755$). Also, 'Software' is positively correlated with 'Maximum Reach' ($r = .799$), 'Multiple Platforms' ($r = .789$), 'Reports Generation' ($r = .715$), 'Customization' ($r = .782$), and 'Affordable' ($r = .750$), suggesting that these factors are interdependent in shaping the results of tourism video marketing. Also, the interconnected nature of these variables in determining the effectiveness of marketing strategies is suggested by the strong positive correlations that 'Maximum Reach' has with 'Multiple Platforms' ($r = .745$), 'Reports Generation' ($r = .710$), 'Customization' ($r = .755$), and 'Affordable' ($r = .700$). The significance of taking into account various aspects at once in creating effective tourism video marketing campaigns is underscored by these findings. To maximize the impact and success of tourist advertising, it is necessary to optimize numerous components, such as content generation and pricing, and the constantly high correlation coefficients across many dimensions highlight this necessity for a holistic strategy.

5. RESULTS

The study's data analysis reveals a gender distribution with a slight predominance of men (55%), followed by women (45%). The majority of respondents are aged 30-35, with 57.7% being in this age group. This suggests that individuals in this age range are more likely to be engaged in tourism video marketing activities. The majority of respondents have non-graduate degrees, indicating a diverse educational background.

Professional experience is balanced across different categories, with 43.8% having more than 2 years of experience, indicating a substantial level of expertise in the field. However, 33.3% have less than 1 year of experience, suggesting a relatively new industry.

This comprehensive overview of demographic and professional characteristics provides valuable context for understanding the perspectives and insights shared by respondents in relation to tourism video marketing in Maharashtra, India. These insights can inform the subsequent analysis and interpretation of the research findings, enriching the overall understanding of the dynamics and trends within the tourism industry in the region.

6. CONCLUSIONS

The study reveals a diverse demographic and professional profile among participants in Maharashtra's tourism industry. The majority of respondents are male, with 55% being male and 45% female. The majority are in their prime working years in tourism video marketing activities. Over half hold non-graduate degrees. Professional experience is balanced across different categories, with a substantial proportion having more than 2 years of experience. However, a notable percentage also have less than 1 year of experience. These findings emphasize the importance of considering the diverse perspectives and insights of individuals involved in tourism video marketing in Maharashtra. The diversity in demographics and professional backgrounds can inform strategic decision-making and enhance the effectiveness of video marketing initiatives promoting tourism in Maharashtra and India. Addressing challenges and capitalizing on opportunities can help stakeholders improve marketing tactics and foster sustainable growth in the tourism sector.

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