

A Review based Study of Consumer Online Buying Behaviour in Haryana Tourism Corporation (HTC)

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Abstract

The fast-paced development and continuous evolution of digital technology has revolutionized how tourists look for information, compare their options, and buy tourism products/services. The present review study critically assesses the various factors that influence the buying behaviour of consumers online with the context of Haryana Tourism Corporation (HTC). Published literature, policy documents and recent academic studies were systematically reviewed and a synthesis of existing evidence was carried out to explore how digital marketing, social media, online travel platforms, mobile technologies and promotional efforts affect consumers' travel decision making. The review suggests that information quality available online, the accessibility of the platform, the perceived trust, the promotional communication and the technological convenience is a decisive influence when it comes to purchase intentions and destination selection. The analysis also shows that Haryana has enormous tourism resources, but there is a need for more integration of digital marketing strategies and tourism promotion methods based on the consumer and technology in serving the tourism product to enhance the competitiveness of the state. By synthesizing existing evidence, the study fills a gap in understanding how consumers behave online in the tourism industry in Haryana, and offers insights into areas for strategic focus to enhance destination visibility, digital engagement, and sustainable tourism development. The findings have practical implications for the tourism administrators, policymakers, destination marketers

and researchers who want to improve the effectiveness of digital tourism promotion in a more competitive environment.

Keywords: Consumer Online Buying Behaviour, Haryana Tourism Corporation, Digital Marketing, Tourism Promotion, Online Travel Platforms.

1.0 Introduction

The economy of that region is greatly affected by tourism, which has become one of the most important marketing strategies used today (Calero & Turner 2020). Tourism in India is growing rapidly; here, state governments have taken advantage of the cultural and historical richness of the states along with natural features to attract tourists. One of such states is Haryana, which has many unique features, especially culture, history, and the closeness to Delhi city (Sadana, 2021). With the changing of the tides in the market, however, HTC needs to come up with a range of promotional items to draw in the potential tourists as well as remain competitive.

There are various marketing strategies and tools to inform, attract and engage visitors in the development of tourism. Including advertising, sales, public relations, promotional activities and direct marketing, each of these marketing tools contribute to consumer behaviour (Czinkota et al., 2021). Hence it is very important for Haryana Tourism Corporation to have a clear knowledge about these promotion tools and its effectiveness in attracting the consumers so as to improve the strategies and expand the tourist visits to the state.

1.1 Scope of the Study

This study is in particular aimed at the identification, analysis and critically evaluation of the different promotional tools being used by the Haryana Tourism Corporation to promote their products and services. This research aims to uncover the impact of each marketing tool on the attitude and decision-making processes of consumers and to identify the most effective marketing strategies to boost consumers' engagement and satisfaction (Moinuddin et al. 2024). In addition, the study will explore the correlation of these promotional items with consumer knowledge, behavioural intent and overall satisfaction, and suggest more evidence-based recommendations for improving the effectiveness of Haryana Tourism Corporation's marketing.

1.2 Significance of the Study

This study is significant as it relates the tourism promotion strategies to the consumers' expectations in Haryana. In a world where tourism is becoming more competitive, both nationally and internationally, it is necessary to constantly assess and refine the promotional approach of the organisations – such as HTC – involved in the promotion of tourism. The implication of this study will contribute to the understanding of the changing trends of tourism marketing and will give some practical suggestions for HTC to enhance their outreach and engagement.

2.0 Literature Review

Northern India's state of Haryana is a popular tourist destination due to its vibrant culture, historical landmarks, and diverse geographical features. Its location, near Delhi, a hub of travel, makes it an attractive option for those looking for a quick getaway or to explore the region's culture and history (Chauhan, 2024). Review of literature shows that the activities of HTC are promoting tourism in Haryana through various services like Heritage Tourism, Adventure Tourism, Travel Circuits and Eco-tourism but the services are not enough enough to solve the problems. There is a general consensus that specific methods should be used to attract both domestic and international visitors for their relaxation, spiritual enrichment, and/or adventure. Limited awareness of the attractions of Haryana; inadequate and, at times, fragmented promotional activities; and the competition from other destinations have been highlighted in the literature as reasons for the continuing problems in attracting tourists to

the region. Given these challenges, Haryana Tourism Corporation has gradually adopted a multi-pronged approach to promote itself and draw tourists to the region, with an emphasis on raising awareness and improving the satisfaction of its clientele (Rathore & Sharma, 2022). This synthesis indicates the need for an integrated approach and the need of an all-round evidence-based approach is apparent here in order to utilize the tourism potential of Haryana. This synthesis clearly points to the need of integrating a multifaceted approach to effectively utilize the tourism potential of Haryana.

2.1 Marketing Initiatives

Vehicles of marketing tourism, also called promotional tools, play a crucial role in successful tourism marketing as one of the elements that helps to inform tourists about the special features of a tourism destination and increase consumer understanding of it, so that they are more willing to visit that tourism destination (Gato et al., 2022). If you choose the old methods or move on to new ones, all of these can prove useful for you as well, with their strengths and weaknesses. Conventional advertising involves the use of print, television, and radio media, but recently digital advertising tools, such as social media promotions, travel websites, influence marketing, and email marketing campaigns have gained momentum due to the internet and smartphones (Bharti & Kumar, 2024).

2.2 Digital Marketing

The emergence of digital marketing techniques has created both opportunities and challenges in the area of tourism promotion, since you can now reach specific customer segments based on their interest and browsing behavior. Marketing organizations such as HTC can use social media platforms aggressively in order to reach targeted customers, create marketing strategies for them, and even launch advertisements for instant engagement (Rodríguez-Ibáñez et al., 2023). There is also some influencer marketing, where influencers take their audience to the places they visit, sometimes in a visual manner. This material frequently describes the special beauty of a location.

2.3 Comparison

Although the digital marketing tools provide more customization and engagement, traditional tools are still useful in reaching specific groups, especially in areas where internet connectivity is limited or among older individuals who may not be as proficient with digital platforms. It is therefore crucial to use a mix of traditional and digital promotional activities in any tourism project aiming to reach and involve as many people as possible. For instance, the Haryana Tourism Corporation has used a multi-platform campaign with ads in print media, TV advertisements, social media marketing, and partnerships with influencers to reach a large audience. Simultaneous solutions allow tourism providers to meet a range of consumer preferences, while making outreach inclusive. The strategy is particularly significant in a rapidly evolving global tourism market, driven by evolving consumer behavior, technological advancement, and shifting market dynamics.

Tourism environment is made up of a variety of forces such as changes in consumer preferences, technological innovation, and sustainability initiatives (UNWTO, 2022). Recently, there has been an emergence of existential tourism in the tourism environment (UNWTO, 2022).

Travelers' experiences and travel plans have been transformed by stoked reality and virtual reality (VR) (Buhalis & Neuhofer, 2020). Sustainability and ecotourism have also gained traction, with more travelers seeking places that reflect their environmental values. Haryana is a state with diverse geographies, notable literary achievements and cultural heritage in the heart of India. The city of Kurukshetra boasts a lot of cultural significance, historical monuments, and natural beauties. Kurukshetra can be referred to as one of the best tourist destinations.

2.4 Tourism Sector

The region also boasts of a range of tourism facilities like hospitals, public transport, and cultural activities, which makes it a favourable destination for tourists to visit (Haryana Tourism, 2022).

It is vital to know the existing conditions of the tourism sector in order to evaluate its experimental eventuality. Tourism plays a significant role in the development of an area economically and socially, and it constitutes one of its key development potentials. Tourism is a strong opportunity for employment creation and revenue generation. It will contribute to fostering cultural exchange (UNWTO, 2022). It generates income for hotels and restaurants, encourages better understanding of various cultures, promotes cross-cultural communication, and fosters local people's sense of national identity and pride (Sharpley & Telfer, 2015). The behavior

Modern tourists are influenced by many factors such as transport accessibility, promotional efforts, and informational richness (Sigala, 2020). Digital technologies and platforms are becoming an increasingly important tool for planning a journey and gathering the necessary information about destinations, places to accommodate, and entertainment options (Xiang et al., 2017). The decision-making process is fast and driven by accessibility, connectivity, promotion, and pricing. Having analyzed the current global tourism trends, we can assess their impact on tourism development in Haryana.

2.5 Research Gap

This study is important because it fills a certain research gap of –

The requirement for having a holistic view of tourism product and its intricate linkages with different developmental parameters in Haryana. This study is mainly aimed at giving valuable inputs in optimization of the tourism potential of Haryana with a view to improve the connectivity, promotion, cost factors and use of ICT in order to contribute to the development of the policy, business and stakeholders. (Buckley, 2012) It is necessary to bridge this gap if one wishes to develop informed strategies that address the needs, trends and characteristics of the region.

2.6 Online Services

The empirical evidence highlights the important role of Effective creation in destination choice and continued development in the tourism industry. The connection between promotional strategies that incorporate the use of ICTs and those that have been correlated with the decrease of the cost of getting information has also been addressed. The adoption of online platforms for promotion conditioning may be as well commensurable to the monetary obstacles faced by the callers, suggests Chen and Wang(2013) and Buhalis and Law(2020). These Empirical compliance supports a transformative aspect of digital platforms as it relates to the costs of transporting information on tourism products. According to some researchers, the cost of information about tourism depends on the increasing number of tourists who continue coming to the destination. This offers a good theoretical foundation that allows explaining how various cost elements influence the attractiveness of the destination in question. However, there are few studies conducted regarding such key issues as the core components of Total Sightseer products, the influence of which on tourism development and formation are poorly explored, especially when it comes to tourism creation, connectivity, transportation costs, and ICT use to disseminate information among tourists in Haryana, India (Gupta and Singh, 2015).

2.7 Haryana Tourism

Haryana has a vast tourism assets in form of historic towns, ancient temples, monuments and investments in twenty tourism hubs, but a critical analysis is needed for evaluating the utilization of these assets for tourism sectoral development (Destinations – Haryana Tourism, 2020). The diversity in the state's multicultural sites and religious heritage offer opportunities to market tours to diverse audiences; however, how these marketing efforts are implemented for promoting visits and involvement with these heritages is under-researched. With the

presence of natural lakes, constructed reservoirs, wildlife sanctuaries and national parks, Haryana can be a contender for nature based and wildlife tourism, but it is necessary to check if the marketing programme has been able to position the state as a distinct competitor to other states. Furthermore, while Haryana has a rich history of arts and craft based businesses, the impact of their inclusion in a comprehensive marketing campaign needs to be reviewed. Thus, it is crucial to scrutinize the processes of combining and promoting cultural, religious, ecological and creative assets to assess their true value for attracting a variety of visitors and the progress of sustainable regional development. Thus, in essence, the study will assess tourism atmosphere in Haryana and the role of intelligent promotion that would help improve tourism potential of this destination. There are many festivals and events organized by Tourism Department, where tourists can enjoy evening shows, music concerts, admire handicrafts available in Crafts Bazaar, and relish different cuisines in Food Court.

The number of tourists dropped sharply in 2020-21 owing to coronavirus and lock-down periods. Faridabad hosts the highest number of tourist destinations followed by such attractive places as Kurukshetra, Karnal, and Panchkula. Haryana's museums reflect culture and heritage of the region. Despite various challenges, there is significant tourism potential in Haryana in different segments including Heritage Tourism, Medical Tourism, Ecological Tourism, Cultural/Heritage Tourism, Rural Tourism, Adventure Tourism, Sports Tourism, and Agro Tourism. The current problems include environmental pollution, increasing interstate competition, ethnic issues, and media coverage issues among others.

Haryana is situated in the northern part of India and takes around 44,212 km². Geographical coordinates range between 27°39' N to 30°35' N latitudes and 74°28' E to 77°36' E longitudes. Capital city is Chandigarh. To the west and south-west it borders Rajasthan, to the north – Punjab and Himachal Pradesh while to the east the border with Uttar Pradesh is defined by the course of river Yamuna. There are 22 districts in Haryana. Official languages are Hindi; majority of population adheres to Hinduism. Rich districts with developed industry include Faridabad and Gurugram. (Kumar & Kumar, 2021).

3.0 Research Methodology

3.1 Objectives

- 1) To Research online Marketing strategies for tourism development in Haryana.
- 2) To Research the most favored and the least favored marketing channel adopted in Haryana

3.2 Systematic Literature Review

The related literature was collected by using the inclusion criteria of Full Paper and the exclusion criteria of languages other than English from the year 2016 to 2026 in the database Scopus, Google Scholar Ebsco and relevant databases by using the keywords of Tourism Online Haryana.

4.0 Discussion and Analysis

4.1 Social Media in Hotel sector

People on social media are everywhere and can be tapped by the tourism sector—but cautiously. Regardless of which region we consider, there are certain digital platform trends influencing the hotel industry of Haryana. In the last ten years, the organized hotels in Haryana have multiplied substantially. This increase is due to similar factors to those mentioned above including structure development, Government activity and the addition of domestic and transnational excursionists. In Haryana, the organized hotel Sector has witnessed a number of significant changes in the past decade. The number of transnational and public chains of hostels has also gone up substantially in Haryana, particularly in civic centres like Gurugram, Faridabad and Panchkula. The entry of these ingrained Hotels has raised the norms of accommodation and services in the state, attracting further excursionists. The hotel Sector in Haryana now provides a variety of hostel accommodation, which has been broken down to colourful parts of trips.

The state's hostel Sector is diversified with luxury Hotels and resorts, serviced apartments, homestays, etc, to suit the needs of various kinds of excursionists. With adding mindfulness of environmental enterprises, numerous Hotels in Haryana have started espousing sustainable practices in their operations. This involves energy conservation, water conservation, waste operation, original culture, original tradition and other measures. The Haryana's hostel sector has been fast to take to the new technology to make the stay of the guests better. Online booking platforms, mobile operations, and the use of artificial intelligence in managing operations are some exemplifications of how technology has been integrated into the hostel Sector in the state. Due to its proximity to the public capital of New Delhi and a strong infrastructure base, Haryana has emerged as one of the most sought after destinations for the growth of MICE tourism (Meetings, Incentives, Conferences, and Exhibitions). Several convention centers and other facilities exist in Haryana dedicated to MICE tourism. Some unique places have emerged in the state. This has resulted in the development of heritage Hotels and eco-resorts providing an authentic experience of the culture, history and natural beauty of Haryana to the excursionists. The trends reveal that the Hostel Sector in Haryana is changing and is adapting itself accordingly to the changing preference and condition of excursionists. The overall growth and development of the tourism industry in the state has been enabled by this dynamism. The government has been investing in the infrastructure of transportation systems, such as roads, railways, airfields, etc., making it more convenient for tourists to travel to the places of interest in Haryana. This has led to the development of the hostel Sector to cater for the increasing number of excursionists to the State. The marketing juggernauts, fiscal impulses, and policy support that the Haryana government has been working on to make the state a tourist hotspot have played a pivotal role in attracting both domestic and transnational excursionists. This has contributed to the high demand for accommodation installations and services hence stimulating the growth of the hostel Sector. Several factors have been driving the growth of the hostel Sector in Haryana, which can be distributed into the following crucial motorists structure development. The Haryana government's investment in structure development, including transportation networks, similar as roadways, railroads, and airfields, has eased better connectivity to sightseer destinations in the state. The expansion of the Advanced structure adds more tourists to the region, leading to a higher demand for accommodation facilities and services, and thus contributing to the development of the hostel Sector. The government of Haryana is an innovative government that has been promoting the state as a tourism hub by using marketing juggernauts, fiscal impulses and policy support. The government's sweats to produce a conducive terrain for the hostel Sector have played a pivotal part in attracting both domestic and transnational excursionists, thereby stimulating the growth of the hostel Sector. adding demand from domestic and transnational excursionists. Over the times, there has been a steady increase in the number of domestic and transnational excursionists visiting Haryana. The richness of the country's art heritage, the availability of literary locations, business opportunities and its nearness to the public capital, New Delhi, have helped this growth. This has lead to development of the organized hostel Sector in the State. In an attempt to diversify the tourism immolations Haryana has varioused experience tourists to the state with sweats such as heritage tourism, pastoral tourism, MICE tourism and adventure tourism. This diversification has led to the need for colorful types of accommodation installations, thus stimulating the development of the hostel Sector. The introduction of transnational and public hostel chains in Haryana has not only enhanced the standards of accommodation and services in the state but also competition among hospices. Invention and innovations in the hostel Sector are stimulated by this competition and the overall growth follows. Emphasis on sustainable tourism. With growing global mindfulness of environmental and social issues, sustainable tourism has come a significant factor impacting excursionists' choices. Adopting sustainable practices in the operations of the hotels

in Haryana can help them to appeal the environment friendly excursionists; this will help in the development of the hostel Sector in the state. These factors in combination add to the growth and development of the organized hostel Sector in Haryana and hence the overall development of the tourism Sector in the state. The development of the hostel Sector in Haryana has thrown a great impact in the development of the tourism sector. The absence of quality accommodation installations and services has enhanced excursionists' stays and has resulted in an rise in satisfaction and repeat visits, whilst the hostel Sector has helped to boost the original frugality by providing employment opportunities and encouraging original businesses. Hospitals have helped enhance tourism in Haryana as well. The tourists traveling to Haryana can enjoy their trips much better because there are quality lodging options available for them in the region. Therefore, excursionists have a more positive print of the state, resulting in improve satisfaction, recreation plans and positive word of mouth promotion. The development of the hostel Sector with the presence of the ingrained hospices has enhanced the overall attractiveness of Haryana as sightseer destination. Having better accommodation will attract more tourists to come to the state and this will promote the tourism industry as a whole. The hostel Sector plays its part in the original frugality by providing jobs opportunities, collecting levies and freights as income and benefitting original businesses such as suppliers and merchandisers. This is a rewarding donation, which results in a comprehensive socio- profitable development and improved performance of the tourism sector. The hostel Sector has also played its role in the development of niche tourism subsectors like MICE tourism, Heritage tourism and pastoral tourism by providing technical accommodation facilities and services, which cater to these niche requirements. This diversification of tourism immolations helps to attract a wider range of excursionists to the state, farther boosting the tourism sector. By opting for sustainable approaches, the hotels in Haryana not only embrace environmentally-conscious visitors to the area, but they also contribute towards the development of sustainable tourism in the region. Economically prudent, environmentally friendly, and culturally sustainable are among some of the indicators that the practice is sustainable and will help promote tourism in the state. Most of the times, the development of hostel Sector is accompanied by the development of supportive structures, such as introduction amenities, communication and transportation, in the surrounding areas. This structure development not only increases the availability of the sightseers destinations but also adds to their attractiveness in Haryana, thus further supporting the tourism sector.

4.2 Culinary Tourism

Moreover, there is the annual Pinjore Heritage Festival which brings out the rich heritage of the mega city whereas the Surajkund Crafts Mela held each February focuses on highlighting native cuisine and arts. In case any traveler chooses to visit Himachal Pradesh and Jammu and Kashmir via road transport, Haryana will automatically benefit from the influx of visitors due to the inevitable demands of food, accommodation, and other needs for their comfort. Although the state has been setting the benchmark when it comes to tourism and other fields, it has yet to fully explore culinary or gastronomic tourism. All states should advocate for tourism as an important sector that would be worth the investment in terms of profitability. It would open up numerous job prospects for skilled individuals as well as newbies, and assist in development through equal opportunities. The main organizations behind the tourism in Haryana include the Tourism Department of Haryana and Haryana Tourism Corporation Limited. The company has marketable units and maintains commercial units like capps, hospices, gas stations, rest houses etc., but both are similar in their operations. According to Ministry of Tourism Report(MOT) 2013, the domestic sightseer advents in Haryana have risen by 88.59 per cent. The state also has had an enormous rise in the number of excursionists coming from overseas of 88.59. The immediate salutary effect on the frugality has made tourism a Sector and in June 2016 the Haryana government honored it.

4.3 Culinary Heritage in Haryana

The notion of heritage helps us to juxtapose history with the contemporary world. In an ever-changing reality, heritage offers some depth and loyalty. This latter, the culinary part of heritage, is expected to affect attractiveness to tourists, adaptation ability and social energy in general, as noted by Bessière (1998). In addition to other themes, the possibility of Heritage Culinary is discussed by Rocco & Gill (2012). Communities all over the world claim, advocate, and honor this type of heritage. They see it as a profitable, symbolic asset which promotes further development. According to Chabrol and Muchnik (2011), in *Anthropology of Culinary*, culinary heritage goes beyond products and methods of their manufacture to include eating habits and technology use.

The notion of heritage provides a comparison of the past and the present in the case of "culinary heritage in Haryana." In the ever-changing environment, there is added depth in the literal meaning of the term, and loyalty to it in terms of heritage. As mentioned before, the role of heritage in the culinary aspect is expected to be considerable concerning attracting tourists, adjusting to the current needs and stimulating social energy, Bessière (1998). Among various themes, the concept of Heritage Culinary was also proposed by Rocco & Gill (2012). It is claimed, advocated, and praised by numerous communities across the world, being seen as a money-making resource, symbolic marker and a promoter of development. According to Chabrol and Muchnik (2011), the notion of culinary heritage in *Anthropology of Culinary* covers eating habits and technology in addition to products and manufacturing processes.

Numerous aspects of culinary heritage of Haryana remain uncovered to date. Growing interest to prove the existence of the marketable culinary heritage and possible culinary tourism will stimulate further development of this area. As part of the Haryana culinary tour, three products – The Great Chutneys, The Great Sweets, and The Great Viands were highlighted individually, as stated by Dahiya (2013) and Duggal & Dahiya (2025). There are more things yet to be discovered. To wait for a tourist with his/her personal culinary legacy is unrealistic, while there are a great number of colorful and delicious meals to discover in Haryana. The culinary traditions of the region are well-known and respected among locals. The people in Haryana enjoy their food and drinks. The residents are usually vegetarians. It is their unique way of cooking – the so-called Haryanvi. No pretentiousness, only pride for good culinary art, is found in the restaurants there. Haryana's culinary scene was formed under the influence of the meals. Meals are easy to cook and consume, just as people in Haryana are. The production of ghee is practiced in Haryana, and it features heavily in Haryana cuisine. Manual admiration is called "appertained" in Haryana, often referred to as manual noni or tindi. Haryana Thandai is one of the local culinary delights, a sweet drink made with curds.

4.4 Online Platforms

In conclusion, social media has tremendous effects on tourism. It provides travelers opportunities to connect with people who have visited such destination before, or those who can give recommendations concerning where to stay and move around the destination. It is used by people looking for destinations to book trips, forming opinions concerning their trip, and sharing photos, experiences, and stories about the destination. The use of social media for promoting businesses is referred to as social media marketing. Brands can reach consumers, bloggers, celebrities, and ordinary people. It aims at addressing the demands of the consumers and laying down strategies for future guests.

Currently, the most popular platforms for real-time interaction include Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. Currently, Instagram has taken the lead in social media marketing due to the authenticity of the pictures uploaded compared to traditional brochures. It has been noted that engagement on Instagram is about ten times higher on Facebook while 48.8 percent of U.S. brands have profiles on Instagram. Consumers can go from advertising through Instagram to purchase tickets within less than 10 clicks.

There are disadvantages of using social media marketing when selling products. This is due to the ego-centered nature of consumers, who want to portray themselves with a flawless image, which may mislead others. Social media marketing involves the use of various platforms to bring traffic, attract customers' attention, and generate leads. It is one of the most effective marketing strategies currently. In addition, the spread of news via social media plays a major role in communication and social marketing. Tourism has greatly benefited from social media marketing over the past few years. Social media marketing has become an integral aspect of tourism development and planning. Many people across the globe are currently making extensive use of social media marketing in raising awareness, providing customer services, and giving information about their companies and tourism destinations. According to Dickson (2025), social media marketing and influencer marketing among other digitization trends have greatly influenced tourism.

4.5 Influencer Marketing

Thus, we may define it as one more form of social media marketing in which those who are affected by the collaboration are responsible for promoting the items. There is sufficient power in such relationships in their respective spheres. The influencers are also called implicit buyers or third parties. They make the significant part of the driving force here. Travel enthusiasts across the globe are still affecting the tourism industry via promoting sUAS. Explorers' travel companion is now Instagram or Facebook. The travel contents from influencers are enjoying greater popularity among travelers than the initial website's travel content.

As it was said above, influencer marketing stirs interest and provokes that famous wandering mood, encouraging tourists to buy certain items. While browsing the news feed, the appearance of one's favorite destination makes you relate to the user and thus affect your choice of destination. According to Forbes, social applications like Instagram and Facebook greatly affect the choice of millennials regarding the choice of the place to visit. Tourism to the South Island of New Zealand has been successfully boosted thanks to Instagram in 2015. Instagram provides multiple multimedia elements – IGTV, Stories, Posts. "Visual imagery is very important in advertising as it is processed by human brain 60,000 times faster than text," says Agha (2019), Influencer Relationship Manager at Swayy. Among social media tools, Instagram enjoys a large user base. Approximately 800 million active users use it, and the number of registered users rises by 100 million each six months. Instagram gives its users the chance to create user-generated content, set specific visual atmosphere, and share various live videos of their trips. In addition, Instagram content is non-intrusive as it was generated by travelers themselves, whereas the advertisements of hostels and similar companies look rather conventional and outdated.

However, influencer marketing is not a tool that is commonly used by emerging travel destinations. Nevertheless, it is more and more often used by international hostel chains and other firms due to advantages it provides. As far as traveler's reviews and recommendations may come in handy in some cases, it is necessary to remember that the content can be fictive. Only the posts coming from credible users should be trusted. Therefore, influencers should demonstrate their personalities and their opinions. Some popular platforms which may suit the purpose well include (from "Travel influencers, a new conception for the tourism sector," 2018):

Blog. It includes photos, videos, and a detailed description of the destination. It is a good promotional platform for tourism services. Globetrotter bloggers will be able to recommend guests' hotels, provide detailed information about destinations and prices, and establish an intimate relationship with the audience. YouTube allows users to operate their own channels.

- Instagram. It is all about art and sharing dreams with other people. Instagram users pay great attention to the aesthetic side of photos or videos. Hashtags, stories, and location tags may help the content attract greater attention.

4.6 The Online Impact

It should be noted that the demographic profile of the Internet audience of India is relatively young, numerous, and educated. Gradually, online individuals tend to gain mainstream character and diversity and learn to navigate in the net easily. In addition, it becomes interesting to note that currently, customers obtain the opportunity to control over the transactional relationship existing between themselves and marketers in online digital advertisements. The customer provides consent to marketers' activities and has continuous access to various information resources. Having all this advantage, they become better informed and savvy customers. Nevertheless, there are several reasons why customers can be considered those who steer the marketers.

Firstly, they can receive information directly from sellers without intermediation provided by manufacturers or retailers on various characteristics of particular products such as its brand name, qualities, features, price, and warranty of product's quality.

Secondly, they can demand from sellers customization of products to satisfy their needs.

Thirdly, they can use several platforms to make comparisons in order to choose products and services needed.

Thus, according to Pandya (2023), previously, the preparation of family holidays or trips implied visits to travel agencies. Today, long queues for buying of flight or train tickets become something from the past due to internet and Online Travel Agencies (OTA). In a few minutes, one may buy tickets for road transport or flights according to their preferences and even rent or book hotel room or a hostel with required customization.

Mobile marketing, briefly, is a multi-channel digital marketing approach intended to target strategic followers. It means usage of mobile devices such as phones, tablets, and others for reaching websites, messages, multimedia, and applications. Recently, marketers tend to abandon chat in order to develop mobile marketing and ensure omnichannel engagement through mobile communication. With technical advances, the marketing team becomes more distributed, so there appear numerous channels of mobile marketing targeting each consumer individually and testing different approaches. Push messages, pay-per-click (PPC), search engine optimization (SEO), content marketing, and social media marketing represent options for customers' choice.

4.7 Mobile Marketing

Mobile marketing strategies are beneficial for those enterprises that strive to develop their business successfully. For example, there are approximately 500 million users in India who utilize Internet through mobiles, and 80% of them browse Internet using mobile devices. At present, 61.51 out of 4.78 billion of people worldwide have smartphones that constitute 79% of all population in the world. It means that mobile usage became one of the crucial factors in the combination of online and offline media channels. Growth of tourism in India is mostly caused by mobile internet access, as travelers use mobiles for browsing, searching products/services using browsers.

There are several types of mobile marketing strategies used such as mobile-friendly websites, mobile applications, and SMS marketing among others. In India, the Government developed numerous measures for increasing growth rates of the tourism market development. Among these are such initiatives as e-tourist visas for eligible countries to ensure safety and security to foreign tourists and investments in addition to automatic route for tourism. Moreover, it includes e-ticketing, multilingual help lines and development of the Digital India initiative for improving online presence; the creation of online databases has considerably eased the process of traveling in India. The Ministry of Tourism is the main body responsible for dealing with problems regarding the tourism sector and for ensuring India promotion to visitors and tourists. Thus, the Ministry started using large international media to promote the country such as television, printed materials and online media platforms (social media). Moreover, the Ministry started using vendor-specific campaign called "Incredible India 2.0" in

2002. It is based on the idea that better presence in different media platforms will lead to better digital outreach to other platforms including TV channels. Currently, the Ministry is actively present in YouTube, Twitter, Facebook, Instagram, LinkedIn, Periscope, Vimeo and Pinterest. All these accounts are often updated with posts on how to do something, news and video content. Incredible India YouTube channel has gained popularity with 55K subscribers and about 220 videos uploaded yet. In 2019, the campaign "Incredible India Find the Incredible You" won PATA Gold Award in Marketing – The Primary Government Destination category. The significant increase in Indian tourism is related to these factors: increasing purchasing power of the middle class, active use of mobiles and the Internet in addition to the growing level of e-commerce development and improved connections by air and rails.

5.0 Conclusion

First, there has been an influx of foreigners traveling to Haryana thanks to the advent of technology. The Department of Tourism in Haryana reached out to some travel websites, including MakeMyTrip, Goibibo, Travelguru, Yatra, and Cleartrip. Also, it entered into partnership with BharatP in order to be able to accept transactions made through the Unified Payments Interface QR code payments. The Department of Sightseer entered into partnerships with over 120 service providers, such as Paytm, Google Pay, Bhim UPI, PhonePe, HDFC PayZapp, SBI YONO, Truecaller and others to accept payments in government-run tourist resorts and petrol pumps in Haryana. Moreover, there has been a promotion of tourism spots and resorts on the internet within Haryana's active zones for foreigners, resulting in substantial income increase in the Department of Tourism. Besides, colorful campaigns on YouTube, Instagram, Twitter, and Facebook have been promoted by the department under the banner of "e-Tourism".

The Department of Tourism won the award called "Skoch Order of Merit, 2015" in SKOCH peak, being ranked as one of the eight best systems in the country. As mentioned, the Department of Tourism aims at making Haryana a favorable tourist destination through the use of digitization. Through digitization, such large-scale events have been successfully held, including International Gita Jayanti Mahotsav, International Surajkund Crafts Mela, Mango Mela, Baisakhi Mela, and Heritage Jubilee Pioneer (2020).

International Surajkund Crafts Mela is known as "Surajkund." At first, Surajkund was not considered an event. Nevertheless, once the mela became successful in 1987, Surajkund began showcasing the diversity of Haryana, getting additional international attention in 2013, when Surajkund hosted more than 30 countries. The festival is organized by Surajkund Mela Authority together with other Union ministries, namely Ministry of Tourism, Ministry of Textiles, Ministry of Culture, Ministry of External Affairs, and State Tourism Corporation of Haryana. Thanks to information technology, Surajkund uses a combination of online and offline sales techniques. For this purpose, a free mobile application (iOS and Android) has been developed, helping the general audience; e-tickets will be provided via www.haryanatourism.gov.in and SMS for e-tickets. There are different channels through which the festival will sell tickets; for instance, the application will be used for booking tickets. When it comes to selling crafts online, Surajkund has partnered with Snapdeal to facilitate the sale of products in the urban and rural sectors of the country. However, with such applications as WhatsApp having gained popularity in digital needs in India, many apps are being used in the rural area, making online marketing more efficient. Apart from WhatsApp, such websites as Facebook, TikTok, and Instagram are also popular. In some cases, online marketing may help in offline marketing campaigns as well, targeting certain demographics efficiently. Even though B-class metropolises use online marketing, there is some potential left.

There is a necessity to develop digital marketing campaigns and to get support from stakeholders in Panchkula, as the strategy is not yet fully developed. Apart from OTA

marketing strategy (which is the most prevalent marketing method), there are other marketing strategies used to promote a given hostlet, which may include blogging, content marketing, Google display ads, influencer marketing, SMS marketing, and email marketing.

5.1 Implication of the Study

The results of the analysis can be used by policymakers in designing programs aimed at improving connectivity, marketing, managing costs, and applying ICT for information distribution (Li et al., 2024). Thus, apart from being academic, this paper provides recommendations concerning policymaking for sustainable tourism in the region.

Smith and Johnson (2022) argued that enhanced transportation and connectivity infrastructures play an important role in tourism development research. In particular, there is a connection between such elements and sightseeing behavior. Improvement in the transport sector positively influences both inflow and outflow of excursionists.

Given the significance of the role played by the transport and accessibility conditions, it can be seen that connectivity is an essential element of the tourism development process dynamics. Moreover, Smith et al. (2023) stated that connectivity plays an important role in determining the flow of sightseers and its increase.

Understanding the precise connection between connectivity and sightseer choice leads to the conclusion about the effect of transport structure improvement on tourism development through this mechanism. Previous studies analyzed the general impact of tourism on the destination and industry. Those studies revealed a stable growth tendency regarding the number of sightseers under the influence of appropriate promotional strategies.

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