HYPER-LOCAL ADVERTISING: TO IDENTIFY STRATEGIES FOR PROMOTING TOURISM IN UTTARAKHAND

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Abstract

In the present times of the digital globe each and every object is converted into digitized structure. From a small object to a gigantic object, the whole lot is prepared with the help of digital technology. At the moment there is no need to venture out of one's home if anyone has to procure and put up for sale no matter what ever is the thing. As in the present times the whole thing is on the internet and the consumers can purchase and sell while by sitting in the comforts of their homes. Hyper-local advertising aided by digitalization will see an exponential growth in the times to come and will also help the tourism sector of Uttarakhand to increase the tourist footfall to the various destinations of the state. This growth will be because of various contributory aspects such as digital technology, speedy acceptance of technology, increase in the number of internet users, new enabling technologies, innovative business models and alternative payment options. Furthermore the high growth in hyper-local advertising will persist relentless while the tourism sector of Uttarakhand also anticipating to observe a precipitous increase in revenues in the coming years. This research effort makes an attempt to identify hyper-local advertising strategies that may prove to be significant for the tourism industry of Uttarakhand. The article concludes that such kind of hyper-local advertising strategies have the potential to increase the tourist footfall and will help to increase the revenue and employment for the state of Uttarakhand but still a fair distance has to be covered to make this visualization conspicuous.

Keywords: Hyper-local, Advertising, Tourism, Uttarakhand, Destinations.

INTRODUCTION:

The connectivity and digitization associated with industry 4.0 needn't be restricted to technology related to manufacturing only. It can help transform the business and help them to stay ahead of the competitors. It is more than simply a transformation of the existing IT processes. The advancement of technology and new channels of communication, the classical approach to marketing products and services at a local level has undergone a paradigm change. From the age of only considering inserts, banners and small print advertisements to gain attention, today the business are talking about precise location targeting through sharply defined marketing techniques called hyper-local advertisement. The main reasons included are huge penetration and increased usage of smart phones in India, change in purchasing behavior of Indian consumers, rise of disposable income and curated products and services to meet the aspirations of consumers. There is a huge opportunity as technology can make location awareness and geo targeting possible which is the crux of hyper-local advertisement.

Tourism has long been the one of most important components of the digital world, whose impact has profoundly changed the structure of the industry. Hyper-local advertisement has anticipated ever since the development of new market dynamics and consumer behaviors. With the introduction and the diffusion of the industry 4.0 features and applications, tourism markets will become real conversations on one of the most thrilling subject for a human being. This happens in particular with the tourism industry which seems to have rapidly attracted a considerable attention by internet users of all ages. They are almost unanimously recognized as the busiest environments and this is valid especially for digital media users which will become in few years by way the largest and the most widespread medium of communication in the globe.

REVIEW OF LITERATURE:

Virender Khanna in his research article titled "Role of E-advertising in E-commerce Business in India" states that in this digital world everything is turned into digitized form. From a little thing to big thing, everything is done through digital technology. Now, there is no need to go outside, if we have to purchase and sell anything and any other transactions. Today, everything is online. People do shopping by sitting at home. Due to the digitalization, the E-commerce business in India has seen exponential growth over the last decade. This growth is due to many contributory factors, including digital technology, rapid adoption of technology by Indian consumers, large increases in the number of internet users, new enabling technologies, innovative business models and alternative payment options offered by E-commerce companies. Moreover, the high growth in E-commerce continues unabated, with the sector expecting to witness a steep increase in revenues in the coming years. The paper makes an attempt to study the impact of e-advertising on e-commerce. Secondary data have been collected from the period 2012 to 2017 to achieve the objective. By applying regression technique and with regression model it is found that e-advertising has a significant impact on e-commerce.

Gurneet Kaur in her article "The Importance of Digital Marketing in the Tourism Industry" outlines the fact that with the advent of superior internet technologies, newer avenues for reaching out to target audiences have evolved. Digital marketing today has become an indispensable part of every business irrespective of its size and type. The increasing role of digital marketing has affected the way businesses promote their offerings to existing as well as new customers. The need for digital marketing has been felt like never before in the tourism industry wherein customers have instant access to all kinds of information on the latest offers and best prices. Today digital marketing plays a critical role in the success of each business which exists in the tourism industry. The article further examines the basic determinants of digital marketing and the importance of the same in the tourism industry.

Julliane Sab in "Online Advertising in the Tourism Industry and Its Impact on Consumers" depicts the various tools of online advertising and their effects on customers, in particular

tourists to the Algarve region in Portugal. The purpose of her research was to find out about the degree of Internet usage of travelers and tourists as well as their preferences in online advertising. Current trends and most effective online advertising methods are researched through secondary literature, a personal interview and a survey. Altogether 248 tourists were questioned at Faro airport in Portugal. Through the investigation it is found that the majority of tourists uses and prefers the Internet as a medium to gain travel relevant information and to book a holiday. The use of social media represents a very effective, widely spread and well-liked communication and advertising tool.

Marsha Loda in the research paper "Comparing Websites: An Experiment in Online Tourism Marketing" focus on the issues of importance to the tourism and marketing fields are investigated in this study. Of specific significance is the issue of credibility to both message strength and acceptance, which has been shown to lead to higher beliefs, attitude toward the destination and then to purchase intent. Credibility is critical due to the intangible nature of the tourism product and the risk associated with destination selection. The purpose of this research is to examine the persuasive effects of websites on the effectiveness of marketing a tourist destination. Specifically this research attempts to test whether there is a difference between the persuasiveness of various tourism sites. Dependent variables include perceived credibility, message strength and purchase intent. Results support the importance of message credibility to message strength but not to a change in purchase intent. Implications for marketers are suggested.

Priya Sengupta and Kanchan Akshay in their study titled "Indian Tourism Industry and its Changing Trends" state that the tourism industry in India is experiencing a positive trend change with respect to the past slow and steady growth scenario. There are many states in India which depends solely on tourism activities for inbound and outbound tourist. Being one of the fastest growing service industries, marketing has become the important facet to promote and understand the product delivery in this particular industry. The principal of tourism products & services,

such as Airlines, Hotels, Car rental, Travel agencies, etc. are increasing day by day thus encouraging market competition. The survival of such industry will depends to a large extend on their marketing management approach. Their research highlights different aspects of tourism management and their changing trends.

R. Rajasekaran, Anupriya Tayal and Kanimozhi in their research paper "Opportunities and Challenges in E-marketing with Reference to Tourism Industry in India" focus on the fact that that the Indian tourism in the hospitality sector has reached new heights today. Tourism emerged as a dominant economic factor in the country. It plays a vital role in achieving a national objective of promoting social and cultural factors for national and international integration. Tourism in India has received a major boost in the past decade since the information and communication technology [ICT] has emerged as a new age technology. To integrate and develop the activities of the tourism industry the concept of e-marketing has to adopt in the tourism industry and it plays a significant role. Though it facilitates the tour operators, tourist and the government, certain challenges have influenced the industry as risk factors. The research has identified and formulated objectives, applied suitable statistical tools and conducted the elaborate analysis. It clearly reveals the opportunities, challenges and problems faced by e-tour operators in e-marketing and with special reference to the tourism industry in India.

OBJECTS OF THE STUDY

The main objectives of the present study are as follows:

- To comprehend the notion of hyper-local advertising in tourism realm of Uttarakhand.

- To analyze hyper-local advertising imperative for stimulating tourism in the state of Uttarakhand.

- To investigate the ingredients of a successful hyper-local advertising strategies for tourism industry of Uttarakhand.

RESEARCH METHODOLOGY

The paper is a conceptual and descriptive in nature. The objective of this research is to determine the effective hyper-local advertising strategies for increasing tourist footfall in the state of Uttarakhand. Data for this study is drawn from a review of secondary sources, consisting primarily of official documents, research articles, tourism websites and media reports among others.

TOURISM IN UTTARAKHAND

The tourism sector has been a major constituent of the service sector that already contributes almost half (49.6 percent) of the Gross State Domestic Product. Given the factor endowments, there is huge potential for growth in the tourism sector considering the demand from both the domestic and international markets in terms of content and standard of facilities and utilities. The State attracts tourists for pilgrimages, cultural tourism, nature tourism, adventure tourism, wildlife tourism, eco-tourism, amusement tourism and leisure tourism. The approach to tourism development in Uttarakhand has to be based on the strengths of this State. Since Uttarakhand is rich in natural beauty with a unique mountain environment as well as rich historical and cultural assets, hyper-local advertising should be designed for various categories of people who travel to the state for different motives.

HYPER-LOCAL ADVERTISING & TOURISM

There are various ways to increase the number of tourists in the tourism industry. The use of a brand name in getting the public's attention works well or method of regional cooperation in tourism however, the use of hyper-local advertising as the primary means of success requires a carefully analysis of the tools in the fields of scientific, social and economic behavior. The tourism industry can use hyper-local advertising as the primary tool for its professional gain. Hyper-local advertising can be seen as a winning tool for the economic development both inside and outside of the given country. Inappropriate, insufficient, inadequate hyper-local advertising

can be waste of money and energy. The advertiser is required to identify the target audience and tourism and which will increase tourism, investments and other positive behavior dependent on the volume of the hyper-local advertising aimed to attract the tourists.

HYPER-LOCAL ADVERTISING STRATEGIES

Hyper-local advertising is a new marketing approach that focuses on a smaller number of consumers in a very specific area. In other words, it specifically targets people in highly localized and address-specific regions that want to purchase products or services. Hyper-local marketing is a super targeted form of niche marketing. Businesses don't need to spend money on national campaigns to generate inbound traffic. The main goal of hyper-local advertising is to increase foot traffic to tourist destinations and rely on near-me searches that have high commercial intent. Some of hyper-local advertising that can be used to increase the tourist footfall is discussed below:

➢ **OOH Advertising:** Out of home (OOH) advertising brings businesses full circle back to where advertising started. In one way, it's the original location-based advertisements. In the past, a tourist operator might pay for an advertisements on a nearby billboard or run a promotion near the destination. But now, marketing around the locality has gone digital. Today's OOH advertising uses the power of mobile location technologies to serve up relevant advertisements in high-traffic local areas. With this hyper-local targeting strategy one can reach consumers not just in a certain town but on a particular block. This OOH reinvention is a successful strategy to increase tourist traffic and revenues.

➢ **Hyper-Contextual Targeting:** Hyper-contextual and location-targeted advertisements use data meaningfully to provide an exceptional experience to its target group. It uses hyper-local data to deliver contextual messages that are meaningful to the audience. This method is usually used to drive purchase intent. The advertisements are pushed to a targeted audience within a particular radius. For full impact, the banner advertisements will only be shown

during a particular time of the year only. This strategy uses hyper-contextual and location-based targeting to increase conversion rates.

➤ **Geo-Aware Targeting:** Geo-aware advertising has been around since 2010. It can be deemed as the origin of location-based mobile advertising. It uses real-time location data supplied by the mobile provider. With this one can display mobile advertisements to a possible customer who is close to a particular tourist location. When the target audience, i.e. nature lover, is in the vicinity of the particular place they can remind them that the place has excellent natural beauty and it's just around the corner. This type of advertisements can bring them to the tourist destination.

➤ **Place-Based Targeting:** Place-based mobile advertisements use a certain area or location during a specific timeframe. Think of targeting tourist-related advertisements during a football match in the area of a stadium for instance. During a movie screening or a football game at the stadium, one can offer special giveaways to the fans. Couple with various technological devices and means the tourist operator can determine the specific timeframe when the target audience will receive the advertisements content, which is when they would enter a particular area. Once they check-in at the tourist destination they can receive special code or coupon to claim the offers.

➤ **Geo-Fencing:** Geo-fencing allows the tourist operator to target users within a predefined area based on latitude and longitude information. It's like a virtual "fence" is created within a certain radius to target users around a specified tourist destination. Usually, it's used to drive foot traffic to the tourist destination within a particular geographical area. The tourist destinations may have many competitors within a particular geographical area. Putting geo-fencing advertisements out to the target audience may be the right move to drive more people to a particular tourist destination. The tourist operator can create targeted advertisements with a 500-metre geo-fence strategy with rich creative or offerings to attract the tourist to the specified destination.

➤ **Geo-Conquesting:** Geo-conquest is a targeting strategy that reaches out to and engages target users when they are physically in or around the competitors' areas. It is a relatively new geo-precise marketing tactic that is used to create loyalists by driving their competitors' tourists to a particular destination. By leveraging user's current location and external location cues like time and users state of mind, the tourist operator can create highly relevant and impactful advertisements to achieve significant engagement level to convert competitors' customers to theirs.

➤ **Content Marketing:** Content marketing is a must for any hyper-local marketing campaign. That's because people search for the tourist destinations online before they decide to visit the place. As well as helping get found, high quality, relevant content also engages visitors, raises destinations awareness and builds trust. That leads to more tourist destinations visits and more revenue. When creating content for local markets, it's essential to use the language that is most commonly used. Depending on the target market the same object might be a faucet or a spigot and the item to use to carry water might be a bucket or a pail. Getting it right makes content more relevant.

➤ **Search Advertising:** Search advertising is another useful hyper-local marketing strategy. Since the marketers know that the target customers are searching for local information, target your advertisements accordingly. Since advertisements are keyword-based the advertisements must target keywords related to both location and the product or service. And one can also hyper-target the advertisements so they show only to people in the target market. To make advertisements even more effective one has to ensure that when people follow advertisements to the website, they find relevant and up-to-date content on the business blog.

➤ **SMS Marketing:** Now that everybody's got a phone in their hand, SMS marketing has become an important hyper-local marketing strategy. The figures show that SMS messages have an open rate of around eighty percent plus people tend to act on them quickly.

If the company got a local event or offer, using this marketing method with location technology is a great way to increase tourist footfall.

> **Email Marketing:** Having said that, don't discount the potential of email for hyper-local advertising. Most marketers already use some form of email list segmentation so they send more relevant emails. With hyper-local targeting one can make the emails even more relevant by sending different email offers and promotions depending on the email recipients' location. The more relevant the emails are the more likely it is that people will open them and act.

CONCLUSION

Hyper-local advertising in the present times is all about using the internet technologies to reach out to existing and new tourists and engage with them. Today hyper-local advertising has disrupted the tourism industry and changed the way businesses reached out to the potential tourists across the globe. The main difference between traditional and hyper-local advertising is the latter's ability to track data about customer behavior and campaign performance in real-time. In the tourism industry, the disruption was felt few years ago and has transformed the way businesses reach out to potential global tourists. For any business to be successful digitally in the tourism industry, the above mentioned strategies i.e. OOH Advertising, Hyper-Contextual Targeting, Geo-Aware Targeting, Place-Based Targeting, Geo-Fencing, Geo-Conquesting, Content Marketing, Search Advertising, SMS Marketing, Email Marketing will play a very crucial role. It is concluded that there is a significant impact of hyper-local advertising on the tourism sector for the state of Uttarakhand.

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