

Chapter-I

Digital Marketing and Park Tourism in West Bengal

1.1.Introduction

The emergence of digital marketing and Internet attracted the researchers and academicians to research on this topic. This study is also examining the effect of digital marketing on tourist satisfaction specifically taking the National Park visitors. So, in this chapter the researcher will highlight the concept of digital marketing, component of digital marketing and use of the digital marketing in the different sectors.

In the second part of this chapter, the study briefly discusses the concept of tourist, type of tourist, and West Bengal as a tourist destination. Later, the study focused on the National Park located in West Bengal.

In this chapter, researcher through the light on how digital marketing is helping the tour operators and National Park authorities in attracting the tourist. For this, the various website attributes and their influence on tourist satisfaction is highlighted. Despite the numerous advantages of digital marketing, it have some disadvantages too which has been also discussed in this chapter. At the end, the summary of this chapter is provided.

1.2. Digital Marketing

Internet and online marketing are included in the notion of digital marketing. It is a general phrase that refers to a collection of marketing techniques used for advertising and promotion via digital platforms. Digital marketing has its unique characteristic, which sets it apart from the Internet and online marketing, is that it is not restricted to the Web. Along with internet marketing techniques like Search Engine Optimization (SEO), pay-per-click, social media marketing, content marketing, and others, digital

marketing also uses media such as television advertisements, digital billboards, radio ads, and SMS texts.

Bhatia (2017) proposes the following digital marketing types:

- A. Internet-Based Marketing (Search Marketing)
- B. Brand Marketing (Display/Digital Advertising)
- C. Content Marketing (Website, Blog, Native Content)
- D. Community-Based Marketing (Social Media, Business Communities)
- E. Partner Marketing (Affiliate Marketing, Sponsorships, PR)
- F. Communication Channel Marketing (E-Mail, Messaging, SMS)
- G. Certain marketing based on some Platform (Smart Phones, Content Videos, Content Based On Media Platforms, Kiosks, Mobile Apps)

With highly customized content, digital marketing strives to introduce new technologies and link them with consumer data for more targeted marketing. This is conceivable when marketing strategies are created using digital consumer data and supported by online, email, and more conventional electronic media like TV, radio, and billboards. As a result, digital marketing results from online web platforms, electronic media, consumer data, and content.

1.3. Components of Digital Marketing

The popularity of digital marketing is increasing day by day. The following are the component of digital marketing

1.3.1. Advertising

Advertising, which is online-based, is a significant component of digital marketing. Whenever a customer is searching for information, the browser keeps a record of

cookies; this is where digital technology helps to retarget customers and show them the thing they choose. The target is to get the customer next time. There are many forms of digital advertising, such as banners, pop-ups, videos, multimedia texts, and pictures.

1.3.2. Content Marketing

Creating good content is another form of digital marketing. Customers always want quality products, and that is described by only content. So good content always attracts customers. People look for quality publications in the digital world, such as text entries in blogs, case studies, etc. For the time being, free content might be delivered to increase customers, but the quality content puts the customers into paid service.

1.3.3. E-mail Marketing

It is a direct form of digital marketing. By recognizing the target customers, e-mails were directly sent. This helps keep the product in the customer's mind and keeps the customer updated with the range of products an organization has. E-commerce companies and tour and travel operators adopt this form of digital marketing.

1.3.4. Mobile Marketing

Marketing done with mobile phones comes under this form of digital marketing. Advertisements found in downloaded mobile apps and text-based advertisements through mobile are parts of mobile marketing.

1.3.5. Paid Search

This form of advertising bid on keywords and purchase the space on search engine results. The visitors looking for that specific keyword will see the item. The two types of paid search advertising are the cost per mile and pay-per-click. Pay-per-click charges

only when users click on the advertisement, and cost per mile considers the number of impressions.

1.3.6. Programmatic Advertising

This form of advertising occurs entirely online whenever a visitor visits websites and searches for information or a product of their choice; the bidders use it with advertisement companies where information is shared about visitors' searching content and profile. The ad company that wins the bid can place its ad on the visitors' website. Whenever the visitor visits any page of the website sees the advertisement for searching for content. All bidding processes and formalities take place within a short period of time. Only the search time is the time limit.

1.3.7. Reputation Marketing

Reading internet reviews is crucial to building the reputation of your business and products and can affect customers' purchasing decisions. Consumers are encouraged to post favourable evaluations on websites where prospective consumers look for reviews as part of an online reputation marketing plan. Many of these review websites also provide native advertising, which enables businesses to place ads on the profiles of rival companies.

1.3.8. Search Engine Optimization (SEO)

This is used to go up in the search engine. To do so, technical and artistic strategies were used. Google and Yahoo are the search engines where most optimization is done. Managers of digital marketing use backlinks, crosslinks, keywords and original content to enhance their website visibility.

1.3.9. Social Media Marketing

Digital marketers use social media to popularise their brands. Nowadays, this form of marketing is taking place as social media is where marketers can easily find the masses. Websites such as Instagram, Facebook, Youtube, LinkedIn, and Twitter are top in popularity. The advertisement places here costs high.

1.3.10. Video Marketing

Organizations nowadays are using video content to reach their target customer. Quality videos have much demand in the internet world. People search for their issues and try to find out a solution with the help of video content. Thus any advertisement, product launch, and event can be placed on the website; the most used were Youtube and Vimeo. Before playing the searchable video content, pre advertisement also can be set for 15 to 60 seconds.

1.3.11. Web Analytics

This is connected with analyzing the behaviour of online users of a website. Businesses can use this analyzed behaviour to know the preference of a particular online user. Accordingly, they can plan their strategy to market their products to a new height.

1.3.12. Webinars

Webinar is a platform where one can interact and conduct online meetings with the prospective consumers of a product. Here both ways, interaction is possible, and as such, businesses can find new and as well can keep old customers.

1.4. Use of Digital Marketing in Different Sectors

Digital marketing can be fruitfully used in different sectors like Healthcare, Entertainment, Food, Legal and Law firms, Retail, Education, e-commerce, Real Estate, and Tourism.

1.4.1. Healthcare

Online discussion boards and social media sites like Twitter and Facebook, etc. assist in improving patient engagement.

1.4.2. Entertainment

Aside from advertising, films are now simpler to access due to the widespread use of streaming services. Thanks to the Internet, more platforms and superior possibilities for watching movies at home or on the go are now available.

1.4.3. Food

Food brands produce content that emotionally connects with consumers in the digital age. Through recipe videos and stories, they use influencers to market their goods while inspiring viewers with new ways to eat their favourite foods.

1.4.4. Legal and Law firms

Professionals in marketing can aid solicitors in promoting their services to potential clients and cultivating relationships with them. They can produce campaigns that entice more people to seek legal counsel and content that matches the firm's objectives.

1.4.5. Retail

Thanks to digital marketing, retailers can communicate directly with their customers and learn what they want from their items. A retailer's business benefits greatly from this open communication because it provides them with information about client wants they otherwise would not have.

1.4.6. Education

The education sector depends on businesses and organizations to support programme promotion. Companies like Microsoft and Apple collaborate with academic institutions to develop technology-specific curricula and offer career mentoring services.

1.4.7. E-Commerce

Because of how quickly company practices are evolving and being tested, digital marketing is pervasive across many industries. Using digital marketing strategies, e-commerce has grown significantly by luring customers and enhancing brand recognition.

1.4.8. Real Estate

Real estate brokers can customize their strategy and obtain a competitive advantage by comprehending how buyers look for properties. Additionally, combining conventional approaches with cutting-edge tactics like interactive websites or email campaigns boosts visibility and might result in more leads.

1.4.9. Tourism Sector

Digital marketers also ask visitors to submit original content on their visits to destinations and interactions with their services. Tourists' unique content can be published on numerous digital platforms, and feedback about their experiences can be used for testimonial advertising—on organizations' platforms.

1.5. Tourism

Spending time away from daily life or your home to pursue leisure, relaxation, and pleasure while utilizing commercially available services is known as tourism. A tourist

visits a location for peace, and Tourism is the activity of travelling for pleasure or the business of offering tourist services.

Tourism helps a nation increase its revenue, create jobs, develop infrastructures, cross-culture interaction, etc.

1.5.1. Types of tourism

Mainly, three types of tourism were noticed, i.e. domestic tourism; tourism which is inbound; and tourism which is outward.

1.5.1.1.Domestic tourism

Domestic travel includes any excursions a tourist takes in their native country.

1.5.1.2.Inbound tourism

The actions of a visitor from outside their nation are referred to as inbound tourism.

1.5.1.3.Outward tourism

A resident visitor's actions outside their nation are called outbound tourism.

1.6. West Bengal's Tourism

West Bengal, a state in the country's east, has the fourth-highest population in India. The state's capital is Kolkata. The southern part of West Bengal consists Gangetic plain, whereas the northern part has the Sub-Himalayan region, forming two main geographical divisions of the state. The state-owned enterprise West Bengal Tourism Development Corporation Limited (WBTDC) maintains West Bengal's tourist sector.

West Bengal has some remarkable topographical features and unrivalled visual beauty. The Mountains in the north and the Gulf of Bengal in the south make up India's eastern bottleneck, where this location is found.

The Sundarbans mangrove forests in the extreme south, the 3,636-meter-tall Sandakphu, lies in a Darjeeling Himalayan hill region and it is in the state's extreme north are among India's most well-liked tourist destinations. From 1700 to 1911, Kolkata served as the capital of British India. During that time, the city experienced a frenzy of architectural growth significantly impacted by the intentional blending of the Neo-Gothic, Baroque, and Neo-Classical—Oriental and Islamic design styles.

The British, and to a much lesser extent, the Portuguese and French, imported European styles and tastes that significantly impacted Kolkata's architectural diversity. In contrast, the architecture of many north Indian communities emphasizes minimalism.

1.6.1. National Parks and Sanctuaries for Wildlife.

The 3.26 per cent of West Bengal's protected land area consists of 15 wildlife sanctuaries and six National Parks, including Sundarbans National Park, Singalila National Park and Jaldapara National Park, Tiger Reserve of Buxa, National Park in Gorumara, Neora Valley National Park. There are numerous wildlife and bird sanctuaries in West Bengal, including the Raiganj Wildlife Sanctuary and the Chintamani Kar Bird Sanctuary.

1.7. West Bengal's Popular National Parks

West Bengal has a varied history, culture, and landscape kaleidoscope. It includes various tribal cultures, from the Lesser Himalayan slopes to the Deltaic Islands in the mouth of the Ganges. The state contributes to a vast environment rich in flora and

fauna. South Bengal is known for its extensive network of river channels and is home to the largest mangrove forest in the world. On the other hand, the northern part of the country has become a popular ecotourism destination due to the influence of the Lesser Himalayas and various water bodies.

The Indian government has created several National Parks, wildlife reserves, and sanctuaries around the state to protect its rich biodiversity and combat poaching and deforestation. It is making West Bengal a home for several species of amphibians, plants, birds, reptiles, mammals, and reptile-like creatures.

Due to this, tourism has rapidly exploded in the state and drawn numerous visitors worldwide.

Below is a complete list of West Bengal's top six National Parks:

1.7.1. Sundarban National Park

The Sundarban National Park, which covers an area of 2,585 square kilometres, is home to various birds, reptiles, and invertebrate species, including the saltwater crocodile. It also includes 54 small islands. The ecogeography of the Sundarban National Park, which is influenced by several watercourses and situated close to the Bay of Bengal, is entire.

Dependent on tidal effects, which cause silt deposits to form new islands and streams.

Mangroves thrive best in the mudflats, a distinctive feature of these deltaic islands. The Chargheri Char area, a mudflat exposed to visitors during low tide, is a great site to explore the outdoors. The Sunderban National Park is renowned for its vast expanse of mangrove forest. Also, it is the finest location for spotting aquatic animals, including sea anemones, bone shoe crabs, and little octopuses. The Royal Bengal Tiger,

meanwhile, is frequently seen along riverbanks, particularly between November and February. Other threatened species like river Terrapins, Olive Ridley Turtles, Gangetic Dolphins, Ground Turtles, and Hawk Bill Turtles are also housed in the park.

Other frequent species that are simple to spot in the park include pythons, king cobras, rattlesnakes, chequered callbacks, monitor lizards, and estuarine crocodiles among the reptiles, shipping frogs, tree frogs, common toads, king crabs, and starfish among the fish and amphibians, whistling teals, kingfishers, seagulls, sandpipe The only way to see the park is by boat, travelling down the river channels.

1.7.2. Jaldapara National Park

One of the national parks in India, Jaldapara National Park, is located in the foothills of the Eastern Himalayas and on the bank of the Torsa River. It is home to the Indian one-horned rhinoceros and elephants. Tall elephant grasses and riverine woodlands are scattered throughout the 217-square-kilometre forest. The rare Bengal Florican is the main draw among the Jaldapara National Park bird species, a sanctuary for bird lovers. Other bird species that can be seen in the park include partridges, peafowls, crowned eagles, Finn's weavers, and Pallas's fish eagles. Another rare bird species you might see here is the Pied Hornbill, but only if you are fortunate.

Nevertheless, seeing reptiles like cobras, kraits, monitor lizards, and pythons is not unusual.

1.7.3. Gorumara National Park

The Gorumara National Park lies in the Jalpaiguri district and is close to Jaldhaka. Murti, and Raidak Rivers. The Dooars region of North Bengal is home to the 80 square kilometre park, most of which is made up of undulating woods and riverine grasslands

home to a variety of fish—turtles, fish, birds, reptiles, mammals, and other macro and micro fauna. Gaurs, Asian Elephants, Sloth Bears, Chital, Sambar Deer, Barking Deer, Hog Deer, and Wild Boars are some frequently seen animal species. Some endangered species in Gorumara National Park include the Indian Rhinoceros, Pygmy Hog, and Haspid Hare. Brahminy Duck and Indian Hornbill continue to be the most popular bird species.

In addition, many snakes, including pythons and king cobras, call the Gorumara National Park home—the several watch towers in the park, including Jatraprasad Watch Tower. Rhino Observation Point, Chandrachur Watch Tower, and Chuchuki Bird Viewing Point provide the best vantage points for viewing animals. The adjacent Budhuram Forest Village also offers live performances of ethnic.

1.7.4. Neora Valley National Park

The Neora Valley National Park in Kalimpong, a haven for hikers and nature lovers, is home to a diverse environment with rich flora and fauna: lush green valleys, meandering rivers, and snow-capped mountains in the distance. The park's elevation ranges from 1,500 meters to 3,000 meters. The Neora River feeds the 88 square kilometre park, home to various endangered species like the leopard, red panda, and musk deer. Sambar and Himalayan Flying Squirrels are some of the other animal species.

Mountain Hawk Eagle, Chestnut Headed Tesia, Babblers, Dark-breasted Rosefinch, and many other bird species can be seen in the park due to its varied topography. The King Cobra, Green Pit Viper, and Lizards are three of the more prevalent reptiles. Other tourist destinations, including Tiffin Dara and Red Panda Camp, are also in the Neora Valley National Park.

1.7.5. Singalila National Park

Singalila National Park is one of the well-known national parks in the Indian Himalayan area. It is famous for the trekking route to Sandakphu- Phalut that passes through it. Singalila lies in the Darjeeling district of West Bengal. The park is located in the Indo-Malaya ecozone and spans a sizable area with an approximate elevation range of 1,800 meters to 4,000 meters. It is home to dense bamboo, oak, magnolia, and rhododendron woods.

Moreover, it is home to several wild orchids, including the deadly Himalayan Cobra Lilies, after crossing Meghma. The forest trail begins and travels through Tonglu, Giribas, Kala Pokhri, Sandakphu, and Phalut.

Mammals, birds, and reptiles can be found in plenty at the Singalila National Park. The Leopard Cat, Barking Deer, and Pangolin are the most frequently sighted mammals. The national park is also home to endangered wildlife like the Red Panda, Himalayan Black Bear and Leopards. Bird species that can be seen along the forest walk include the Scarlet Minivet, Kalij Pheasant, Blood Pheasant, Satyr Tragopan, Rufous-vented Tit, and Golden-breasted Fulvetta. The best times to visit Singalila National Park are summer and winter, but avoiding the rainy season is best.

1.7.6. Buxa Tiger Reserve

The Buxa Tiger Reserve, which shares a border with Bhutan and has a biodiverse habitat that represents the highly endemic Indo-Malayan region, is located near the international border. It spans up to eight different types of forests, is 117 square kilometres in size, and is home to several endangered animals and bird species, including tigers and Asian elephants. Leopard cats, Gaurs, wild boars, sambars, civets,

chitals, and elephants are just a few of the frequently encountered animal species that are simple to catch.

The Wagtails, Common Teal, Black Stork, Big Whistling Teal and Minivets are the bird species that are simple to spot in Buxa Tiger Reserve.

1.8. Means Used by Tourists to Explore the Tourists' Destination

Tourist is known for exploring new places for adventure and recreation. They use different means of hunting for the exiting and beauty of nature. In the early days, tourists take the help of books or conventional modes to explore tourist places. However, with the emergence of the Internet and digital worlds, the means of exploring tourist places have changed. The tourist uses the following modes to explore the tourist destinations:

1.8.1. The Tourism Department:

In India, most of the state governments operate their tourist department. This department gathers information on tourist destinations spread across a particular state. Moreover, this department provides local amenities information, such as hotels and means of transport for the convenience of tourists.

1.8.2. The Magazines and Books:

Tourists explore tourist places with the help of tourist magazines and books. They subscribe to books and magazines that provide exciting information about tourist destinations.

1.8.3. The Tourism Television Channels:

Tourists learn about the various tour destinations spread across the county with the help of television channels, which are used to broadcast the tourist destinations.

1.8.4. World Wide Web:

The world wide web is the first choice for tourists to explore new destinations. The WWW helps the tourist give exact and accurate information regarding particular places.

1.8.5. Tourist Destinations Concerned Website:

The organized governing members manage the famous tourist destinations. They used to advertise their tourist destinations with the help of digital media, such as websites. The concerned tourist destination website helps the tourist to know the amenities available at tourist destinations and the visiting timing.

1.8.6. The Tourist Exploration Youtube Channels:

The exponential popularity of YouTube gives YouTubers a platform to share their opinions and experiences regarding recent tourist destination visits. These YouTube channels help potential tourists explore and know beautiful tourist destinations.

Therefore, the tourist takes the help of conventional (such as tourists' books and magazines) and non-conventional (such as the Internet) modes to explore the tourist destinations spread across the countries.

1.9. Digital Marketing is a Means used to Provide Information Regarding Tourist Destinations.

The researcher highlighted the conventional and non-conventional modes of helping tourists explore destinations in the previous head. However, in this section, the

researcher explains the use of digital marketing in tourist explorations of tourist destinations.

1.9.1. Website:

The website of tour operators and national parks helps national park managers and tour operators to provide relevant information regarding the tourist's destination. The website allows tourists to explore the various amenities of a particular national park tourist destination.

1.9.2. Telephone Conversation:

Telephonic conversation is also a kind of digital marketing. With the help of telephonic media, national park operators and tour operators can convey/contact existing and potential tourists to visit a tourist destination.

1.9.3. Pop-up:

National park operators and tour operators used to place pop up (containing information regarding the tourist destination) over the existing and potential tourists. The pop-up helps tour operators and national park managers to give updates regarding the tourist destination.

1.9.4. Digital Poster:

Digital posters are displayed in various locations to advertise the tourist destination. With the help of digital advertising, the potential tourist comes to know the exciting tourist destination spread across the globe. It impulses the potential tourist to visit the tourist destination.

1.9.5. E-mail:

Tour operators and national park managers used to send an e-mail to existing and potential tourists containing information and updates regarding a particular destination.

The advantage of sending an email, i.e. it directly targets tourists.

1.9.6. Digital SMS:

A short message service is also a kind of digital marketing. It helps tour operators and national park managers to target tourists; it is used to give information about the tourist destination at a minimum cost.

1.9.7. Social Media:

The popularity of social media attracted tour operators to create various social media platforms such as Facebook, Twitter, and Instagram. These social media accounts help them to convey information about the tour packages, tourists' destinations and modes of payment.

1.10. Reasons for using Digital Marketing in Exploring Tourist Destinations:

The popularity of digital marketing compels tourists to take the help of it to explore various tourist destinations. The researcher summarizes some advantages of digital marketing in exploring tourist destinations as follows:

1.10.1. Global Reach:

Tourists can assess the information about the tourist's destination with the help of digital marketing from anywhere and anytime. In other words, digital marketing gives a global reach to the tourist's destination. The information about a regional national park tourist destination can be assessed by tourists sitting at home from miles away.

1.10.2. Local Reach:

Digital marketing not only helps tourists explore the destination spread across the globe but also helps explore the local/ regional tourist destinations. It is noted that popular tourist destinations such as the Eiffel Tower and Taj Mahal are known to most tourists. However, some regional tourist spot destinations are unexplored or less popular, but with the help of the digital world, this is now known to most people.

1.10.3. Low Cost:

Exploring the tourist destination in a conventional mode, such as personally visiting a tourist goal, is costlier than a non-conventional way (such as exploring tourist destination and getting information virtually with the help of the Internet). Therefore digital marketing provides tourists with tourist destination information at a cheaper rate than the conventional way of exploring tourist destinations.

1.10.4. Multiple Contents:

Digital marketing uses audio-visual and videography content about the National Park to attract tourists. Tourists can know/visualize the tourist's destination without visiting a particular one. However, conventionally, tourists must visit the place to see the goal.

1.10.5. Multiple Targeting:

Digital marketing helps tour operators and National Park operators target various segments of tourists, such as middle-income groups and different age groups.

1.11. Use of Digital Marketing in the National Park

The National Park is regarded as one of the most explored tourist destinations. The National Park website (digital marketing) plays a crucial role in attracting tourists to the

National Park. The federal park authorities are taking the help of digital marketing to attract tourists from various parts of the country. The following National Park website elements play a critical role in attracting tourists to visit the National Park:

1.11.1. Web Friendliness

National Park website Web Friendliness means the National Park website is easy to assess, navigate, and completes transactions quickly; online booking is easy; the website is friendly as it responds to customers' enquiries well.

1.11.2. Reliability

National Park website Reliability means personal information is protected, hassle-free booking is possible, and the website performs services as promised.

1.11.3. Website Usefulness

National Park's website usefulness means the website has interesting, helpful, and well-balanced quality information.

1.11.4. Tangibility

National park website tangibility means the website provides information regarding physical facilities available at national parks, information regarding the neatness of the park, and transport facilities.

1.11.5. Design quality

National Park website design quality means the website is user-friendly and website design is easy to understand etc.

1.11.6. Information Quality

National Park website information quality means the website provides detailed, accurate, and reliable information.

1.12. National Parks Benefit from Digital Marketing

The National Park fetches the followings benefits from digital marketing:

1.12.1. Wide Exposure:

With the help of digital marketing, National Parks get broad exposure among the tourist spread across the globe. Only with the use of the internet peoples are coming to know about the destination; with the availability of such a device, it might be explored too.

1.12.2. Low Cost of Advertisement:

Digital marketing facilitates National Park operators to advertise the National Park at a cheaper rate compared to traditional advertisement (e.g., Newspaper advertisement)

1.12.3. Attracting Remote Tourists:

With the help of digital marketing, the National Park generates impulse among tourists in different parts of the globe. Therefore digital marketing can be regarded as attracting remote tourists to visit destinations.

1.12.4. Providing Amenities and Visiting Schedule Information:

National park operators can provide information such as amenities available at the tourist's destination. In addition, digital marketing helps tour operators and National Park managers display tourists' visiting schedules.

1.12.5. Booking Tourist Visits Schedule:

Tourists who want to visit National Parks can book the slots for their visiting tourist destinations. It helps tourists to avoid crowds and save time.

1.12.6. Convenient Visiting Fee Collection

With the help of digital marketing, the National Park operator conveniently (online) collects the visiting fee from tourists.

1.12.7. Keeping Low Cost of Visitors' Records

National park managers used to record their visitors' visits to tourist destinations. It helps them to retain existing tourists loyal towards visiting National Parks. In addition, keeping a record of visitors help managers of the National Park to inform about the new adventures included in the existing National Park.

1.13. National Parks Disadvantages from Digital Marketing

Despite the numerous advantages fetched by digital marketing for National Parks, the following disadvantages are brought by digital marketing for National Parks:

1.13.1. Web Securities Threats:

The tourists used to provide their personal (such as name, address and email) and financial (bank card details) information while assessing a National Park visit. Since the unauthorized evaluation of these tourists' information can harm them emotionally and financially to the tourists, therefore, it is a priority of the National Park manager to provide security for visitors' data information.

1.13.2. Exposing Incredible Amenities and Facilities:

To attract the maximum number of potential tourists, the National Park managers try to put complete information about amenities and other facilities available at a particular tourist destination. In other words, the potential tourists get complete information about the National Park, and there is a surprise left that can reduce the tourist's excitement about a particular destination.

1.13.3. Additional Cost for Web Maintenance:

Maintaining the websites of National Parks fetch additional costs, which increase the expenditure of National Parks. In addition, the websites and computers need to update regularly, increasing the National Park expenses.

1.14. Strategies for Mitigating the Drawbacks of Digital Marketing for National Parks:

It is observed that digital marketing in National Parks increases the footfall of tourist visitors. Therefore, the following strategy can be applied to curb the disadvantages of digital marketing in the National Park:

1.14.1. Protecting Visitor Data by Security Layers:

The National Park operators can protect the tourist's data by enhancing the security features on their websites. The various security layers can be improved so visitors' data is transmitted in an encrypted form between the visitors and the National Park; It means if any unethical hackers try to steal the data, the information cannot be interpreted.

1.14.2. Providing only a Brief Description of the Amenities:

To keep the excitement of the tourist destination, the National Park must provide only indicative information about the National Park and available amenities. It will keep suspense about the tourist destinations and impulse tourists to visit the particular tourist destination.

1.14.3. Taking the help of Third-Party Web Maintenance:

To reduce the cost of the website and computer maintenance, the National Park operators can assign web and computer maintenance to reputed third parties. It will reduce the fixed monthly expenses of tour operators and National Parks.

1.15. Use of Digital marketing in the Tour Operator

The following are the Web dimensions of Tour operator websites:

1.15.1. Web Friendliness

National Park website Web Friendliness means the National Park website is easy to assess, navigate, and completes transactions quickly; online booking is easy; the website is friendly as it responds to customers' enquiries well.

1.15.2. Reliability

Tour operator website Reliability means personal information is protected, hassle-free booking is possible, and the website performs services as promised.

1.15.3. Website Usefulness

The usefulness of the tour operator's website means the website has interesting, helpful information, and information is well balanced in quality.

1.15.4. Tangibility

Tour operator website tangibility means the website provides information regarding physical facilities available at National Parks, information regarding the neatness of the park, and transport facilities.

1.15.5. Design Quality

Tour operator website design quality means the website is user-friendly, its design is easy to understand,

1.15.6. Information Quality

Tour operator website information quality means the website provides detailed, accurate, and reliable information.

1.16. Tour Operators Use Digital Marketing to Advertise Tourist Destinations and Attract Tourists.

The Tour operator plays a significant role in mobilizing the tourist from one part to another part—tourists like to visit tourist destinations with the help of tour packages provided by tour operators. The tour packages help tourists visit unknown destinations conveniently and it is reasonably priced too. The tour operators have developed their website, where they used to provide information regarding tour packages and tour destinations. The tour operators' following website elements help to attract tourists flows:

1.17. Tour Operators Benefit from Digital Marketing

The tour operators get the following benefits from digital marketing:

1.17.1. Large Visitor Base:

Digital marketing provides a large visitor base to tour operators. This is because the conventional mode gives less scope/ exposure to a particular tourist's destination through tour operators. With the help of digital marketing, tourist explores the tourist's destination from anywhere and can contact a suitable tour operators for the destination visit. Thus in this way, digital marketing offers a large visitor base for tour operators.

1.17.2. Target Remote and Far-Flung Areas Visitors:

Tour operators can target tourists spreading remote and far-flung areas compared to conventional targeting modes. Thus digital marketing helps tour operators to grab tourists located in remote areas.

1.17.3. Advertise Tour Packages:

The tour operators can display various tour packages according to the targeted population on their websites. The tour packages help visitors to take make tour plans and decisions.

1.17.4. Conveniently Receive Payments:

With the help of digital marketing, the tour operator can receive the tour packages conveniently. On the other hand, the visitors also conveniently avail to tour packages, such as through credit cards, debit cards, etc.

1.17.5. Easy To Manage Tourist Database:

Tour operators try to make a database of the visitors. Tour operators use this database to circulate new tourist destinations among existing visitors. Maintaining this database is more straightforward in digital than paper base forms.

1.17.6. Easy to Communicate With Existing Visitors For New Tourist Places:

The tour operators find it easy to communicate with the visitors about the new tourist destination. The digital form keeps the records of existing customers, and as such, they find it easy to share further information.

1.17.7. Easy to Redress Tourist Grievances:

With the help of digital technology, it is now in the hands of tour operators to solve the grievance briefly.

1.18. Tour Operator's Disadvantages from Digital Marketing

Using digital marketing by tour operators to serve the tourist brought many advantages. However, it brings some disadvantages, too, which are briefly discussed below:

1.18.1. Additional Upkeep Expenses:

To be updated in this digital world, tour operator uses digital media, which in turn costs tour operators. The expenses incurred in the updation of software as well as hardware and to keep a digital marketing influencer pressurize the tour operators.

1.18.2. The Security Threats to the Visitor's Data:

The personal and financial information shared by the visitors during their visit to the National Park is at high risk of being outsourced. The digital world constantly tries to look out for data. These data were often sold out, and thus the role of tour operators increases regarding securing valuable data of customers.

1.18.3. Frequency of Visitor Cancellation of Packages:

The digital world often suffers from cancellation issues. Once the slots were booked for a destination visit, at the last moment, the problem of cancellation arises, which ultimately troubles the tour operators to successfully complete the destination visit work.

1.19. Strategies For Mitigating the Drawbacks of Digital Marketing for Tour Operators

The following strategy can be adopted to mitigate the disadvantages of digital marketing in tour operators:

1.19.1. Assigning the Upkeep of The Website to Third-Party:

The maintenance and upkeep of digital updation can be outsourced to reduce the burden of costs and work. Annual maintenance of hardware is the best solution to overcome the issue of maintenance.

1.19.2. Use of Encryption Security Features on the Website:

The updation of software and using encryption features will increase the trust among the tourists, and tour operators will find a solution to increase the number of tourists with additional web security features.

1.19.3. Impose Service Charges for Cancellation of the Tour Packages:

Charges put up on the last-minute cancellation of tour packages will save the tour operators financially. These charges will also reduce the last-minute cancellation tendency.

1.20. Conclusion

It is observed that digital marketing play a crucial role in attracting tourists to various tourist destination. The use of digital marketing helps National Park operators to advertise their National Park amenities, visiting hours, visiting fees and other available facilities. In addition, the National Park gets huge exporters across the globe. Similarly, tour operators can put tour packages for visiting a particular tourist destination with the help of digital marketing. Moreover, digital marketing helps tour operators to attract tourists from far-flung areas to see a specific goal.

On the other hand, the tourists also get benefitted from digital marketing. Tourists can explore global and regional tourist destination information with the help of digital marketing. It helps them to make a visit plan for a particular tourist destination. Moreover, with the help of digital marketing, tourists can explore information to reach a specific goal. To conclude, digital marketing is helpful for all the stakeholders, that is, authorities of National Parks, tour operators and tourists.

Reference:

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