

CONTENTS

Sl. No.	Particulars	Page No.
	Title	
	Declaration	
	Certificate	
	Plagiarism Report	
	Acknowledgement	i
	Preface	ii
	Abstract	iv
	List of Tables	vii
	List of Figures	x
	List of Abbreviations	xi
Chapter I	Digital Marketing and Park Tourism in West Bengal	1 to 28
	1.1 Introduction	1
	1.2 Digital Marketing	1
	1.3 Components of Digital Marketing	2
	1.3.1. Advertising	2
	1.3.2. Content Marketing	3
	1.3.3. Email Marketing	3
	1.3.4. Mobile Marketing	3
	1.3.5. Paid Search	3
	1.3.6. Programmatic Advertising	4
	1.3.7. Reputation Marketing	4
	1.3.8. Search Engine Optimization (SEO)	4
	1.3.9. Social Media Marketing	5
	1.3.10. Video Marketing	5
	1.3.11. Web Analytics	5
	1.3.12. Webinars	5
	1.4 Use of Digital Marketing in Different Sectors	5
	1.4.1. Healthcare	6
	1.4.2. Entertainment	6
	1.4.3. Food	6
	1.4.4. Legal And Law Firms	6
	1.4.5. Retail	6
	1.4.6. Education	7
	1.4.7. E-Commerce	7
	1.4.8. Real Estate	7

1.4.9. Tourism Sector	7
1.5 Tourism	7
1.5.1. Types Of Tourism	8
1.5.1.1. Domestic Tourism	8
1.5.1.2. Inbound Tourism	8
1.5.1.3. Outward Tourism	8
1.6 West Bengal's Tourism	8
1.6.1. National Parks and Sanctuaries For Wildlife.	9
1.7 West Bengal's Popular National Parks	9
1.7.1. Sundarban National Park	10
1.7.2. Jaldapara National Park	11
1.7.3. Gorumara National Park	11
1.7.4. Neora Valley National Park	12
1.7.5. Singalila National Park	13
1.7.6. Buxa Tiger Reserve	13
1.8 Means used by Tourists to Explore the Tourists' Destination	14
1.8.1. The Tourism Department	14
1.8.2. The Magazines and Books	14
1.8.3. The Tourism Television Channels	15
1.8.4. World Wide Web:	15
1.8.5. Tourist Destinations Concerned Website	15
1.8.6. The Tourist Exploration Youtube Channels	15
1.9 Digital Marketing is a Means used to Provide Information regarding Tourist Destinations.	15
1.9.1. Website	16
1.9.2. Telephone Conversation	16
1.9.3. Pop-Up	16
1.9.4. Digital Poster	16
1.9.5. Email	17
1.9.6. Digital SMS	17
1.9.7. Social Media	17
1.10 Reasons for using Digital Marketing in Exploring Tourist Destinations	17
1.10.1. Global Reach	17
1.10.2. Local Reach	18
1.10.3. Low Cost	18
1.10.4. Multiple Contents	18
1.10.5. Multiple Targeting	18
1.11 Use Of Digital Marketing in The National Park	18
1.11.1 Web Friendliness	19

1.11.2. Reliability	19
1.11.3. Website Usefulness	19
1.11.4. Tangibility	19
1.11.5. Design Quality	19
1.11.6. Information Quality	20
1.12 National Parks Benefit from Digital Marketing	20
1.12.1. Wide Exposure:	20
1.12.2. Low Cost of Advertisement:	20
1.12.3. Attracting Remote Tourists:	20
1.12.4. Providing Amenities and Visiting Schedule Information:	20
1.12.5. Booking Tourist Visits Schedule:	21
1.12.6. Convenient Visiting Fee Collection	21
1.12.7. Keeping Low Cost of Visitors' Records	21
1.13 National Parks Disadvantages from Digital Marketing	21
1.13.1. Web Securities Threats:	21
1.13.2. Exposing Incredible Amenities and Facilities:	22
1.13.3. Additional Cost For Web Maintenance:	22
1.14 Strategies For Mitigating the Drawbacks of Digital Marketing for National Parks:	22
1.14.1. Protecting Visitor Data by Security Layers:	22
1.14.2. Providing Only a Brief Description of the Amenities:	23
1.14.3. Taking the Help of Third-Party Web Maintenance:	23
1.15 Use Of Digital Marketing in Tour Operator	23
1.15.1 Web Friendliness	23
1.15.2 Reliability	23
1.15.3 Website Usefulness	23
1.15.4 Tangibility	24
1.15.5 Design Quality	24
1.15.6 Information Quality	24
1.16 Tour Operators Use Digital Marketing to Advertise Tourist Destinations and Attract Tourists.	24
1.17 Tour Operators Benefit from Digital Marketing	24
1.17.1. Large Visitor Base:	25
1.17.2. Target Remote And Far-Flung Areas Visitors:	25
1.17.3. Advertise Tour Packages:	25
1.17.4. Conveniently Receive Payments:	25
1.17.5. Easy to Manage Tourist Database:	25
1.17.6. Easy to Communicate With Existing Visitors For New Tourist Places:	26

3.11.2 Variables of the Study	102
3.11.3 Variables of the Study	103
3.12 Conceptual Model	103
3.13 Research Design	104
3.13.1 Descriptive Research	105
3.13.2 Exploratory Research	106
3.13.3 Explanatory Research	106
3.13.4 Experimental And Analytical Research	107
3.14 Universe of the Study	108
3.14.1 Target Population	108
3.15 Data Collection Method	109
3.15.1 Primary Data	110
3.16 Sampling	111
3.16.1 Sample Size	113
3.17 Questionnaire	114
3.18 Main Data Collection	119
3.18.1 Preparation of Data (Screening and Cleaning)	119
3.18.2 Observation During Data Collection	119
3.19 Explanation of Tools & Techniques	120
3.19.1 Univariate Analysis	120
3.19.2 Descriptive Analysis	120
3.19.2.1 Mean or Arithmetic Mean	121
3.19.2.2 Standard Deviation	121
3.19.2.3 Skewness	122
3.19.2.4 Kurtosis	122
3.19.3 Correlation Analysis	122
3.19.4 Multivariate Analysis	123
3.20 Exploratory Factor Analysis (EFA)	123
3.20.1 Kaiser-Meyer-Olkin (KMO)	123
3.20.2 Bartlett's Test Of Sphericity	124
3.20.3 Eigen Value	124
3.20.4 Scree Plot	124
3.21 Principle Component Analysis	124
3.22 Reliability	125
3.22.1 Cronbach's Alpha	125
3.23 Durbin-Watson Test(Test for Autocorrelation)	126
3.24 Normality of Data(Test for Multicollinearity)	126
3.25 One Way Anova	128
3.26 Multiple Regression Analysis	129
3.27 Evaluation & Implemetnation of Data	130

3.28 Findings & Recommendations	130
3.29 Ethical Obligation	131
3.30 Expected Contribution of the Study	132
References	133 - 138
Chapter IV Multivariate Analysis : Tourists' Arriving through National Park Websites	139 - 195
4.1 Introduction	139
4.2 Demography Profile of The Tourists	141
4.2.1. Gender-Wise Data Allocation of the Tourists	142
4.2.2. Age Wise Data Allocation of the Tourists	143
4.2.3. Qualification Status of Tourists	145
4.2.4. Income-wise Data Allocation of the Tourists	146
4.3 Exploratory Factor Analysis	147
4.3.1. KMO and Bartlett's Test	147
4.3.2. Communalities	148
4.3.3. Factor Analysis	150
4.3.3.1 Assessment of The Suitability of The Data.	150
4.3.3.2 Factor Extraction.	152
4.3.3.2.1 Eigen Value Criterion	152
4.3.3.2.2 Scree Plot	154
4.3.3.3 Factor Rotation	154
4.3.4. Development of the Factors	157
4.4 Reliability Analysis	159
4.5 Testing of Data Normality	169
4.5.1. Descriptive Statistics (Mean, Standard Deviation, Skewness, Kurtosis)	169
4.5.2. Graphically (Histogram, P-P Plot, Scatter Plot)	171
4.5.2.1 Mean & Standard Deviation	171
4.5.2.2 P-P Plot	173
4.5.2.3 Scatter Plot	174
4.6 Testing of Multicollinearity	175
4.6.1 Tolerance Level	176
4.6.2 Variance Inflation Factor	177
4.7 Testing of Autocorrelation (Durbin Watson Test)	180
4.8 Checking of Coefficient of Variation for all Variables	181
4.9 Regression Analysis	184
4.9.1 Model Summary	185
4.9.1.1. Multiple Correlation Coefficient (R)	185
4.9.1.2. Adjusted R ²	185
4.9.1.3. Coefficient of Determination (R ²)	185
4.9.2 Analysis of Variance (ANOVA)	186
4.9.3 Coefficient Correlation	187

4.10 Model Equation	190
4.11 Status of The Hypothesis	191
References	193 - 195
Chapter V Multivariate Analysis: Tourists' Arriving through	196 - 239.
Tour Operator Websites	
5.1 Introduction	196
5.2 Exploratory Factor Analysis	196
5.2.1 KMO and Bartlett's Test	196
5.2.2 Communalities	197
5.2.3. Factor Analysis	199
5.2.3.1 Assessment of the Suitability of the Data.	199
5.2.3.2. Factor Extraction.	201
5.2.3.2.1. Eigen Value Criterion	201
5.2.3.2.2 Scree Plot	203
5.2.3.3 Factor Rotation	204
5.2.4. Development of the Factors	209
5.3 Reliability Analysis	211
5.4 Testing of Data Normality	219
5.4.1 Descriptive Statistics (Mean, Standard Deviation, Skewness, Kurtosis)	219
5.4.2 Graphically (Histogram, P-P Plot, Scatter Plot)	220
5.4.2.1 Histogram	221
5.4.2.2 P-P Plot	222
5.4.2.3 Scatter Plot	223
5.5 Testing of Multicollinearity	224
5.6 Testing of Autocorrelation (Durbin-Watson Test)	227
5.7 Checking of Coefficient of Variation For all Variables	228
5.8 Regression Analysis	231
5.8.1. Model Summary	231
5.8.1.1. Multiple Correlation Coefficient (R)	231
5.8.1.2. Adjusted R ²	231
5.8.1.3. Coefficient of Determination (R ²)	232
5.8.2. Analysis of Variance (ANOVA)	232
5.8.3. Coefficient Correlation	233
5.9 Model Equation	236
5.10 Status of the Hypothesis	237
References	239
Chapter VI Summary, Conclusion, and Policy Implications	240 - 261
6.1 Introduction to Research Set Up	240
6.1.1. Identification of Research Topic	240
6.1.2. Statement of Problem	241
6.1.3. Identification of Research Gap	241

6.1.4. Drawing of Research Objectives	241
6.1.5. Setting Up Research Questions	242
6.1.6. Development of Research Hypothesis	243
6.1.7. Development of Proposed Research Model	244
6.1.8. Development of Questionnaire	245
6.2 Research Sampling Set-Up	245
6.2.1. Identification of Target Population	245
6.2.2. Sampling Method and Collection of Data	245
6.3 Analysis of Data	246
6.3.1. Demographic Profile of the Respondents	246
6.3.2. Exploration of Tourist Satisfaction Factors	246
6.3.3. Kaiser-Meyer-Olkin (<i>KMO</i>)	246
6.3.4. Bartlett's Test	247
6.3.5. Communalities	247
6.3.6. Factor Extraction	247
6.4 Checking of Data Fit of Multiple Regression Analysis	248
6.4.1. Testing of Reliability and Normality of Data	248
6.4.2. Testing of Multicollinearity and Autocorrelation In Data	249
6.4.3. Examine of Coefficients of Variation	250
6.5 Testing of Research Hypothesis	250
6.5.1. Stastical Results of Research Hypothesis (Based on National Park Website)	250
6.5.2. Stastical Results of Research Hypothesis (Based on Tour Operator Website)	251
6.5.3. Drawing of Multiple Regression Equation of Tourists Satisfaction	252
6.6 Conclusion of Research	254
6.6.1. Major Research Findings	255
6.6.2. Managerial Implication of Research Findings	256
6.6.3. Research Limitations and Further Research Scope	258
References	260 - 261
Bibliography	262 - 279
Appendix	xxii - xliii