

A Study on Comparison of Conventional and Contemporary Tourism Marketing Strategies

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Abstract

The aim of this paper is to show the comparison among the conventional tourism promotion techniques and contemporary tourism promotion techniques. Conventional tourism promotion techniques include the following promotion methods such as brochures, print advertisements, travel fairs and exhibitions, Television/radio, billboards, public relation etc. Contemporary tourism promotion techniques also include the methods for promotion such as online travel agencies, websites, email marketing SEO/SEM, influencer & UGC campaigns, AR/VR, data-driven personalization, social media etc. it assesses the comparison based on the efficiency, measurability, speed and authenticity. This study also elucidates the revelation and influence of conventional tourism with revelation and influence of contemporary tourism promotion techniques.

Keywords: Conventional Tourism Promotion, Contemporary Tourism Promotion

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Introduction

According to Hanekom (2015), tourism is seen as a crucial part of South Africa's National Development Plan due to its ability to boost employment and the country's overall economy. To stay competitive and keep improving people's quality of life, the tourist industry must continue to be promoted (Nzima 2015). It is anticipated that tourism promotion will go to considerable measures to increase the number of visitors to KwaZulu-Natal (KZN). According to Durban Tourism (2013), the number of tourists has decreased over the past five years, despite KZN's success in drawing and hosting significant events in Durban City. Employment, financial returns, private sector capital investment, and revenue-generating prospects have all suffered as a result of this drop in tourism. In order to place the province among the top 20 travel destinations worldwide by 2020, KZN's Tourism Master Plan Strategic Development demands for increased promotion. Regarding the promotion of tourism in the province, this is the goal of Tourism KwaZulu-Natal (TKZN). According to Blaga (2013), the success of a communication system is contingent upon the tourism organizations' ability to craft messages, identify the target audience, and determine the media (means) that will be used to deliver the information. This study focuses on the media component or method of the entire communication system.

For the tourist sector to be competitive and keep improving people's quality of life, continuous promotion efforts are required. Traditional media and online media advertising are the two primary categories of advertising in the modern era. Traditional media was used extensively by the tourism sector and other businesses to promote their goods and services in the past (Strategic Direction 2016). However, as network technologies have advanced and the Internet has

become more widely used, more businesses worldwide are using online (Internet) advertising to increase their online customer base, boost product sales, and raise their brand awareness.

In today's tourism scenario, it is more significant than ever to have a comparison on conventional and contemporary tourism promotion strategies. Today, destinations and tourism organizations are implementing hybrid strategies to strike a balance between the speed, authenticity and legitimacy of conventional approaches of tourism. In order to attain a sustainable tourism growth, this study explains the change in promotional techniques that examines the merits and demerits of each strategy.

As we all know due to the drastic improvements in technology, most of the tourists make their travel decisions using social media and Internet. User generated Content campaigns, Destination websites, Online travel agencies, social media platforms play a significant role in taking decisions regarding selection of destinations by the tourists. This helps in developing the tourism industry by providing a highly customized, interactive, and real-time contact between locations and prospective tourists.

The increasing usage of digital media does not mean that conventional tourism methods are no importance. Brochures, travel fairs and exhibitions etc are also used by many tourists to select their destinations. It is crucial to compare conventional and contemporary tourism promotion techniques in order to understand how they perform, they succeed or fail, and they may be integrated to create an effective promotional strategy. As tourism industry is technologically sophisticated, this study helps to provides valuable insights for destinations to maintain sustainability and competitiveness in the global tourist environment.

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Objective of the Study

- To evaluate how well Conventional tourism marketing strategies affect tourists' choices.
- To assess how well the Contemporary tourism marketing strategies attracting tourists.
- To contrast the reach and affordability of Conventional and Contemporary tourism promotion strategies.
- To determine the tourists, prefer Conventional or Contemporary marketing strategies based on demographic characteristics

Hypothesis of the Study

- Conventional tourism promotion techniques have a significant positive influence on tourists' decision-making.
- Contemporary tourism promotion techniques have a greater impact on tourist attraction than traditional techniques.
- Contemporary tourism promotion methods are more cost-effective and have a wider reach than Conventional methods.
- Tourist preference for Contemporary promotion techniques is significantly associated with younger and more educated demographic groups.

Scope of the Study

The scope of the study includes a thorough comparison of traditional and modern tourism promotion strategies, with an emphasis on their applicability, effectiveness, and influence on tourist behaviour in the modern tourism era. In addition to modern digital strategy, like social media marketing, online travel platforms, search engine marketing, and influencer-driven promotions, it looks at key traditional tools like print media, brochures, travel fairs, and television advertising. These methods' reach, cost-effectiveness, audience engagement, message credibility, and measurability are all examined in this study. It digs deeper into how each approach affects travellers' perceptions, perceptions of the destination, and decision-making processes. The study focuses on opportunities, issues, and the necessity of integrated marketing strategies rather than financial performance analysis and technical design elements of digital marketing tools. It also explains the strategic implications and promotional effectiveness in both the promotion techniques.

Review of Literature

E.Madondo,2021 The advent of online media in tourism business has altogether revolutionised the whole system of performing business and brought about new ways of promoting tourism. The purpose of this study is to make a comparative analysis of traditional media and online media as used for the promotion of tourism. The findings revealed that though there has been a dramatic increase in the uptake of online media by tourists, there are people still inclined to traditional media use.

Bandana Shrestha, Binod Krishna Shrestha, 2024

This research study aimed at investigating the differential impact of traditional and modern promotion on brand equity dimensions such as brand awareness, perceived quality, brand image, and brand loyalty. The findings provide valuable insights into the effectiveness of these promotional strategies in enhancing brand equity. The findings show that compared to traditional promotional tools, modern promotional tools have a greater impact on brand equity dimensions.

Gruescu Ramona, Pirvu Gheorghe, Nanu Roxana, 2008

Customer satisfaction depends on the accuracy of specific information on destinations 'accessibility, accommodations, facilities, attractions and activities. The Internet satisfies the needs of consumers for convenient access to transparent information. It allows them to compare information. They are able to cover the entire variety of choices of travel, accommodation, transportation and leisure services, holiday packages, prices and availability. This type of information will naturally help tourists to plan complex tourist activities, such as long trips.

Marysol Castillo-Palacio, Vladimir Castaño-Molina,2014

This paper is a theoretical-conceptual and aims to collect and analyze tourism promotion articles published between 2009 and 2014 in Scopus database, identifying them mainly instruments to promote tourism and tourist destinations studied. In recent years, the effectiveness of traditional communication techniques has been declining and marketing professionals have used more creative to attract consumer practices. Some of these new instruments for promoting tourism are cinema and mobile advergaming.

Douglas Chiguvi,2021

The main purpose of study is to analyse the credibility of traditional and online media for the promotion of tourism in the contemporary tourism marketing environment in Durban South Africa. Explanatory research design was employed and the questionnaire was used to collect the data. The study findings revealed that traditional media and online media are more or less equally competitive for the promotion of tourism. The study also revealed that international visitors have a positive attitude towards online media than traditional media while domestic tourists have a positive attitude towards traditional media than online media.

Limitation of the study

- The most important portion of the study may be impacted by intrinsic data gathering restrictions.
- The time consuming is the most important limitation faced during the collection of data.

Research Methodology

Research Design

Under this study, both exploratory and descriptive research design is conducted. The data collected from 50 respondents through convenience sampling methods from different parts of Kerala under non probability sampling for collection of data.

Data Collection

Here, both primary and secondary data are collected for this research. Primary data is collected through structured questionnaire and secondary data is collected from different books, journals, articles and websites related to tourism.

Analysis and Interpretation

For analysis and interpretation, a new software called SPSS (Statistical Package for Social Science) is used. Karl Pearson’s Correlation Co-efficient and Regression analysis is used to analyse the data.

Correlations

		Exposure to conventional Promotion	Influence of conventional Promotion
Exposure to conventional Promotion	Pearson Correlation	1	.980**
	Sig. (2-tailed)		.000
	N	50	50
Influence of conventional Promotion	Pearson Correlation	.980**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

The above analysis is based on the two variables such as the exposure to traditional promotion and influence of traditional promotion. Here, the relationship between the two variables is moderate positive correlation. It means that both the variables moving on the same direction positively. In this, correlation of the two variables lies in 0.980

Correlations

		Exposure to contemporary Promotion	Influence of contemporary Promotion
Exposure to contemporary Promotion	Pearson Correlation	1	.599**
	Sig. (2-tailed)		.000
	N	50	50
Influence of contemporary Promotion	Pearson Correlation	.599**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

This analysis is also based on two variables that are exposure to modern promotion and influence of modern promotion. Here the two variables are also moving on the same direction that means moderate positive correlation. The Pearson’s correlation under this analysis is 0.599.

Correlations

		Cost Effectiveness of Promotion	Perceived reach of Promotion
Cost Effectiveness of Promotion	Pearson Correlation	1	.627**
	Sig. (2-tailed)		.000
	N	50	50
Perceived reach of Promotion	Pearson Correlation	.627**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

The above analysis is based on the two variables such as the cost effectiveness of promotion and perceived reach of promotion. Here, the relationship between the two variables is moderate positive correlation. It means that both the variables moving on the same direction positively. In this correlation of the two variables lies in 0.627.

Correlations

		Influence of contemporary Promotion	Preference for contemporary Techniques
Influence of contemporary Promotion	Pearson Correlation	1	.896**
	Sig. (2-tailed)		.000
	N	50	50
	Pearson Correlation	.896**	1

Preference for contemporary Sig. (2-tailed)	.000	
Techniques	N	50
		50

** . Correlation is significant at the 0.01 level (2-tailed).

The analysis is also based on two variables that are influence of modern promotion and preference for modern techniques. Here the two variables are also moving on the same direction that means moderate positive correlation. The pearson's correlation under this analysis is 0.896.

Findings of the Study

- Conventional promotion strategies play a significant role in building trust, reliability and sense of authenticity among the tourist segments, especially in ancient tourists and in domestic markets.
- Contemporary marketing strategies have a wider global reach and are highly effective in influencing tourists who rely heavily on online research and social media for travel decision.
- An important advantage as compared with conventional tourism promotion with contemporary tourism promotion is where digital promotion offers a superior measurability allows the tourism authority to track engagement and campaign performance in real time.
- Conventional marketing strategy in tourism is having stronger emotional appeal through physical brochures, personal interactions at travel fairs, which creates a long- term relation with tourists as compared the contemporary marketing strategy.
- Social media and influencer marketing is become the powerful tools enhances the tourists with destination visibility, generating user engagement and shaping destination image through real time content.

Conclusion

As we compare both the conventional tourism promotion techniques and cotemporary tourism promotion techniques it is clearly illustrates that both the strategies are highly effective in influencing the tourists and their decisions. Conventional strategies are effective in the case of legitimacy, authenticity and personal touch. On the other hand, in today's technologically upgraded advanced tourism environment, new digital methods are essential since they offer real-time communication, accurate targeting etc. A hybrid strategy that combines both conventional and contemporary techniques rather than considering them as opponent forces. This promotes sustainable tourism industry that increases engagement of tourists based on age groups, related demographics and markets, and it helps to develop a consistent destination image by providing accurate information that results in managing tourist flows.

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