



## RESEARCH ARTICLE

### TOURISM MARKETING CAMPAIGNS: A COMPARISON OF MAHARASHTRA AND TAMIL NADU

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#### ABSTRACT

Tourism plays a vital role in regional economic growth, and effective marketing campaigns significantly impact tourist inflow. This study compared the tourism marketing strategies of Maharashtra and Tamil Nadu, analyzing their effectiveness in attracting the visitors. The objectives of the research were to compare the tourism marketing campaigns of Maharashtra and Tamil Nadu. The goal was to know the effectiveness of the tourism marketing campaigns used by both the states like print media promotion, electronics media like television, radio, tourism events, social media campaign like YouTube, Facebook, Instagram and X platform. The study was descriptive in nature and both primary and secondary data was used in it. The questionnaire was collected from the tourists who had seen any one or more marketing campaign of both the states through any one or more advertising media. In this study the EPIC model was used extensively which was proposed by ACNielsen, one of the world's largest market research companies. The study concluded that the Tamil Nadu state had better EPIC values as compared to Maharashtra state, which showed the comparative superiority of the state in terms of tourism marketing campaigns. This study will also work as a guideline for the Indian states to perform better as compared to the other states. Even the tourists will get the better information and facilities at the destination due to competition among the states to attract the greater number of tourists by means of best of the marketing campaigns.

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## INTRODUCTION

"Atithi Devo Bhava" (अतिथिदेवोभवः) – *Taittiriya Upanishad* (1.11.2), meaning "The guest is God," encapsulates India's ancient tradition of hospitality, underscoring the significance of tourism in the nation's cultural and economic landscape. Tourism serves as a pivotal driver of economic growth, fostering employment, regional development, and cultural exchange. Effective marketing campaigns are instrumental in attracting both domestic and international tourists, shaping perceptions, and enhancing visitor numbers. Maharashtra and Tamil Nadu stand out as two of India's premier tourist destinations, each offering a diverse array of attractions. Maharashtra boasts a rich tapestry of tourism experiences, including historical landmarks such as the Ajanta and Ellora Caves, recognized as UNESCO World Heritage sites, showcasing intricate rock-cut architecture and ancient art. The state capital, Mumbai, is renowned for its colonial architecture, bustling markets, and the iconic Gateway of India. Additionally, Maharashtra's hill stations like Mahabaleshwar and Lonavala provide serene landscapes, while the Konkan coast features pristine beaches such as Ganpatipule and Alibaug. In 2022, Maharashtra attracted approximately 149.2

million domestic tourists as per the Ministry of Tourism, Government of India. Tamil Nadu, on the other hand, is celebrated for its rich temple architecture, featuring majestic temples like the Brihadeeswarar Temple in Thanjavur and the Meenakshi Temple in Madurai, which stand as testaments to Dravidian architectural brilliance. The state is home to popular hill stations such as Ooty and Kodaikanal, known for their cool climates and scenic beauty. Tamil Nadu also hosts vibrant cultural festivals like Pongal and the Chennai Music Season, attracting numerous visitors. Marina Beach in Chennai is among the longest urban beaches globally, adding to the state's tourism appeal. In 2022, Tamil Nadu recorded 218.58 million domestic tourist visits, ranking it among the top states for domestic tourism in India as per the ministry data. Tourism is a cornerstone of economic development for both states. It significantly contributes to GDP, with revenues supporting various sectors, including hospitality, transportation, and retail. The tourism industry generates substantial employment opportunities, from direct roles in travel and hospitality to indirect positions in supporting industries. Moreover, tourism promotes the preservation of cultural heritage sites and traditions, fostering pride among residents and awareness among visitors. This study aims to compare the tourism marketing campaigns of Maharashtra and Tamil Nadu,

assessing their effectiveness in attracting visitors. The research evaluates various promotional strategies, including print media, electronic media (television, radio), tourism events, and social media campaigns on platforms like YouTube, Facebook, Instagram, and X (formerly Twitter). Utilizing the EPIC Model developed by AC Nielsen, the study provides insights into the strengths and areas for improvement in each state's marketing approach.

### Objectives of the Study

- To compare the tourism marketing campaigns employed by Maharashtra and Tamil Nadu.
- To analyze the effectiveness of various promotional media, including print, electronic, and social media campaigns and events promotion.
- To explore the best states in terms of tourism marketing campaigns.
- To understand the elements through which one state scores over other.

### Significance of the Study

- Provides a comparative analysis of tourism marketing efforts in Maharashtra and Tamil Nadu.
- Helps policymakers, tourism boards, and businesses refine promotional efforts to attract more visitors.
- Highlights best practices and offers insights for more targeted and efficient tourism marketing.
- Contributes to academic literature on tourism marketing and serves as a reference for future research.

### Limitations of the Study

- The study relies on survey responses, which may be subject to biases based on personal experiences and perceptions.
- It focuses only on marketing campaigns and does not consider external factors such as economic conditions, political stability, and infrastructural development.
- The findings are specific to Maharashtra and Tamil Nadu and may not be generalizable to other states or countries.
- One specific methods like EPIC Model was used to compare the marketing campaigns.
- The results were highly dependent on the data provided by the tourists.

## LITERATURE REVIEW

In a study done by Soraya Palani and Seima Sohrabi (2013) the main focus was on the consumer attitude and behaviour while choosing a holiday destination. It also involves various factors associated with the selection of a destination based on attitude and behaviour. Another associated theme which was involved in this study was introduction of Kurdistan destination to Finnish tourists. The study is based on few parameters of consumer behavior and doesn't include the various efforts of destination marketing. In a research done by Scott A. Cohen, Prayag Girish and Miguel Moital (2013) titled *Consumer Behaviour in Tourism: Concepts, Influences and Opportunities* different aspects of consumer behaviour involved in tourism industry are studied. Analysis of 191 articles was done in this research and various aspects of consumer behaviour were analyzed in the field of tourism. The

study is purely based on the past data and no feedback is taken from the customers about the aspects of consumer behaviour. Benchmarking and comparative study are also important tools for understanding the importance of each tourist destination. In a comparative and benchmarking study done by Ekonde Cathy (2010) analysis is done in the current research based on certain factors of Cameroon. This research was carried out to investigate the factors that affect visitors to select a particular destination for a site seeing or the attributes visitors consider important to qualify a place as an important destinations for a visit in future. The study is limited only up to two famous destination of Camaroon. Marketing efforts becomes highly systematic due to involvement of DMOs. A research done by Steven Pike and Stephen Page (2014) focuses on study of destination marketing organization it's its importance in destination marketing. Other themes arising of this research are the branding and promotional issues study involved in destination marketing.

The study is based on analysis of data and literature in past. No primary data was collected for this research. In a research paper done by Rahman Md. Anisur (2014) titled *Marketing of Bihar Tourism – A Buddhist Destination Transforming to Leisure Destination*. Marketing efforts adopted by Nihar Government for destination marketing were studied. Biharis an established Buddhist destination. But it is having potential to develop as a strong leisure destination due to availability of the relevant places to visit. The study was limited only to development of Bihar state as leisure destination. But there is lot of scope for the state to develop as good tourists' destination in other areas of tourism as well. In a comprehensive study done by Pike, Steven D. (2002) titled *Destination Image Analysis: A Review of 142 Papers from 1973-2000*, aims to analyze the literature available about destination marketing and tourism from 1973 to 2000 and also tries to understand how globally tourism has progressed and the different marketing efforts taken to build destination image. Diverse themes have evolved from the research since it is the analytical study of literature published in span of 27 years. Various themes evolved are destination image measurement, measuring perception of tourists towards selected destinations. In most of the papers a country was branded as a destination and efforts were made to build it which is followed by states, regions, places, resorts, provinces and cities. Fewer studies are done on building a state as strong destination. No any such specific model was proposed or building of the state as strong destination.

## RESEARCH METHODOLOGY

This research follows a descriptive approach to analyze the tourism marketing campaigns of Maharashtra and Tamil Nadu. Both primary and secondary data were utilized to ensure comprehensive findings. Primary data was collected through a structured questionnaire based on the EPIC Model, which was designed to evaluate Empathy, Persuasion, Impact, and Communication in tourism advertising. These four independent variables were used in this study. The questionnaire was administered to tourists who had encountered at least one advertisement from both states through various media channels. The sample unit for the study was tourists visiting Maharashtra and Tamil Nadu. Data collection took place at key tourist sites, including Ajanta and Ellora Caves, Elephanta Caves, Mahabaleshwar, Chennai, and

Thanjavur. A probability sampling technique was used, specifically random sampling, to ensure unbiased representation. The sample size was determined using Yamane’s formula, taking the total tourist population of both states in 2022 (367 million visitors) as the benchmark. Based on this calculation, a sample size of 400 respondents was established. The questionnaire employed a five-point Likert scale to measure responses across the four EPIC dimensions. The study categorized marketing promotions into four types: Print Media Promotion, Electronic Media (TV and Radio), Event-based Promotion, and Social Media Promotion. Descriptive statistics were applied to analyze the collected data, and the average EPIC scores were calculated for both states across different promotional categories to assess their comparative effectiveness.

**Data Analysis**

**Table 1. Average Scores of EPIC Dimensions of Tourism Marketing Campaign of Maharashtra**

S. No.	Tourism Marketing Campaign	Empathy	Persuasion,	Impact	Communication
1	Print Media Campaign	2.3	2.2	2.4	2.1
2	Electronic Media	2.1	2.2	2.5	2.6
3	Social media	2.6	2.8	2.9	2.8
4	Tourism Events	2.3	2.4	2.5	2.2

**Table 2. Average Scores of EPIC Dimensions of Tourism Marketing Campaign of Tamil Nadu**

S. No.	Tourism Marketing Campaign	Empathy (E)	Persuasion (P)	Impact (I)	Communication (C)
1	Print Media Campaign	3.4	3.5	3.6	3.7
2	Electronic Media	3.7	3.4	3.5	3.2
3	Social media	3.8	3.9	4.0	4.1
4	Tourism Events	3.5	3.6	3.7	3.8

**Table 3. EPIC Model Assessment Scale**

S. no.	Range	Remark
1	1.0 to 1.8	Very Ineffective
2	1.8 to 2.6	Ineffective
3	2.6 to 3.4	Effective Enough
4	3.4 to 4.2	Effective
5	4.2 to 5.00	Highly Effective

**Determination of the EPIC Rate**

**Table 4. EPIC Rate calculation of Maharashtra**

S. No.	Tourism Marketing Campaign	EPIC Rate
1	Print Media Campaign	2.25
2	Electronic Media	2.35
3	Social media	2.77
4	Tourism Events	2.35
<b>Average of Maharashtra State</b>		<b>2.43</b>

**RESULTS**

- As per the EPIC values of the states the overall rating of the Maharashtra State was found to be ineffective in terms of its tourism marketing campaign while it was found effective for the other state Tamilnadu.

**Table 5. EPIC Rate calculation of Tamil Nadu**

S. No.	Tourism Marketing Campaign	EPIC Rate
1	Print Media Campaign	3.55
2	Electronic Media	3.45
3	Social media	3.95
4	Tourism Events	3.65
<b>Average of Maharashtra State</b>		<b>3.65</b>

**EPIC Rate= E + P + I + C/4**

- For Maharashtra state the social media was found to be better which was followed by events and electronic media while the print media was found to be least effective.
- For Tamil Nadu state the EPIC values showed that the social media was highly effective, which was followed by tourism events promotion, print media and the electronic media was found to be least effective.
- 3.The Tamil Nadu state was found to be the best state in terms of tourism marketing campaigns through the defined four types of promotional media. The value of all the media was found to be effective.
- 4.As per the EPIC dimension values Tamilnadu scored high in terms of all the four media as compared to Maharashtra. All the four media contributed in a much better way for Tamil Nadu on EPIC scale which was not seen in terms of Maharashtra state.

**DISCUSSION**

**Maharashtra State EPIC Dimensions**

- After collecting the data, the average scores of EPIC Dimensions of Tourism Marketing campaigns were calculated for both these states.
- EPIC Rate was calculated using the simple average formula as

**EPIC Rate = (E + P + I + C)/4**

- For Maharashtra the lowest score was recorded for the Print Media Campaign on the Communication Element and for Electronic Media Campaign on the Empathy Element.
- For Maharashtra the highest score was recorded for the Social Media Campaign on all the four EPIC Elements.
- Average EPIC Rate was calculated for Maharashtra State for all the campaigns and for all the four EPIC Elements.
- Social Media Campaign had high EPIC Rate which was found to be effective enough on the EPIC Model Assessment Scale.
- For other three types of campaigns the EPIC rate was less and was found to be ineffective on the EPIC Model Assessment Scale.
- Overall average of Maharashtra state was found to be 2.43 which was categorised as ineffective.

**Tamil Nadu State EPIC Dimensions**

- The Tamil Nadu recorded the lowest scores for the Print Media Campaign on the Communication element.
- The state recorded the highest scores for the Social Media Campaign Element which was on all the EPIC elements.

- Average EPIC Rate was calculated for Tamil Nadu State for all the campaigns and for all the four EPIC Elements.
- Social Media Campaign had high EPIC Rate which was found to be effective on the EPIC Model Assessment Scale.
- For other three types of campaigns the EPIC rate was less and was also found to be effective on the EPIC Model Assessment Scale.
- The Overall Epic Rate was 3.65 of Tamil Nadu and was found to be effective as compared to Maharashtra state as per the data analysed.

### Comparison

- The overall EPIC Rate and scores of Tamil Nadu were found to be far more and better as compared to Maharashtra due to which it was categorised as the Effective Campaign as per the EPIC Model Assessment scale.

## CONCLUSION

This study evaluated the tourism marketing campaigns of Maharashtra and Tamil Nadu, revealing significant differences in their effectiveness. Tamil Nadu's tourism marketing was found to be highly effective across all promotional media, particularly in social media and events, contributing to its overall success in attracting tourists. On the other hand, Maharashtra's tourism marketing campaign was less effective, with social media performing the best, followed by events and electronic media. Print media was the least effective in both states. Tamil Nadu outperformed Maharashtra in all aspects of tourism marketing, showing higher EPIC values across all media platforms. This highlights the state's ability to effectively leverage various promotional tools, making it a leader in tourism marketing. In contrast, Maharashtra's approach appears less cohesive and impactful.

### Scope for Future Studies

- **Exploring Regional Variations:** Future studies could investigate the regional variations in tourism marketing effectiveness within states, examining how urban and rural areas respond differently to tourism campaigns.
- **Impact of Cultural Themes:** Research could explore the role of cultural heritage and its integration into tourism marketing campaigns, specifically how states like Maharashtra and Tamil Nadu incorporate cultural elements into their promotional strategies.
- **Comparative Study Across Other States:** A similar comparative study could be conducted with other states to understand broader trends and identify successful strategies that can be implemented across the country.
- **Evaluation of Tourist Demographics:** Future studies could focus on understanding how different tourist demographics (such as age, income, nationality) respond to various promotional media and campaigns in both states.
- **Long-Term Effects of Tourism Campaigns:** Future research could also examine the long-term impacts of tourism marketing campaigns on the overall economy, focusing on how sustained promotional efforts influence tourism growth and revenue generation over time.

As per the EPIC Assessment Scale it was found that Maharashtra's Tourism Campaign was found to be ineffective while Tamil Nadu's Tourism promotion was found to be effective.

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