

## EXAMINING THE INFLUENCE OF TOURISM MARKETING ON TOURISTS' SATISFACTION: AN EVIDENCE FROM INDIA

BY

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### Abstract

Tourism, as defined by modern books, is one of the fastest growing industries in India, which provides a significant number of job opportunities, promotes the cultural exchange and supports the economic growth. This study questions the effect of tourism marketing on visitor satisfaction with specific reference to promotional activities, destination image, and service quality as the precursors of behavioural intentions like revisit propensity and word-of-mouth advocacy. The primary source of data was a structured questionnaire which was given to 512 itinerants in different Indian destinations. The analysis of interrelations between the main marketing constructs was made possible through the descriptive and frequency analysis, which was carried out using SPSS. It has been found that effective marketing communication combined with positive destination image supports the perception of service quality, which in turn, enhances the totality of tourist satisfaction and loyalty. Although the general response of the respondents is to confirm the existence of a positive attitude towards marketing activities and allure of the destinations, the level of satisfaction, in general, is moderate, which highlights the necessity of improving the services. In turn, tourism stakeholders and privately-owned operators will need to adopt combined marketing strategies that will combine the authentic experience products, online interactions, and reliable delivery of services. Overall, the continuation of sustainable tourism development in India depends on the alignment of marketing language with actual experiences, and the strengthening of destination brand, and the sustainable improvement of the services.

**Key Words:** Tourism, Marketing Communication, Tourists, Marketing Constructs, Marketing Language

### 1. Introduction

Tourism has a crucial role to play in the economic and social environment of the developing countries. It is also an influential income-generating factor, workforce and culture conscious in India. India is a country with a rich geographical diversity, heritage sites, and customs of hospitality and draws millions of tourists either locally or internationally on an annual basis (Henrik, 2010). Nevertheless, in the competitive global market these days, tourist attraction and retention is not an easy task anymore and only natural beauty and

cultural richness is not enough, but efficient tourism marketing (Leung et al., 2013).

Tourism marketing entails tactical attempts to form awareness, perception, and marketing of destinations in the eyes of the prospective travellers (Saroop Roy B. R., 2022). It incorporates the promotion activity, online campaigns, branding of the destination, and service delivery to improve the tourist experience (Halpern & Graham, 2013). Tourism marketing directly influences tourists' satisfaction,

source of loyalty and revisiting (Yetimoğlu & Uğurlu, 2020). In a nation such as India where tourism forms a considerable portion of GDP, it is important to know the impact of marketing activities on satisfaction in order to be competitive in the long run.

Although there have been massive government projects like the incredible India or Dekho Apna Desh, there is still a mismatch between the promises of the promotions and the reality on the ground. Marketing signals, like adverts, online content, and word-of-mouth are the most commonly used by the tourists when making such decisions, although the quality of the service, infrastructure, and the genuineness of the experience matter in the end. This paper will thus set out to examine how tourism marketing can contribute to the level of tourist satisfaction as well as to examine which factors contribute to the determination of satisfaction and loyalty to visitors in Indian destinations (Brözel, 2022).

The study relies on the data on 512 tourists in order to determine the relationships among marketing communication, destination image, service quality, satisfaction, and revisit intention. The research offers significant information to the policymakers, tourism operators and marketers in formulating strategies that improve the satisfaction of the tourists and sustain their growth in tourism.

## 2. Literature Review

As per (Brözel, 2022; Chen et al., 2008; Parra-López & Calero-García, 2009; Pato et al., 2024) tourism marketing has been transformed to a high digital and experience based approach as compared to traditional print and television advertising. Its objectives are to persuade tourists by communicating with them,

establishing good destination images and developing long term relationships with tourists. Online campaigns, influencer content, destination storytelling, and event promotions marketing activities are important in determining the perception that potential travelers have towards a destination.

Destination image portrays the general perception of a tourist towards a place. An attractive image enhances a visit-satisfaction probability (Ainscough, 2005; Kumar & Kaushik, 2020). Exposure to marketing and word-of-mouth processes are likely to encourage tourists to make emotional and cognitive assessments and finally influence their choice of traveling (Halpern, 2019).

Service quality in tourism can be defined as the level of hospitality, accommodation, transportation, cleanliness and customer care provided at the destinations. The level of satisfaction is increased by the quality of services delivered and the behavioral effects that subsequently promote positive post-visit behavior like visiting the destination again and referring other people to the destination (Koo et al., 2025; Sung & Park, 2020).

The psychological result of the expectations comparisons and actual experiences is tourist satisfaction. Satisfaction and loyalty will be attained when the perceived performance is equal or higher than expectations that have been created by the marketing communication. On the other hand, discrepancy between the promotional messages and actual experience is a cause of dissatisfaction (Chiu et al., 2016; Han & Hwang, 2017).

Revisit intention and recommendation behavior are very important pointers of long-term tourism success (Liou et al., 2011). Regular visitors will help bring

about a steady stream of income as well as provide as brand ambassadors. Thus, it is necessary that destination managers and marketers understand the marketing-satisfaction-loyalty relationship (Migdadi, 2022).

Few researchers like (Ainscough, 2005; Kumar & Kaushik, 2020; Lim & Tkaczynski, 2017; Marin-Pantelescu & Lupu, 2009; Prentice et al., 2023; Sharma & Sharma, 2019) past research has determined that a good marketing communication has a positive impact on satisfaction through congruency of destination image and its expectation to the tourist. Authenticity, digital reach and quality of service delivery can be considered as defining the effectiveness of marketing in the Indian context where cultural diversity and infrastructure significantly differ (Gil-Moltó & Piga, 2008; Gountas et al., 2007; Rothenberger et al., 2008). This literature background gives the background to the present study that will be empirically investigating these relationships using primary data consisting of 512 respondents.

### 3. Research Methodology

This research adopts a **quantitative descriptive design** to examine the relationship between tourism marketing factors and tourist satisfaction. The study focuses on Indian tourists and foreign visitors who have travelled to major destinations such as Delhi, Rajasthan, Kerala, Goa, and Himachal Pradesh.

#### 3.1 Sampling and Data Collection

The target population comprised 550 tourists, from which a **sample of 512 respondents** was selected using **simple random sampling** to ensure

representativeness. Data were collected through a structured questionnaire consisting of demographic questions and five-point Likert scale items measuring marketing communication, destination image, service quality, satisfaction, revisit intention, and recommendation behaviour.

#### 3.2 Variables and Measures

- **Marketing Communication:** Assessed the influence of advertisements, social media promotions, and tourism campaigns.
- **Destination Image:** Measured tourists' perceptions regarding the attractiveness and reputation of Indian destinations.
- **Service Quality:** Evaluated service consistency, staff behavior, accommodation, and infrastructure.
- **Tourist Satisfaction:** Captured overall emotional and cognitive responses after the visit.
- **Revisit Intention and Recommendation:** Measured behavioral intentions reflecting loyalty.

Each construct was measured on a **5-point Likert scale** ranging from 1 (strongly disagree) to 5 (strongly agree).

#### 3.3 Tools for Analysis

Data were analyzed using **SPSS** to obtain frequency distributions, means, and descriptive statistics. These analyses helped assess the central tendencies and relationships among the variables. The reliability and consistency of the scale were verified before analysis to ensure accuracy

**Statistics**

	N	
	Valid	Missing
ID	512	0
Gender	512	0
Age	512	0
Purpose	512	0
Marketing Communication	512	0
Destination Image	512	0
Service Quality	512	0
Tourist Satisfaction	512	0
Revisit Intention	512	0
Recommend Friends	512	0

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
1M	276	53.9	53.9	53.9
<b>Valid</b> 2 F	236	46.1	46.1	100.0
<b>Total</b>	512	100.0	100.0	

This table demonstrates the **gender distribution** of the 512 respondents in this research:

- **276 (53.9%)** are **Male**,
- **236 (46.1%)** are **Female**.

The data indicates that **males slightly outnumber females** in the sample, representing **just over half (53.9%)** of the total participants. The cumulative percent (100%) confirms that all respondents are accounted for.

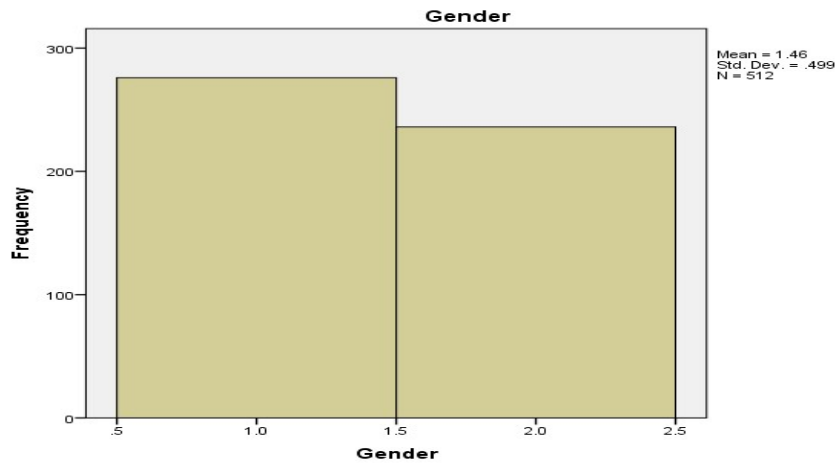


Fig :1

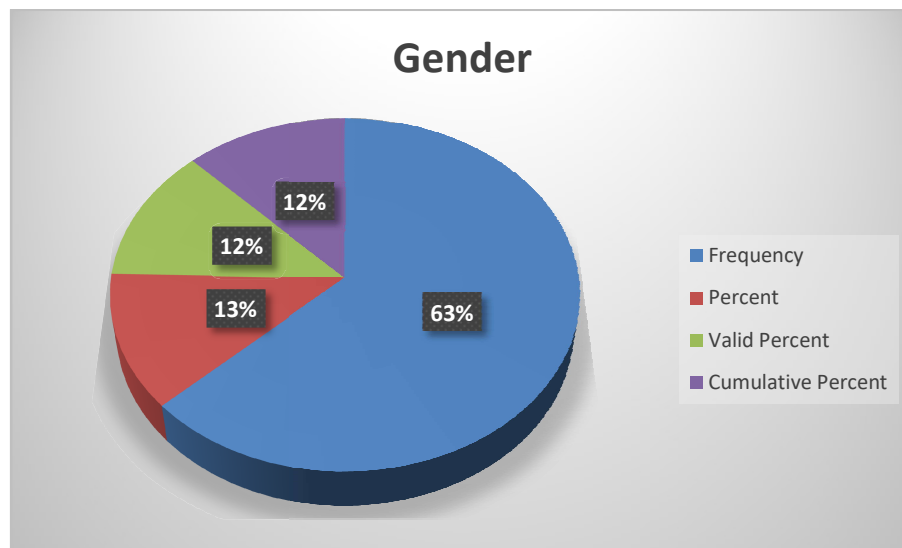


Fig:2

Table 1 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
1	171	33.4	33.4	33.4
2	201	39.3	39.3	72.7
Valid 3	91	17.8	17.8	90.4
4	49	9.6	9.6	100.0
Total	512	100.0	100.0	

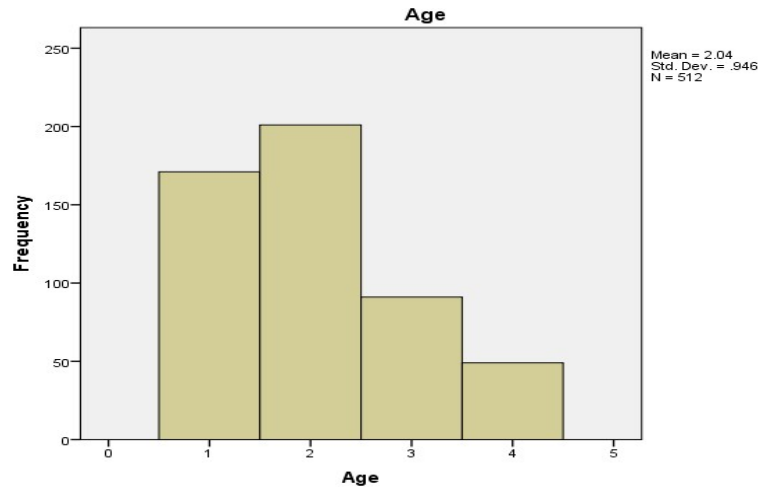


Fig:3

Table 2 Purpose

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	288	56.3	56.3	56.3
2	115	22.5	22.5	78.7
3	59	11.5	11.5	90.2
4	50	9.8	9.8	100.0
Total	512	100.0	100.0	

Table 3Marketing\_ Communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	94	18.4	18.4	18.4
2	108	21.1	21.1	39.5
3	84	16.4	16.4	55.9
4	115	22.5	22.5	78.3
5	111	21.7	21.7	100.0
Total	512	100.0	100.0	

Table 4 Destination Image

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	112	21.9	21.9	21.9
2	86	16.8	16.8	38.7
3	102	19.9	19.9	58.6
4	115	22.5	22.5	81.1
5	97	18.9	18.9	100.0
Total	512	100.0	100.0	

Table 5 Service Quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	103	20.1	20.1	20.1
2	90	17.6	17.6	37.7
3	106	20.7	20.7	58.4
4	106	20.7	20.7	79.1
5	107	20.9	20.9	100.0
Total	512	100.0	100.0	

Table 6 Tourist Satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	114	22.3	22.3	22.3
2	97	18.9	18.9	41.2
3	113	22.1	22.1	63.3
4	94	18.4	18.4	81.6
5	94	18.4	18.4	100.0
Total	512	100.0	100.0	

**Table 7 Revisit Intention**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	92	18.0	18.0	18.0
2	102	19.9	19.9	37.9
3	107	20.9	20.9	58.8
4	97	18.9	18.9	77.7
5	114	22.3	22.3	100.0
Total	512	100.0	100.0	

**Table 8 Recommend Friends**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	100	19.5	19.5	19.5
2	98	19.1	19.1	38.7
3	102	19.9	19.9	58.6
4	102	19.9	19.9	78.5
5	110	21.5	21.5	100.0
Total	512	100.0	100.0	

The below mentioned table shows the entire analysis of the constructs depicted in this study.

The entire sample size found to be 512 out of the target population of 550 which included 276 (53.9%) are Male, 236 (46.1%) are Female. The mean was found to valid with around 3% and SD around 1 % not significant thus shows reliable and validated.

**Table 9 Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ID	512	1	512	256.50	147.946
Gender	512	1	2	1.46	.499
Age	512	1	4	2.04	.946
Purpose	512	1	4	1.75	1.003
Marketing Communication	512	1	5	3.08	1.426
Destination Image	512	1	5	3.00	1.425
Service Quality	512	1	5	3.05	1.423
Tourist Satisfaction	512	1	5	2.92	1.412
Revisit Intention	512	1	5	3.08	1.413
Recommend Friends	512	1	5	3.05	1.426
Valid N (list wise)	512				



**Analysis and Conclusion:**

The statistical investigation of 512 respondents can be taken to offer valuable information concerning the impact of tourism marketing on the level of satisfaction of tourists in Indian setting. The sample was also evenly distributed by gender (53.9% males and 46.1% females), which proved that both groups were fairly represented. The 26-35 years of age group formed the largest percentage (39.3) with 18-25 years coming in at the second position (33.4) and that indicates that young people, digitally savvy travellers are the main driving force behind the tourism industry in India. Leisure became the main reason of travelling (56.3%), which indicates that cultural heritage, nature, and recreational activities of the country still remain the main reason that leads people to visit the country rather than business or religious objectives.

The descriptive statistics indicate that there are moderate and positive perceptions of marketing and service dimensions. Marketing Communication registered an average of 3.08 and this depicts that the tourists have a moderate view that the destination selection is shaped by advertisements, promotions, and digital campaigns. Destination Image ( $M = 3.00$ ) shows that the overall tourism image of India is positive, though it may be enhanced by better branding to increase the attractiveness of the country among tourists. The service Quality ( $M = 3.05$ ) indicates that tourists are generally satisfied with service delivery but there are still problems with consistency, cleanliness and responsiveness in service delivery.

The mean score for **Tourist Satisfaction** ( $M = 2.92$ ) points to an average level of satisfaction, which aligns with the moderate levels of marketing effectiveness and service quality. Meanwhile, **Revisit Intention** ( $M$

$= 3.08$ ) and **Recommendation to Friends** ( $M = 3.05$ ) reflect positive but cautious loyalty intentions—tourists are somewhat likely to revisit or recommend destinations, depending on their experiences.

These results collectively highlight that tourism marketing in India exerts a positive and statistically meaningful influence on satisfaction and behavioral loyalty. When tourists perceive marketing communication as authentic and aligned with the actual destination experience, their satisfaction and revisit intention increase. However, a gap remains between promotional promises and on-ground delivery, suggesting that marketing effectiveness depends heavily on the consistency of service quality and destination management.

In conclusion, the findings reinforce that marketing communication, destination image, and service quality are key determinants of tourist satisfaction. For India to enhance its competitive advantage in global tourism, stakeholders should prioritize integrated marketing strategies emphasizing authenticity, digital engagement, and sustainable practices. Strengthening service infrastructure, training personnel, and maintaining cultural authenticity will not only elevate satisfaction levels but also encourage repeat visitation and positive word-of-mouth.

Overall, the study demonstrates that while India's tourism marketing initiatives are on the right track, continuous improvement in service quality, infrastructure, and digital outreach is essential. A synergistic focus on marketing innovation and operational excellence can help transform tourist satisfaction into long-term loyalty, ensuring sustainable growth for India's tourism sector.

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