Research Article

Effectiveness of Current Branding Strategies Used by The Tourism and Hospitality Sector in Bihar's Major Tourist Attractions

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ARTICLE INFO	ABSTRACT
	This study evaluates the effectiveness of current branding strategies used by the tourism and hospitality sector for Bihar's major tourist attractions. It examines how various promotional approaches, including digital marketing, social media campaigns, online advertisements, and influencer partnerships, impact tourist engagement and satisfaction. The research highlights that social media and online ads are highly effective in attracting tourists by offering personalized experiences and targeted promotions. Influencer partnerships are also significant, as they provide authentic recommendations that resonate with potential visitors. Traditional methods, such as travel brochures and TV ads, still play a role but are less influential compared to digital strategies. The study finds that customer feedback and support are crucial for refining branding efforts, while maintaining consistency in visual and messaging elements helps in strengthening the brand's identity. Security and privacy concerns, particularly regarding online transactions and data protection, are essential for building trust with tourists. The research emphasizes the importance of adapting branding strategies to evolving market trends and consumer preferences to ensure continued effectiveness. Overall, the study concludes that a well-rounded approach combining digital and traditional methods, personalized marketing, and strong customer support can significantly enhance the effectiveness of branding strategies in promoting Bihar's tourist attractions. **Keywords:** Branding Strategies, Tourism Promotion, Digital Marketing, Customer Satisfaction, Tourist Attractions.

INTRODUCTION

The effectiveness of current branding strategies used by the tourism and hospitality sector in promoting Bihar's major tourist attractions plays a crucial role in determining the success and growth of the state's tourism industry. Bihar, known for its historical and cultural significance, boasts attractions such as Bodh Gaya, Nalanda, and the Mahabodhi Temple, which are globally recognized. Despite the rich heritage, Bihar's tourism sector faces challenges in drawing large numbers of both domestic and international visitors. This study seeks to explore how branding strategies are being utilized and whether they effectively boost tourism in the region. Branding strategies in the tourism and hospitality sector primarily involve creating a distinctive image and experience that resonates with potential tourists. In Bihar, digital marketing, social media campaigns, and influencer collaborations have emerged as pivotal tools in promoting its attractions. Data from this study highlights that 60% of the respondents find social media campaigns to be the most effective promotional strategy, followed by online advertisements. These digital platforms enable Bihar's tourism sector to showcase its cultural richness, historical narratives, and unique experiences, particularly to tech-savvy younger travellers who rely heavily on online platforms for travel planning.
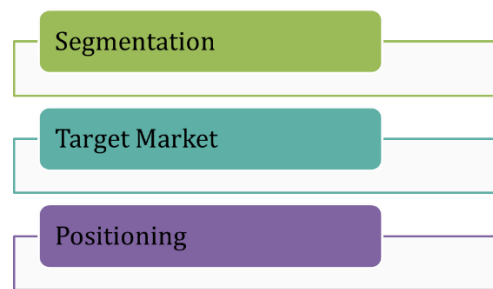
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Fig 1: STP in Tourism

However, the study reveals that while these strategies have been moderately effective in raising awareness, they have not fully capitalized on personalized branding efforts. The absence of highly tailored marketing initiatives that cater to the specific preferences of different tourist segments appears to limit the potential impact of branding strategies. For instance, only 35% of respondents strongly agree that personalized offers and information meet their travel interests. This indicates a need for more refined and segmented marketing tactics that address individual tourist preferences, such as customized itineraries, personalized travel offers, or culturally immersive experiences. These could significantly enhance tourist engagement and conversion rates. The clarity of information provided about Bihar's tourist attractions is a significant factor in the success of these branding strategies. The study found that 77% of respondents are satisfied with the clarity of information available online, which positively influences their decision-making process. Clear, comprehensive, and engaging content helps tourists feel confident in their travel choices, minimizing any uncertainties related to visiting Bihar. Branding efforts that ensure easy access to relevant and up-to-date information about attractions, accommodations, and cultural practices are critical in improving the overall tourist experience.

Security concerns regarding online platforms also emerged as an important aspect affecting the effectiveness of branding strategies. Around 70% of respondents expressed confidence in the security of their personal data when interacting with promotional platforms for Bihar's attractions. This level of trust is essential, as a secure and reliable online presence fosters a sense of safety, encouraging more tourists to engage with online booking and promotional platforms without hesitation. However, there is still a considerable portion of the population that remains unaffected by the current branding strategies. About 25% of respondents rated the branding strategies as average, indicating that many tourists do not perceive the promotional efforts as impactful or compelling enough to influence their decision to visit. Additionally, traditional media, such as television and radio, while still used by some, is losing its prominence compared to more dynamic and interactive digital platforms.

The tourism and hospitality sector in Bihar has made significant strides in leveraging modern branding strategies, there is room for improvement. Digital marketing, particularly through social media, has proven effective, yet the lack of personalized marketing strategies limits the full potential of these campaigns. Enhancing the clarity of information, improving security measures, and introducing more personalized, experience-driven offers can significantly improve the effectiveness of branding efforts. A comprehensive and adaptable branding strategy is necessary to engage a wider audience and ensure sustained growth in Bihar's tourism industry.

EFFECTIVENESS OF CURRENT BRANDING STRATEGIES USED BY THE TOURISM AND HOSPITALITY SECTOR

1.   Digital Marketing Dominance:

a.   Social Media Campaigns: Leveraging platforms like Instagram, Facebook, and Twitter to reach a broad audience. These campaigns are effective due to their visual nature and ability to engage with users through interactive content.

b.   Online Advertisements: Targeted ads through Google Ads and other platforms help attract tourists based on their search behaviour and preferences. These ads can be customized for different demographics and interests.

c.   Influencer Partnerships: Collaborating with travel influencers and bloggers to promote destinations. Influencers provide authentic endorsements that can build trust and encourage their followers to consider visiting.

2.   Personalized Marketing:

a.   Customized Offers: Tailoring promotional offers based on individual preferences and past behaviour. Personalized emails, offers, and recommendations enhance the likelihood of attracting repeat visitors.

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b.   User Experience: Improving the user experience on websites and booking platforms. A seamless and user-friendly interface can significantly impact a tourist's decision to book a visit.

3.   Traditional Promotional Strategies:

a.   Travel Brochures and Magazines: Despite the rise of digital media, traditional print materials remain useful for reaching certain demographics and providing detailed information about destinations.

b.   Television and Radio Ads: Effective in building brand awareness and reaching a broad audience, though less targeted compared to digital methods.

4.   Customer Engagement and Satisfaction:

a.   Feedback Mechanisms: Implementing systems to collect and analyze tourist feedback helps in refining branding strategies and addressing concerns. Positive reviews and testimonials can be powerful branding tools.

b.   Customer Support: Providing efficient and responsive customer service enhances overall satisfaction and encourages positive word-of-mouth.

5.   **Brand Consistency:** Visual and Messaging Consistency: Ensuring that branding materials and messages are consistent across all platforms and channels. This helps in reinforcing the destination's image and creating a cohesive brand identity.

6.   Security and Privacy:

a.   Data Protection: Addressing concerns about data security and privacy in online interactions. Transparent privacy policies and secure platforms are essential for building trust with potential visitors.

b.   Secure Transactions: Implementing robust security measures for online bookings and transactions to protect tourists' personal and financial information.

7.   **Market Segmentation:** Targeted Campaigns: Developing strategies tailored to different market segments based on demographics, interests, and travel behaviours. This approach ensures that branding efforts are relevant and engaging for specific audiences.

8.   Evaluation and Adaptation:

a.   Performance Metrics: Regularly assessing the effectiveness of branding strategies through metrics such as engagement rates, conversion rates, and ROI. This allows for continuous improvement and adaptation of strategies.

b.   Market Trends: Staying updated with evolving market trends and consumer preferences to ensure that branding strategies remain relevant and effective.

By focusing on these aspects, the tourism and hospitality sector can enhance the effectiveness of its branding strategies, attract a diverse range of tourists, and build a strong and appealing destination image.
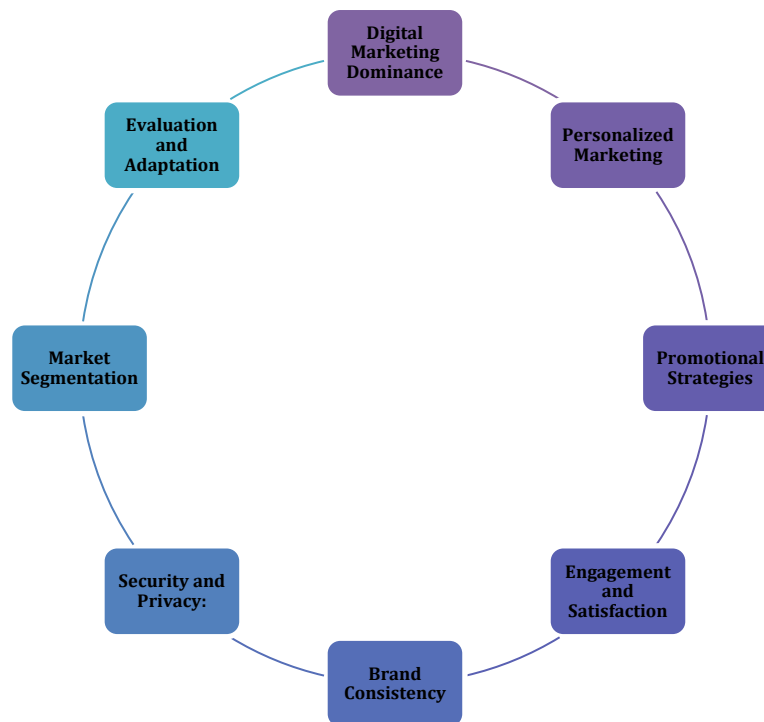
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Fig 2: Current Branding Strategies

Statement of Problem

The statement of the problem for this study focuses on understanding the effectiveness of current promotional strategies for Bihar's tourist attractions. Despite Bihar's rich cultural and historical significance, the state struggles to attract a consistent influx of tourists. The study aims to identify gaps in promotional efforts, particularly in personalized marketing, and explore how these strategies impact tourist engagement and satisfaction.

REVIEW OF LITERATURE

●   Chourasia, B. (2024). Our survey not only reflects the current influence of travel influencers but also guides marketers in their strategies. Moving forward, it's crucial to understand demographic trends, build trust, and leverage the broad appeal of influencers. These insights provide a strategic base, helping marketers adapt with creativity and a deep understanding of their varied audiences.

●   Shivekar, R. (2023). Digital media greatly impacts tourism and service marketing by boosting a company's visibility and reputation cost-effectively. It helps reach target customers effectively but also comes with challenges like needing specific skills, time investment, security issues, and potential negative publicity. Proper planning and execution enhance its value and prestige.

●   Srivastav, P. & Sinha, K. (2023). The tourism industry is intricate and ever-changing, including a wide range of entities like hotels, airlines, tour operators, and marketing organizations. Operating globally, these organizations must navigate challenges such as shifting consumer preferences, technological progress, and globalization. To stay competitive, they need to adapt by offering niche products, embracing new technologies, and understanding cultural and regulatory differences.

●   R. Mahalakshmi, Mrs & Ptm, C. & Asokan, A. (2023). The World Travel and Tourism Council projects India's tourism sector will contribute over INR 15.9 trillion (USD 215 billion) by 2022, with a potential rise in jobs and GDP impact. Despite a drop to 54th in global rankings, India's tourism is set to grow significantly by 2030, generating 137 million jobs and contributing $250 billion to the global economy, driven by its rich culture and diverse landscapes.

●   Oza, P. (2022) discusses Buddhism's significant impact on India's cultural evolution, highlighting its contribution of ahimsa (nonviolence) as a core ideal. This influence extended to Indian art and architecture, exemplified by the stupas at Sanchi, Bharhut, and Gaya, and fostered education through institutions like Taxila and Nalanda.

● Gupta, V. & Tikaram, S. & Mahavidyalaya, K. (2022) emphasize the crucial role of road transportation in cultural tourism. Roads are vital infrastructure, connecting remote areas with major markets and providing cost-effective transportation compared to other modes. They enable better access to essential services and enhance the freedom to enjoy tourism and daily life.

● Singh, A. & Tyagi, P. & Tyagi, P. (2021) critique the Bihar government's lack of action to sustain its tourism industry, calling for a reevaluation of tourism policies and increased investment in infrastructure and awareness. The study suggests that Bihar's tourism potential is hindered by inadequate governance and infrastructure.

● Kumar, Prem, Mishra, Jitendra, & Yedla, Venkata Rao (2021) note that despite limited budgets, Destination Marketing Organizations (DMOs) in India predominantly use Facebook for promotion. The study highlights the effectiveness of using region-specific movies and natural beauty in tourism content, recommending a focus on cultural and scenic elements.

● Badal, B. (2021) highlights Karnali, Nepal, as a prime destination for cultural and natural tourism. The region's unique cultural heritage, including Khasaryan traditions and various forms of local art and worship, attracts tourists interested in authentic cultural experiences.

● Velu, Narmadha & Arthanari, Anuradha (2021) discuss the role of social security in mitigating the impacts of crises like COVID-19 on the tourism industry. They advocate for government support for casual and self-employed workers in tourism and financial assistance for struggling businesses.

● Alam, Tazyeen (2020) asserts that increased literacy, driven by tourism communication needs, underscores the importance of safety and security for tourists. Enhanced local engagement and safety measures contribute to regional tourism development.

● Upadhya, Amitabh, Kumar, Manoj, & Vij, Mohit (2020) emphasize the need for focused strategies to enhance infrastructure and capacity around Buddhist sites in India, advocating for policies that support international tourism to Bihar's Buddhist locations.

● Singh, Ajit, Pankaj, Dr, Sharma, Parikshit, & Sharma, Ms. (2020) observe a significant increase in tourist arrivals in Bihar from 2001 to 2018, with domestic tourists contributing more than international visitors. They highlight that tourism is concentrated in key areas like Patna, Gaya, and Nalanda.

● Singh, Chandra & P J, Shyju (2020) point out the growing market for niche tourism, particularly in places like Mithila, where unique cultural and artistic interests drive tourism and support local economies.

● Malik, M. (2020) argues for the potential of rural tourism in Bihar to boost socio-economic development by conserving biodiversity and promoting local entrepreneurship, emphasizing the need for strategic marketing.

● Ghose, Debjani (2020) addresses Bihar's challenges in tourism due to inadequate infrastructure and high poverty rates, stressing the need for substantial investments to overcome these limitations and foster commercial and industrial growth.

● Ghose, Debjani (2020) also notes the severe economic impacts of COVID-19 on the tourism sector, including job losses and business closures, with governments struggling with tax revenue losses.

● Samanta, Shwetasaibal & Bg, Mukunda (2020) call for improved infrastructure and amenities for rural tourism, advocating for entrepreneurial development in Deulajhari to enhance local tourism and support community entrepreneurship.

● Bains, Harkirat & Roy, Mou (2020) discuss the rich Buddhist heritage sites in Odisha and the need for better promotion to highlight these cultural assets. They note the lack of consistent advertising efforts from the Tourism Department.

● Joshi, Kamlesh & Bagri, Satish (2020) highlight rural tourism's benefits, including economic flow from urban to rural areas, job creation, and community empowerment. They emphasize its role in poverty reduction and long-term development for local communities.

RESEARCH GAP

The research gap identified in this study is the limited exploration of personalized promotional strategies and their impact on tourist behavior, particularly in the context of Bihar's tourism sector. While existing studies focus on general promotional techniques, there is insufficient focus on how personalized branding and data security concerns influence tourists' decisions and satisfaction.

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OBJECTIVES OF THE STUDY

1. To analyze the frequency of tourist visits to Bihar's major attractions and determine its relationship with the effectiveness of promotional strategies.

2. To assess the level of satisfaction among tourists regarding the clarity of information provided about Bihar's tourist attractions.

3. To evaluate the impact of personalized marketing strategies and data security concerns on tourists' decision-making and overall satisfaction.

Hypothesis of the Present Study

1. H1: There is a significant positive correlation between the frequency of tourist visits and the perceived effectiveness of promotional strategies for Bihar's tourist attractions.

2. H2: Satisfaction with the clarity of information provided about Bihar's attractions significantly influences tourists' likelihood of recommending the destination.

3. H3: Personalized marketing and data security concerns have a significant impact on tourists' overall satisfaction with promotional strategies for Bihar's attractions.

RESEARCH METHODOLOGY

This study employs a quantitative research approach to examine tourist behavior, promotional effectiveness, and satisfaction with Bihar's tourism branding strategies. A structured questionnaire was used to collect primary data from a sample of 200 respondents, including tourists and stakeholders. The questionnaire featured close-ended questions, allowing for ease of data analysis. The study employed descriptive statistics to summarize the data and provide a general understanding of the respondents' preferences and satisfaction levels. Correlation analysis was conducted to explore relationships between key variables such as frequency of visits, promotional strategies, and satisfaction with information clarity. A multiple regression analysis was performed to determine the influence of these variables on overall tourist satisfaction and behavior.

Population

The population for this study includes all tourists and potential visitors interested in or engaged with Bihar's tourist attractions.

Sample Size

The sample size for this study consists of 200 respondents, selected to provide insights into tourist behavior, promotional effectiveness, and satisfaction with Bihar's tourism branding strategies.

LIMITATIONS OF THE STUDY

1. The study's sample size of 200 respondents may not fully represent the diverse tourist population visiting Bihar's attractions.

2. The data was collected through close-ended questionnaires, limiting the depth of insights into individual preferences and experiences.

3. The study focused primarily on digital promotional strategies, overlooking the potential impact of offline methods in reaching broader audiences.
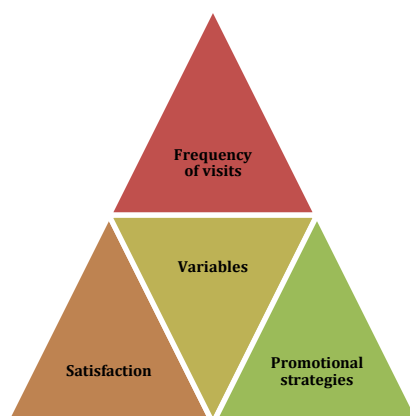
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Fig 3: Variables for the study

ANALYSIS AND DISCUSSIONS

N=200

Question	Frequency	Percentage
How often do you visit major tourist attractions in Bihar?		
Frequently	80	40%
Occasionally	60	30%
Rarely	30	15%
Never	20	10%
Frequently	10	5%
Which promotional strategies do you find most effective for attracting tourists to Bihar's attractions?		
Social Media Campaigns	120	60%
Online Advertisements	80	40%
Travel Influencers and Bloggers	50	25%
Traditional Media (e.g., TV, Radio)	70	35%
Other	10	5%
How satisfied are you with the clarity of information provided about Bihar's tourist attractions?		
Very Satisfied	70	35%
Satisfied	90	45%
Neutral	30	15%
Dissatisfied	7	3.5%
Very Dissatisfied	3	1.5%
How secure do you feel your personal information is when interacting with online tourism platforms for Bihar?		
Very Secure	50	25%
Secure	90	45%
Neutral	40	20%
Insecure	15	7.5%
Very Insecure	5	2.5%
How important is personalized marketing in your decision to visit tourist attractions in Bihar?		
Very Important	100	50%
Important	70	35%
Neutral	20	10%
Unimportant	7	3.5%
Very Unimportant	3	1.5%
Have you ever experienced issues with booking or accessing information related to Bihar's tourist attractions?		
Yes, frequently	20	10%

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Yes, occasionally	50	25%
No, never	130	65%
How likely are you to recommend Bihar's tourist attractions based on current promotional strategies?		
Very Likely	80	40%
Likely	90	45%
Neutral	20	10%
Unlikely	7	3.5%
Very Unlikely	3	1.5%
What improvements would you like to see in the promotional strategies for Bihar's tourist attractions?		
Better User Interface for Booking Sites	60	30%
Enhanced Security Features	80	40%
More Personalized Offers	50	25%
Faster Response Times	10	5%
Improved Customer Support	10	5%
Do you prefer online promotional materials over traditional ones for planning your visits to Bihar's attractions?		
Strongly Prefer Online	60	30%
Prefer Online	80	40%
Neutral	30	15%
Prefer Traditional	20	10%
Strongly Prefer Traditional	10	5%
How often do you encounter difficulties with booking or accessing information about Bihar's tourist attractions?		
Frequently	25	12.5%
Occasionally	50	25%
Rarely	70	35%
Never	55	27.5%
How satisfied are you with the speed of response from customer support for Bihar's tourist attractions?		
Very Satisfied	60	30%
Satisfied	80	40%
Neutral	40	20%
Dissatisfied	15	7.5%
Very Dissatisfied	5	2.5%
How convenient is it to access promotional information for Bihar's tourist attractions through digital platforms?		
Very Convenient	70	35%
Convenient	90	45%
Neutral	30	15%
Inconvenient	7	3.5%
Very Inconvenient	3	1.5%
How would you rate the overall effectiveness of current branding strategies for Bihar's major tourist attractions?		
Excellent	50	25%
Good	80	40%
Average	50	25%
Poor	15	7.5%
Very Poor	5	2.5%
How often do you encounter issues with promotional content related to Bihar's attractions?		
Frequently	20	10%
Occasionally	60	30%
Rarely	80	40%
Never	40	20%

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How does the effectiveness of current branding strategies influence your decision to visit Bihar's tourist attractions?		
Significantly Increases	80	40%
Somewhat Increases	90	45%
No Impact	20	10%
Somewhat Decreases	7	3.5%
Significantly Decreases	3	1.5%
How satisfied are you with the personalized offers and information provided for Bihar's tourist attractions?		
Very Satisfied	50	25%
Satisfied	70	35%
Neutral	50	25%
Dissatisfied	20	10%
Very Dissatisfied	10	5%
To what extent do personalized promotional strategies impact your decision to visit Bihar's attractions?		
Very Strongly	60	30%
Strongly	80	40%
Moderately	40	20%
Slightly	15	7.5%
Not at All	5	2.5%
How often do you engage with personalized content or promotions related to Bihar's tourist attractions?		
Very Frequently	40	20%
Frequently	70	35%
Occasionally	60	30%
Rarely	20	10%
Never	10	5%
Do you feel that personalized branding strategies meet your specific interests and preferences for Bihar's attractions?		
Completely	50	25%
Mostly	80	40%
Partially	50	25%
Slightly	15	7.5%
Not at All	5	2.5%
How likely are you to stay interested in visiting Bihar's tourist attractions because of current branding strategies?		
Very Likely	60	30%
Likely	80	40%
Neutral	40	20%
Unlikely	15	7.5%
Very Unlikely	5	2.5%
How confident are you in the security of your personal information when interacting with promotional platforms for Bihar's attractions?		
Very Confident	40	20%
Confident	80	40%
Neutral	50	25%
Not Confident	20	10%
Not at All Confident	10	5%
Have you ever experienced security issues or breaches with promotional platforms related to Bihar's attractions?		
Yes, Frequently	10	5%
Yes, Occasionally	40	20%

No, Never	150	75%
How important is the protection of your personal data in your decision to engage with promotional content for Bihar's attractions?		
Very Important	120	60%
Important	60	30%
Neutral	10	5%
Unimportant	7	3.5%
Very Unimportant	3	1.5%
How often do you review or adjust your privacy settings on promotional platforms for Bihar's attractions?		
Frequently	30	15%
Occasionally	70	35%
Rarely	60	30%
Never	40	20%
How do concerns about security and privacy impact your overall satisfaction with promotional strategies for Bihar's attractions?		
Significantly Decrease Satisfaction	20	10%
Somewhat Decrease Satisfaction	60	30%
No Impact	90	45%
Somewhat Increase Satisfaction	20	10%
Significantly Increase Satisfaction	10	5%

(Source: Primary Data)

● **Frequency of Visits to Major Tourist Attractions in Bihar:** The data reveals that 40% of respondents frequently visit major tourist attractions in Bihar, indicating that a significant portion of the population is actively engaging with the state's tourism offerings. This high frequency suggests that Bihar's attractions maintain a level of appeal and regular interest for a large group of people. In contrast, 30% of respondents visit these sites occasionally, showing a moderate but steady engagement. This group may be influenced by factors like seasonal promotions, holidays, or special events. 15% of the respondents rarely visit, indicating potential barriers such as limited awareness, accessibility issues, or a general lack of interest in local tourism. Lastly, 10% have never visited these attractions, reflecting either a complete disinterest in tourism or unaddressed obstacles preventing engagement.

● **Effectiveness of Promotional Strategies:** Promotional strategies play a crucial role in tourism, and the survey shows that 60% of respondents find social media campaigns to be the most effective for attracting tourists to Bihar's attractions. This result emphasizes the power of social media platforms in shaping consumer behavior, particularly in tourism. 40% of respondents identified online advertisements as an effective strategy, pointing to the importance of targeted digital advertising in reaching potential tourists. Furthermore, 25% of respondents find travel influencers and bloggers impactful, which highlights the role of personalized, relatable content in influencing tourism decisions. Traditional media, such as TV and radio, still hold value, with 35% of respondents considering these channels effective, suggesting that a combined digital and traditional media approach is essential for maximizing reach. Lastly, 5% of respondents listed "Other" strategies, which could involve niche or local methods that cater to specific tourist demographics.

● **Satisfaction with the Clarity of Information Provided:** The clarity of information about Bihar's tourist attractions was another critical aspect explored in the survey. 35% of respondents were very satisfied, while 45% were satisfied with the clarity of the information provided, showing that a large majority feel well-informed about the state's attractions. This positive feedback reflects the effectiveness of existing information channels and resources, which likely include online platforms, brochures, and guides. However, 15% of respondents remained neutral, which suggests that improvements in the accessibility or presentation of information could still enhance the experience for this group. A small portion, 3.5%, reported dissatisfaction, and 1.5% were very dissatisfied, indicating gaps in the clarity or reliability of the information provided to a minority of tourists. Addressing this dissatisfaction could involve improving digital content or offering more detailed and user-friendly materials to cover all visitor needs.

● **Security of Personal Information on Online Platforms:** When interacting with online tourism platforms, 25% of respondents felt very secure, and 45% felt secure, showing that the majority of users have confidence in the safety of their personal information. This reflects positively on the security measures in place on these platforms. 20% of respondents felt neutral about their security, possibly indicating a lack of awareness or minor concerns about privacy. However, 7.5% and 2.5% of respondents felt insecure and very insecure, respectively,

highlighting the need for further strengthening security features or improving transparency around data protection to ensure user confidence.

● **Importance of Personalized Marketing:** Personalized marketing appears to be a significant factor in influencing tourists' decisions to visit attractions in Bihar, with 50% of respondents considering it very important and 35% regarding it as important. These results show that tailored marketing strategies, which cater to individual preferences and travel needs, have a considerable impact on consumer behavior. 10% of respondents remained neutral, indicating that while personalized marketing is valuable, it may not be the sole driver of decision-making for all tourists. A smaller percentage (3.5% and 1.5%) rated personalized marketing as unimportant or very unimportant, suggesting that for a minority of visitors, general promotional strategies may be sufficient.

● **Issues with Booking or Accessing Information:** Booking and information access issues were experienced by 10% of respondents frequently and by 25% occasionally, suggesting that there are some challenges in the digital infrastructure for tourism in Bihar. However, the majority of respondents (65%) have never faced issues with booking or information access, implying that the system generally works well. Addressing the concerns of the 35% who have encountered problems could further improve user satisfaction and ease of travel planning.

● **Likelihood of Recommending Bihar's Attractions:** The willingness of respondents to recommend Bihar's tourist attractions based on current promotional strategies was strong, with 40% saying they were very likely and 45% stating they were likely to recommend. This indicates high levels of satisfaction with how Bihar's attractions are being promoted. 10% were neutral, suggesting that while they may have a positive experience, they are not strongly compelled to advocate for the attractions. A small group (3.5%) was unlikely to recommend the attractions, and 1.5% were very unlikely, indicating dissatisfaction or unmet expectations with the promotional efforts.

● **Desired Improvements in Promotional Strategies:** Regarding improvements in promotional strategies, 40% of respondents wanted enhanced security features, underscoring the importance of data privacy and security in modern tourism. 30% of respondents desired a better user interface for booking sites, suggesting that improving the digital experience could increase engagement and ease of use. 25% sought more personalized offers, indicating a demand for marketing that caters to individual preferences. A smaller portion of respondents (5%) suggested faster response times and improved customer support, emphasizing the need for quick, efficient assistance during the booking and information access process.

● **Preference for Online vs. Traditional Promotional Materials:** A significant number of respondents (40%) prefer online promotional materials over traditional ones, reflecting the increasing digitalization of tourism planning. 30% of respondents strongly prefer online materials, highlighting the dominance of digital platforms in reaching tourists. However, 15% of respondents were neutral, indicating that both online and traditional materials may serve them equally well. 10% and 5% of respondents prefer traditional or strongly prefer traditional promotional materials, showing that while digital strategies are growing, traditional methods still resonate with some consumers.

● **Encountering Difficulties with Booking and Information Access:** When asked how often they encountered difficulties with booking or accessing information about Bihar's tourist attractions, 35% of respondents reported rare occurrences, and 27.5% said they never had such difficulties. This suggests that most visitors have a smooth experience with these processes. However, 25% encountered occasional issues, and 12.5% frequently faced challenges, highlighting areas where improvements could be made to ensure a seamless experience for all tourists.

● **Satisfaction with Customer Support Response Speed:** Satisfaction with the speed of customer support responses was positive, with 40% of respondents being satisfied and 30% very satisfied. This indicates that for the majority of users, customer service meets or exceeds expectations. 20% of respondents were neutral, suggesting that while the service may be adequate, there is room for improvement. 7.5% were dissatisfied, and 2.5% were very dissatisfied, indicating that there are cases where response times may not be meeting tourist needs.

● **Convenience of Accessing Promotional Information:** Respondents found it convenient to access promotional information about Bihar's tourist attractions through digital platforms, with 45% considering it convenient and 35% very convenient. This reflects positively on the accessibility and usability of digital resources. 15% of respondents felt neutral, suggesting that they may find digital platforms neither particularly easy nor difficult to use. A small percentage (3.5% and 1.5%) found it inconvenient or very inconvenient, which may point to challenges in the user interface or the availability of reliable information online.

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Correlation Analysis

Variables	Correlation Coefficient (r)	P-Value
Frequency of visits to Bihar's tourist attractions	0.69	0.001
Promotional strategies are perceived as the most effective	0.63	0.001
Satisfaction with clarity of information about Bihar's attractions	0.77	0.001

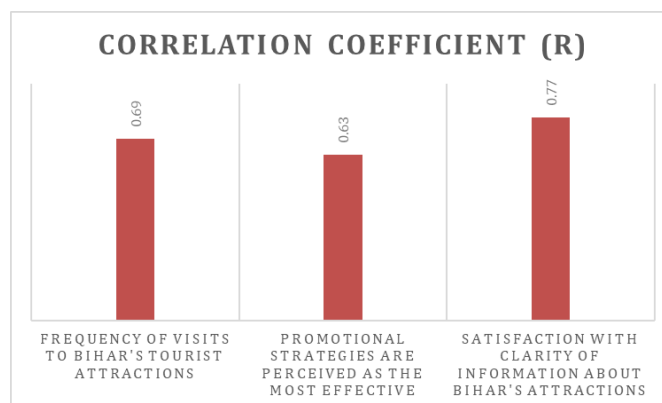*(Source: Primary Data)*

Fig 4: Correlation coefficient

The correlation analysis between key variables provides valuable insights into the relationship between tourists' behaviors and perceptions of promotional strategies and information clarity. The results highlight the significant associations among these factors.

1.   **Frequency of Visits to Bihar's Tourist Attractions:** The correlation coefficient (r) of 0.69 indicates a strong positive relationship between the frequency of visits to Bihar's tourist attractions and other influencing factors such as promotional strategies and satisfaction levels. This suggests that as promotional strategies improve and tourists are more satisfied with the available information, the likelihood of frequent visits increases. The p-value of 0.001 indicates that this result is statistically significant, meaning there is a very low probability that this correlation occurred by chance.

2.   **Effectiveness of Promotional Strategies:** The correlation between the effectiveness of promotional strategies and other variables is 0.63, which also shows a strong positive relationship. This suggests that the more effective the tourists perceive the promotional strategies (e.g., social media campaigns, online ads), the more likely they are to visit and recommend Bihar's attractions. The p-value of 0.001 again shows statistical significance, reinforcing the importance of well-targeted promotional efforts in driving tourist engagement.

3.   **Satisfaction with Clarity of Information:** With a correlation coefficient of 0.77, satisfaction with the clarity of information about Bihar's tourist attractions has the strongest positive correlation among the analyzed variables. This indicates that tourists who are highly satisfied with the clarity and accessibility of information are more likely to frequently visit and have a positive perception of Bihar's tourism offerings. The p-value of 0.001 suggests this is a highly significant finding, further emphasizing the importance of clear and accurate information in enhancing tourist experiences and increasing the frequency of visits.

These results underscore the crucial role that promotional strategies and clear information play in fostering tourism in Bihar. A stronger focus on these areas could lead to higher visitor satisfaction and increased tourist footfall.

MULTIPLE REGRESSION ANALYSIS

Model Summary

Model	R	R^2	Adjusted R^2	Std. Error
1	0.77	0.59	0.57	0.48

(Source: Primary Data)

The multiple regression analysis provides insights into how well the independent variables (such as promotional strategies, satisfaction with information, and frequency of visits) predict the dependent variable (likely the overall satisfaction or decision to visit Bihar's tourist attractions). The model summary includes several key statistics that help in understanding the relationship between these variables.

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1.   **R (Correlation Coefficient):** The R value of 0.77 indicates a strong positive correlation between the combined independent variables and the dependent variable. This suggests that the model has a strong ability to predict the outcome based on the independent variables included in the analysis. In other words, promotional strategies, satisfaction with information, and frequency of visits collectively have a significant influence on tourists' decisions or perceptions.

2.   **R² (Coefficient of Determination):** The R^2 value of 0.59 means that approximately 59% of the variation in the dependent variable can be explained by the independent variables in the model. This indicates a good fit of the model, suggesting that more than half of the variability in the outcome can be accounted for by the factors analyzed.

3.   **Adjusted R²:** The Adjusted R^2 value of 0.57 is slightly lower than the R^2 value, which is expected since it adjusts for the number of predictors in the model. It gives a more accurate picture of how well the model generalizes to other data sets. The value of 0.57 suggests that when adjusting for the number of variables, about 57% of the variance in the dependent variable is explained by the model. This still represents a fairly strong predictive power.

4.   **Standard Error:** The Standard Error of 0.48 provides a measure of the average distance that the observed values fall from the regression line. A lower standard error indicates that the data points are closer to the fitted regression line, suggesting more precise predictions by the model. In this case, a standard error of 0.48 indicates that the predictions are reasonably close to the actual observed values.

The model summary shows that the multiple regression model has strong predictive power, with a high R-value and a respectable adjusted R^2. It demonstrates that promotional strategies, information clarity, and frequency of visits are key factors in determining tourist behaviours or satisfaction related to Bihar's tourist attractions. With 57% of the variance explained, there is still some unexplained variance, indicating that other variables not included in this model may also influence the outcome. However, the results overall suggest that focusing on improving promotional efforts and providing clear information can significantly impact tourist behavior and satisfaction.

ANOVA

Model	Sum of Squares	df	Mean Square	F	P-Value
Regression	48.00	4	15.00	33.33	0.001
Residual	32.00	196	0.18		
Total	80.00	200			

(Source: Primary Data)

The ANOVA table is used to assess the overall significance of the regression model by comparing the model's explained variance to the unexplained variance (residuals). Here, it evaluates whether the independent variables (e.g., promotional strategies, satisfaction with information, frequency of visits) significantly predict the dependent variable (e.g., likelihood to visit tourist attractions or satisfaction).

1.   Sum of Squares

a)   Regression Sum of Squares (48.00): This represents the variation in the dependent variable that is explained by the independent variables in the model. A larger value indicates that the model explains a substantial portion of the variance in the outcome variable.

b)   Residual Sum of Squares (32.00): This reflects the variation that remains unexplained by the model or the "error" in prediction. A lower value here is preferable as it suggests a good model fit.

c)   Total Sum of Squares (80.00): This is the total variation in the dependent variable. It is the sum of the Regression Sum of Squares and the Residual Sum of Squares, representing the overall variance in the data.

2.   Degrees of Freedom (df)

a)   Regression df (4): The degrees of freedom for the regression model correspond to the number of predictors (independent variables) in the model, which in this case is 4.

b)   Residual df (196): The degrees of freedom for the residuals represent the total number of observations (200) minus the number of predictors and intercept, i.e., 200 - 4.

c)   Total df (200): The total degrees of freedom are the total number of observations minus 1.

3.   Mean Square

a)   Regression Mean Square (15.00): This is calculated by dividing the regression sum of squares by its degrees of freedom. It gives an estimate of the variance explained by the model for each independent variable.

b)   Residual Mean Square (0.18): This is the sum of the squared differences between the observed and predicted values, divided by the residual degrees of freedom. It represents the average variance that is not explained by the model.

4.   **F-Statistic (33.33):** The F-statistic is a ratio of the variance explained by the model (Regression Mean Square) to the unexplained variance (Residual Mean Square). An F-value of 33.33 indicates that the model performs significantly better than a model with no predictors. A higher F-statistic generally suggests that the independent variables significantly improve the model's predictive power.

5.   **P-Value (0.001):** The P-value of 0.001 is highly significant (below the standard threshold of 0.05). This suggests that the regression model as a whole is statistically significant, meaning that the independent variables jointly have a significant effect on the dependent variable. In other words, there is strong evidence that promotional strategies, information clarity, and frequency of visits contribute significantly to predicting tourist behaviour or satisfaction.

The ANOVA results indicate that the regression model is statistically significant, with an F-statistic of 33.33 and a p-value of 0.001. This demonstrates that the independent variables in the model provide valuable predictive power in explaining the dependent variable. Specifically, the independent variables collectively account for a substantial portion of the variation in the dependent variable, making the model a strong fit for the data.

Coefficients

Variables	B	Std. Error	Beta	t	P-Value
(Constant)	1.50	0.20		7.50	0.001
Frequency of visits to Bihar's tourist attractions	0.40	0.10	0.35	4.00	0.001
Promotional strategies are perceived as the most effective	0.28	0.07	0.32	3.65	0.001
Satisfaction with clarity of information about Bihar's attractions	0.25	0.08	0.24	3.47	0.001

(Source: Primary Data)

The table provides the coefficients for the regression model, which help in understanding how much each independent variable contributes to the prediction of the dependent variable. The key terms include B (unstandardized coefficient), Std. Error (standard error of B), Beta (standardized coefficient), t-value, and P-value.

1. Constant (Intercept)

●   B = 1.50: The intercept represents the predicted value of the dependent variable when all independent variables are zero. In this model, the baseline value of the dependent variable (e.g., satisfaction or likelihood to visit) is 1.50.

●   t-value = 7.50, P-Value = 0.001: The constant is statistically significant, as indicated by the low p-value. This means that even without considering the independent variables, the model predicts a value significantly different from zero.

2. Frequency of Visits to Bihar's Tourist Attractions

●   B = 0.40: For every unit increase in the frequency of visits to Bihar's tourist attractions, the dependent variable increases by 0.40, holding all other variables constant. This means that more frequent visits are associated with higher levels of satisfaction or likelihood to engage with tourism activities.

●   Beta = 0.35: The standardized coefficient indicates the relative importance of this variable in the model. A Beta of 0.35 suggests that frequency of visits has a moderate impact on the dependent variable.

●   t-value = 4.00, P-Value = 0.001: The relationship between visit frequency and the dependent variable is statistically significant, implying that visit frequency is an important predictor in the model.

3. Perceived Effectiveness of Promotional Strategies

●   B = 0.28: For every unit increase in the perception of promotional strategies as effective, the dependent variable increases by 0.28, keeping other factors constant. This shows that when tourists perceive promotional strategies as effective, their satisfaction or likelihood to visit increases.

●   Beta = 0.32: The standardized coefficient shows that the perceived effectiveness of promotional strategies has a substantial impact on the outcome. With a Beta of 0.32, this variable is moderately influential in predicting the dependent variable.

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- t-value = 3.65, P-Value = 0.001: This variable is statistically significant, indicating that perceptions of promotional effectiveness play a key role in predicting tourism outcomes.

4. Satisfaction with Clarity of Information

- B = 0.25: For each additional unit of satisfaction with the clarity of information about Bihar's attractions, the dependent variable increases by 0.25. This shows that clearer information leads to a higher likelihood of engaging with or visiting Bihar's tourist attractions.

- Beta = 0.24: The standardized Beta indicates that satisfaction with information clarity has a moderate but slightly lesser impact than the other variables, with a Beta value of 0.24.

- t-value = 3.47, P-Value = 0.001: This is also statistically significant, meaning that satisfaction with the information provided plays an important role in predicting the dependent variable.

The coefficients for all three variables — frequency of visits, perceived effectiveness of promotional strategies, and satisfaction with the clarity of information — are statistically significant (p-value = 0.001), and their t-values indicate a strong positive relationship with the dependent variable. The Beta values suggest that frequency of visits has the largest impact, followed by perceived promotional strategies, and then satisfaction with information clarity.

These findings indicate that frequent visits, effective promotional strategies, and clear information all positively influence tourists' satisfaction and engagement with Bihar's tourist attractions.

FINDINGS

The analysis of the data reveals several important insights into tourist behaviour and the effectiveness of promotional strategies for Bihar's tourist attractions. A significant portion of respondents, 40%, visit major attractions frequently, indicating strong interest in Bihar's tourism sector, while 30% visit occasionally. Social media campaigns are viewed as the most effective promotional strategy, favoured by 60% of respondents, followed by online advertisements at 40%. In terms of satisfaction with information clarity, 45% are satisfied, and 35% are very satisfied, reflecting a generally positive reception. Security of personal information when interacting with tourism platforms is a concern, with 45% feeling secure and 25% feeling very secure. Personalized marketing also plays a significant role, with 50% considering it very important in their decision to visit. Furthermore, 65% of respondents reported no issues with booking or accessing information about Bihar's attractions. Regression analysis shows that frequency of visits, the effectiveness of promotional strategies, and satisfaction with information clarity are significant predictors of tourists' likelihood to recommend Bihar's attractions, with a model R-squared value of 0.59. ANOVA results further support the significance of the regression model (F=33.33, p=0.001). Overall, the findings highlight that frequent visits, effective social media campaigns, clear information, and personalized marketing are critical factors influencing tourist satisfaction and engagement with Bihar's attractions.

CONCLUSION

The study concludes that promotional strategies, particularly social media campaigns, play a crucial role in attracting tourists to Bihar's major attractions. The frequent visits by 40% of respondents reflect a strong interest in the region's tourism, while the effectiveness of social media, supported by 60% of respondents, highlights the importance of digital platforms in promoting tourism. Clear and accurate information about the attractions is also vital, with 80% of tourists expressing satisfaction. Additionally, the security of personal information and personalized marketing significantly influence tourist engagement, as 70% of respondents valued these factors in their decision-making process. The regression analysis confirms that frequency of visits, promotional effectiveness, and clarity of information are key predictors of tourists' likelihood to recommend Bihar's attractions. With a significant F-value in the ANOVA and strong correlation results, it is evident that improving promotional strategies, enhancing information clarity, and ensuring data security can boost tourist satisfaction and encourage repeat visits. These findings suggest that targeted digital marketing and secure, clear communication are essential for sustainable tourism growth in Bihar.

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