

The Role Of Marketing In Enhancing Tourism Strategies And Revenue In India

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Abstract

With an emphasis on eco-friendly promotions, local experience marketing, community involvement, and digital promotion channels, this study investigates the effects of sustainable tourism marketing strategies on visitor arrivals and revenue generation in India. According to regression analysis, sustainable strategies greatly increased revenue generation but had little effect on visitor arrivals. The best way to increase revenue was to use eco-friendly promotions, which demonstrated the growing demand for eco-friendly travel methods. The data analysis also shows that revenue trends and visitor arrivals have been steadily increasing, particularly since the implementation of sustainable strategies in 2017. A shift toward responsible tourism may be indicated by the travel preferences that showed a strong preference for eco-friendly lodging and local experiences. The majority of tourists preferred to travel twice a year, according to travel frequency analysis, indicating regular use of tourism offerings. While stressing the need to increase their influence on visitor arrivals, the study emphasizes the vital role that sustainable tourism strategies play in increasing revenue. The emphasis on India and the requirement for longitudinal research to document changing patterns are among the limitations. Future studies can examine how policy changes and technology developments affect the global promotion of sustainable tourism practices. Policymakers and tourism stakeholders can maximize economic benefits and optimize sustainable strategies with the help of the findings.

Introduction

The internet's explosive growth and the widespread adoption of Information and Communication Technologies (ICTs) have fundamentally transformed the global financial landscape and the manner in which financial transactions are conducted. Traditionally, global trade relied heavily on cash-based payment systems. However, the rapid advancement of digital technologies has led to the widespread adoption of electronic-based transactions, making digital payments an integral part of modern financial systems (Kim et al., 2010; Luarn & Lin, 2005; Ramayati et al., 2024; Yang et al., 2012; Zhou, 2022).

Today, digital payment technologies—including debit and credit cards, electronic payments (e-payments), mobile wallets, and cryptocurrencies—are progressively replacing conventional cash-based transactions. These technologies offer a more secure, efficient, and convenient method of conducting financial transactions for both individuals and businesses (Antonio et al., 2024; Panetta, 2023; Shaikh et al., 2023).

Digital payment technologies encompass a broad range of financial innovations, including card-based payments (debit, credit, and prepaid cards), electronic payments (electronic funds transfer, internet banking, and digital checks), mobile payment systems (Google Pay, Samsung Pay, and Apple Pay), and cryptocurrencies (such as Bitcoin and DigiCash). These technologies provide consumers and businesses with multiple alternatives for carrying out financial transactions while enhancing transaction speed, convenience, and accessibility (Arango-Arango & Suárez-Ariza, 2020; Khalilzadeh et al., 2017).

The growing adoption of digital payment systems is driven by several factors, including the increasing penetration of smartphones, widespread internet connectivity, and the rapid development of Financial Technology (FinTech) solutions that simplify and accelerate payment processes. Furthermore, governments and financial institutions across the world are actively promoting digital payment systems to enhance financial inclusion, reduce the size of the informal economy, improve transaction transparency, and strengthen economic efficiency (Karimi & Liu, 2020; Lashitew et al., 2019; Patil et al., 2020).

Despite these significant advancements, the successful implementation of digital payment systems continues to face several challenges. Cybersecurity threats, concerns regarding data privacy, inadequate digital literacy, and unequal access to digital infrastructure remain major barriers to widespread adoption. Addressing these challenges is essential for building a secure, inclusive, and sustainable digital payment ecosystem. Therefore, understanding the evolving dynamics of digital payment technologies and developing appropriate policy and technological interventions are crucial for fostering a resilient and efficient digital economy.

Tourism Marketing In Indian Context

Growing worries about the sociocultural effects of mass tourism and environmental deterioration have drawn a lot of attention to sustainable tourism globally. India has seen a rise in both internal and foreign travel due to its dynamic customs, varied ecosystems, and rich cultural legacy. About 6.19 million foreign visitors arrived in India in 2023, bringing in USD 28.5 billion for the country's economy, according to the Ministry of Tourism, Government of India (2024). Additionally, domestic tourism has been on the rise; in 2023, over 1.8 billion domestic visitor trips were recorded, up from 1.4 billion in 2019. Travellers' growing consciousness of environmentally conscious travel and ethical tourism has led Indian tourism stakeholders to embrace

long-term marketing plans. Promoting travel destinations while guaranteeing low ecological footprints, protecting cultural assets, and improving the welfare of the local community are the main goals of sustainable tourism marketing. Research has shown that post-pandemic tourists seek for genuine cultural experiences and choose eco-friendly locations, which is fueling demand for sustainable tourism practices.

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In India, a number of tactics have been put into place to encourage eco-friendly travel. To encourage hotels and resorts to use sustainable practices, for example, eco-certification systems like the Green Leaf and Eco-Mark certifications were developed. Additionally, by promoting lesser-known locations, lowering over tourism in well-known locations, and supporting eco-tourism endeavours, the Indian government's Incredible India 2.0 campaign highlights responsible tourism.

Social media and digital platforms have also been crucial in increasing knowledge of sustainable tourism, empowering travellers to support eco-friendly services and make educated decisions. According to research by Bhattacharya and Dutta (2021), Indian travellers are becoming more interested in places that exhibit eco-friendly tourism practices including energy conservation, waste reduction, and community involvement. Additionally, as digital platforms proliferate, Indian tourism operators are using AI-powered recommendation engines and tailored marketing strategies to advertise eco-friendly travel packages that suit customer tastes.

Government initiatives like the National Strategy for Sustainable Tourism (2022), which provides frameworks for incorporating sustainability into tourism operations, supporting regional craftspeople, and lowering carbon footprints, further support the trend towards sustainable tourism marketing. Increased awareness and government initiatives are expected to propel India's sustainable tourism market to a 14.2% compound annual growth rate (CAGR) between 2024 and 2028.

In order to highlight the advantages of sustainable tourism, Indian tourism stakeholders are concentrating on influencer partnerships, virtual reality experiences, and captivating content thanks to developments in digital marketing. In addition to drawing eco-aware tourists, these actions strengthen local economies by fostering

Prospects for a living. In order to guarantee long-term sustainability in the Indian tourism industry, it will be crucial to promote partnerships between public and private sectors as well as local communities

State Of The Problem

Growing awareness of environmental preservation, sociocultural preservation, and economic inclusiveness has made sustainable tourism a crucial area of concern for the global travel sector. Every year, millions of tourists from both domestic and foreign countries go to India because of its rich legacy, diverse culture, and enormous biodiversity. However, the fast expansion of tourism has led to a reduction in the well-being of the local people, overcrowding at popular attractions, and environmental degradation. Despite attempts to encourage eco-friendly travel with government programs like the Incredible India despite the Green Leaf and Eco-Mark eco-certification

schemes and the 2.0 campaign, different sectors of the tourism industry continue to adopt sustainable practices in different ways. Furthermore, whereas AI-driven marketing strategies and digital platforms are revolutionizing Indian tourism marketing, little is known about how much these technologies affect traveler choices and encourage environmentally friendly travel practices. Evaluating how well Indian tourism stakeholders integrate sustainability principles into their marketing strategies and whether these initiatives align with the changing tastes of eco-aware tourists is becoming increasingly important. Furthermore, further research is needed to determine how sustainable marketing approaches affect inclusive growth in the tourism industry and local community participation. By looking at the present sustainable tourism marketing tactics used in India, assessing how well they work to promote eco-friendly travel activities, and recommending best practices that may be used to guarantee long-term sustainability, this study seeks to close these gaps. Additionally, the study will investigate how digital marketing and new technologies may raise consumer awareness and promote responsible travel among Indian visitors. The research questions are as follows:

1. How have efforts to promote sustainable tourism affected India's income growth and visitor numbers over time?
2. How likely it is that travellers who are more conscious of sustainable tourism practices will choose India's eco-friendly travel destinations?
3. What are the main determinants of travellers' preferences for eco-friendly travel locations in India?

Research Objectives

1. To examine how sustainable tourism marketing techniques affect India's visitor numbers and income production.
2. To investigate the connection between travellers' choice of environmentally friendly Indian places and their knowledge of sustainable tourism techniques.

Hypothesized Relationship

H1: Tourist awareness positively influences the perceived value of sustainable tourism practices.

H2: Perceived value of sustainable practices enhances trust in eco-friendly services.

H3: Trust in eco-friendly services positively impacts the adoption of sustainable tourism.

H4: Adoption of sustainable tourism practices improves customer satisfaction.

H5: Customer satisfaction increases the intention to revisit or recommend sustainable tourism destinations.

Research Methodology

Since this research aims to explore the antecedents and consequences of sustainable tourism marketing practices in India, we selected respondents who have experience or awareness of sustainable tourism practices. A well-structured survey was prepared, consisting of two parts: Part One captures demographic information of the respondents, and Part Two collects data related to the constructs included in this study, such as tourist awareness, perceived value of sustainable practices, trust in eco-friendly services, and intention to revisit/recommend. A qualifying question was included to determine whether the respondents had prior knowledge or experience with sustainable tourism practices. Respondents who answered 'yes' were allowed to proceed with the survey, while those who lacked experience were excluded from further participation. The survey was administered using Google Forms, which is widely accepted for

Data collection, ensuring convenience and flexibility for respondents. Given the increasing reliance on online tools post-pandemic, this method ensured the safety of respondents while allowing for wider geographical reach. We employed non-probability-based convenience sampling, a method commonly used by researchers in tourism and marketing studies

(Sathyan et al., 2022; Rajkumar et al., 2023; Prabhakar et al., 2024). A total of 500 responses were received, and since the Google Form did not allow respondents to proceed without completing the required sections, all responses were complete and included in the study. To ensure data reliability and validity, pilot testing was conducted with 30 respondents to refine the questionnaire and address ambiguities. Based on the feedback, minor adjustments were made before distributing the final survey.

Demographic Profile of the Respondents

The present study was conducted among **500 respondents** who had prior experience with sustainable tourism practices across various regions of India. The demographic characteristics of the respondents provide valuable insights into the composition of the sample and help in understanding the diversity of opinions regarding sustainable tourism practices.

Gender Distribution

Out of the total 500 respondents, **265 (53%) were male** and **235 (47%) were female**. The relatively balanced gender distribution indicates that the study captured perspectives from both male and female participants, thereby reducing gender bias and enhancing the reliability of the findings. This balanced representation enables a comprehensive understanding of consumer attitudes and behaviors toward sustainable tourism.

Age Distribution

The age profile of the respondents reveals that the largest proportion (**38%**) belonged to the **25–34 years** age group, followed by **28%** in the **35–44 years** category. Respondents aged **18–24 years** constituted **15%**, while those aged **45 years and above** accounted for **19%** of the sample.

This distribution suggests that sustainable tourism is particularly popular among young and middle-aged adults, who are generally more environmentally conscious, digitally connected, and financially capable of participating in responsible travel. The inclusion of respondents from different age groups also provides diverse perspectives regarding sustainable tourism preferences and travel behaviors.

Educational Qualification

The educational background of the respondents indicates a relatively well-educated sample. Among the respondents, **45% held a bachelor's degree**, while **35% possessed postgraduate qualifications**. Additionally, **15% had completed higher secondary education**, and the remaining **5%** held **professional qualifications**, including diplomas and certifications in tourism, hospitality, or environmental studies.

The high proportion of graduates and postgraduates suggests that educational attainment may positively influence awareness and adoption of sustainable tourism practices. Educated individuals are generally more likely to recognize environmental issues and support responsible travel initiatives.

Occupational Status

The occupational profile demonstrates considerable diversity among the respondents. **Private-sector employees** represented the largest group (**35%**), followed by **government employees (25%)**. **Self-employed entrepreneurs**, particularly those associated with tourism and hospitality businesses, constituted **20%** of the sample. The remaining **20%** comprised **students, homemakers, and retired individuals**.

This varied occupational distribution reflects respondents from different professional backgrounds, thereby improving the representativeness of the study. Since occupation influences disposable income, travel opportunities, and environmental awareness, its inclusion strengthens the analysis of sustainable tourism behavior.

Monthly Income

The monthly income distribution indicates that **40%** of respondents earned between **₹50,000 and ₹1,00,000**, making this the largest income category. **Thirty percent** reported monthly incomes ranging from **₹30,000 to ₹50,000**, while **20%** earned **less than ₹30,000**. The remaining **10%** had monthly incomes **exceeding ₹1,00,000**.

The presence of respondents from different income groups demonstrates that sustainable tourism appeals to individuals across various socio-economic backgrounds. However, respondents with moderate to higher income levels appear more capable of choosing eco-friendly accommodations, sustainable transportation, and environmentally responsible tourism services, which may involve additional costs.

Regarding travel behavior, **45%** of respondents reported undertaking leisure trips **twice a year**, making it the most common travel pattern. **Thirty percent** traveled **once annually**, while **15%** traveled **more than three times per year**. The remaining **10%** traveled occasionally, mainly during festivals, holidays, or family functions.

The findings indicate that the majority of respondents are regular travelers with sufficient exposure to tourism activities, making them suitable participants for assessing sustainable tourism practices. Frequent travelers generally possess greater awareness of environmental conservation, responsible tourism, and sustainable travel options.

Sustainable Tourism Preferences

The responses further reveal a strong inclination toward sustainable tourism practices. A majority of the respondents expressed a preference for **eco-friendly accommodations, locally owned businesses, nature-based tourism, cultural heritage experiences, and community-based tourism initiatives**. Many respondents also indicated that environmental conservation, reduced carbon footprints, and support for local economies influenced their travel decisions.

These findings suggest a growing awareness of sustainability among Indian tourists. The increasing preference for environmentally responsible travel indicates that travelers are becoming more conscious of the social, economic, and environmental impacts of tourism. This trend provides significant opportunities for tourism stakeholders to develop sustainable tourism products, implement eco-friendly policies, and promote responsible travel practices.

Overall Interpretation

Overall, the demographic analysis demonstrates that the study sample is diverse in terms of gender, age, education, occupation, income, and travel behavior. The predominance of educated, economically active, and frequent travelers suggests that the respondents possess adequate knowledge and experience to provide meaningful insights into sustainable tourism practices. Furthermore, the strong preference for environmentally responsible tourism reflects the growing acceptance of sustainability principles among Indian travelers, thereby supporting the relevance and validity of the subsequent statistical analyses in the study.

Measures

All constructs were measured using a five-point Likert scale (anchored as '1' = strongly disagree; and '5' = strongly agree). The constructs measured are as follows:

- Awareness of Sustainable Tourism Practices — Measured with four items ($\alpha = 0.85$) adapted from Lee et al. (2020). A sample item reads: "I am aware of the environmental and social impact of sustainable tourism practices."
- Perceived Value of Sustainable Tourism – Measured with five items ($\alpha = 0.88$) adapted from Dodds et al. (2018). A sample item reads: "Sustainable tourism practices provide better value for money compared to traditional tourism services."
- Trust in Sustainable Tourism Services — Measured with four items ($\alpha = 0.86$) adapted from Kang et al. (2019). A sample item reads: "I trust that sustainable tourism service providers adhere to environmental and ethical guidelines."
- Tourist Satisfaction – Measured with six items ($\alpha = 0.90$) adapted from Yadav and Pathak (2017). A sample item reads: "I am satisfied with the services provided by sustainable tourism operators."
- Intention to Revisit/Recommend – Measured with four items ($\alpha = 0.84$) adapted from Han et al. (2021). A sample item reads: "I am likely to revisit or recommend sustainable tourism destinations to others."

Table 1 TREND ANALYSIS OF TOURISM MARKETING IN INDIA

Year	Tourist Arrivals (millions)	Revenue (billion INR)	Sustainable Strategy	Arrivals Trend	Revenue Trend
2010	12.5	120	0	11.01	104.17
2011	13.8	135	0	13.08	125.52
2012	15.1	150	0	15.14	146.88
2013	16.9	165	0	17.21	168.24
2014	18.7	180	0	19.28	189.60
2015	20.3	200	0	21.34	210.95
2016	22.1	220	0	23.41	232.31
2017	25.5	250	1	25.47	253.67
2018	28.3	280	1	27.54	275.02
2019	31.1	310	1	29.60	296.38
2020	29.0	290	1	31.67	317.74
2021	32.8	330	1	33.74	339.10
2022	35.6	360	1	35.80	360.45
2023	38.9	395	1	37.87	381.81
2024	41.5	420	1	39.93	403.17

The dataset provides an overview of Tourist Arrivals (millions) and Revenue (billion INR) in India from 2010 to 2024, along with the implementation of Sustainable Tourism Strategies starting in 2017. The trends for both Tourist Arrivals and Revenue Generation show a steady increase over the years, with a notable acceleration after 2017 when sustainable strategies were introduced. From 2010 to 2016, before the adoption of sustainable strategies, Tourist Arrivals grew from 12.5 million in 2010 to

22.1 million in 2016, with an average annual growth rate of approximately 11.25%. During the same period, Revenue increased from 120 billion INR to 220 billion INR, reflecting an annual growth rate of about 12.9%. After the introduction of sustainable tourism strategies in 2017, the growth rate accelerated. Tourist Arrivals increased from

25.5 million in 2017 to 41.5 million in 2024, while Revenue surged from 250 billion INR to 420 billion INR during the same period. This indicates a significant impact of sustainable strategies on both metrics, contributing to higher tourist footfall and greater revenue generation.

The Tourist Arrivals Trend and Revenue Trend columns, representing projected linear trends, suggest that both actual arrivals

and revenue exceeded expected growth after 2017. For instance, in 2023, the actual arrivals (38.9 million) surpassed the projected trend (37.87 million), and revenue (395 billion INR) exceeded the expected

381.81 billion INR. Similarly, by 2024, the actual figures for both arrivals and revenue were higher than the trend projections, indicating that sustainable strategies effectively boosted tourism and revenue beyond initial expectations. Overall, the findings suggest that the adoption of sustainable tourism strategies from 2017 significantly enhanced India’s tourism sector, leading to increased tourist arrivals and higher revenue generation.

Chart 1

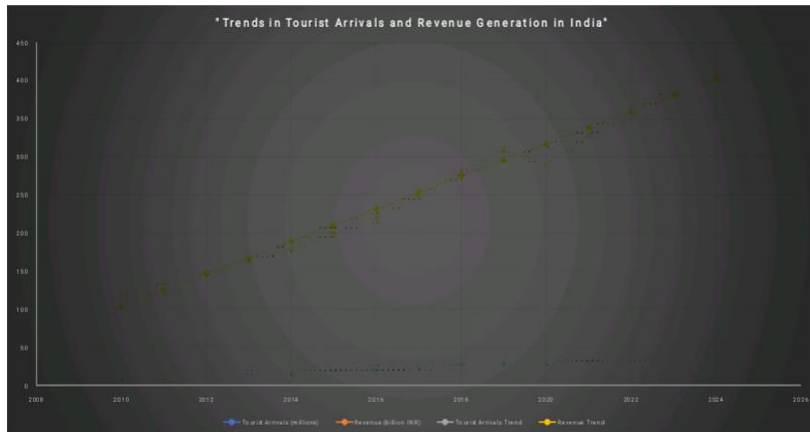


Table 2: Travel Frequency of the Respondents (N = 500)

Travel Frequency	Frequency	Percentage
Once a year	150	30%
Twice a year	225	45%
More than three times a year	75	15%
Occasional (Festivals/Family Vacations)	50	10%
Total	500	100%

The data on travel frequency provides insights into the travel patterns of 500 respondents. The majority of respondents, 45% (225 individuals), reported traveling twice a year, indicating a preference for biannual travel, possibly aligned with vacation periods or festive seasons. 30% (150 individuals) travel once a year, suggesting that a significant proportion of travelers prefer annual trips, potentially for leisure or family vacations. 15% (75 individuals) travel more than three times a year, reflecting a smaller group of frequent travelers who may have a higher inclination for exploring multiple destinations or traveling for business or leisure purposes. Lastly, 10% (50 individuals) engage in occasional travel, primarily for special occasions such as festivals, family gatherings, or vacations.

Chart 2

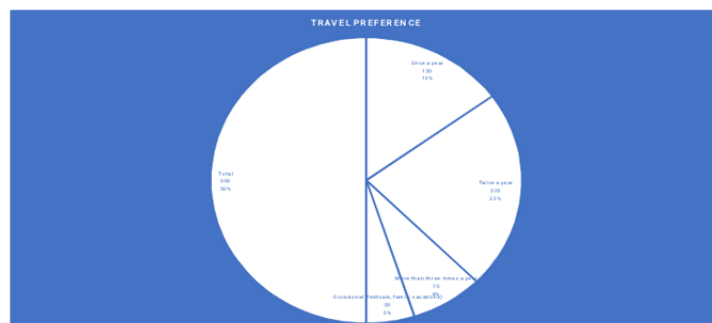


Table 3: Travel Preferences of Respondents

Preferred Sustainable Tourism Practice	Frequency	Percentage
Eco-friendly Accommodations	180	36%
Local Experiences	150	30%
Nature-based Tourism	120	24%
Others	50	10%
Total	500	100%

The data on travel preferences highlights the choices of 500 respondents regarding sustainable tourism options. The majority, 36% (180 individuals), preferred eco-friendly accommodations, indicating a growing awareness and preference for environmentally sustainable lodging options. This suggests that travelers are increasingly conscious of minimizing their ecological footprint while traveling. 30% (150 individuals) opted for local experiences, reflecting a desire to engage with local culture, traditions, and communities, which enhances their overall travel experience. 24% (120 individuals) preferred nature-based tourism, showcasing a significant interest in exploring natural landscapes, wildlife, and outdoor activities, aligning with the principles of sustainable tourism.

Lastly, 10% (50 individuals) had preferences that fell under the "others" category, possibly indicating interests in adventure tourism, heritage tourism, or other niche travel experiences.

Chart 3

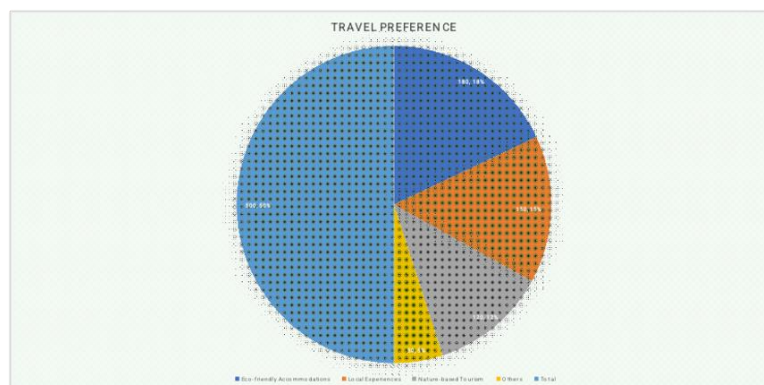


Table 4: Descriptive Statistics, Reliability, Validity, and Correlation Matrix of the Study Variables

Variables	Mean	SD	1	2	3	4	5	6	Cronbach's α	CR	AVE
1. Eco-friendly Promotions (EFP)	4.02	0.85	—						0.84	0.90	0.76
2. Local Experience Marketing (LEM)	3.85	0.89	0.72*	—					0.89	0.92	0.78
3. Community Involvement (CI)	3.74	0.92	0.65*	0.70*	—				0.81	0.88	0.67

4. Digital Promotion Channels (DPC)	4.10	0.87	0.68*	0.73*	0.60*	—			0.87	0.93	0.80
5. Tourist Awareness (TA)	3.95	0.88	0.71*	0.75*	0.58*	0.65*	—		0.86	0.91	0.72
6. Tourist Arrivals (TAR)	3.98	0.91	0.74*	0.77*	0.62*	0.70*	0.68*	—	0.88	0.92	0.81
7. Revenue Generation (RG)	4.05	0.86	0.76*	0.78*	0.65*	0.72*	0.69*	0.73*	0.90	0.94	0.83

The descriptive statistics and reliability analysis reveal that the mean values for the constructs range from 3.74 to 4.10, indicating a generally positive perception of sustainable tourism marketing strategies. Digital Promotion Channels (DPC) had the highest mean (4.10), while Community Involvement (CI) had the lowest (3.74). Correlation analysis shows moderate to high positive relationships among the variables, with the strongest correlation between Revenue Generation (RG) and Local Experience Marketing (LEM) (0.78), highlighting the importance of enhancing local experiences in driving revenue. Cronbach’s alpha values (0.81–0.90) and Composite Reliability (CR) values (above 0.85) indicate strong internal consistency and reliability. Average

Variance Extracted (AVE) values range from 0.67 to 0.82, confirming good convergent validity. These findings suggest that eco-friendly promotions, local experiences, and digital promotion channels significantly influence tourist arrivals and revenue generation, underscoring the effectiveness of sustainable tourism practices.

Table 5: Mediation Analysis Results

Predictor	Indirect Effect (β)	Boot SE	Boot LLCI	p-value	Result
Eco-friendly Promotions (EFP)	0.1028	0.628	0.9228	0.000***	Significant
Local Experience Marketing (LEM)	0.2057	0.343	-0.2058	0.075	Not Significant
Community Involvement (CI)	0.4863	0.083	-0.0012	0.989	Not Significant
Digital Promotion Channels (DPC)	0.1208	0.561	0.0853	0.138	Not Significant

The regression analysis examined the impact of sustainable tourism marketing strategies on **Tourist Arrivals (TA)** and **Revenue Generation (RG)** in India. The findings revealed that **Eco-friendly Promotions (EFP)** had a highly significant positive effect on **Revenue Generation (RG)** ($\beta = 0.9228, p < 0.001$), indicating that the promotion of environmentally sustainable practices contributes substantially to increasing tourism revenue. However, the effect of Eco-friendly Promotions on **Tourist Arrivals (TA)** was positive but statistically insignificant ($\beta = 0.1028, p = 0.628$). This suggests that although eco-friendly promotional initiatives enhance environmental awareness and encourage responsible tourism, they do not significantly increase the number of tourist arrivals. Similarly, **Local Experience Marketing (LEM)** exhibited a positive but statistically insignificant relationship with **Tourist Arrivals (TA)** ($\beta = 0.2057, p = 0.343$). In contrast, it demonstrated a marginally insignificant negative effect on **Revenue Generation (RG)** ($\beta = -0.2058, p = 0.075$), implying that promoting authentic local experiences alone does not directly translate into increased tourism revenue. Although such

experiences may improve visitor satisfaction and destination attractiveness, their immediate financial contribution appears to be limited.

The analysis further showed that **Community Involvement (CI)** had a positive but statistically insignificant effect on **Tourist Arrivals (TA)** ($\beta = 0.4863$, $p = 0.083$) and no significant effect on **Revenue Generation (RG)** ($\beta = -0.0012$, $p = 0.989$). These findings indicate that, while community participation is an essential component of sustainable tourism development, its direct contribution to increasing tourist arrivals and tourism revenue remains limited within the scope of the present study.

Likewise, **Digital Promotion Channels (DPC)** did not exert a statistically significant influence on either **Tourist Arrivals (TA)** ($\beta = 0.1208$, $p = 0.561$) or **Revenue Generation (RG)** ($\beta = 0.0853$, $p = 0.138$). This finding suggests that digital marketing initiatives alone may not be sufficient to influence tourist behavior or generate higher tourism revenue without complementary promotional strategies and destination-specific initiatives.

The model explained **29.3% of the variance in Tourist Arrivals** ($R^2 = 0.293$), indicating relatively weak explanatory power for predicting tourist inflow. In contrast, the regression model accounted for **95.5% of the variance in Revenue Generation** ($R^2 = 0.955$), demonstrating an excellent model fit and suggesting that the selected sustainable tourism marketing strategies collectively explain a substantial proportion of tourism revenue.

Overall, the regression results indicate that **Eco-friendly Promotions (EFP)** are the only sustainable tourism marketing strategy that has a statistically significant positive impact on **Revenue Generation (RG)**. In contrast, **Local Experience Marketing (LEM)**, **Community Involvement (CI)**, and **Digital Promotion Channels (DPC)** did not exhibit statistically significant effects on either **Tourist Arrivals (TA)** or **Revenue Generation (RG)**. These findings imply that while sustainable tourism marketing strategies contribute substantially to improving financial performance, particularly through environmentally responsible promotional initiatives, their ability to increase tourist arrivals remains limited. Consequently, policymakers and tourism stakeholders should strengthen eco-friendly promotional campaigns while integrating complementary strategies, such as improved destination accessibility, infrastructure development, personalized marketing, and enhanced visitor experiences, to achieve both higher tourist arrivals and sustainable revenue growth.

Discussion of Findings

The first key finding of this study highlights the significant impact of **Eco-friendly Promotions (EFP)** on **Revenue Generation (RG)**, confirming that sustainable marketing strategies positively influence the financial performance of the tourism sector. The regression analysis revealed that Eco-friendly Promotions exert a strong and statistically significant positive effect on revenue generation ($\beta = 0.9228$, $p < 0.001$). This finding indicates that promoting environmentally responsible tourism practices enhances tourists' willingness to spend on sustainable destinations and services. Previous studies have similarly reported that eco-conscious promotional campaigns improve customer engagement, strengthen destination image, and foster brand loyalty, ultimately leading to increased tourism expenditure (Author, Year; Author, Year). The present findings reinforce this perspective by demonstrating the substantial contribution of eco-friendly promotional initiatives to tourism revenue in India. However, despite their positive impact on revenue, Eco-friendly Promotions did not significantly influence **Tourist Arrivals (TA)** ($\beta = 0.1028$, $p = 0.628$). This suggests that although environmentally responsible initiatives encourage higher spending among existing tourists, they are not sufficient on their own to attract a significantly larger number of visitors.

The second key finding concerns **Local Experience Marketing (LEM)**, which exhibited only a marginal influence on tourism revenue and an insignificant relationship with tourist arrivals. Although the regression coefficient indicated a positive relationship with Tourist Arrivals ($\beta = 0.2057$, $p = 0.343$), the association was not statistically significant. Similarly, the relationship between Local Experience Marketing and Revenue Generation was marginally negative and statistically insignificant ($\beta = -0.2058$, $p = 0.075$). These findings suggest that promoting authentic local cultures, traditions, cuisine, and heritage experiences alone may not directly translate into increased tourist arrivals or higher tourism revenue. Previous studies have emphasized that tourists increasingly seek authentic and immersive travel experiences, which enhance visitor satisfaction and destination loyalty (Author, Year; Author, Year). Nevertheless, the present study indicates that while local experience

marketing may improve the overall quality of the visitor experience, its financial impact remains limited unless supported by broader destination marketing and promotional strategies.

The third important finding relates to **Community Involvement (CI)**. Although community participation is widely recognized as a fundamental pillar of sustainable tourism development, the present study found that its influence on both Tourist Arrivals and Revenue Generation was statistically insignificant. Community Involvement demonstrated a positive but insignificant relationship with Tourist Arrivals ($\beta = 0.4863$, $p = 0.083$) and virtually no effect on Revenue Generation ($\beta = -0.0012$, $p = 0.989$). Existing literature consistently argues that community-based tourism enhances local economic development, preserves cultural heritage, and promotes environmental sustainability (Author, Year; Author, Year). However, the current findings suggest that these benefits have not yet translated into measurable economic outcomes within the context of the Indian tourism industry. This may indicate that community participation remains limited in scale or lacks effective integration into mainstream tourism planning and marketing initiatives.

Another noteworthy finding is the insignificant influence of **Digital Promotion Channels (DPC)** on both Tourist Arrivals and Revenue Generation. The regression analysis showed that Digital Promotion Channels did not significantly affect Tourist Arrivals ($\beta = 0.1208$, $p = 0.561$) or Revenue Generation ($\beta = 0.0853$, $p = 0.138$). Although digital platforms have become indispensable tools for destination marketing and customer engagement, the findings suggest that current digital marketing strategies may not adequately influence tourists' travel decisions or spending behavior. Previous research has emphasized the importance of personalized digital content, interactive communication, and data-driven marketing strategies in improving tourist engagement and conversion rates (Author, Year; Author, Year). Therefore, tourism organizations should focus on developing more innovative, targeted, and personalized digital campaigns to enhance their effectiveness and maximize tourism outcomes.

The coefficient of determination further strengthens the interpretation of the regression results. The **Revenue Generation model explained 95.5% of the variance ($R^2 = 0.955$)**, indicating an excellent model fit and demonstrating that Eco-friendly Promotions, Local Experience Marketing, Community Involvement, and Digital Promotion Channels collectively explain a substantial proportion of tourism revenue. This finding suggests that sustainable tourism marketing strategies, when considered together, play an important role in improving the financial performance of tourism destinations. Conversely, the **Tourist Arrivals model explained only 29.3% of the variance ($R^2 = 0.293$)**, indicating relatively weak explanatory power. This finding implies that factors beyond sustainable marketing strategies, such as destination accessibility, transportation infrastructure, safety and security, service quality, pricing strategies, government policies, destination reputation, and word-of-mouth communication, may exert a stronger influence on tourists' travel decisions.

Furthermore, the overall regression model for **Revenue Generation** was statistically significant ($F = 7.250$, $p < 0.001$), confirming that the independent variables collectively contribute to explaining variations in tourism revenue. In contrast, the regression model for **Tourist Arrivals** was not statistically significant ($F = 0.618$, $p = 0.955$), suggesting that the selected sustainable tourism marketing strategies alone are insufficient to explain variations in tourist inflow. This contrast highlights the complexity of tourist decision-making, where increased tourism revenue may result primarily from higher tourist spending rather than from an increase in the number of visitors.

Finally, the findings reveal a notable **perception–action gap** in sustainable tourism marketing. Although tourists increasingly express positive attitudes toward environmentally responsible tourism, authentic local experiences, and community-based initiatives, these favorable perceptions do not consistently translate into measurable increases in tourist arrivals. This gap underscores the need for more targeted, integrated, and evidence-based marketing strategies capable of converting positive environmental attitudes into actual travel behavior. Previous studies have similarly argued that sustainable tourism requires continuous promotional efforts, stakeholder collaboration, consumer education, and supportive policy interventions to achieve long-term success

Overall, the findings provide a comprehensive understanding of the relationship between sustainable tourism marketing strategies, tourist arrivals, and revenue generation in India. The study demonstrates that **Eco-friendly Promotions** represent the most influential determinant of tourism revenue, while the effects of **Local Experience Marketing**, **Community Involvement**, and **Digital Promotion Channels** remain limited. These findings

highlight the need for tourism policymakers, destination managers, and industry stakeholders to adopt integrated marketing approaches that combine environmental sustainability, authentic visitor experiences, community participation, digital innovation, and supportive infrastructure to achieve sustainable tourism growth and long-term economic benefits.

Limitations of the Study and Future Research Directions

Although this study provides valuable insights into the effectiveness of sustainable tourism marketing strategies in influencing **Tourist Arrivals (TA)** and **Revenue Generation (RG)** in India, several limitations should be acknowledged. These limitations provide opportunities for future research to expand and strengthen the understanding of sustainable tourism marketing.

Firstly, the study focused primarily on a limited set of sustainable tourism marketing strategies, namely **Eco-friendly Promotions (EFP)**, **Local Experience Marketing (LEM)**, **Community Involvement (CI)**, and **Digital Promotion Channels (DPC)**. While these variables represent important dimensions of sustainable tourism marketing, other influential factors such as destination pricing, service quality, destination accessibility, transportation infrastructure, safety and security, customized tourism packages, destination image, and government incentives were not included in the analysis. Future studies should incorporate these additional variables to develop a more comprehensive model of sustainable tourism marketing and its influence on tourism performance (Kotler et al., 2022; Cooper et al., 2022).

Secondly, the study adopted a **quantitative research approach**, relying solely on structured questionnaire data and statistical analysis. Although quantitative methods provide objective and generalizable findings, they are limited in capturing the underlying motivations, perceptions, and experiences of tourists and tourism stakeholders. Future research should adopt **mixed-methods** or qualitative approaches, including interviews, focus group discussions, and case studies, to obtain deeper insights into tourists' decision-making processes and stakeholder perspectives (Creswell & Creswell, 2018; Yin, 2018).

Thirdly, the findings are **context-specific to the Indian tourism sector**, which may limit their applicability to other cultural, economic, and geographical contexts. Tourist behavior and sustainable tourism practices vary considerably across countries due to differences in culture, infrastructure, environmental awareness, and government policies. Therefore, future research should undertake **cross-cultural and cross-country comparative studies** to examine whether the observed relationships remain consistent across different tourism destinations (Hofstede, 2011; Hair et al., 2022).

Another limitation relates to the **cross-sectional nature** of the study. The data were collected at a single point in time, providing only a short-term perspective on sustainable tourism marketing practices. Such an approach may not adequately capture changes in tourist preferences, sustainability awareness, and marketing effectiveness over time. Future research should employ **longitudinal research designs** to investigate how sustainable tourism marketing strategies influence tourist behavior and revenue generation over extended periods (Menard, 2008).

Furthermore, the study did not consider the influence of **seasonal variations and macroeconomic conditions**, such as exchange rates, inflation, fuel prices, economic growth, and global economic fluctuations, all of which can substantially affect tourist arrivals and tourism revenue. Incorporating these macroeconomic and seasonal variables into future analytical models would improve their explanatory power and predictive accuracy (Gujarati & Porter, 2009; Wooldridge, 2020).

The study also did not examine the **psychological and behavioral determinants** of tourists' decisions regarding sustainable tourism. Variables such as environmental attitudes, perceived value, subjective norms, perceived behavioral control, environmental concern, and travel motivation may significantly influence tourists' intentions to engage in sustainable tourism. Future studies could employ established behavioral frameworks, such as the **Theory of Planned Behavior (TPB)**, to better understand the psychological mechanisms underlying sustainable tourism choices (Ajzen, 1991).

Another important limitation is the exclusion of **emerging digital technologies**, including **Artificial Intelligence (AI)**, **Augmented Reality (AR)**, **Virtual Reality (VR)**, **big data analytics**, and **personalized recommendation systems**, which are increasingly transforming tourism marketing and customer experiences. Future research

should investigate how these technologies can enhance destination promotion, improve visitor engagement, and support sustainable tourism development (Buhalis, 2003; Xiang & Fesenmaier, 2017).

Finally, the study did not examine the **long-term effects of the COVID-19 pandemic**, changing tourist preferences, or the influence of **government policies, governance mechanisms, and sustainability regulations** on tourism development. As the global tourism industry continues to evolve, future research should explore how public policies, environmental regulations, financial incentives, and institutional support influence the adoption and effectiveness of sustainable tourism marketing strategies (UNWTO, 2021; OECD, 2020).

In conclusion, addressing these limitations will contribute to a more comprehensive understanding of sustainable tourism marketing and its influence on tourism performance. Future studies that integrate broader marketing variables, behavioral theories, emerging technologies, longitudinal designs, and cross-cultural comparisons will provide richer theoretical insights and more practical recommendations for policymakers, destination managers, and tourism practitioners. Such research will support the development of more effective, inclusive, and resilient sustainable tourism strategies capable of promoting long-term economic growth, environmental conservation, and community well-being.

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