



Role of Online Promotional Videos in Boosting Tourism: Analysing Indian State Advertisements

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Abstract

Persuading a tourist to choose a particular destination through communication messaging is a potent tool in enhancing tourism foot fall. Private properties have long used such techniques and with the advent of the digital media, they have well captured the online media. From Instagram reels of their happy customers to videos on MakeMyTrip and Airbnb, resorts, amusement parks hotels and luxury properties cash upon the video display ads. Indian government has been a bit late to climb onto this bandwagon. But they have done it with a bang. Almost all the Indian states have their own YouTube channels used to post high-quality videos. Yet, our country is slow in climbing the tourism index. This lag and lack prompted the objectives of the present research. What are the top visited Indian states doing right in terms of promotions? Do similar reasons attract travelers? Can we arrive at a Midas touch factor that leads to preference of spending one's time and money for vacation travel? To find answers to such curiosities, using a verified tool, this study conducts a comprehensive content analysis of the promotional YouTube videos released by the Ministry of Tourism of Indian states for the top-5 most visited states in India—Uttar Pradesh, Tamil Nadu, Andhra Pradesh, Karnataka, and Gujarat—during the year 2022. The analysis focuses on three crucial dimensions of tourism sustainability: socio-cultural, environmental, and economic aspects. By scrutinizing 44 official promotional videos, this research aims to uncover the portrayal and emphasis placed on these sustainability dimensions in the tourism promotional content of these states. The findings contribute to understanding the destination Image being portrayed in the chosen sample of videos. The results emphasise that heritage and cultural portrayals remain the most common imagery in the promotions of the most preferred tourist destinations among our States. This study has implications for the state governments trying to climb the tourism index.

Keywords: Content Analysis, Tourism, Sustainability, Destination Image, Promotional Videos

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