

Abstract Details

Title: Technological Strategic Planning for Marketing Spiritual Destination in Uttarakhand

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Abstract: Destination marketing has been one of the important thematic issues in the success of tourism industry. Influence of advertisements on both outbound and inbound tourists in choosing traveling destinations is being increasingly researched. Spirituality, in general, has recently become an important subject of research in social and business areas. This has added a new dimension to the tourism industry, called 'spiritual tourism'. Consequently, there has been an increase in the awareness and research interest in the thematic field of spiritual tourism. The present research work is concerned with an investigation of the marketing aspects of the spiritual tourism in Uttarakhand state of India vis-à-vis its infrastructure, destinations and economy. The paper presents a strategic management approach by which those responsible for marketing destinations can develop holistic and coordinated strategies for Uttarakhand state of India which will be helpful for making destination decision by potential travelers.

Keywords: Destination marketing, marketing strategies, economy, Spiritual Tourism, revenue.