

Student Name: Amulya Kumar Sahoo

Supervisor Name: Prof. M.Altaf.Khan

Department: Commerce and business studies-Jamia Millia Islamia

Topic: Marketing Strategy of Marine Economy of Odisha.

Key words: Marketing Strategy, Marine Economy, Tourist destinations, Coastal Districts, and Odisha

Findings

- **Annual Growth of Domestic Tourist travel to Marine Beaches of Odisha in Percent:** Despite Odisha's abundant natural beauty often compared to 'heaven on earth' and referred to as 'Lord Jagannath Dham,' its tourist destinations remain underdeveloped due to a lack of interest and support. If these destinations were consistently promoted at various national and international tourism fairs and events, and if information were effectively shared with tourism centers in countries sharing similar interests and desires, it would undoubtedly attract visitors to experience the natural wonders of this land and turn their dreams of visiting Odisha's majestic beaches into reality. Sterilization policy and risk premium to promoters of tourists like insurance. GDP of source country and taste preference, cultural similarity and food habits, cultural and religious factors. It should focus in ASEAN countries for tourism. Advertisement of Buddhist tourism which should be integrated with marine tourism.
- **Estimated Tourists arrived Coastal Districts of Odisha:** Among top ten states which are source of domestic tourists, it is estimated that the share of Maharashtra is going to increase from 0.69% in 2009 to 6.71% by 2025, the major domestic market which is going to lose the share is WB whose share is drastically going to reduce from 9.10% in 2009 to 4.12% by 2025. Others: (ASEAN,) and Middle east are major overseas tourism market which constitute 0.41% of tourists visited Odisha. Among these tourists from Malaysia followed by Singapore and Thailand came to Odisha. The major motive behind to visit Odisha is due to natural beauty, greenery and wildlife. The major source of information about tourism in Odisha for the tourists from are documentary and internet (28%) where as tourists from Mideast country received information from the immigrant India (26%).
- **Ranking given by the Hotels to the Marketing Technique Adopted:** It is clearly understood from the above table that 24.91% of hotel given first rank to print media, where as 54.21% of hotel manager given first rank to email or internet. 34.07 % of hotel rank as marketing technique. Out of total hotel 6.96%, 5.49% and 5.13% of hotel and 4.03% of hotel given face book, television, mobile app, and poster and marketing first rank. In case of second rank 31.50% of hotel given second rank to mobile app and 18% of

hotel given to second rank to print media. More than 24.18% of hotel given rank four to print media, where is 15.75% of hotel given fifth rank to print media. Out of 5.86% of hotel given sixth rank to print.

- **Types of support taken by Hotels from the Government (Location wise):** This table gives a clear understanding of the nature of assistance taken by the hotels for promoting marine tourism. Hotel in Puri took the assistances mostly for marketing support both online and offline, special stall facilities in fairs and festivals, and product selling platforms. Puri took the most assistance that is 97 times, followed by Gopalpur that is 23 times and konark 19 times. Table 19 shows the type of support and assistance availed from the government to promote marine tourism. One star hotel took the maximum assistance that is 74 times out of which 30 times for product selling platform, 21 times for marketing support, 14 times special stall facilities in fairs and festivals. Assistance taken by 3 star and 4 star hotels barely stand at 9 times and 7 times respectively. 2 star hotel took assistance 40 times which constitute infrastructures about, marketing support, policy support product selling platform, special stalls
- **Types of Hotels (in percent):** Out of total four star hotels, Puri has 86% four-star hotel and 14% four-star hotel are located in Gopalpur. 78% three-star hotels are located in Puri and 22% are located in Gopalpur. Similarly, 90% of two-star hotels are located in Puri. In total, Puri has more than 53% of hotels followed by Gopalpur which has 6.96% of hotels.
- **Promotional strategies adopted by the hotels to Promote Tourism:** The table 5.67 gives idea about strategies adopted by hotels to promote tourism. 58% of the hotels tie up with marketing agency (161) followed by Promotion through agents 45% (126) and 40% hotels use advertisement on websites to promote tourism (110) and 38.09% hotel promote tourism through personal contacts.
- **Ranking given by the Hotels to the Marketing Technique Adopted (in percent):** It is clearly understood from the figure 5.20 that 24.91% of hotel given first rank to print media, where as 54.21% of hotel manager given first rank to email or internet. 34.07 % of hotel given participation of hotels in fairs as first rank as marketing technique. Out of total hotel 6.96%, 5.49% and 5.13% of hotel and 4.03% of hotel given face book, television, mobile app, and poster and marketing first rank. In case of second rank 31.50% of hotel given second rank to mobile app and 18% of hotel given to second rank to print media. More than 24.18% of hotel given rank four to print media, where is 15.75% of hotel given fifth rank to print media. Out of 5.86% of hotel given sixth rank to print.
- **Tour Packages Offered by Hotels (Location Wise):** The analysis of cross tabulation summarized in table no 5.92 which gives idea about the nature of tour package offered by the hotels. Poor district offer 21 whole odisha Package whereas 110 religious package, 40 historical package and 10 coastal packages, 5 handicraft packages. Hotel in konark offered one whole Odisha package, 11 religious' packages, four historical and coastal packages each, and four other handicraft packages. In case of fourstar hotels all the hotels providing whole Odisha tour package and also all type of our packages to its customers. Out of total three-star hotels only 1.47% offering coastal tourism package. Among all the hotels 2.56% of hotels offering tour packages for coastal places. Out of total hotels only 18 hotels (6.59%) offering tour packages of marine to its privileged customers.