



# **PROMOTION OF OBSCURED TOURIST DESTINATION THROUGH DIGITAL MARKETING WITH SPECIAL REFERENCE TO COIMBATORE**

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## **ABSTRACT :**

In the evolving landscape of the tourism industry, digital marketing has emerged as a transformative tool in promoting destinations beyond the mainstream. This study focuses on the strategic use of digital marketing to enhance the visibility and attractiveness of obscured tourist destinations, with a special emphasis on Coimbatore. The need to diversify tourism flows and support underrepresented locales has grown critical amidst the saturation of popular spots and the evolving preferences of modern travelers seeking unique, authentic experiences. The study identifies key challenges faced in promoting hidden destinations, including limited awareness, weak digital infrastructure, and content quality issues. The study finds that well-planned digital marketing with engaging and authentic content can boost awareness and visits to lesser-known places. It offers insights for Coimbatore's tourism stakeholders to run effective campaigns and support inclusive, regional tourism growth.

**Keywords:** Obscured destinations, Digital marketing, Coimbatore tourism, Content marketing, SEO, Influencer marketing, Sustainable tourism.

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## **INTRODUCTION**

Tourism plays a vital role in the economic and cultural development of a region. While well-known tourist destinations like Paris, New York, and the Maldives have received the heavy promotion and lion's share of attention, largely due to their strong historical, cultural, and commercial significance, many lesser-known or "obscured" locations remain overlooked despite their unique beauty, heritage, and potential. In a digital era, where most travelers discover new places online, digital marketing has emerged as a powerful tool to promote these hidden gems.

This study focuses on how digital marketing can be effectively used to increase awareness and tourist footfall in obscured destinations, particularly in and around Coimbatore. Digital tools like social media platforms, influencer collaborations, blogs, search engine optimization (SEO), and user-generated content have made it easier and more affordable to reach a wider audience. The challenges like low visibility, weak digital presence, and limited marketing budgets. They also struggle with poor content quality, targeting the right audience, and competition from popular spots.

The findings of this study will help growing interest in offbeat travel experiences and a shift in consumer preferences, this research aims to highlight how content-driven and cost-effective digital strategies can transform tourism for underrepresented places. By understanding public perception, platform preferences, and key marketing challenges, this study provides insights for tourism stakeholders to develop sustainable, engaging, and impactful campaigns that promote regional tourism and support local economies.

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## **REVIEW OF LITERATURE**

1. **Arun M (2023)** The article "Impact and Growth of Coimbatore Tourism" examines the importance of tourism in Coimbatore, Tamil Nadu, India. This study aims to understand the socio-economic characteristics of tourists, their preferences and challenges. Descriptive research was used using primary data from 100 respondents through questionnaires and secondary sources such as magazines. The research found that Coimbatore has cultural, architectural and natural attractions with challenges such as secure infrastructure service quality, etc. Suggestions include promoting local culture. Increase adventure travel and improve safety measures. The study concludes that tourism in Coimbatore has the potential for economic growth and employment.
2. **Saurabh Kumar Dixit (2020)** This article examines the dimensions of tourism in India. It focuses on cultural ecology and economic importance. The aim is to highlight the role of tourism in economic growth and job creation. and deal with challenges When using an

interdisciplinary research approach. The special issue features 10 studies covering destination branding. Tourist behavior inheritance management Thematic route marketing, etc. Suggestions focused on strategic branding. sustainable tourism and innovative approaches to education and marketing. The brief highlights tourism's potential to position India as a key global destination. It drives further research on under-researched topics in Indian tourism.

3. **Amitabh Mishra (2014)** This study assessed the need to market India as a global tourism destination. and evaluate the efficiency of the tourism industry. The objective is to highlight India's untapped tourism potential. and identify barriers such as inadequate infrastructure. and substandard marketing strategies Qualitative research is used to analyze data from secondary sources such as government reports. Tourism statistics and newspaper This study points to increased infrastructure development. Targeted promotion and better service quality. The conclusion highlights that initiatives such as “Amazing India” have shown progress. But India lags behind smaller countries. In terms of the number of tourists coming in and income It emphasizes the need for intensive marketing and development efforts.
4. **R. Elliott and C. Boshoff (2009)** Marketing of Tourism Services Using the Internet: A Resource-Based Perspective explores the Internet marketing of small tourism businesses. The aim is to identify non-technical resources relevant to online marketing success and sustainable competitive advantage. This study uses the RBV framework based on a large-scale empirical approach with a focus on alliances. Product representative and the knowledge of owners and managers. In summary, it was found that integrating technology with unique business resources is essential to achieving and maintaining a competitive advantage in the tourism market.
5. **Maria Lichrou, et.al (2008)** Place-product or story of the place? Guidelines for Tourism Destination Marketing" is a critical examination of tourism marketing challenges. The aim is to assess the limits of treating the end product as a narrative. Research using a narrative approach explores cultural factors. history and symbols that influence the travel experience Conclusion which includes Focus on storytelling It emphasizes the dynamic and contested nature of destinations. and calls for a framework that values cultural meaning and ethical considerations in tourism marketing. This approach promotes more meaningful connections between travelers, places and communities.

### **STATEMENT OF THE PROBLEM**

This study looks at why many beautiful but lesser-known tourist places don't get the attention they deserve. These spots often miss out because they don't have strong marketing or enough resources. Old-school advertising doesn't work well anymore, especially when people now discover places online. As a result, travelers keep choosing only the famous destinations. This project explores how tools like social media, SEO, and influencers can help bring these hidden gems into the spotlight.

### **OBJECTIVES OF THE STUDY**

- To examine how digital marketing helps to promote lesser-known tourist destinations.
- To explore how content creation (such as blogs, videos, and virtual tours) attracts interest in hidden destinations.
- To understand the challenges and benefits of using digital marketing for lesser-known destinations and suggest improvement.

### **LIMITATIONS OF THE STUDY**

The research is limited to consumers in Coimbatore, so the results may not reflect the attitudes of people in other cities or rural areas. The data was collected through a questionnaire, which depends on the honesty and understanding of the respondents. Some people may have given answers without much thought or skipped important details. Due to time and resource constraints, only a limited number of respondents were included, which might affect the overall accuracy of the findings.

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## **RESEARCH METHODOLOGY**

### **SAMPLING DESIGN**

The sample was collected among the people on a convenient sampling method.

### **SAMPLING SIZE**

Data was collected from 110 respondents from people

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## **DATA COLLECTION**

### **PRIMARY DATA**

- The data collected for this study was based on primary data which was collected by framing the structured questionnaire given to the people.

### **SECONDARY DATA**

- The secondary data was collected from various journals, books, website.

**TOOLS FOR THE STUDY**

- Simple percentage Analysis
- Likert scale Analysis

**SIMPLE PERCENTAGE ANALYSIS**

**TABLE 1**  
**TABLE SHOWING THE DISCOVER OF NEW TRAVEL DESTINATIONS THAT**  
**AREN'T WELL-KNOWN OR MAINSTREAM**

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Travel forums	30	27.3%
2	Word of mouth	49	44.5%
3	Instagram influencers	31	28.2%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>

**(SOURCE: PRIMARY DATA)**

**INTERPRETATION:**

The data shows that 27.3% of respondents discovered from travel forums, 44.5% of respondents discovered from word of mouth, 28.2% of respondents discovered from Instagram influencers.

**INFERENCE:**

The majority of respondents (44.5%) actively discovered unknown new travel destinations from word of mouth.

**LIKERT SCALE ANALYSIS**

**TABLE 2**  
**TABLE SHOWING LEVEL OF AGREEMENT ON LIMITED AWARENESS**  
**AND RECOGNITION**

S.NO	LEVEL OF SATISFACTION	NO. OF RESPONDENTS	LIKERT SCALE (X)	TOTAL SCORE (FX)
1	Strongly disagree	59	5	295
2	Disagree	11	4	44
3	Neutral	9	3	27
4	Agree	9	2	18
5	Strongly agree	22	1	22
	<b>TOTAL</b>	<b>110</b>		<b>406</b>

**(SOURCE: PRIMARY DATA)**

**INFERENCE**

The Likert value is 3.6, which is slightly above the midpoint value of 3. This suggests that they have awareness and recognition

**FINDINGS**

- Majority (51.8 %) of respondents between 18-25 years of age.
- Majority (57.3 %) of respondents are male.
- Majority (30.9%) of respondents belongs to Students.
- Majority (64.5%) of respondents are Unmarried.
- Majority (46.4%) of respondents occasionally use digital platforms to discover travel destination.
- Majority (33.9%) of respondents use both the Instagram and you-tube to learn about lesser-known tourist destinations.

- Majority (48.2%) of the respondents travel a few times a year.
- Majority (60.9%) of the respondents visited lesser-known tourist destinations.
- Majority (44.5%) of the respondents discovered unknown new travel destinations from word of mouth.
- The Likert value is 3.6 is higher than the mid value (3), thus they have awareness and recognition.
- The Likert value is 3.3 is higher than the mid value (3), thus they do not have issues on SEO and search visibility.
- The Likert value is 3.2 is greater than the mid value (3), thus they have not have impact on influencer and travel blogger.
- The Likert value is 2.8 is lesser than the mid value (3), thus they agree with the impact on User Generated Content (UGC).
- The Likert value is 2.5 is lesser than the mid value (3), agree with the cost effectiveness of digital marketing.
- The Likert value is 3.6 is greater than the mid value (3), thus they do not have budget constraints.
- The Likert value is 3.2 is greater than the mid value (3), thus they do not have trust and credibility issues.
- The Likert value is 2.9 is lesser than the mid value (3), thus they have lack on high quality content.
- The Likert value is 2.8 is lesser than the mid value (3), thus they have challenges in infrastructure.
- The Likert value is 2.3 is lesser than the mid value (3), thus they agree with the weak digital infrastructure.

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## SUGGESTION

- Influencer Marketing Campaigns: Partner with social media influencers to promote obscure destinations.
- Virtual Tours and 360-Degree Videos: Showcase destinations through immersive virtual tours.
- User-Generated Content Campaigns: Encourage travelers to share photos, videos, and stories.
- Targeted Social Media Ads: Reach potential travelers through targeted Facebook, Instagram, and Google Ads.
- Collaborate with Local Content Creators: Partner with local photographers, videographers, and writers to showcase hidden gems.

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## CONCLUSION

Digital marketing opens doors for hidden destinations to shine, connecting curious travelers with places they've never heard of. With creative content, even the quietest towns can become must-visit spots, and social media buzz has the power to spark real-world adventures. But true success goes beyond pretty posts and trending hashtags, it requires thoughtful planning genuine local stories and a clear commitment to sustainability. Striking the right balance between growth and preservation helps maintain the unique charm of these places. Even with limited budgets, smart strategies and meaningful partnerships can create a big impact. As trends shift, staying adaptable is essential to keeping campaigns effective. In the end, digital marketing has the potential to transform hidden gems into global treasures.