



Impact of digitalization over transformative marketing on Indian wellness tourism sector

Mrudhusha Mohanan¹
Dr.Suraj Kushe Shekhar²

Abstract

The study examines the role of digitally driven transformative marketing on the travellers' decision on wellness tourism itineraries. The study gives an empirical insight into the emerging yet evolving concept of transformative marketing built on digitalization and its impact particularly on Indian Wellness Tourism Sector. The study will pave way to a potentially futuristic and holistic research study, which can provide the research community with newer insights on Transformative Marketing methods, aided by digitalized sophistications like chatbots, AI ,etc. which are Digitally Interactive Platforms. The study will examine the significant influence of Digitally Interactive Platforms on the wellness tourism businesses, thereby also looking into whether the same enhances the marketing effectiveness and service quality delivered in this era of digital transformation of businesses.

Keywords: Chatbots, Digitalization, Online travel decision, Transformative Marketing, Wellness Tourism

1. Introduction

Indian wellness tourism sector has been one of the most outperforming industry in the recent years with a magnanimously brilliant progression in terms of both tourist arrival as well as revenue generation. There might have been many reasons for this to happen, but the prime reason is nothing but the direct influence of digitalization in the new era of transformative marketing.

The travel business today like Wellness tourism make use of the Digitally Interactive Platforms to keep updated and to keep themselves in the main front to grab the opportunity in no time. Digitalization has helped the customers to find the best for them with minimum effort and time.

Digital innovations like Chatbots, Artificial Intelligence, etc. have been commendably aiding the businesses to make the best out of them. There is no doubt that the coming decades are on looking the trends, to be the game changers. Studies can surely help to identify the blind spot in marketing efforts, so that things can be fixed at an early stage itself further tapping the competitive advantage.

This paper focuses on the relevance of the technological implications over the wellness tourism sector in enhancing its marketing efforts in a digitally driven fashion. The use of Digitally Interactive Platforms makes it more user friendly. This helps the customers in making a better choice of wellness tourism destination where they can render the best services and facilities.

2. Literature Review

Transformative marketing is a perfect mix of a business firm's marketing activities, measurable standards, long term comprehensive business plans and other related factors that get impacted out of transformations taking place in the macro environment. (Kumar, 2018). There are numerous businesses that are transforming seamlessly, but a closer examination of those throws light on the fact that not every businesses have got success stories to share, but definitely there are successful few with common or similar strategies and traits (Anthony & Schwartz, 2017). The consumers mostly prefer those business firms which give them what they want in a very convenient and may be at a comparatively lower price (Eckhardt & Bardhi, 2015). Transformative marketing has got the ability to trigger the adequate interplay between the business and the stakeholders to create and offer value for the customers who are ultimately prioritized.

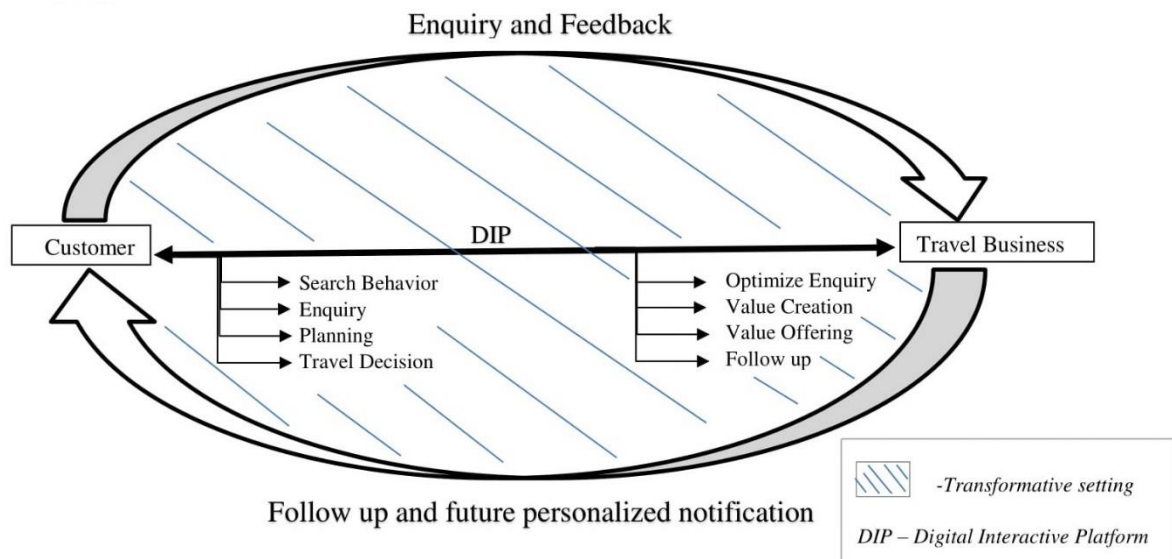
¹ Teaching cum Research Assistant, mrudhusha.mohanan2019@vitstudent.ac.in
mrudhusha.mohanan@vit.ac.in VIT, Vellore

² Assistant Professor Senior (Grade II), surajk.shekhar@vit.ac.in, VIT, Vellore

Today's businesses are by now equipped to take its flight as they are data rich and tech-driven. Today its easy for businesses to get to know the changing preferences of consumers thereby providing them with exactly what they want, which is all possible because of the internet facilities and the digital services available (Farooq & Raju, 2019). It is so evident that businesses who got the right strategy to deal with the transformations can provide the users or customers with timely and quality products or services. Technological advances and big data revolution allow businesses to get the required data of the customers or users quickly, so as to interact with all the stakeholders there by delivering quality content and product offerings. The conventional focus of marketing in making the product or service available to the consumers need to be switched towards the customer want satisfaction, which can only contribute to value addition in marketing which further ehnces and improvise the transformative marketing (Polonsky, 2011).

Wellness tourism can be considered as a holistic tourism which may include health tourism, medical tourism, spa tourism etc. which are all finally an intention to promote and enhance the mental and physical wellbeing of the tourist. Wellness tourism is gaining popularity in the present day scenario mostly because people find it a necessity to find a little time for their self, taking a needed break out of the busy and stressful world.

The wellness tourism includes an array of practices like Yoga, Ayurveda, Siddha, Meditation, Yunani, Spa treatment etc. The lifestyle transformation of people, rise in their standards of living, increased disposable income etc. prompt them to choose the best itinerary when it comes to a travel decision. Today they have a huge number of choice to compare with and decide on. The digital marketing technique of travel businesses has eased out things for the travelers, making it far simpler for them, in taking the perfect travel decision. Following the literature review and based on the independent and dependent variables found out for the study, the following model have been proposed by the researcher.



3. Research Methodology

3.1 Method

The present study purposes to employ a survey type of research to collect the required data. It may make use of data gathering technique of direct personal interview and data collection tool like questionnaire to be distributed to the respondents of the study. This study consider digitalization and technological innovations as the independent variable. Transformative marketing effectiveness and quality of product or service delivered are considered as two dependent variables.

3.2 Study participants and procedure

The participants will consist of the both domestic as well as foreign tourists representing the beneficiaries or users of Indian Wellness Tourism. The study intends to conduct a convenience sampling

method of sample selection. Apart from the travelers, data will also be gathered from the wellness tourism business firms too (Marketing managers, travel consultants, etc) to get a deeper insight about the digitalized transformative marketing they follow and to get an understanding about its influence over the business. The respondents will be provided with questionnaire, which they will be asked to fill up, to check their responses and intentions. Both the sample groups will be provided with separate set of questionnaire respectively.

3.3 Independent Variable

Two independent variables will be used in the study which are digitalization and technological innovations. Both are manipulated variables as per the study.

3.4 Dependent Variable

Transformative marketing effectiveness and quality of the product or service delivered are the two dependent variables or measures used in the proposed study. Using a 5 point Likert Scale ranging from 1 (Strongly disagree) to 5 (Strongly agree) would be used to measure the effectiveness and quality as per the mentioned variable.

4. Conclusion

A study on transformative marketing with high degree of specialization in digitalization and digitally interactive platform on wellness tourism is on looked here. Transformative marketing paves a new way for research enthusiast, where there are multiple areas to be explored through fine research work. The proposed study intends to find out the significant influence of the digital platforms on the tourism businesses and its further implication or add on into the desirable service quality.

The study will try to answer the prompted question of whether the technological sophistications like Digitally Interactive Platforms impact the effectiveness of transformative marketing, further contributing as an add on to the wellness tourism service quality which will be delivered or is it not having any major implications over the same.

5. References

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