

Domestic Promotion and ability including Hospitality

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Source: Ministry of Tourism

The Domestic Promotion and Publicity including Hospitality (DPPH) scheme was initiated by the Ministry of Tourism Government of India in 2004, with a key **objective of creating general awareness amongst the domestic population about the potential tourist destinations in the country**, thereby developing the domestic tourism market in India.

Key highlights

- **Four region-specific campaigns: Under the scheme, there were four region-specific campaigns viz.**

1. North-east campaign
2. Central India campaign
3. South India Campaign, and
4. Eastern India campaign along with one special Buddhist site campaign.

- In addition to the region-specific campaigns, **two general campaigns viz “Atithi Devo Bhava” and “Indian for India”** were also introduced to create a general awareness about tourism amongst the people of the country.
- The campaign employed a mix of all the major mass media like TV, Radio, News Paper, and Magazine. The Ministry of Tourism commissioned MARCH Marketing Consultancy and Research, Hyderabad for an evaluation study to examine the efficiency of the promotional tools used in the campaign and to assess the impact of the campaign in promoting awareness about the tourist destinations .
- For the purpose of the data collection, extensive

fieldwork was carried out in December 2006 in eight major cities viz: Delhi, Bombay, Chennai, Kolkata, Bhubaneswar, Lucknow, Ahmedabad, and Hyderabad.

- The study examines the effectiveness of the promotional tools and assesses the impact of the campaigns. It also makes recommendations to improve the effectiveness in future campaigns

Recommendations

1. **Promotional Tool:** The importance of any particular promotional method clearly depends on the characteristics of the target audience specifically with reference to their media preferences.
 1. Internet
 2. Television
 3. Additional Promotional Tools(Rail Ticket, Bus Ticket, and ATM slips can be used as an additional tool for print media campaign)
2. Promotion method:
 1. Product Specific
 2. Period specific
 3. Locale specific
 4. Increase the frequency and Extending the Coverage
3. Promotion Organization:
 1. Departmental Coordination
 2. Stake Holders Participation
 3. Public-Private Partnership