

Exploring the Impact of Digital Marketing Innovations on Advancing Sustainable Tourism in Rajasthan

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Abstract: Digital marketing advancements are critical in promoting sustainable tourism by impacting traveller choices and business approaches. The role of digital marketing tools like personalized eco-tourism campaigns, green branding and social media outreach in the promotion of sustainable tourism are examined as a case in point in Rajasthan through this study. Primary data was gathered from 245 people comprising tourists, local tourism operators and digital marketing professionals through structured surveys and interviews in at least major areas like Jaipur, Udaipur, Jodhpur and Jaisalmer. These strategies include AI-powered personalized recommendations, influencer partnerships and augmented reality experiences, which the research shows can help make sustainable travel through trendy experiences more widely known. Results reveal a substantial association between innovative marketing strategies and greater demand for environmentally friendly tourism solutions. Several barriers were identified, such as limited digital literacy and infrastructural challenges. Hence, this study suggests useful recommendations to the management, stakeholders of Rajasthan tourism industry to harness these innovative digital marketing strategies for saving environment and improving sustainability of tourism in Rajasthan.

Keywords: Digital Marketing, Sustainable Tourism, Eco-tourism Campaigns, AI-powered Recommendations, Digital Literacy.

