

Contemporary Practices in Tourism Advertising Campaigns in Himachal Pradesh, India

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Abstract:

The broad range of tourism advertisements has resulted in a successful tourism boost in the local area and is a cause for holistic development in the area. Advertisement campaigns help to promote tourism which indirectly helps to develop the state or a country. Campaigns is the key factor responsible for maintaining consumer's behavior or changing their attitude towards the subjects, although today we are surrounded by advertisements everywhere, whether it is print media or social media, advertisement plays an important role to change consumers' mindset or urges to aware or buy a service or a thought.

The research gives information on almost all the survey-based campaigns founded through case studies of Incredible India and Himachal Tourism. The research will look at the creative exposure of advertising campaigns to promote tourism in India, also highlights the theme along with the cultural values and tradition of Himachal Pradesh.

Keywords: Himachal Tourism, Monal, Partner, G20 Presidency, mtb race.

Introduction

Advertisement is the key factor responsible for maintaining consumer's behavior or changing their attitude towards the products, although today we are surrounded by advertisements everywhere, whether it is print media or social media, advertisement plays an important role to change consumers' mindset or urges to buy a service or a product.

Advertising become a critical factor in tourism which is capable to change tourists' attitudes and behavior towards the destination. Creativity in advertising is the essential part that enhances the appeal conveyed to a targeted audience and provides an intense experience. Tourism is the most important sector of Himachal Pradesh, according to a report by "The Indian Brand Equity Foundation" 7% of the GDP of Himachal Pradesh is contributed by Tourism, In 2021 5.63 million domestic tourists and 4,932 international tourists arrived in the state.

Moreover, traditional media holds a big part of mass communication T.V., Radio, and News Paper, Perhaps, in recent decades there is a rise in integrated media i.e. social media, web advertisements, and influencer marketing. However, there are so many changes in the mode of communication similarly advertisement changes to its current trend, today the advertisers follow the mantra "less is more" which is in trend and becoming a global concept it raised the standard of the product. In these kinds of advertisements ideas and concepts have gained higher importance rather than the amount of information given through these advertisements.

The concept is “minimalism” This minimalistic movement starts in America in the 1960s and gained momentum across the world and focused to reduce elements and promoting straightforward creative concepts.

Advertising and tourism in India

Whereas in tourism advertisement is complex as it has no product to promote, but services are promoted through advertisements in tourism since 2002, an initiative was taken by Govt. of India i.e. Incredible India campaign, which promoted both domestic as well as international tourism in India, and helps to promote India as a brand internationally, to increase the inflow of tourism in India.

The main advertisers of the incredible India campaign are Ogilvy and Mathers a renowned ad agency, Holding a large number of creative advertisements campaign for promoting tourism under the Ministry of Tourism.

Advertisements are :

- MEMORIES OF DESTINATION (2018):
The campaign is considered as “world’s most honest film” it shows Madhya Pradesh, with the pictures taken by tourists, and won silver In the international Cannes Lion’s Festival.
- MADHYA PRADESH TOURISM TOY FILMS (2018):
The advertisement is internationally awarded by graphite pencil. At D&AD Awards 2018, in this, the movable toys are added with the music “MP me dil ho bacche sa”.
- FIND WHAT YOU SEEK (2016):



Figure 1 :Madhya Pradesh tourism campaign of incredible India 2018



Figure 2: Incredible India campaign, Find what you seek, 2016

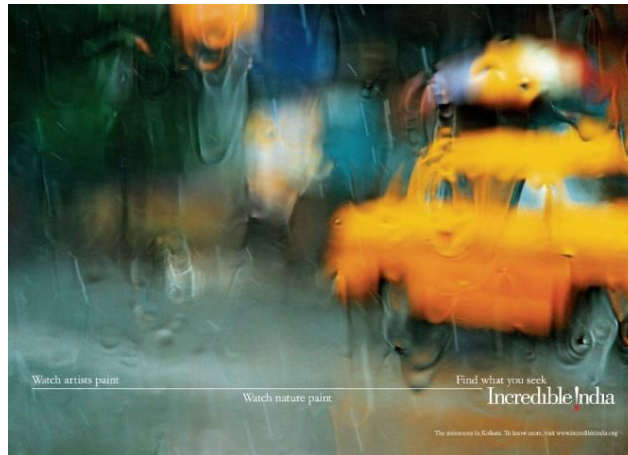


Figure 3: Incredible India campaign, Find what you seek, 2016

This advertising campaign by Ogilvy and Mathers highlights the colors and transport industry of India. The Incredible India campaigns have done an outstanding task of presenting India worldwide. They showcased the development of the country through expressive images that aroused curiosity and interest in the country. Conversations between the organization and client led to the expression of the idea: ‘Find what you seek.’ It was built on the perception that India is rich in tradition, culture, and tourism too that’s why tourists want to visit our country.

TOURISM CAMPAIGN IN HIMACHAL PRADESH:

Since 19th century, Himachal was only famous for a pilgrimage site with few destinations. Or temples, but in 20th century Britishers explored and make the summer capital of India in Himachal in 1864, and which led Himachal to develop as a tourist state.

Now, Himachal Pradesh is known as a tourist destination with all well-known activity-based tourist spots. In the **Fig.2** and **3**, advertisement played a very big role to promote the tourism of Himachal worldwide, the advertisements under incredible India campaigns are so mesmerizing that attract both domestic and international tourism.

Himachal govt. also played an important role in promoting tourism with a slogan i.e. “A Destination for All Seasons for All Reasons”. On the occasion of 75th year of independence, all the advertisement of Himachal Tourism comes with the logo “Ajadi ka Amrit Mahotsav”.

CREATIVE INITIATIVE BY HIMACHAL PRADESH TOURISM:

Under Incredible India:

Since 2009, A Chandigarh-based creative agency, “Partner” is working with Himachal Pradesh tourism and advertised the campaign with the logo of an incredible India initiative with the ministry of tourism and Himachal Pradesh Government , have shown the cultural essence, beauty, destination, and seasonal activities which attract tourists in the state.

They also designed a creative magazine for Himachal tourism named “Monal”. The magazine illustrates scenic beauty (**Fig.4**) as well as knowledge about the place and discussed packages and offers by Himachal Tourism and shares information of stays and inns.

The name of the magazine “Monal” is a name of a bird found in the Himalayan region in India and is a national bird of Nepal and a state bird of Uttarakhand.



Figure 4: Monal, Magazine by Partner ad agency Chandigarh

Quiz campaign (June 2022):

Another creative initiative taken by Himachal Pradesh Government is the quiz campaign. It builds interest, eagerness, excitement, and an urge to buy a product or service. In this, a question is asked with the visuals to promote knowledge and destination among tourists and targeted audience, and also with some prize money to involve more and more audience in the initiative. The campaign is done under the Himachal tourism and Himachal government.

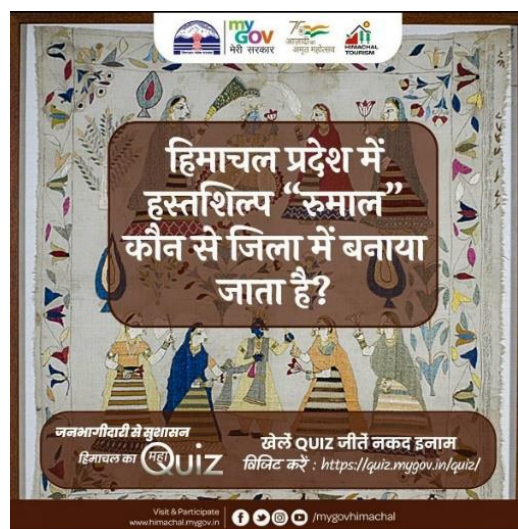


Figure 5: Himachal Tourism Quiz Campaign, 2022

In the **fig.5**, the question is asked about the handicraft handkerchiefs of the Chamba district of Himachal Pradesh and is famous as Chamba rumal, it is famous for depicting mythological themes which show the

scenes of Mahabharat and Ramayana, and other decorative elements or themes similar to the environment of Himachal Pradesh.

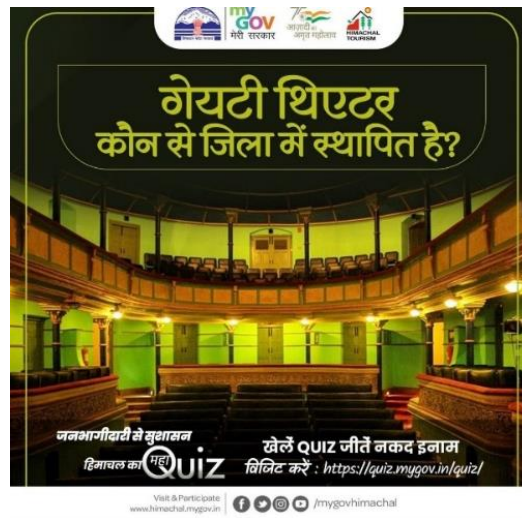


Figure 6: Himachal Tourism Quiz Campaign, 2022

Similarly in the **fig.6** the image shows the Gaiety theater of Shimla, Himachal Pradesh and it depicts the architectural beauty of the theater which was established in 1887 and was designed by the architect Henry Lewin. It is a cultural heritage building on the ridge of Shimla and hub of cultural events of Himachal Pradesh. It has been used as a setting spot for various movies, music albums ,etc. Tourism is developing and now there are several more examples in this context, that highlights our cultural heritage and converted into renowned tourist destinations through the advertisements.

Puzzle Time Campaign (Aug 2022):

A puzzle is designed with the name of destinations with the visual below the poster, one has to guess the place and adjust the names in the puzzle also one of the creative initiatives of HP tourism. It is a crossword game in which blocks are filled with alphabets to complete the word which depicts the illustration in the campaign. This is promoted with the logo of Himachal tourism and “Ajadi ka Amrit Mahotsav” with a tagline of “heavenly Himachal”.

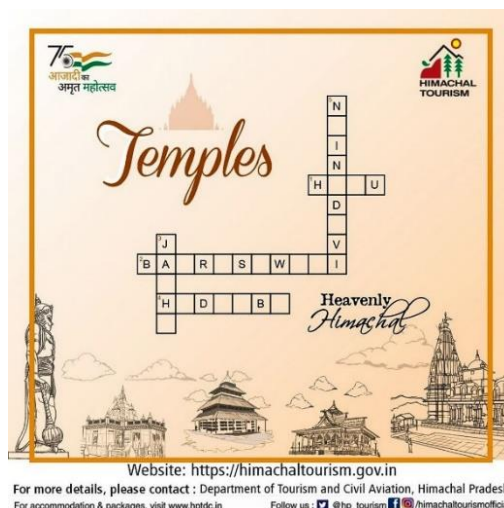


Figure 7: Himachal Tourism, Puzzle Campaigns, 2022

The *Fig.7*, which represents the visuals at the bottom illustrates renowned temples of Himachal Pradesh, as Himachal is known as “Dev Bhoomi” and it is famous for its temples from which some temples are mentioned in this design these are Jakhu temple which is in Shimla, Bajreshwari temple located in Kangra in Himachal Pradesh and Hadimba temple of Manali other one is Naina Devi temple in Una District of Himachal Pradesh and the last one in this puzzle is Hatu temple in Narkanda, Himachal Pradesh. Himachal is rich in cultural and spiritual aspects with faith in the heart of the natives of Himachal Pradesh, which also brings balance to nature.



Figure 8: Himachal Tourism, Puzzle Campaign 2022

In the *fig.8*, the puzzle is created on adventure spots on Himachal Pradesh similarly it also has some illustration that depicts these adventures spots which are Bir Billing in Baijnath which is famous for paragliding, Kullu for river rafting, Narkanda for mountain climbing and Kufri for skee in Shimla and Chamba is depicted as a group of tourist in Himachal Pradesh.

Likewise, there are many other campaigns and initiative took by HP govt in tourism sector. To promote and attract tourism in Himachal Pradesh, included “MTB Himachal Janjheli 2022 (India’s most beautiful MTB race and “explore the unexplored”, which shows its unique culture, architecture, landscapes, fairs and traditions.

Mtb Himachal Janjheli 2022 is the first bike race organized by the Himachal Adventure Sports & Tourism Promotion Association (HATPA) along with Himachal Tourism and the Government of Himachal Pradesh. The race started from Shimla on 23 June 2022, and end on 26th June at Janjheli. The Punchline of the campaign is “*And the Adventure begins*”. The race was planned to promote the culture of cycling in Himachal Pradesh. The campaign was promoted on the official pages of Himachal Tourism and on social media. It depicts the beauty of the off-road trails of Himachal and also illustrates the passion for bike riding which highlights the product i.e., mtb bike.

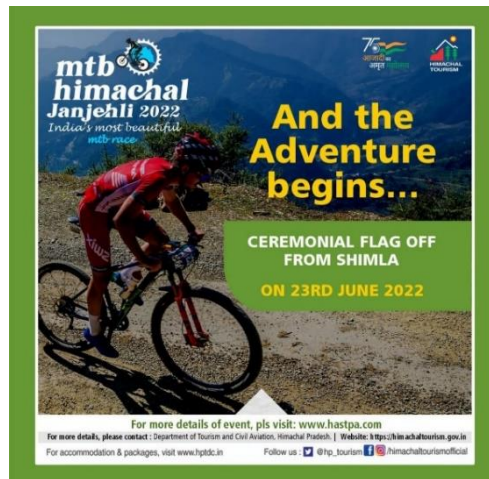


Figure 9: Himachal Pradesh Tourism Campaign of mtb Himachal Janjehli, 2022

UNDER G20 PRESIDENCY:



Figure 10: G20 Presidency logo, 2023

Under the G20 presidency, the Visit India initiative taken by the Ministry of Tourism started working more actively on the campaigns in the tourism sector, the concept of eco-tourism and sustainable tourism is gaining priority. Before 2019 tourism industry have seen rapid growth but due to covid 19 pandemic tourism suffers a lot, but year 2023 can boost the tourism industry, and promoting tourism, culture, heritage, and spirituality is the main concern of the Government of India in 2023. The logo of G20 depicts a globe and lotus the thought of “Vasudev kutumbkam” which represents the whole world is a family, it is a maha Upanishads in Sanskrit.

G20 is important because it represents 60% of the total world’s population and it is a mixture of both major developed countries as well as the developing country was set up in 1999, at that time it was launched as a finance minister forum.

On the other hand, another initiative is Utsav (the land of festivals), as we all know festivals are the best way to explore Indian culture and spirituality. Included cultural events and festivals in utsav.gov.in.

Visit India Year 2023:



Figure 11 :logo of incredible India Campaign, 2023

It is an initiative taken by Hon’ble ministers of tourism Shri G. Krishan Reddy under an incredible Indian campaign to promote and experience the culture and festivals of India. The logo and campaign were launched on 31st January 2023 on the occasion holding of the G20 presidency.

The logo shows the sign of “namaste” with all the elements doodled inside identified Indian culture, where namaste is the cultural gesture of welcoming in India which represents the thought of “Atithi devo bhava”. Although, Himachal Tourism is promoting their campaign in the companionship of incredible India under one shed of G20’s presidency to promote India internationally.

Campaigns along with G20 Presidency in Himachal Pradesh

The tourism sector is in priority of the government to promote tourism through different initiatives and campaigns, as tourism brings an all-inclusive development of the area and promotes the culture and tradition of a country or a state, now All the Himachal tourism advertisements promote the G20 presidency along with the logo.



Figure 12: Himachal Tourism, “Did you know” campaign under G20 Presidency, 2023



Figure 13: Himachal Tourism, "Did You Know" campaign, 2023

The campaign is the latest initiative of Himachal tourism and is promoted on their official Instagram page and in the official website. As we know the campaign is also like its previous initiative which helps to increase knowledge and bring an urge to visit the place. It is a fact-based campaign that promotes tourism along with facts that are commonly unknown to people. The aim of the campaign is cleared from the initiative to educate the audience and attract tourism, this campaign is promoted with a logo of G20 and Himachal tourism and with the punch line “*Did you know*”, and also illustrated the image as in figure 11 and 12, Suraj tal lake is the highest lake of India a fact-based information delivered to the audience similarly the Renuka ji lake poster they are promoted with a tag of “*heavenly Himachal*”.

Conclusion:

Through the survey of various advertisements and campaign it is clearly observed that in contemporary era , tourism is the main component to develop society and to develop a society, tourism should be developed and is only promoted through advertising campaigns, bring awareness or attract spectators from different regions, persuade tourists to visit in Himachal Pradesh and helps to grow the tourist states, that why the advertisement is a key factor to develop tourism.

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