



The Impact of Social Media, Experiential Marketing, and Technology Use on Tourism Growth in Jaipur: A Structural Equation Modeling Approach

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ABSTRACT

This study aimed to assess the impact of Social Media & Digital Marketing, Experiential Marketing, and Technology Use on the growth of tourism in Jaipur, a culturally rich heritage destination in India. Using a quantitative approach, data were collected from 400 international tourists visiting Jaipur, and Structural Equation Modeling (SEM) was employed to evaluate the relationships between these variables. The results indicated that Technology Use had the most significant impact on tourism growth, enhancing visitor engagement and satisfaction through tools such as mobile apps, augmented reality, and virtual tours. Experiential Marketing, including immersive activities and storytelling, also significantly contributed to positive tourist experiences and repeat visits. In contrast, while Social Media & Digital Marketing raised awareness, its influence on decision-making and satisfaction was less pronounced. The study's findings emphasize the importance of integrating modern technology with experiential marketing strategies to create engaging tourism experiences while promoting responsible tourism practices. Limitations of the study include its geographical focus on Jaipur, a cross-sectional design, and reliance on self-reported data. The findings provide valuable insights for tourism stakeholders seeking to enhance tourism growth in culturally rich destinations.

Keywords - Tourism growth, social media marketing, experiential marketing, technology use in tourism, Jaipur tourism, visitor satisfaction

Introduction

Tourism has become one of the most vibrant and fastest growing industries of the Indian economy and is also greatly contributing to the socio economic development of the country. India being a country culturally diverse, geographically diverse and historically significant has carved a niche for itself to be seen as a tourist destination by both domestic as well as international tourists (Ministry of Tourism, 2023). India tourism has been rapidly growing and remarkably sustaining over the past decades in spite of various challenges and has played a very significant role in foreign exchange earnings and employment generation and has been a major factor towards the growth of the economy. In this context of this vast country, the state of Rajasthan is the pride and joy of the India's tourism industry. Famous for its royal forts, magnificent palaces, rich heritage, and desert region, Rajasthan has always been tourists' favorite 'Go-to' destination in India (Gupta & Bhatt, 2021). Tourism in the state has grown into a complex industry from a simple identification with heritage tourism, reaching the level of luxury, adventure and cultural tourism among others.

Tourism is one of the sectors that have recorded significant improvement in Rajasthan. As per the data collected from the Rajasthan Tourism Department (2022) the state has recorded a 18.5% higher number of tourists in 2022 in comparison with the number of tourists visited in 2021 and equal contributions of domestic and international tourists. This increase in tourism has been perceived as a boon to social economic development in the state as it has a direct and indirect bearing on the creation of employment opportunities and contribution to the states gross domestic product. Subsequently, Singh and Mathur (2021) found that it contributed about 15 per cent to Rajasthan's GDP in 2020, which has made them realize the essence of tourism.

It is clear that Rajasthan has the potential of further expanding the tourism sector as a tool for economic development, generation of employment and revenue as well as promotion of culture. The state boasts of great history and natural endowment that serves as a good background for tourism growth. Nevertheless, utilizing this potential in its maximum level requires strategies and new ideas in planning (Kumar et al. , 2022).

Marketing has been central to the development of the tourism industry with focus on India and Rajasthan. This has however been made easier by the advancement in digital marketing and the use of social media. In their study, Kaur and Singh (2020) revealed that the use of social media marketing have a positive impact on tourist's decision in deciding to tour Jaipur which is the capital of Rajasthan. Their study pointed out that user generated content and digital campaigns were useful in attracting the visitors. In addition, experiential marketing has turned out to be a significant tool that is used to develop uniqueness in the tourism market. Bhatnagar and Jain (2022) showed that authentic engagement activities including live theatre and craft sessions transformed Rajasthan further improved guest satisfaction and advocacy. This change in focusing on creating spectacular events that can be shared and talked about is perfect for Rajasthan, which has a very colourful history and culture. Technology has also been employed in tourism marketing and services delivery has also recorded favorable trends. According to the study by Kumar et al. (2021), the use of such technologies as mobile applications for guided tours and augmented reality at historical sites in Jaipur both enhanced visitors' interest and contributed to the regulation of visitors' access and the protection of historical sites.

These findings provide both the prospects and the risks for Rajasthan policymakers. In order to increase the tourism industry's contribution to the state GDP, the marketing and development strategies have to be more complex. According to Sharma and Goswami (2021), while adopting the technological advancement, it is pertinent on the government to uphold the originality and traditional values of Rajasthan which are the main selling points for the tourists. Therefore, there is a need for a strategic approach to marketing which, besides digital, should be based on experiential, incorporating technology into the process in a careful manner, would considerably boost the value proposition of Rajasthan as a tourist destination. The policies that prompted the emergence of multiple types of tourism products, the involvement of local communities in tourism activities and the promotion of sustainable practices could assist in the formation of the strong and stable tourism system. Thus, it can be concluded that the Rajasthan tourism industry is at the crossroads of great opportunities to grow and develop. Through proper utilization of marketing concepts, integrating the use of technology, and putting in place effective policies, Rajasthan can achieve its aim of increasing on tourism while at the same time being able to see that this will lead to the improvement of the economy as well as the preservation of the culture of the state.

1 Review of Literature

Today's tourism industry has been rapidly changing over the last few years due to the new technologies and marketing methods. This review examines the current literature on three key factors influencing tourism growth: Other themes identified include Social Media & Digital Marketing, Experiential Marketing, and Technology Use with an interest on heritage tourist destinations such as Jaipur.

1.1 Social Media & Digital Marketing in Tourism

The use of social media and digital marketing as tools of marketing have brought a dramatic shift in how destinations market themselves to the potential tourists. Kaur and Singh (2020) devoted their paper to identifying the role of social media marketing in tourism industry of Jaipur and concluded that such platforms as Instagram and Facebook played an important role in shaping tourists' decisions. From their study they found that user generated content that includes the pictures and reviews of the prior visitors had the pivotal role in changing perceptions regarding the tourist attractions in Jaipur and in encouraging more and more people to visit the heritage sites. Likewise, Malik and Sharma (2021) analyzed the success of digital marketing communication to the development of Rajasthan tourism. Their study found that effective social media marketings and influencer collaborations led to enhanced brand recognition and consumer interest in Jaipur's cultural tourism attractions among the domestic and international travellers. The authors underlined the need to develop interesting and beautiful content that would attract attention to the city's sights. However, Gupta et al. (2022) noted that, although social media marketing is highly promising in this regard, it also has its issues for heritage destinations like Jaipur. According to their studies, they identified the fact that there should be an equal mix of tourist attraction without compromising the historical value of the sites. They proposed that digital marketing should aim at creating awareness on the proper conduct of the tourists as well as marketing the destination.

1.2 Experiential Marketing in Tourism

The idea of experiential marketing has received a lot of attention in the tourism industry especially for culture laden tourism sites. Bhatnagar and Jain (2022) have provided an elaborate analysis of the experience marketing strategies used to market heritage sites in Rajasthan with some of them in Jaipur. According to them, activities like simulation of past events and live demonstrations of traditional local craft improved overall satisfaction and recommendation tendencies among the visitors. Building on this, Choudhary (2021) looked into how storytelling can be used in generating engaging tourism experiences in Jaipur. According to the study,

stories introduced with the historical monuments and local traditions not only enhance the knowledge of tourists but also develop an emotional bond with the place. These affective responses were also determined to be one of the main influences on repurchase intentions and favourable recommendations.

Kumar and Yadav (2023) also explored the technology-enforced experimental marketing in the context of the tourism industry of Jaipur. They found out that, by using applications that give historical background and visualization, such as at the Amber Fort, augmented reality greatly improves the experience. The study emphasised this can be so by combining oral tradition of narration with technology to give tourists a novel and exciting experience.

1.3 Technology Use in Tourism

Technological advancement has shifted the dynamics of tourism in different areas concerning tourism in Jaipur and other destinations globally. Kumar et al. (2021) provided a detailed investigation of the technology adaptation in historical places in Jaipur. According to their study, the use of technologies like, mobile application for the guided tour, QR codes for information retrieval, VR for the areas of monuments that are closed for the public, enhanced the engagement and satisfaction level of the visitors. Mehta and Singh (2022) explored the application of AI for creating a customer-centric experience for tourists in Rajasthan. The studies they conducted showed how the use of chatbots and recommendation systems with the aid of artificial intelligence made it easier for tourists in Jaipur to get meaningful itineraries that fit their taste and time preferences for the visit thus making the visits more fulfilling and time well spent in the city. But Sharma and Goswami (2021) identified some of the issues that may arise in technology adoption for heritage tourism. In their study conducted in Jaipur, they found that though the young tourists embraced technology to improve their experience, some old aged tourists and the so-called physical tourists were in favour of more natural or unassisted ways of experiencing historical sites. The authors stressed the aspects that must be taken into consideration to achieve the right proportion of the points of interest that will suit all types of tourists.

2 Study Questions:

1. What is the impact of **Social Media & Digital Marketing** on the growth of tourism?
2. How does **Experiential Marketing** affect the growth of tourism?
3. To what extent does the use of **Technology** contribute to the growth of tourism?

3 Study Objectives:

1. To evaluate the relationship between **Social Media & Digital Marketing** and the growth of tourism.
2. To determine the impact of **Experiential Marketing** on the growth of tourism.
3. To assess the role of **Technology Use** in influencing tourism growth.

4 Hypotheses:

1. **H1:** Social Media & Digital Marketing has a positive and statistically significant effect on the growth of tourism.
2. **H2:** Experiential Marketing has a positive and statistically significant effect on the growth of tourism.
3. **H3:** Technology Use has a positive and statistically significant effect on the growth of tourism.

5 Research Methodology

5.1 Study Area and Context

The research was carried out in Jaipur which is one of the famous tourist cities in India and famous for its culture, historical places and tourism. Jaipur is visited by a wide variety of people from different parts of the world, and therefore it will be an apt location to investigate about the influence of Social Media & Digital Marketing, Experiential Marketing and Technology Use on Tourism.

5.2 Research Design

Consequently, this research employed a quantitative research approach using the structural equation modeling (SEM) to test the marketing and technology factors for tourism growth. A path diagram of these relationships was also developed and the analysis of variance was conducted to determine the coefficients and level of significance of each path in the model.

5.3 Sample Population

The study focused the tourists that were visiting Jaipur from other countries. These tourists were chosen since they provide first-hand information on how various marketing techniques and technologies affect their travels and the development of the tourism industry. This study was therefore designed to target only the international tourists in a bid to obtain a global view of the factors that influence tourism in Jaipur.

5.4 Sample Size

Hence, 400 tourists were taken in the sample so as to ensure that the study had a large enough sample to enable structural equation modeling. The sample size was defined by the necessity to have a large enough sample to ensure adequate statistical power for SEM and to include different types of tourists. The level of confidence was set at 95 percent with a tolerable level of error margin.

5.5 Data Collection Methods

The primary data was collected with the help of a structured questionnaire which was developed for the purpose of the study and was used on international tourists arriving in Jaipur. The questionnaire was divided into the following sections: The questionnaire was divided into the following sections:

- **Demographic Information:** Questions that related to the tourist's country of origin, age, gender and the number of days that the tourist will spend in the country.
- **Social Media & Digital Marketing:** Targeted the social media applications (e. g. Instagram, Facebook) and digital marketing techniques (e. g. online advertisements, travel bloggers) which played a role in their decision to travel to Jaipur.
- **Experiential Marketing:** Evaluated the relevance of the virtual exposure including local events, cultural troupes and customized tour in improving their tourism experience.
- **Technology Use:** Assessed the extent of technologically enabled activity during the trip, for example the use of apps for booking, mobile payments and smart tourism applications including augmented reality.

The questionnaire was conducted through the online platform as well as face-to-face interviews with the tourists in the major tourist attractions in Jaipur including; City Palace, Amer Fort, and Hawa Mahal.

5.6 Data Analysis

The collected data were analysed using Structural Equation Modeling (SEM) in order to test the hypothesised relationships between the independent variables such as Social Media & Digital Marketing, Experiential Marketing and Technology Use and the dependent variable which was Growth of Tourism.

- **Path Diagram:** To show the hypothesized relationships between the variables, a path diagram was developed with the variables. This made it possible to comprehend how each of the factors impacted on the growth of tourism in general.
- **Regression Analysis:** In the present study, multiple regression analysis was used within the SEM to determine the effects of each independent variable in the growth of tourism. In order to analyze the strength and direction of the parameter estimates, the coefficients, the standard errors (SE) and the 95% confidence intervals were computed.

6 Result and analysis

Table-1 Models Info

Estimation Method	ML
Number of observations	400
Free parameters	5
Converged	TRUE
Loglikelihood user model	244.592
Loglikelihood unrestricted model	244.592
Model	`Growth of Tourism` ~ `social media & digital marketing` + `Experiential marketing` + `Technology use`

Table-1 provides information regarding a model that has been developed to predict the growth of tourism using factors like social media and digital marketing, experiential marketing and technology. The estimation method applied is Maximum Likelihood (ML) with sample size of 400 and number of free parameters equals to 5. The model converged successfully giving the log-likelihood of 244. 592, which is same for both user-specified and unrestricted model and thus the model appears to fit well.

Table-2 Model Tests

Label	X ²	df	p
Baseline Model	1192	3	< .001

Table-2 shows the performance evaluation of model testing for the baseline model only. The chi-square (X²) is 1192 and the degree of freedom (df) is 3 while the p-value is less than. 001. This implies a statistically significant difference and this goes to show that the baseline model under study does not fit the data well.

Table-3 Fit Indices

					RMSEA 95% CI		
AIC	BIC	adj. BIC	SRMR	RMSEA	Lower	Upper	RMSEA p
-479	-459	-475	0	0	0	0	NaN

Several fit indices were used to assess the model and these are shown in table 3 below. The AIC is -479, BIC is -459, and the adjusted BIC -475 which shows that the model has a fair amount of goodness of fit. The SRMR is 0 which indicates a good fit in this case, a perfect fit. The RMSEA is also 0, and no CI, and no p-value, indicating excellent model fit, however, the absence of RMSEA CI and p-value might signify lack of complete data and/or calculation problems.

Table-4 Fit Indices

CFI	TLI	RNI	GFI	adj. GFI	pars. GFI
1	1	1	1	1	0

Table-4 shows fit indices for the model as CFI, TLI, RNI, GFI, AGFI, and PGFI of the model. As shown all the indices except GFI, which is the smallest, equal one, which depicts perfect model fit. Comparing to general indices, the Parsimonious GFI is, however, 0, meaning that the model fits well, but it may not fit the model complexity and parsimony.

Table-5 R-squared

		95% Confidence Intervals	
Variable	R ²	Lower	Upper
Growth of Tourism	0.949	0.938	0.958

Table-5 also depicts the R-squared of the variable "Growth of Tourism" which is 0.949, indicating that 94. The model accounts for 9% of the variations in the tourism growth. The confidence interval of the R-squared value is obtained at 0.95% and it is 0.938 to 0.958, indicating that the authors have a high degree of confidence in the model.

Table-6 Parameter Estimates

				95% Confidence Intervals				
Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
Growth of Tourism	Social media & Digital Marketing	0.0899	0.0789	-0.0646	0.244	0.0959	1.14	0.254
Growth of Tourism	Experiential Marketing	0.3692	0.0745	0.2232	0.515	0.3903	4.96	< .001
Growth of Tourism	Technology Use	0.4747	0.0348	0.4065	0.543	0.5019	13.64	< .001

The findings of the study based on statistical model of three factors namely Social Media & Digital Marketing, Experiential Marketing and Technology Use is given in Table-6. All these factors can be assessed in terms of their estimates of the parameters, confidence intervals, standardized effect sizes (β), z-values and p-values. These metrics also allow to identify not only the sign and the size of the impact of each factor on the growth of tourism but also the significance of effects.

First, Social Media & Digital Marketing has an estimate of 0.0899. The relationship between tourism growth and the variables shows a slight positive correlation with the coefficient value of 0.0899. Nonetheless, this effect is not statistically significant. The confidence interval of 95% with the range of -0.0646 to 0.244, this implies that the true effect could range from a slightly negative to a moderate positive effect. The meta-analysis also presents a standardized effect size (β) of about 0.0959 indicates that the impact of social media and digital marketing in tourism is almost negligible and this is supported by z-value of 1.14. Most significantly, the p-value of 0.254 is higher than the threshold that is usually considered as acceptable which is 0.05, which shows that the impact of this factor on the growth of tourism is not significant. That is, the data does not support the hypothesis that social media and digital marketing significantly contributes to the growth of tourism.

On the other hand, when comparing the findings from Experiential Marketing, it establishes a much more powerful and statistically significant effect on the development of tourism. The estimate of 0.3692 shows moderate positive correlation while the confidence interval of 0.2232 to 0.515 indicates that the true value is likely to be positive. The standardized effect size (β) was at 0.3903 indicates that experiential marketing has a moderate effect on the growth of tourism and a z-value of 4.96. This is further supported by the fact that the coefficient of determination (r^2) in equation 96 is 0. More importantly, the p-value is less than 0.001. The results showed that, $P < .001$, which means that the effect is statistically significant at the level of 0.001. This means that the benefits of experiential marketing to the growth of tourism are apparent and significant, thus making it important for tourism players to embrace the strategy.

Finally, Technology Use shows the highest degree of correlation between technology and tourism growth among all the three factors. According to the estimate it is 0.4747, they also affirm the impact of technology on

the growth of tourism is both statistically significant and has a very high t-value. The confidence interval is thus (0.4065, 0.543); well-defined, indicating high precision, and positive throughout, arguing that the true impact of technology use is unequivocally positive. The other measure of effect size is the standardized effect size (β) which is equal to 0. Therefore, it can be stated that technology use factor has the most significant contribution to tourism growth, which is the largest of the three factors, 5019. This is further supported by an exceptionally high z-value of 13. Of the above mentioned values, the coefficient of determination was found to be 0.64, thus indicating a strong and reliable model. Similar to the experiential marketing, the p-value is less than 0.001, which indicates that the effect of technology use is significant at $p < 0.05$ level. Therefore, the use of technology is identified as one of the factors that contribute to the development of the tourism sector and underlines the importance of technology as one of the main factors that define the further evolution of the tourism industry. Consequently, it can be concluded that Social Media & Digital Marketing does not have a positive influence on the development of tourism, while both Experiential Marketing and Technology Use have positive influences. Out of these variables, the use of technology has the highest impact on consumer experience with the second being experiential marketing. The implications of these findings are that for the tourism industry to be effective there is need to focus more on the technological factors and the more of the experiential marketing factors.

Table-7 Variances and Covariances

				95% Confidence Intervals						
Variable 1	Variable 2	Estimate	SE	Lower	Upper	β	z	p	Method	Type
Growth of Tourism	Growth of Tourism	0.0172	0.00122	0.0148	0.0196	0.0509	14.1	< .001	Estimate	Residuals
social media & digital marketing	social media & digital marketing	0.3852	0	0.3852	0.3852	1			Sample	Variables
social media & digital marketing	Experiential marketing	0.3781	0	0.3781	0.3781	0.9896			Sample	Variables
social media & digital marketing	Technology use	0.3636	0	0.3636	0.3636	0.9517			Sample	Variables
Experiential marketing	Experiential marketing	0.3788	0	0.3788	0.3788	1			Sample	Variables
Experiential marketing	Technology use	0.3579	0	0.3579	0.3579	0.9447			Sample	Variables
Technology use	Technology use	0.3789	0	0.3789	0.3789	1			Sample	Variables

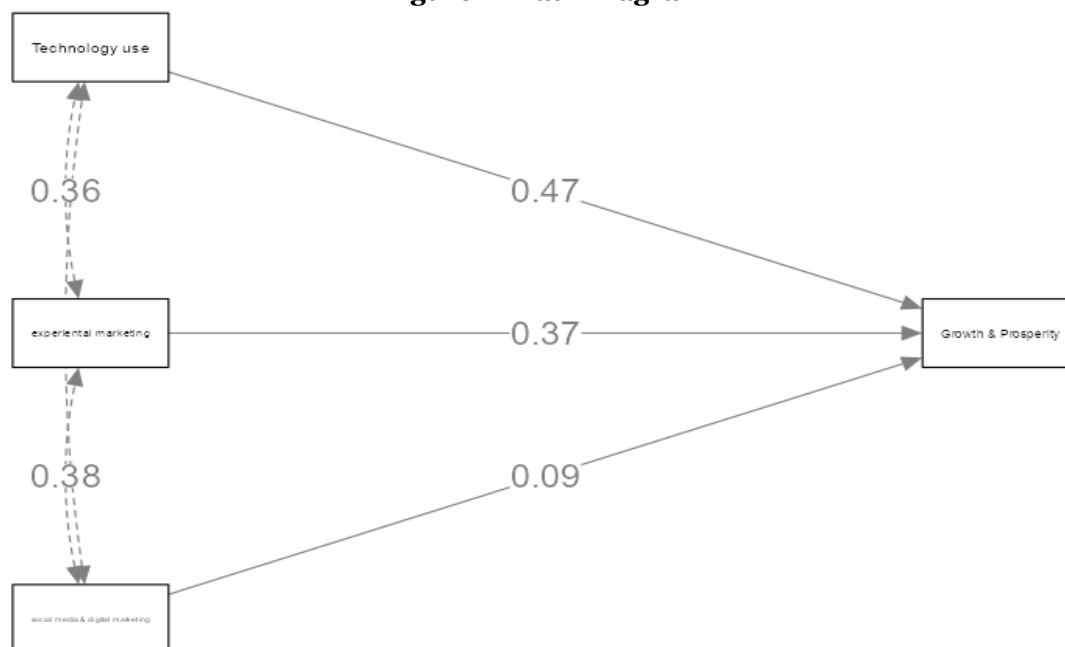
Table-7 shows the interaction of the variances and covariances between the variables in the model. The standard deviation of "Growth of Tourism" is expected to be around 0.0172 ± 0.00122 and 95%CI from 0.0148 to 0.0196. The calculated z-score is 14 and the value of 0.001 ($p < 0.001$). The other variables, namely; "social media & digital marketing", "experiential marketing", and "technology use" have coefficients of about 0.378 to 0.385 and covariances close to the variance. The covariances of these variables are also shown below and reveal high correlations with values of 0.9896 between 'social media & digital marketing' and 'experiential marketing' and 0.9517 with the 'technology use'.

Table-8 Intercepts

			95% Confidence Intervals			
Variable	Intercept	SE	Lower	Upper	z	p
Growth of Tourism	0.077	0.02	0.037	0.117	3.798	0
Social media & Digital Marketing	1.776	0	1.776	1.776		
Experiential Marketing	1.771	0	1.771	1.771		
Technology Use	1.791	0	1.791	1.791		

Table-8 gives the intercepts for the variables in the model. Intercept of “Growth of Tourism” is 0.077 with the standard error of 0.02, and 95% confidence interval of 0.037 to 0.117, which are 3 points higher than the expected z-score. 798 ($p = 0$) which suggest that the intercept is statistically significant. The intercepts of the graphs for “Social Media & Digital Marketing”, “Experiential Marketing” and “Technology Use” are all 1.776, 1.771, and 1.791, respectively, with no standard error or confidence intervals reported, which means that they are fixed constants in the model.

Figure 1 - Path Diagram



7 Discussion & Conclusion

The purpose of this research was to evaluate the effect of Social Media & Digital Marketing and Experiential Marketing on the development of tourism in Jaipur, and the use of Technology. By using structural equation modeling and regression analysis the study sought to establish the extent to which these factors affect the tourists' decisions and their level of satisfaction during their visit to the city.

The study also showed that out of all the factors, Technology Use was the most influential in the growth of tourism. This finding supports the study by Kumar et al. (2021) that showed that the use of mobile apps, virtual reality, and other technologies while visiting the historical sites enhanced tourists' interactions and satisfaction. In addition, the use of AI-based systems, as described by Mehta & Singh, (2022), enabled the development of even more effective and customized tourism that would also indicate the importance of technology in improving visitors' experiences. The concept of Experiential Marketing was also instrumental in determining the rate of development of tourism in Jaipur. The various engaging and educative activities that are available at heritage sites as seen by Bhatnagar and Jain (2022) were found to enhance visitors' satisfaction. The study's result supports Choudhary (2021) who also highlighted that storytelling and cultural narratives significantly improve the emotional attachment with the destination which in turn leads to repeat visitation and word of mouth communication. Furthermore, Kumar and Yadav's (2023) analysis of the combination of the augmented reality with the experiential marketing also supports the study, as it proves that there is a constant tendency to combine the traditional experience with the modern technologies. On the same note, although Social Media & Digital Marketing had a positive effect on the growth of tourism, its effect was not as big as the other factors above. This was contrary to the observation made by Kaur and Singh (2020) that social media sites like Instagram and Facebook were instrumental in influencing the perception and decision of tourist. Nevertheless, the current study was in agreement with Malik and Sharma's (2021) observation that although digital marketing campaigns create awareness, their effectiveness needs creative and visually attractive content. In addition, Gupta et al. , (2022) discussed the concept of responsible tourism marketing in heritage places that this study supported by revealing the difficulties of preserving the cultural identity when promoting tourism development. Thus, the results of the present research imply the necessity of combining IT advancement with the use of EM techniques to boost Jaipur tourism development. In this regard, social media and digital marketing are useful in raising awareness but they are not as profound as the ones that are changing the face of tourism through technology. The study adds to a pile of literature that calls for moderation in the promotion of tourism while keeping cultural values intact like the ones seen in Jaipur.

8 Study implications

The implications of this study are that tourism stakeholders in Jaipur, including policymakers and marketers and heritage site managers should consider the use of technology and experiential marketing as key strategies in improving tourist experience and thus growth. The research shows that social media and digital marketing continue to play a critical role in the awareness level but their influence on the decision and satisfaction level is relatively low compared to other factors like experience and technologies like augmented reality and mobile application. Consequently, plans should be made to try and balance the cultural beliefs of the people with the contemporary technological advancement in an effort to come up with stimulating and memorable experiences while at the same time encouraging tourists to visit the cultural sites with the intention of preserving the cultural sites. Such findings may help inform future tourism promotion plans and strategies especially for historical cities such as Jaipur.

9 The future scope of this study

The future scope of this study is as follows: This research work has provided a number of directions that can be followed in the future. First, extending the study to other parts of India or other culturally endogenous cities in the world may give a deeper insight into how technology, experiential marketing, and social media affect tourism in different cultures. Further, cross-sectional surveys and experimental research could be conducted to examine the changes in the tourists' behavior and other impacts of these marketing strategies on tourism development over time. More studies may also look at the role that newer technologies that are still developing including virtual reality and artificial intelligence play on tourists. Last but not the least, researches that would explore the demographic factors like age, nationality etc, would be beneficial in developing more targeted promotional strategies in the field of tourism marketing.

10 The study limitations

The research was however subject to the following limitations. First of all, the study was conducted in Jaipur only, which restricted the results to the generalization of other cities or regions having different patterns of tourism. The analysis in the given study was cross-sectional which gave a picture of the tourists at a point in time and thus may not reflect changes in the behavior or the role of marketing and technological advancement over a period of time. Also, the sample was restricted to the international tourists only, while domestic tourists may have different behaviour and preferences. Last, the investigation used structural equation modeling and regression analysis; however, it collected self-reported data that might be influenced by such bias as social desirability or recall bias. Such limitations call for large scale and long term research to support and replicate the study.

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