JHARKHAND TOURISM
EVIDENCE FROM RANCHI ON INTEGRATED MARKETING COMMUNICATION

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ABSTRACT
Integrated Marketing Communication helps the target audience i.e. tourists to get one single unified message. The communication strategy can help to increase sales, to maintain market share, to create and improve brand recognition, create a favorable climate, to create a competitive advantage. The Tourism Industry with its rapid growth and the need for all communications related to marketing with an objective of reaching the target audience should bank upon IMC. As a rule, for a better communication the barriers in terms of noise have to be eliminated. The advent of Integrated Marketing Communication (IMC) in 1993 allowed both Academicians and Industrialist to understand different aspects of Integrated Marketing Communication. A case study on Jharkhand Tourism with the capital Ranchi as the Tourist destination has been conducted to understand the IMC strategy and the use of marketing communication tools. The study aims to gain a better knowhow on IMC in Jharkhand Tourism with special emphasis on Ranchi. The customers are more selective towards the product and services since they belong to the industrial belt of state of Jharkhand. As these customers are smarter and more demanding the integrity of the Brand perception can be utilized in a better way which would stand as an advantage to IMC. The identifying parameter for marketers would be the trustworthy factor. The integration in communication brings in integrity and hence trusts towards the brand because customers would see and perceive the organization as a whole rather than in pieces which adds positive perception about the company. Since the purchasing powers of the customers are very high the communication strategies focus not only on the introduction the product offering to ending it with the purchase but followed by a repeat purchase. This present study aims to emphasize on IMC Strategy on Jharkhand tourism and the IMC tools used for Ranchi under Jharkhand tourism.

KEY WORDS: Tourism, Tourism Demand & Supply, Integrated Marketing Communication issues, Promoting Ranchi Tourism through IMC.