

Promotional Strategies and Tourists' Intention to Revisit: Evidence from Kuakata, Bangladesh

Nusrat Sharmin Lipy*

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ABSTRACT

Purpose: This study aims to examine the impact of five promotional strategies—advertising, sales promotion, publicity, direct marketing, and digital marketing—on tourists' intention to revisit Kuakata.

Methodology: A quantitative, cross-sectional survey design was employed, with data collected from 256 valid respondents (university students and previous visitors to Kuakata) using convenience sampling. Descriptive statistics and regression analysis were conducted using SPSS to assess the current situation and explore the relationships between promotional strategies and revisit intentions.

Findings: Promotional strategies significantly influence revisit intentions. Digital marketing ($\beta = 0.234$) and direct marketing ($\beta = 0.176$) had the strongest impact, followed by traditional strategies like advertising ($\beta = 0.204$) and sales promotion ($\beta = 0.213$).

Practical Implications: The findings provide valuable insights for businesses, government agencies, and marketers in the tourism sector, highlighting the importance of investing in well-rounded promotional strategies to encourage repeat visits and strengthen destination loyalty.

Originality/Value: This study contributes to the academic literature by bridging the gap between promotional strategy research and tourism revisit intentions. It offers empirical evidence that supports strategic marketing initiatives in destination management.

Limitations: The study utilized a convenience sampling method, which may limit the generalizability of the findings. Future research could employ a broader sampling strategy and include additional variables to deepen understanding.

1. Introduction

The tourism industry has become a vital economic pillar for many countries, with coastal tourism and recreational activities significantly contributing to national income (Al-Khaldy et al., 2022; Li et al., 2024). This study is grounded in the Theory of Planned Behavior (TPB), which provides a framework for examining how promotional strategies influence tourists' intention to revisit. This growth is partly attributed to strategic tourism development, guided by both traditional and modern marketing frameworks.

* Corresponding Author

1. Department of Management Studies, University of Barishal, Bangladesh, E-mail: nslipy@bu.ac.bd, Orcid ID: 0000-0002-8773-9945.

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With its numerous landscapes and hospitable human beings, Bangladesh's tourism industry holds great potential. Kuakata Sea Beach inside the Patuakhali district stands proud as a rare scenic beauty and one of the most famed beaches within the country (Islam et al., 2022). Kuakata sea beach, known as Shagor Kannya (Daughter of Ocean), stretches for approximately 18 kilometers along the Bay of Bengal, imparting enthralling daily views of each dawn and sunset. However, no matter its vast capacity, tourism in this region has not developed as hastily as anticipated. Regrettably, home attention in the direction of this location remains limited, and each local and worldwide traveler have not begun to completely realise the stunning beauty it holds (Hossain, 2013). Tourists tend to learn about the destination before touring there. That is where promotional strategies come in handy for the destination to depart an effect on traveller thoughts. Now tourism improvement involves economic development of an area. If treated as it should be, tourism can become an important engine for attaining tourist's preferred dream destination.

Studies are available in tourism sector of different Bangladeshi tourist spots. However, there were fewer studies about how to promote Kuakata in front of the domestic and international tourists towards visiting Kuakata Sea Beach. For the purpose of to close this destination gap, we will investigate multiple strategies that influence travelers' intention to revisit to Kuakata Sea Beach. Moreover, the existing literature frequently overlooks how certain promotional techniques (such as digital marketing and direct marketing) distinctively influence travelers' intentions to return in favor of more general objectives like brand recognition or initial visit motivation. This disparity becomes especially important in the context of developing tourism economies, where there is still a lack of research on efficient methods for maintaining visitor engagement through subsequent visits. Furthermore, few studies examine the ways in which modern (digital marketing, direct marketing) and traditional (publicity, advertising) promotional strategies combine to increase the likelihood that visitors will return, particularly for niche locations like Kuakata that have distinct tourism dynamics from more well-known locations. For this reason, we will look into how traditional and modern strategies combined impact tourists' revisit intention on Kuakata and also find out which is more important for tourists' intention to revisit.

The research questions (RQs) are the following:

RQ1: Do traditional promotional strategies significantly affect tourist's intention to revisit in Kuakata Sea Beach?

RQ2: Do modern promotional strategy significantly influences tourist's intention to revisit in Kuakata Sea Beach?

RQ3: Which promotional strategy effect the tourist's intention to revisit most?

The aim of our research to examine how particular marketing techniques such as direct marketing, digital marketing, sales promotion, publicity, and advertising affect travelers' revisit intention to Kuakata Sea Beach. Additionally, to determine which promotional technique has the greatest impact on tourists' intentions to return and to offer helpful advice for tourism marketers on how to implement the most effective advertising strategies to boost Kuakata Sea Beach revisiting rates. The contributions of this study are examining how visitors' intentions to revisit to Kuakata Sea Beach are affected by traditional and modern promotional strategies. It provides a comparative understanding of the promotional strategy that most significantly affects traveler behavior. These findings also offer useful advice for marketers looking to improve their tactics for increasing visitor retention at this particular spot.

2. Literature Review and Hypotheses Development

In modern day highly aggressive tourist industry, the demand for outstanding service providers has substantially expanded. Merely offering fundamental items and services is now not sufficient. Therefore, operators are keenly aware about the significance of using promotional strategies inclusive of

advertising, sales promotion, direct marketing, publicity and digital marketing (Idris et al., 2021). Tourism and hospitality marketing to certain nations or groups of consumers affects a tourist destination's attractiveness (Damarsiwi et al., 2020).

The emergence of social media and place-based browsing has brought about essential shifts in the location of journey and tourism advertising and marketing and communication (Maslova et al., 2020). According to Brusch (2022), the travel and tourism sector's price structure is undergoing great disruptions as rising channels and systems advantage prominence. In the process of creating holiday decisions, travelers rely upon a wide variety of facts assets to be had within the lengthy tail. Accommodation carriers are constantly reevaluating the roles of their advertising and marketing channels and actively seeking revolutionary strategies and policies to correctly promote and distribute their merchandise (Suranova et al., 2021).

The fundamental aim of promotion within the tourism marketing sector is to facilitate the establishment of connections between existing and potential visitors (Liu et al., 2023). The marketing communication mix, alternatively referred to as the promotional strategies, encompasses a distinct combination of advertising, publicity, sales promotion, digital marketing, and direct marketing strategies that organizations utilize to enhance their marketing and advertising goals (Kotler, 2005). Parvez and Bin Kashem (2018) promotion has been recognized as an essential component within an organization's promotional strategy. In the field of tourism industry promotion, it is imperative to exercise caution and consideration when choosing appropriate promotional tools, media platforms, imagery, and formats (Amin, 2017).

2.1 Advertising

Advertising plays a crucial role as the principal and highly efficient means of initially promoting tourist attractions (Deb et al., 2022). It encompasses the implementation of remunerated marketing strategies with the objective of stimulating tourists to actively interact with and acquire products and services (Liu et al., 2023). The effectiveness of advertising lies in its ability to facilitate active engagement of individuals with the content of the event, promote social interaction, and customize the advertising strategy to align with the preferences and interests of participants (Abbasi et al., 2022).

Tourists' reactions to commercials have become a commonly accepted definition of advertising impacts in tourist research (Wei et al., 2022; Choe et al., 2017). Advertising is a protracted-time period investment that subsequently leads clients to make a purchase by using guiding them through a number of processes over the years (Barry & Howard, 1990). As a result, although the stimulus presented in an advertising message may be compelling, the information acquired from an advertisement may not immediately translate into customer purchases (Wijaya, 2019). After being expose to advertising messages, people have interaction in internal psychological strategies that shape their ideals and behaviors. Advertisements with dependable facts are more likely to inspire visitors to make journey plans (Tobias-Mamina et al., 2020).

Previous research has demonstrated that the type of advertising employed significantly impacts individuals' responses to tourism advertisements and its effect on intention to revisit (Van Den Broeck et al., 2018). According to Su et al. (2021), advertising significantly influences tourists' perception of a destination, positively impacting their inclination to visit. Similarly, Kim and Lee (2019) discovered that advertising plays a substantial role in shaping travelers' intentions to visit a place, particularly when it evokes curiosity and serves as a motivating factor.

H1: There is a positive relationship between advertising and intention to revisit.

2.2 Sales Promotion

Sales promotion encompasses a number of verbal exchange techniques that can be designed to generate a quick increase in profits (Gorji and Siami, 2020). These duties embody a variety of duties that are

performed to provide tourists, wholesalers, retailers, or other organizational clients with more fees or incentives (Yin-Fah et al., 2011). As a result, those responsibilities result in a boom in immediate earnings via both one-time purchases and recurring business enterprises from tourists. Sales promotion makes use of a wide variety of selling incentives and techniques with the purpose of accomplishing a right-away or short-term effect on an agency (Totten & Block, 1994). Muthukrishnaveni and Muruganandam (2012) regarded sales promotion as a direct catalyst for a product's added value or as a perk for customers, salespeople, or distributors. To effectively persuade tourists to utilize and choose a destination's offerings, sales promotion activities are strategically implemented and integrated within the overall environment (Ali et al., 2019).

Sales promotions have a significant impact on attracting tourists (Han et al., 2024). However, it is important to recognize that people from different groups, including seasonal and regular travelers, may respond differently to the discount offer. This difference in response is able to influence their intention to return (Crespo-Almendros et al., 2023; Prados-Peña et al., 2022). Sales promotions deliberately use various strategies such as discounts, promotions, free trials etc. with the objective of persuading visitors to buy a particular product or service if they can afford it advertising and marketing strategies have been successfully used to attract tourists in the tourism sector (Ahmetoglu et al., 2014; Han et al., 2024). According to Shamsi (2018), sales marketing has a positive influence on tourists' intention to revisit to a destination. Prior research has consistently shown that giveaways, and other sales promotion strategies have significant impact on decisions of tourists to visiting any destinations.

H2: There is a positive relationship between sales promotion and intention to revisit.

2.3 Direct Marketing

Direct marketing involves engaging in personalized communication with the intended audience in order to provide them with information regarding a specific business, product, or service (Batra & Keller, 2016). When someone personally approaches prospective clients to encourage them to use products or services, it constitutes direct marketing (Firdaus et al., 2024; Kotler & Keller, 2016). In contrast, the primary objective of indirect marketing is to enhance brand awareness, which ultimately leads to increased sales. Direct marketing is effective because it allows for precise targeting of a specific audience with tailored information (Kotler & Keller, 2016). It eliminates intermediaries, focuses on customer needs, adopts various formats, utilizes a direct distribution route, and facilitates direct interaction between the manufacturer and the consumer. The goal of direct marketing is to persuade a specific demographic to purchase one's product or service or encourage tourist to visit a destination.

Direct advertising and marketing encompass the exercise of carrying out direct conversation with capability purchasers, using a range of strategies inclusive of e-mail, unsolicited mail, and telemarketing (Batra & Keller, 2016). Within the sector of tourism, direct advertising can be utilized as a method to successfully sell numerous traveler sights, destinations, or occasions. Past studies findings advocate that the implementation of direct advertising strategies has the potential to have a tremendous impact at the tendency of individuals to interact in tour activities (Amin & Priansah, 2019; Hujic & Salihic, 2020). Purnama and Pralina (2016) found that direct marketing has a big impact on how tourist saw a place, which increased their desire to go there.

H3: There is a positive relationship between direct marketing and intention to revisit.

2.4 Publicity

Media outlets rely on outside sources for news-worthy information to generate exposure. Prior research has emphasized the importance of comprehending the cost and importance of publicity, highlighting the

need for a deeper know-how in this regard (Klein & Dodds, 2018). Within the theoretical discussions surrounding tourism, it's far commonly regularly occurring that individuals frequently construct their preliminary intellectual depiction of a particular vacation spot through extraordinary media platforms, along with information stores, cinematic productions, and literary works (Peña-Martel et al., 2018; Cassel & De Bernardi, 2021). Significantly, it's far critical to notice that those resources aren't clearly associated with projects geared toward promoting journey (Hanusch, 2010). Information about destinations sourced from the media is often perceived as more authentic and credible compared to information derived from advertising (Loda et al., 2007). The significance of media in shaping destination images is heightened by the perceived credibility and acceptability of its content (Morgan & Pritchard, 2005). So, this trend has an impact on the intention of tourists to engage in revisits and their willingness to recommend destinations (Nadeau, et al., 2008).

The easy accessibility of destination information via publicity has the potential to have an influence on destination choices in two separate demeanors. Firstly, it can attract new tourists to a location. Secondly, familiarity with a destination can encourage repeat visits. Familiarity refers to the level of knowledge one has about a product, acquired through direct and indirect interactions (Seo et al., 2013). The attention-grabbing perspective explores the correlation between media visibility and the demand for travel, as tourists take advantage of the prevailing attention during a particular period (Hsieh & Chen, 2011). For example, Hudson and Ritchie (2006) found that travelers' perceptions of a place improved by media coverage, increasing their desire to revisit.

***H4:** There is a positive relationship between publicity and intention to revisit.*

2.5 Digital Marketing

Digital marketing encompasses the strategic promotion of products or brands via electronic media, employing various channels and methodologies that empower organizations to assess marketing campaigns and acquire immediate and valuable insights regarding their efficacy (Ahmed et al., 2019). In contrast with traditional marketing methods, digital marketing enables organizations to meticulously choose tools that augment marketing endeavors while simultaneously reducing costs (Magano and Cunha, 2020). The difficulty for tourism marketers is to be aware of how travelers acquire information given that the tourism business is defined by a variety of internet outlets (Almeida-Santana & Gil, 2017). According to Magano et al. (2020), understanding and harnessing the power of digital marketing technologies are crucial for success in the tourism sector and to attract tourists towards a destination.

Several past studies have investigated the impact of digital marketing on tourists' intentions to revisit a destination all over again. For instance, Chen et al. (2019) discovered that the adoption of digital marketing has been observed to have a significant and favorable impact on the intention of tourists to revisit a particular destination. In the context of Kuakata, it is anticipated that the implementation of digital marketing promotional strategies will result in a greater number of tourists to the area. Similarly, Wang and Lee (2019) identified that the effect of digital marketing on tourists' intention to revisit a destination is tremendous. Digital advertising technique is considered distinctly powerful and influential within the subject of advertising. Prior studies have established that the utilization of digital marketing strategies can significantly have an impact on the intentions of tourists to revisit a selected vacation spot (Leung & Bai, 2013; Tavitiyaman et al., 2021). The tourism sector is recognizing the growing significance of digital advertising as an increasing number of vacationers rely upon the internet for journey planning functions.

***H5:** There is a positive relationship between Digital marketing and intention to Revisit.*

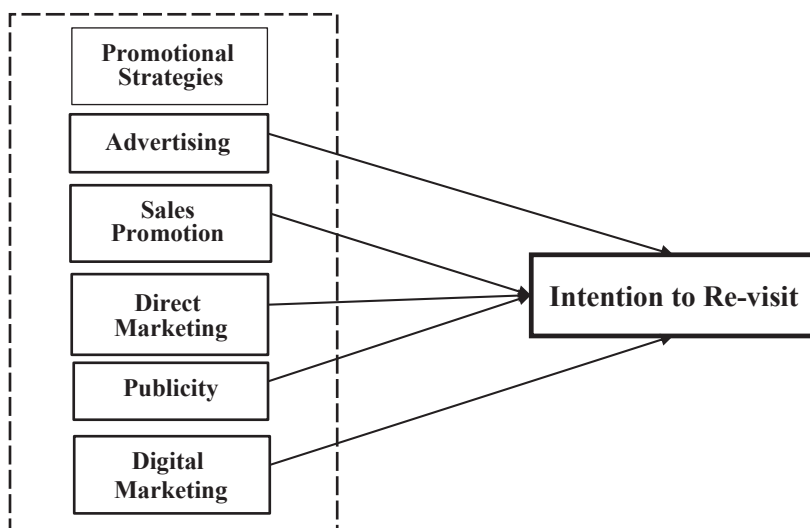


Figure 1. Conceptual Model
Source: Author's Constructed

3. Methodology of the Study

3.1 Instrument Development

The primary data for this study was collected through a questionnaire consisting of three sections. The first section comprised seven questions focused on gathering respondents' demographic information, providing a foundation for understanding their background. Moving on to the second section, a total of 24 questions were designed to explore the respondents' perceptions regarding the impact of promotional strategies on their decision-making process. This section aimed to examine how different promotional strategies influenced their thoughts and choices. Finally, the third section encompassed eight questions that aimed to identify the specific factors respondents considered essential for a satisfactory revisit experience. This comprehensive questionnaire structure allowed for a systematic exploration of various aspects related to demographics, promotional strategies, and factors influencing revisit decisions.

Measurement instruments for each section were adapted from prior validated studies that faced similar research challenges. Each promotional strategy variable consists of four items, all of which influence revisit intention.

3.2 Data Collection and Samples

Information was collected from tourists visiting Kuakata Sea Beach in Bangladesh for the purpose of this study. A total of 300 data were used 256 and 44 were removed for unusual responses. Twenty-five tourists participated in a pilot study before the full data collection process began to evaluate the questionnaires for their clarity, readability, and reliability. The feedback received during the pilot phase necessitated adjustments in the phrasing of certain questions in order to enhance their clarity. Before initiating the data collection process, the participants were contacted and given a comprehensive explanation of the research objectives. The data collected was thoroughly examined and analyzed using SPSS version 25.

This whole process was all about getting some good insights for the study's goals and helping out with a strong analysis. So basically, we used a questionnaire with a scale of five points to figure out the factors in this study. The scale let people say if they agreed or disagreed, ranging from "strongly disagree=1" to "strongly agree=5". The study's questionnaire was designed to assess participants'

attitudes toward Kuakata and their likelihood of revisiting. The questionnaire evaluated promotional strategies and revisit as independent variables. These factors provided a framework for analyzing tourists' reactions to the effect of promotional strategies on their intention to revisit to Kuakata.

4. Analysis and Results

4.1 Demographic Characteristics of the Respondents

The study reveals that the majority of the respondents (90.6%) are married, while 9.4% are unmarried. In terms of gender distribution, 43.4% of the respondents are female, while 56.6% are male. The study's majority of participants are undergraduate students, suggesting a diverse range of educational backgrounds, including a sizable portion of people pursuing higher education. The participants in the study display a level of education, with 79.3% holding an undergraduate degree, 13.3% having completed graduation, and 7% having completed post-graduation. The age group of 21-25 years demonstrates the highest concentration among respondents, accounting for 73% of the sample, followed by the age group of 18-20 years with a concentration of 21.5%. The proportion of visitors in the age groups of 26-30 years, 31-35 years, and above 35 years is relatively low, representing only 3.9% of the sample.

Table 1. *Demographic characteristics of the respondents*

Variable	Category	Frequency	Percent (%)
Gender	Female	111	43.4
	Male	145	56.6
Educational Qualification	Undergraduate	203	79.3
	Graduate	34	13.3
	Post Graduate	18	7
	PhD	1	0.4
Marital status	Married	232	90.6
	Unmarried	24	9.4
Age	18-20 years	55	21.5
	21-25 years	187	73.0
	26-30 years	10	3.9
	31-35	2	0.8
	Above 35	2	0.8

Source: Author's generated

4.2 Reliability Analysis

Reliability refers to the measurement of a construct that consistently produces similar results that gives consistent results (Carmines, 1979). Cronbach Alpha constant is that the most ordinarily used internal consistency live. Cronbach's Alpha may be a live of the interior consistency of a scale. Cronbach's Alpha may be a live of the extent to that the cluster of queries is expounded. A high price of Cronbach's Alpha isn't proof that the things area unit influenced by just one latent variable (Kaleva, 2012). A dependableness constant of 0.70 is adequate for analysis instruments (Robinson W. S., 2009).The statistic for dependability check analyzes the dependability of information. During this Cronbach's Alpha analysis has been conducted on information collected through the survey. The Cronbach's alpha results area unit present in table that has been conducted by using SPSS statistical application for all things. The Cronbach's Alpha pertaining to the table the dependability for the variety-seeking is high, with a worth of 0.778. The co-efficient of alpha for all the things on top of .60 means the things have comparatively high internal consistency.

Table 2. *Reliability Analysis*

Constructs	Number of Items	Cronbach Alpha (α) (>0.7)
AD	4	0.769
SP	4	0.771
P	4	0.774
DM	4	0.761
DGM	4	0.778
INRV	4	0.743

Source: Author's Calculation

4.3 Descriptive Statistics

All of the items in the present research had skewness values of less than 2, and kurtosis values of less than 3.7. None of the items have severe values for either skewness or kurtosis. Given that the present study's sample size is more than 200, major deviations from normalcy may be inconsequential and have little effect on the findings.

Table 3. *Descriptive statistics*

Items	Skewness	Kurtosis	Mean	SD
AD1	-1.102	1.270	3.73	.344
AD2	-1.352	1.743	4.63	.156
AD3	-1.679	3.129	4.64	.609
AD4	-1.413	1.741	3.73	.555
SP1	-1.374	1.965	3.84	.578
SP2	-1.217	1.066	4.60	.581
SP3	-1.312	1.163	4.54	.720
SP4	-1.404	.952	4.54	.523
P1	-1.514	2.059	3.70	.826
P2	-1.486	1.469	3.77	.588
P3	-1.345	.924	3.80	.668
P4	-1.421	1.297	3.73	.552
DM1	-1.333	1.247	4.66	.882
DM2	-1.529	1.779	4.68	.609
DM3	-1.529	1.755	4.75	.555
DM4	-1.727	2.577	4.68	.578
DGM1	-1.558	2.308	4.64	.581
DGM2	-1.201	1.018	4.57	.826
DGM3	-1.298	1.144	3.71	.588
DGM4	-1.546	2.096	3.71	.668
INRV1	-1.588	2.153	4.63	.552
INRV2	-1.668	2.309	4.66	.826
INRV3	-1.552	2.345	4.57	.609
INRV4	-1.882	3.679	3.74	.555

Source: Author's Calculation

4.4 Result of Model Summary

4.4.1 Model Summary

The model summary table of regression analysis shows the R^2 value= .693. This indicates that the independent variable can explain 69.3% of the dependent variable of expansion of business. The rest 30.7% of the dependent variable are explained by the other factors which are not considered here.

Table 4. Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate	Change Statistics				
					R^2 Change	F Change	df1	df2	Sig. F Change
1	.832 ^a	.693	.687	1.19002	.693	112.799	5	250	.000

a. Predictors: (Constant), DGM, SP, AD, P, DM

Source: Author's Calculation

4.4.2 Hypothesis Results

The statistical analysis in this section demonstrates significant relationships between each promotional strategy and revisit intention. Each strategy shows positive coefficients, with modern methods like direct and digital marketing displaying stronger influence.

Apart from beta value and significance value for AD ($\beta = 0.204$, $p = 0.000^{**}$), SP ($\beta = 0.213$, $p = 0.000^{**}$), DM ($\beta = 0.234$, $p = 0.000^{**}$), P ($\beta = 0.124$, $p = 0.040^{**}$) and DGM ($\beta = 0.176$, $p = 0.007^{**}$) have a significant relationship. Results of multiple regression analysis represented that promotional strategies such as advertisement, sales promotion, direct marketing, publicity, and digital marketing have a positive impact on tourist intention to Revisit.

Table 6. Coefficients

Hypothesis path	Unstandardized Coefficients		Standardized Coefficients					Collinearity Statistics
	B	Std. Error	Beta	t	P value	Result	VIF	
(Constant)	.263	.713		.369	.712			
AD→INRV	.200	.054	.204	3.689	.000	Accepted	2.478	
SP→INRV	.224	.058	.213	3.883	.000	Accepted	2.459	
DM→INRV	.243	.063	.234	3.846	.000	Accepted	3.009	
P→INRV	.135	.066	.124	2.060	.040	Accepted	2.959	
DGM→INR	.181	.067	.176	2.697	.007	Accepted	3.483	

a. Dependent Variable: INRV

a. Dependent Variable: INRV

Source: Author's Calculation

5.0 Discussion

This study investigated the relationship between various promotional strategies and tourists' intention to revisit. And aimed to examine the impact of advertising, sales promotion, direct marketing, publicity,

and digital marketing on tourists' likelihood of returning to the destination. The analysis findings demonstrate the significance of these promotional strategies in influencing tourists' intention to revisit. The following hypotheses were formulated and tested, providing insights into the relationship between each promotional strategy and intention to revisit.

According to the coefficients presented in Table 6, the hypothesis test results confirm a significant ($p < 0.05$) and positive impact (Beta value = 0.204, 0.213, 0.234, 0.124, 0.176) between the variables such as advertising, sales promotion, publicity, direct marketing, digital marketing, and intention to revisit. Which proved that all hypotheses (H1, H2, H3, H4, H5, and H6) are accepted. These findings are aligned with the previous studies (Valens et al., 2020; Magano & Cunha, 2020; Nofal et al., 2020; Al-Khaldy et al., 2022; Luo et al., 2021). These findings also provide the answers to RQ1, RQ2, and RQ3. Table 6 demonstrates that modern strategies like digital marketing and direct marketing significantly ($p < 0.05$) and positively (Beta = 0.234 and 0.176) impact tourists' intention to revisit, which answered RQ1. Moreover, the result indicates that traditional strategies such as advertising, seal promotion, and publicity significantly ($p < 0.05$) and positively (Beta = 0.204, 0.213, and 0.124) impact tourists' intention to revisit, which answered RQ2 as well. So, this study's findings suggest that promotional strategies, for instance (advertising, sales promotion, publicity, direct marketing, and digital marketing), significantly impact tourists' intentions to revisit Kuakata Sea Beach. Finally, based on beta values (Beta = 0.234 and 0.176 > Beta = 0.204 and 0.124), table 6 shows that digital marketing, direct marketing (modern strategies), mostly impacts on tourists' intention to revisit rather than advertising and publicity (traditional strategies), which provide the solution of RQ3. This comparison suggests that modern strategies are more important than traditional strategies for revisiting tourists at Kuakata Sea Beach, so policymakers should provide more attention to modern strategies for engaging their expected tourists.

6. Theoretical Implications, Managerial Implications and Conclusion

6.1 Theoretical Implications

This study offers a number of theoretical implications for Kuakata's status as a tourist destination. Firstly, this study contributes to the body of information already available in marketing by showing how traditional and modern promoting tactics affect travelers' intentions to return to particular locations, such as Kuakata Sea Beach. The comparative evaluation of these tactics' efficacy offers insightful information about how marketing is changing in the travel industry. Secondly, the results enhance our knowledge of how visitors behave by showing that both traditional (publicity, sales promotion, and advertising) and modern (internet marketing, direct marketing) tactics have a big impact on travelers' plans to come back. This emphasizes how important it is to conduct more research on the ways in which different advertising strategies can influence traveler choices. Finally, the present study establishes a basis for future research to investigate additional variables, such as destination image, contentment, and loyalty that could mediate or modify the association between promotional techniques and tourists' intentions to return.

6.2 Managerial Implications

This study provides several practical implications for Kuakata to their destination as tourist attraction using promotional strategies such as advertising, sales promotion, publicity, direct marketing, digital marketing to inspire tourists to intention to revisit. Firstly, marketing professionals in the tourism industry should combine traditional and modern methods to create a well-rounded strategy. Because of the benefits of direct and digital marketing, marketers should give priority to these platforms in order to increase travelers' intents to revisit. Secondly, marketers ought to create customized advertising efforts that capitalize on the advantages of both traditional and modern strategies. For instance, reaching a wider audience and increasing overall efficacy could be achieved by combining digital outreach with conventional publicity initiatives (such community involvement or local events). Thirdly, tourism organizations and legislators ought to think about increasing funding and resources for modern

advertising techniques, especially digital and direct marketing, since they have demonstrated a stronger impact on travelers' plans to return. This could entail making investments in social media marketing, focused digital advertising campaigns, and direct outreach to prospective customers. Fourthly, legislators and tourism officials ought to concentrate on establishing a setting that facilitates contemporary marketing techniques, such educating nearby companies on digital marketing tactics and promoting the usage of technology in travel advertising. By doing this, Kuakata Sea Beach will be able to maintain its competitiveness in drawing return tourists. Finally, using interactive digital platforms and tailored marketing tactics to communicate with tourists can improve their experience and make them more likely to return. Tourists and the destination can develop a close bond by soliciting feedback and using it for future marketing initiatives.

6.3 Conclusion

This study confirms that promotional strategies significantly affect tourists' intention to revisit Kuakata Sea Beach. Among all strategies, digital marketing exhibited the strongest influence. As such, modern promotional techniques should be prioritized to enhance visitor retention. The conclusion is distinct from managerial implications, providing a summary of key findings. This research looked at these relationships by looking at promotional strategies and other related things. According to the findings of the study, promotional strategies are crucial in today's world and have a significant impact on tourism development and how visitors plan to behave and how they really conduct. Finally, it is concluded that digital marketing promotional strategy effect the tourist's intention to revisit most. Marketing to tourists through social media has a big effect on how people act when they revisit. This shows that businesses can't grow and make money without a social media presence and promotion.

So, tourism organizations and destinations must be able to communicate with potential customers and improve their whole travel marketing sector through direct and social media. This study could also be used to lay the ground work for future research on how direct marketing affects tourism.

6.4 Limitations and Further Research Guidelines

It is crucial to acknowledge the presence of several limitations in the research paper. The study primarily concentrates on the Kuakata tourist spot, which leads to a limited research sample size and restricts the generalization of the findings to other tourist destinations. Furthermore, the research used convenience sampling instead of a random sample, potentially leading to bias in the data collection procedure. Furthermore, the study exclusively focused on promotional strategies as a determinant while neglecting other external factors that may have an impact on the growth of tourism. As a result, the conclusions drawn from the research may not offer an in-depth understanding of the broader variety of factors involved.

Moreover, the research primarily focused on individuals who visit frequently, thereby posing difficulties in generalizing the findings to the entire population of visitors. In order to overcome these limitations, it is recommended that future research initiatives broaden their focus to encompass multiple tourist destinations, utilize random sampling techniques, include a wider range of significant variables, and incorporate perspectives from company managers via semi-structured interviews. By acknowledging and addressing these previously mentioned limitations, the research has the potential to provide more comprehensive and rigorous insights into the influence of promotional strategies on the development of tourism.

In order to generalize the findings, future studies should cover a broader variety of age groups and gather data using random sampling. Future academics might benefit from including company managers' viewpoints on promotional strategies use, its effect, and changing tourism destinations via semi-structured interviews. Other destination spot from throughout the country might be added so that the data would better reflect all visitors in this area. Future researcher can use random sampling to

generalize the findings. The author thinks that random sampling represents the relationship between promotional strategies and intention to revisit. In Future we will examine how other promotional tools such as public relations (PR), personal selling, word of mouth marketing, and viral marketing play crucial roles on tourists' intention to revisit in Kuakata Sea Beach.

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