

Tourism Marketing Campaigns of Maharashtra and Uttar Pradesh: A Comparative Study

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Abstract -Tourism marketing serves as a vital tool for showcasing cultural, historical, and natural assets, significantly influencing economic development. This study compares the tourism marketing campaigns of Maharashtra and Uttar Pradesh, two culturally diverse states in India, to assess their contributions to regional economic sustainability. Maharashtra emphasizes diverse offerings, including beaches, heritage sites, hill stations, and Bollywood tourism under campaigns like "Maharashtra Unlimited." Uttar Pradesh, with campaigns such as "UP Nahi Dekha Toh India Nahi Dekha," focuses on spiritual tourism, leveraging destinations like Varanasi, Ayodhya, and the Taj Mahal. The recent Mahakumbh at Prayag Raj was found to attract the highest numbers of pilgrims yet.

The objectives of the research include profiling the campaigns of both states, identifying their unique selling propositions (USPs), comparing their promotional effectiveness using tourism and facility indices, and understanding tourists' opinions about the campaigns. A descriptive research methodology was employed, utilizing both primary and secondary data. Data collection involved surveys, structured interviews, and analysis of promotional materials across print, social media, and television. Tools like the Tourism Composite Index and weighted scoring methods were applied for comparative analysis.

Findings revealed that Uttar Pradesh excelled in spiritual tourism branding, emotionally resonating with pilgrims and heritage seekers, while Maharashtra demonstrated strength in digital engagement and diverse tourist attractions. However, both states showed gaps in consistent campaign engagement and accessibility of information. The study underscores the need for enhanced strategies in both states to ensure economic sustainability through tourism.

Key words: Tourism marketing campaign, Maharashtra, Uttar Pradesh, path, cultural tourism, social media marketing, economic sustainability.

I. INTRODUCTION

Tourism is a powerful driver of economic growth, cultural exchange, and social cohesion, playing a pivotal role in global and regional development. In

India, country rich in cultural diversity, historical landmarks, and natural beauty, tourism significantly contributes to the economy, accounting for 9.1% of the GDP in 2023 (Statista, 2023). This sector not only generates employment and foreign exchange but also fosters the preservation of cultural and historical heritage. Tourism has been closely associated with the Sanskrit shloka from Mahopanishad (6.72) as "Vasudhaiva Kutumbakam" (वसुधैव कुटुम्बकम्), meaning "The world is one family." reflecting India's age-old tradition of understanding, cultural exchange, and mutual respect, helping people realize that despite differences, we all belong to the same global family.

Maharashtra, often referred to as the "Gateway to India," is a state of immense cultural and geographical diversity. It is home to iconic destinations such as the Ajanta and Ellora caves, Mumbai's Bollywood industry, and scenic hill stations like Mahabaleshwar. Campaigns such as "Maharashtra Unlimited" aim to highlight this diversity, but challenges persist in establishing a unified brand identity that resonates with global audiences.

Uttar Pradesh, on the other hand, emphasizes its spiritual and cultural wealth, branding itself through campaigns like "UP Nahi Dekha Toh India Nahi Dekha." The state boasts revered sites such as the Taj Mahal, Varanasi, and Ayodhya, attracting millions of pilgrims and heritage tourists annually. Uttar Pradesh's focused approach to leveraging its religious tourism potential has helped it stand out in India's competitive tourism landscape.

This research paper aims to compare the tourism marketing campaigns of Maharashtra and Uttar Pradesh, exploring their strategies, unique selling propositions (USPs), and contributions to regional economic sustainability. By analysing the strengths and gaps in these campaigns, this study seeks to

provide actionable insights for enhancing tourism marketing in India.

II. OBJECTIVES

The research is guided by the following objectives:

1. To profile the tourism marketing campaigns of Maharashtra and Uttar Pradesh across specified platforms.
2. To identify the unique selling propositions (USPs) of each state's tourism marketing strategies.
3. To compare the tourism of both states using the tourism composite index or weighted index.
4. To understand the opinions of tourists regarding the effectiveness of the campaigns.
5. To determine which state has the best tourism campaign based on tourist opinions.

III. LITERATURE REVIEW

Tourism marketing has evolved as a crucial aspect of economic development, with state-level campaigns playing a key role in attracting visitors and fostering regional growth. Various studies have focused on the impact of state-led tourism campaigns, with a particular emphasis on the use of digital media, storytelling, and targeted promotions. Researchers like Banerjee & Nath (2022) and Ram & Shekar (2006) have emphasized the importance of creating a distinctive identity and leveraging modern digital platforms for effective tourism promotion. Other studies have noted the effectiveness of niche campaigns, such as Uttar Pradesh's focus on spiritual tourism, compared to Maharashtra's broader approach. The research indicates that campaigns with clear, focused themes tend to resonate better with audiences and drive greater economic impact.

The paper "Development and Marketing of Tourism in Maharashtra" by Dr. Joshi V. M. (2014) investigated the role of tourism marketing in Maharashtra, with specific focus on domestic and foreign tourist arrivals and the promotional strategies employed by the Maharashtra Tourism Development Corporation (MTDC). The study aimed to analyze the trends in tourist arrivals in 2013, identifying a significant annual growth of 24.73% in domestic tourism but a notable decline of 23.9% in foreign tourist visits. Utilizing secondary data sources, including reports from the Ministry of Tourism, WTTC, and MTDC, the research highlighted MTDC's efforts in promoting tourism through infrastructure development and marketing campaigns. However, the findings pointed to gaps,

particularly in promoting lesser-known destinations and effectively engaging international tourists. The paper did not explore a comparative analysis with other states, which represents a significant research gap and an opportunity for future studies to benchmark Maharashtra's strategies against its competitors, thereby offering insights into best practices and areas for improvement.

The paper "Comparative Analysis Between Centralized and State-Wise Tourism Campaigns in India" by Singh, Ahuja, and Nedelea (2012) aimed to analyze the effectiveness of India's centralized and state-specific tourism campaigns. It employed a descriptive methodology based on secondary data, including campaign reviews, government reports, and comparative studies. The study highlighted those centralized campaigns like *Incredible India* provided global visibility and consistency, whereas state-wise campaigns offered localized appeal and specificity to regional attractions. It concluded that while both approaches were complementary, centralized campaigns lacked detailed focus on individual states, and state campaigns struggled with international outreach and consistency. The research identified a gap in assessing how state-level campaigns align with the overarching objectives of centralized initiatives and did not focus on any specific state, limiting its applicability in understanding the nuanced success of regional tourism strategies.

The paper "Internet Tourism Marketing Strategies of Leading Indian States: A Content Analysis" by Satghare and Sawant (2018) aimed to examine how Indian states utilized internet platforms for tourism promotion. The study employed a content analysis methodology to evaluate the official tourism websites of leading states, focusing on aspects such as design, functionality, user engagement, and content diversity. It found that while some states, such as Kerala and Gujarat, excelled in user-centric design and integration of multimedia content, others lagged in maintaining an updated and interactive online presence. The research highlighted the significant role of internet marketing in enhancing tourist inflow and state branding. However, it identified a research gap as it concentrated solely on internet-based marketing, excluding other promotional tools like print media, social media, and event marketing, which could provide a holistic understanding of tourism promotion strategies.

The study *"Quantifying Tourism Performance of Select States of India: A Comparative Study Using Composite Weighted Index"* by Bhattacharjee and Nath (2022) aimed to evaluate and compare the tourism performance of various Indian states. The objective was to develop a comprehensive framework to measure tourism outcomes using a composite weighted index approach. The methodology utilized a composite index comprising multiple indicators such as tourist arrivals, infrastructure quality, revenue generated, and service availability, weighted according to their relative importance. The findings indicated significant variations in tourism performance across states, with states excelling in specific dimensions due to targeted strategies. However, the research was highly specific in its methodological approach, limiting its adaptability to diverse contexts. The study also identified a gap in qualitative insights, such as the perspectives of stakeholders or tourists, which could complement the quantitative data.

Dr. Shyju P.J.'s (2015) study, *"A Comparative Study of Selected Websites of Tourism through Web Analytics"*, focused on analysing and comparing the online presence and effectiveness of various tourism websites. The primary objective was to assess the websites' performance and usability using web analytics tools to measure traffic, visitor behavior, and content effectiveness. The methodology involved using web analytics to collect data on the websites of various tourism destinations, evaluating metrics such as user engagement, traffic sources, and content structure. The findings indicated significant differences in how tourism websites were optimized for user engagement, with some performing better due to better interface design and targeted content. However, the study was limited by its sole focus on websites as the primary data source, not considering other aspects of digital marketing or tourist behavior across multiple platforms. This gap could be addressed by incorporating insights from social media or mobile applications into future studies, offering a more holistic view of digital tourism marketing.

The paper of Tiwari, P. (2020). aimed to compare the tourism marketing strategies of different Indian states, focusing on how effectively they promoted their tourism assets. The research utilized both qualitative and quantitative methods, including surveys, interviews with tourism officials, and content analysis of marketing materials. The study found that states like Kerala and Rajasthan had

highly effective campaigns, leveraging cultural and historical assets, while states like Uttar Pradesh faced challenges in integrating digital marketing strategies. The study's research gap lay in its limited focus on online marketing tools, leaving out a deeper analysis of digital engagement and e-tourism trends.

Kumar, R., & Agarwal, P. (2019). *Analysing the Impact of State Tourism Campaigns on Economic Growth: A Comparative Study of Tamil Nadu and Uttar Pradesh.*

This study examined the relationship between state tourism campaigns and economic growth, comparing Tamil Nadu and Uttar Pradesh. The research methodology included data collection from government tourism departments, analysis of tourist arrivals, and economic indicators. The findings highlighted that Tamil Nadu's campaigns significantly boosted its tourism sector, contributing to a higher GDP growth rate compared to Uttar Pradesh. However, the study's limitation was its narrow focus on just two states, and it suggested further research into how other states' campaigns influenced regional economies.

Singh, V., & Sharma, S. (2018). *A Study on the Effectiveness of Social Media in Tourism Marketing of Indian States.*

This paper investigated how Indian states used social media platforms for tourism marketing, comparing campaigns from Kerala, Goa, and Himachal Pradesh. The objectives were to evaluate the effectiveness of platforms like Instagram, Facebook, and Twitter in promoting tourism. The methodology included content analysis of social media posts and interviews with tourism professionals. The findings showed that Kerala's Instagram campaigns were the most successful in engaging tourists, while Himachal Pradesh lagged in digital adoption. The research gap identified was the lack of in-depth analysis on cross-platform integration.

Joshi, R., & Patel, D. (2021). *State Tourism Branding in India: A Comparative Analysis of Gujarat and West Bengal.*

This study compared the tourism branding strategies of Gujarat and West Bengal, with the aim to explore how branding impacted tourist perceptions. Using both primary surveys and secondary data from tourism boards, the research assessed the strength of each state's tourism brand and its effectiveness in attracting tourists. The findings revealed that Gujarat's branding was more focused on business

and religious tourism, while West Bengal promoted its cultural heritage. The study's research gap pointed to the lack of a comprehensive comparison with other regional states and the potential of regional tourism branding.

Bhat, M., & Gupta, A. (2022). Digital Transformation in State Tourism Marketing: A Comparative Study of Maharashtra and Delhi. The study aimed to understand how Maharashtra and Delhi have embraced digital marketing for tourism promotion. The methodology involved content analysis of online advertisements, websites, and social media engagement metrics. The research found that while Delhi had made significant strides in digital advertising and online content, Maharashtra lagged in utilizing digital tools effectively. The research gap identified was the lack of focus on digital marketing performance metrics and the challenges of adapting traditional marketing methods to online platforms.

IV. RESEARCH GAP IDENTIFICATION:

Despite the growing emphasis on tourism as a critical driver of economic growth and cultural exchange, there is a noticeable lack of comparative research on the tourism promotion strategies of Maharashtra and Uttar Pradesh. While individual studies exist on the tourism potential, initiatives, and outcomes in each state, there is no comprehensive research combining primary and secondary data to evaluate and compare their promotional strategies, effectiveness, and impact. This research gap highlights the need for a focused analysis to identify the strengths, weaknesses, and best practices in the tourism promotion approaches of these two culturally and historically significant states. Filling this gap will provide valuable insights for policymakers, tourism boards, and stakeholders to enhance their strategies and achieve sustainable growth in tourism.

V. METHODOLOGY

This study employed a descriptive research design, which combines both primary and secondary data sources. A literature review formed the foundation of understanding the existing tourism campaigns in Maharashtra and Uttar Pradesh. Primary data was gathered through structured questionnaires and interviews with stakeholders, including tourism department officials, hotel associations, and travel industry representatives. A questionnaire was filled

by the 309 tourists visiting both the states like Maharashtra and Uttar Pradesh. The sample size was determined by the Raosoft Inc. software as per the number of tourists who visited both the states in the year 2022. Separate data was collected on twenty parameters on five rating Likert scale, of the marketing campaign for both the states from the tourist by visiting specific places at Maharashtra and Uttar Pradesh. Secondary data sources included promotional materials like advertisements, campaign reports, social media metrics, and tourism websites.

The study employed the tourism composite index, including tourism and facility indices, as proposed by Banerjee & Nath (2022). The methodology for ranking the tourism campaigns was based on Ram & Shekar (2006) and Bhattacharjee (2012). The weighted index developed by Iyengar & Sudarshan (1982) was used to compare both states' tourism promotion efforts.

Data analysis was performed using descriptive statistics and factor analysis. Descriptive statistics helped profile the tourism campaigns, while factor analysis was used to identify underlying patterns in tourist opinions. The findings from the weighted and facility indices were used to rank the tourism marketing campaigns of Maharashtra and Uttar Pradesh.

VI. FINDINGS

- Profiling of Tourism Campaigns: Maharashtra's campaigns focused on the state's diversity, promoting attractions such as heritage sites (Ajanta and Ellora), beaches, hill stations, and Bollywood tourism under the tagline "Maharashtra Unlimited." The campaign emphasized the state's modernity, adventure tourism, and urban appeal. In contrast, Uttar Pradesh's campaign, "*UP Nahi Dekha Toh India Nahi Dekha*," is centred around the state's spiritual and cultural heritage, featuring destinations like Varanasi, Ayodhya, and the Taj Mahal.
- Unique Selling Propositions (USPs): Maharashtra's USP lied in its blend of urban and rural tourism, offering experiences from luxury tourism to rural escapes. Uttar Pradesh, on the other hand, excelled in its rich cultural and spiritual heritage, particularly its role as a key pilgrimage destination, attracting tourists with its historical and religious landmarks.

- **Tourism Composite Index:** The comparison of the tourism marketing efforts of both states through the weighted index revealed that Uttar Pradesh scored better in terms of strategic focus and targeting specific tourist segments. Maharashtra, while offering a broader range of attractions, ranked second in the index due to its less targeted approach.
- **Tourist Opinion:** Tourists appreciated Uttar Pradesh's focused promotional campaigns that effectively used storytelling to highlight its spiritual and cultural offerings. Maharashtra's campaigns, particularly its digital presence and innovative marketing for younger audiences, were also well-received, though tourists noted that the diversity of the state's attractions made it harder to identify a clear focus.
- We can conclude that for Maharashtra geographical focus, cultural representation and the sustainability focus, social media, user generated content, clarity of information, brand tone target audience consistency were found important. For Uttar Pradesh, target audience consistency, ad tone, brand consistency, innovative digital engagement, use of music and call to action, narrative structure, geographical focus, cultural representation and the sustainability focus were found important. Furthermore, number of factors were rated for Uttar Pradesh as compared to Maharashtra and the values were also more for them. So it was concluded that as per the appeal of the tourists Uttar Pradesh promotion was rated better as compared to Maharashtra.
- **Best Campaign:** Based on tourist opinions, Uttar Pradesh's campaigns were deemed more emotionally resonant, especially for heritage and spiritual travellers. Maharashtra's campaigns were seen as more appealing to younger, adventure-seeking tourists but lacked the emotional depth and clarity of Uttar Pradesh's targeted approach.

VII. IMPLICATIONS

The findings of this research paper have significant implications for policymakers, tourism boards, and stakeholders in the tourism industry. Uttar Pradesh's superior performance in terms of promotion and tourist visits underscores the importance of adopting

innovative marketing strategies, leveraging cultural heritage, and investing in targeted campaigns to attract diverse tourist segments. For Maharashtra, the study highlights the need to reassess its promotional strategies, enhance its digital outreach, and focus on underutilized tourism assets to boost competitiveness. These insights can guide both states in developing more effective, data-driven policies and collaborations to maximize their tourism potential and contribute to regional economic development.

VIII. LIMITATIONS

The research study on the Tourism Promotion Comparison of Maharashtra and Uttar Pradesh had certain limitations that must be acknowledged. First, the scope of the study was restricted to only two states, limiting the generalizability of the findings to other regions with diverse tourism dynamics. Second, the selective methods employed for comparison, relying on a mix of primary and secondary data, may not capture the full spectrum of promotional activities or their impacts comprehensively. Additionally, variations in data availability, reliability, and regional tourism priorities might have influenced the results. Addressing these limitations in future studies by expanding the scope and refining the methodology can provide more holistic and nuanced insights into tourism promotion strategies across multiple states.

IX. CONCLUSION

The tourism marketing campaigns of Maharashtra and Uttar Pradesh had demonstrated the importance of strategic focus in promoting regional attractions. While both states had made significant strides in their tourism promotion, there is room for improvement. Maharashtra can benefit from a more targeted and cohesive marketing approach, while Uttar Pradesh's success in spiritual tourism offers valuable lessons in creating emotionally resonant campaigns. Both states have the potential to boost their economic sustainability by refining their tourism marketing strategies to meet the evolving demands of modern travellers.

X. FURTHER RESEARCH AGENDA

Future research could explore the role of emerging technologies, such as AI and virtual reality, in shaping tourism marketing strategies. Additionally, more in-depth studies could analyse the long-term

economic impact of these campaigns on local communities and tourism-related industries.

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DATA ANALYSIS, TABLES AND FIGURES

Maharashtra Tourism Analysis

Table No. 01
Descriptive Statistics

Factors	Mean	Std. Deviation	Analysis N
Target Audience	2.6990	1.20201	309
Brand Consistency	2.7184	1.23070	309
Ad Tone	2.6537	1.16210	309
Visual Appeal	2.6472	1.15735	309
Narrative Structure	2.6570	1.17556	309
Call to Action	2.6505	1.17088	309
Celebrity Endorsements	2.6667	1.17422	309
Seasonal Relevance	2.6505	1.16253	309
Cultural Representation	4.3528	.71748	309
Use of Music	2.6537	1.17322	309
Emotional Appeal	2.6570	1.15887	309
Social Media Integration	2.6796	1.18058	309
Geographical Focus	4.3657	.74222	309
User Generated Content	2.6796	1.18058	309
Innovative Digital Engagement	2.6278	1.17634	309
Cross Promotion	2.6440	1.16614	309
Sustainability Focus	4.4207	.71466	309
Local Influences	2.6375	1.16692	309
Clarity of Information	2.6537	1.17322	309
Price Point Messaging	2.6537	1.16489	309

The mean value described the characteristics of the most common response among the stated dataset. Therefore, there was no minimum value required. Looking at the mean values in Table 1

below, it was concluded that the geographical focus, cultural representation and the sustainability focus were found the most important variable.

Table No. 02

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.579
Approx. Chi-Square		4483.719
Bartlett's Test of Sphericity	Df	190
	Sig.	.000

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be close to 0.5 for satisfactory factor analysis to proceed. Kaiser (1974) recommends 0.5 (value for KMO)

as a minimum (barely accepted), values between 0.7-0.8 are acceptable, and values above 0.9 are superb. The value close to .5 is also considered. In this case the value was .579 so it was considered.

Table No. 03

Communalities

Factors	Initial	Extraction
Target Audience	1.000	.720
Brand Consistency	1.000	.676
Ad Tone	1.000	.562
Visual Appeal	1.000	.876
Narrative Structure	1.000	.953
Call to Action	1.000	.718
Celebrity Endorsements	1.000	.714
Seasonal Relevance	1.000	.967
Cultural Representation	1.000	.526
Use of Music	1.000	.702
Emotional Appeal	1.000	.828
Social Media Integration	1.000	.973
Geographical Focus	1.000	.441
User Generated Content	1.000	.973
Innovative Digital Engagement	1.000	.805
Cross Promotion	1.000	.938
Sustainability Focus	1.000	.587
Local Influences	1.000	.801
Clarity of Information	1.000	.970
Price Point Messaging	1.000	.940

Extraction Method: Principal Component Analysis.

The next item from the output is a table of communalities which showed how much of the variance (i.e. the communality value which should be more than 0.5 to be considered for further

analysis. As per the above table clarity of information, use of user generated content and the social media integration were found to be important as per the tourists.

Table No. 04

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.967	14.837	14.837	2.967	14.837	14.837	2.916	14.582	14.582
2	2.758	13.788	28.624	2.758	13.788	28.624	2.445	12.225	26.807
3	1.984	9.918	38.543	1.984	9.918	38.543	2.015	10.076	36.883

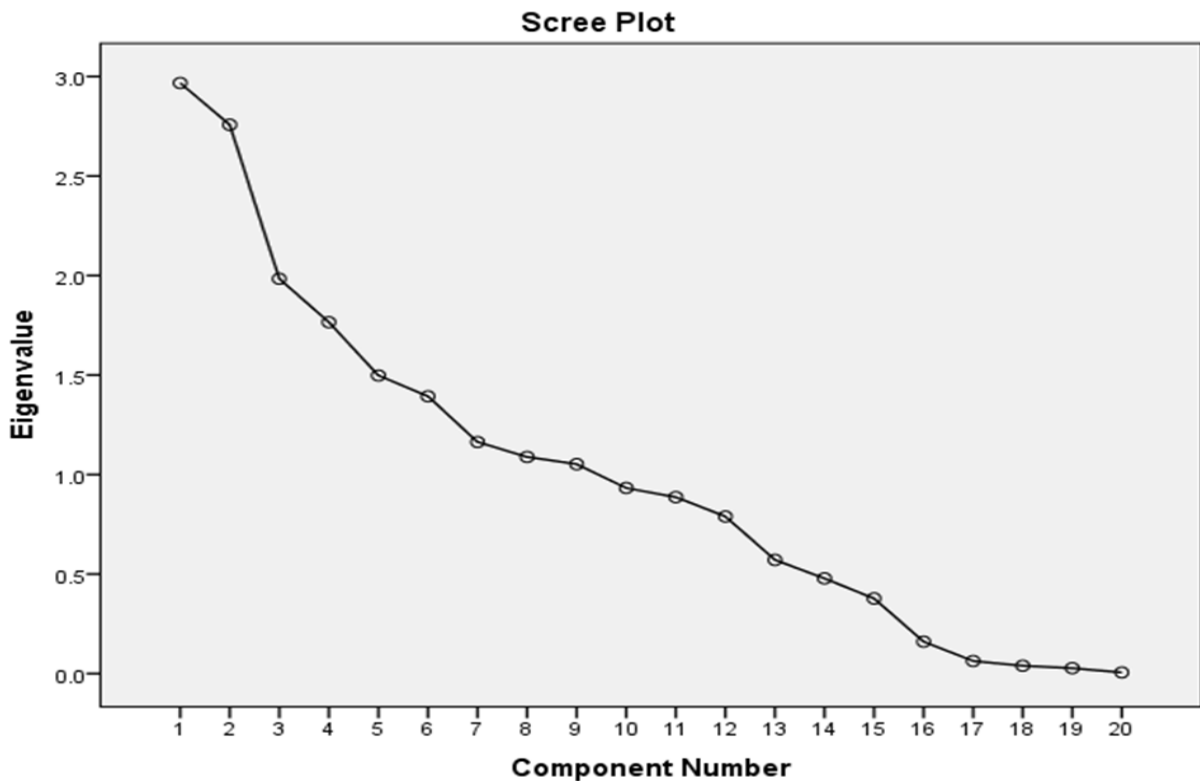
4	1.766	8.828	47.371	1.766	8.828	47.371	1.706	8.528	45.410
5	1.498	7.489	54.860	1.498	7.489	54.860	1.629	8.147	53.557
6	1.393	6.965	61.825	1.393	6.965	61.825	1.411	7.053	60.610
7	1.164	5.818	67.642	1.164	5.818	67.642	1.247	6.233	66.843
8	1.088	5.442	73.085	1.088	5.442	73.085	1.203	6.016	72.860
9	1.052	5.261	78.345	1.052	5.261	78.345	1.097	5.486	78.345
10	.932	4.662	83.007						
11	.887	4.433	87.440						
12	.789	3.947	91.387						
13	.571	2.857	94.244						
14	.478	2.390	96.634						
15	.377	1.886	98.520						
16	.160	.802	99.322						
17	.063	.316	99.638						
18	.039	.197	99.835						
19	.027	.136	99.972						
20	.006	.028	100.000						

Extraction Method: Principal Component Analysis.

For analysis and interpretation purposes we are concerned only with Initial Eigenvalues and Extracted Sums of Squared Loadings. The requirement for identifying the number of components or factors stated by selected variables is the presence of eigenvalues of more than 1. Table 4 herein showed that for 1st component the value was $2.96 > 1$, 2nd component was $2.75 > 1$, 3rd component was $1.98 > 1$, and 4th component

was 1.76. So they were found important. Further, the extracted sum of squared holding % of variance depicted that the first factor accounts for 14.837% of the variance features from the stated observations, the second 13.78% and the third 9.9% (Table 4). Thus, 3 components were found effective enough in representing all the characteristics or components highlighted by the stated 20 variables.

Plot No. 01



The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain. The

curve was rising for the first three factors so they were retained.

Uttar Pradesh Tourism Analysis

Table No. 05

Descriptive Statistics

Factors	Mean	Std. Deviation	Analysis N
Target Audience	3.7508	.91491	309
Brand Consistency	3.8414	.88499	309
Ad Tone	3.8350	.91627	309
Visual Appeal	3.8317	.88135	309
Narrative Structure	4.8479	.89343	309
Call to Action	3.8220	.90670	309
Celebrity Endorsements	3.8576	.89685	309
Seasonal Relevance	3.8350	.90199	309
Cultural Representation	4.3722	.68424	309
Use of Music	3.8285	.90795	309
Emotional Appeal	3.8544	.89813	309
Social Media Integration	3.8317	.90677	309
Geographical Focus	4.3107	.70290	309
User Generated Content	3.8479	.89343	309
Innovative Digital Engagement	3.8252	.90554	309
Cross Promotion	3.8414	.89593	309
Sustainability Focus	4.3074	.70663	309
Local Influences	3.8317	.89958	309
Clarity of Information	3.8641	.90146	309
Price Point Messaging	3.8123	.93126	309

The mean value described the characteristics of the most common response among the stated dataset. Therefore, there was no minimum value required. Looking at the mean values in Table 1

below, one can have concluded that the narrative structure, geographical focus, cultural representation and the sustainability focus were found the most important variables.

Table No. 06

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.599
Approx. Chi-Square		4483.719
Bartlett's Test of Sphericity	df	190
Sig.		.000

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be close to 0.5 for satisfactory factor analysis to proceed. Kaiser (1974) recommends 0.5 (value for KMO)

as a minimum (barely accepted), values between 0.7-0.8 are acceptable, and values above 0.9 are superb. The value close to .5 is also considered. In this case the value was .599 so it was considered.

Table No. 07

Communalities

Factors	Initial	Extraction
Target Audience	1.000	.521
Brand Consistency	1.000	.502
Ad Tone	1.000	.563
Visual Appeal	1.000	.819
Narrative Structure	1.000	.609
Call to Action	1.000	.977
Celebrity Endorsements	1.000	.612
Seasonal Relevance	1.000	.840
Cultural Representation	1.000	.493

Use of Music	1.000	.975
Emotional Appeal	1.000	.910
Social Media Integration	1.000	.561
Geographical Focus	1.000	.787
User Generated Content	1.000	.905
Innovative Digital Engagement	1.000	.980
Cross Promotion	1.000	.726
Sustainability Focus	1.000	.598
Local Influences	1.000	.542
Clarity of Information	1.000	.653
Price Point Messaging	1.000	.423

Extraction Method: Principal Component Analysis.

The next item from the output is a table of commonalities which showed how much of the variance (i.e. the communality value which should be more than 0.5 to be considered for further

analysis. As per the above table innovative digital engagement, use of music and call to action were found to be important as per the tourists.

Table No. 08
Total Variance Explained

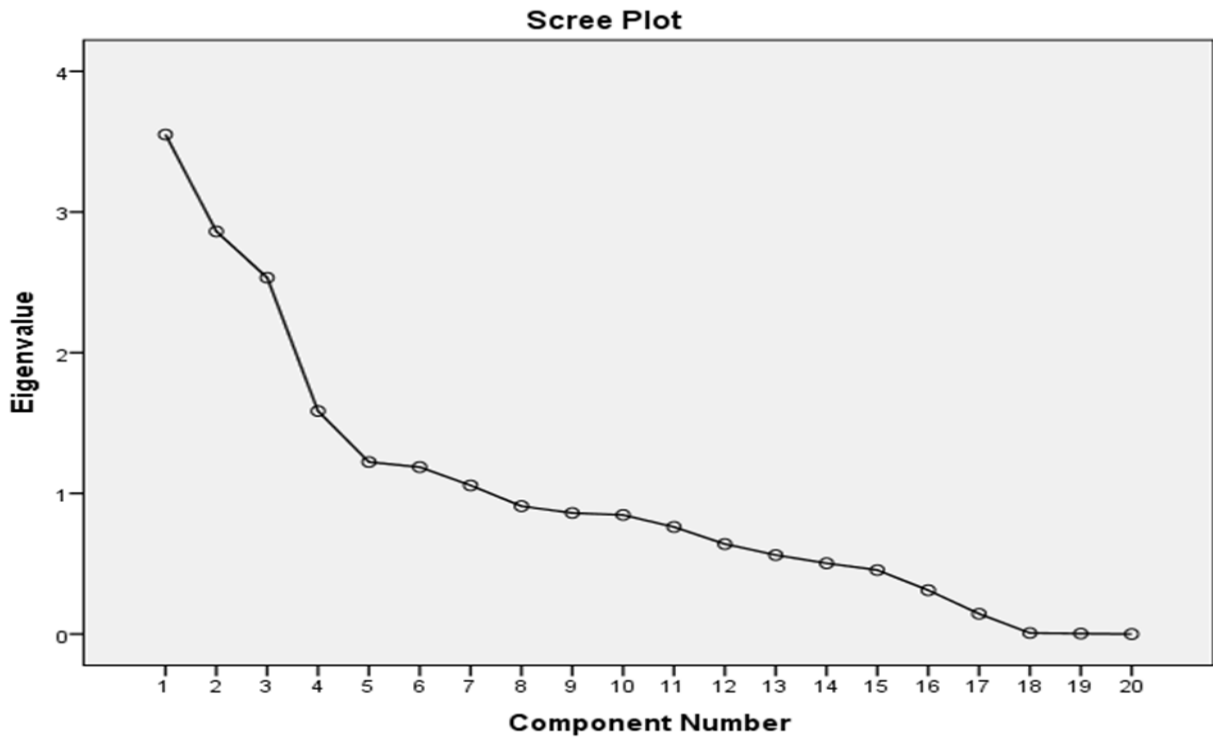
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.550	17.751	17.751	3.550	17.751	17.751	3.373	16.865	16.865
2	2.862	14.310	32.061	2.862	14.310	32.061	2.751	13.756	30.622
3	2.533	12.664	44.725	2.533	12.664	44.725	2.465	12.324	42.946
4	1.585	7.925	52.650	1.585	7.925	52.650	1.766	8.831	51.777
5	1.223	6.116	58.766	1.223	6.116	58.766	1.277	6.383	58.160
6	1.187	5.933	64.700	1.187	5.933	64.700	1.252	6.258	64.419
7	1.056	5.282	69.982	1.056	5.282	69.982	1.113	5.563	69.982
8	.909	4.545	74.527						
9	.861	4.304	78.831						
10	.847	4.234	83.065						
11	.761	3.807	86.872						
12	.640	3.200	90.072						
13	.561	2.807	92.879						
14	.503	2.517	95.396						
15	.454	2.272	97.668						
16	.312	1.558	99.226						
17	.144	.719	99.945						
18	.007	.037	99.982						
19	.004	.018	100.000						
20	1.6901	8.485	100.000						

Extraction Method: Principal Component Analysis.

For analysis and interpretation purposes we are concerned only with Initial Eigenvalues and Extracted Sums of Squared Loadings. The requirement for identifying the number of components or factors stated by selected variables is the presence of eigenvalues of more than 1. Table 8 herein shows that for 1st component the value was $3.55 > 1$, 2nd component was $2.86 > 1$, 3rd component was $2.53 > 1$, and 4th component

was 1.58. So they were found important. Further, the extracted sum of squared holding % of variance depicted that the first factor accounts for 17.75% of the variance features from the stated observations, the second 14.31% and the third 12.66% (Table 8). Thus, 3 components were found effective enough in representing all the characteristics or components highlighted by the stated 20 variables.

Plot No.2



The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain. The curve was rising for the first three factors so they were retained.

Facility Index

The Facility Index by Bhattacharjee and Nath focused on measuring the availability and quality of tourism-related facilities within a state. This included infrastructure elements such as transportation networks, accommodation facilities, tourist information centers, and the presence of leisure and entertainment services. The Facility Index assessed the readiness and attractiveness of a state in catering to tourists, emphasizing the role of supportive services in enhancing the tourism experience. The tourism index was based on the number of tourists visiting both the states in the year 2019.

Table No. 09 Tourism and Facility Index

State	Tourism Index	Facility Index
Maharashtra	0.63723 0.53517	0.63723 0.53517
Uttar Pradesh	0.6399 0.59889	0.6399 0.59889

Source: As per the research work done by Bhattacharjee B. J. & Nath L. (2022)