A Study of Digital Marketing in Promoting Coastal Line as A Tourist Destinations with Reference to Udupi District

Mrs. Veena Vasudev Bhat[1], Ms. Deepa[2]

[1]Assistant Professor & HOD, Department of Commerce Dr. B. B. Hegde First Grade College Kundapura

[2]Assistant Professor, Department of Commerce, Dr. B. B. Hegde First Grade College, Kundapura

Abstract- **In 2023, Karnataka's tourism sector achieved a notable milestone with a total of 28.45 crore visitors, reflecting a substantial increase of 10 crore from the previous year. Despite this impressive growth, Udupi District, with its stunning coastal landscapes, rich cultural heritage, and distinctive culinary offerings, remains relatively underexplored on the global tourism stage. Positioned along the Arabian Sea, Udupi is a hidden gem with the potential to captivate a broader audience.**

This research investigates how digital marketing can elevate Udupi District's profile as a premier tourist destination. The study involves a comprehensive evaluation of current digital marketing strategies to assess their effectiveness in promoting Udupi's coastal attractions. It aims to uncover barriers that may impede the success of these strategies, such as limitations in digital infrastructure or content quality. Additionally, the research explores how digital channels influence tourist perceptions of Udupi, examining online content, social media interactions, and search engine presence to understand how potential visitors view the destination.

Ultimately, the research aims to uncover the intricate dynamics between digital marketing and tourism promotion. It seeks to offer valuable insights that can help Udupi shine as a prominent destination, attracting travelers from near and far to experience its boundless beauty and hospitality. Through this exploration, the study contributes to the broader understanding of how digital marketing can shape tourism success and position Udupi as a leading coastal destination on the global stage.

Keywords: **Karnataka Tourism, Udupi District, Digital Marketing, Tourism Promotion, Social Media Marketing, Search Engine Optimization (SEO), Content Marketing**

I. INTRODUCTION

In the dynamic landscape of Karnataka's tourism sector, the year 2023 stood out as a significant milestone, witnessing a remarkable effect in visitor numbers. With a total 28.45 crore visitors, representing a eventual increase of 10 crore from the previous year, the state demonstrated it has a destination for travelers worldwide.

Udupi's coastal line remains undoubtedly undiscovered on the global tourism stage. Tagging along the shining waves of the Arabian Sea, Udupi District stands as a hidden gem waiting to be discovered by the world. With its mesmerizing coastal landscapes, rich cultural heritage, and tasty dishes, Udupi offers a unique blend of experiences that captures the impression of the travelers who are looking for exciting adventures. Yet, despite its charm, the district's true potential often goes unnoticed, overshadowed by more popular tourist destinations

As the technology evolves every second in the world, Digital marketing is one of the key digital tool of marketing that have changed the way brands, businesses use technology, techniques, strategies of business in its promotional tactics.

In this context, the role of digital marketing emerges as a potential leverage to Udupi's presence on the global tourism stage. Digital platforms offer untouched reach and engagement, enabling targeted promotion and immersive storytelling that passionate for modern travelers. By utilizing the power of social media, search engine optimization, content marketing, and other digital strategies, Udupi can effectively showcase its unique offerings, capturing audiences and pointing their curiosity to explore its coastal wonders.

This research dwell to deeper pivotal role of digital marketing in Udupi District's coastal line towards prominence as a premier tourist destination.

Through a comprehensive exploration, this study aims to evaluate existing digital marketing strategies, pinpointing barriers that holds their effectiveness, modifying tourist perceptions as shaped by digital channels, and propose actionable solutions to optimize digital marketing platforms. With objectives centered on assessment, identification, exploration, and recommendation, this research embarks on a journey to uncover the intricate dynamics between digital marketing and the promotion of Udupi District's coastal treasures.

In essence, this research embarks on a journey to unravel the symbiotic relationship between digital marketing and tourism, ultimately flourishing a future where Udupi shines brightly as sea shore of tourism excellence, fascinating travelers from near and far to get involved in its boundless beauty and hospitality.

OBJECTIVES

1. To Evaluate current digital marketing strategies for Udupi District.
2. To Identify barriers to implementing effective digital marketing for Udupi District.
3. To Explore tourist perceptions via digital channels of Udupi District.
4. To Recommend solutions to optimize digital marketing for Udupi District.

SCOPE

Assessing the effectiveness of Udupi's digital marketing landscape helps identify gaps and areas for improvement across digital channels, while investigating tourists' awareness and behavior sheds light on decision-making factors, including their online research preferences. By comparing Udupi's digital marketing efforts with those of other coastal destinations, the district can enhance its regional and global reach.

Evaluating the quality and relevance of digital content, such as visual and multimedia elements, measures their effectiveness in attracting tourists. Furthermore, exploring stakeholder perspectives and experiences, including those of government agencies and local businesses, enhances collaboration opportunities. Ultimately, measuring the impact of digital marketing on tourist arrivals, spending, and branding involves assessing both tangible and intangible returns on investment (ROI) for Udupi District.

METHODOLOGY PRIMARY DATA

1. Surveys and questionnaires collect data from 100 respondents and can be administered online, by mail, in person, or over the phone.
2. Interaction involves direct conversations with respondents to gather detailed information.
3. Observations involve watching locals, tourists, and tourist spots without interfering to analyze their behavior.

Secondary Data:
1. Pre-reviewed articles offer in-depth analysis and are highly reliable, providing extensive scholarly research.
2. Analyzing social media (e.g., Facebook, Instagram, Twitter) assesses digital marketing efforts, content effectiveness, engagement, and sentiment.
3. A SWOT analysis of Udupi District's coastal tourism will identify strengths, weaknesses, opportunities, and threats for strategic planning.

LIMITATIONS

1. Limited access to comprehensive tourist data hampers digital marketing impact analysis, as honest opinions may be withheld.
2. Challenges in internet access and digital infrastructure undermine digital marketing effectiveness, despite updated solutions.
3. Seasonal tourism fluctuations in coastal areas impact consistency, sustainability, and environmental concerns.
4. Competing digital marketing efforts from other destinations hinder assessing Udupi District's initiatives, possibly reducing tourist number.

2.1 History of the Study Area
We have visited multiple tourist spots as part of our research, engaging with tourists, tourist agencies, and various other stakeholders. The locations we explored provided a comprehensive understanding of the tourism landscape.
By interacting with diverse participants, we gathered valuable insights into the dynamics and trends influencing following tourist destinations:

2.2 Renowned Tourist Spots at Udupi District
Malpe Beach:

- Location: Udupi
- Infrastructure: Malpe Beach provides lodging, dining, restrooms, parking and security facilities are accessible It includes activities like sports and boat rides. It also has been maintaining cleanliness.
- Challenges and opportunities: Malpe Beach faces challenges such as environmental conservation and seasonality, yet it offers opportunities for sustainable development and cultural exchange.
- Digital marketing and promotion: Although it's renowned place yet effective digital marketing and promotion for Malpe Beach involves leveraging social media, targeted advertising, and user-generated content to reach a wider audience and showcase the beach's attractions and amenities.

Krishna Matha:
- Location - Udupi
- Infrastructure - The infrastructure typically includes the main temple, known for its unique architecture, surrounding buildings for administrative purposes, lodging facilities for devotees, and various halls for rituals and ceremonies. The Matha also often has gardens or courtyards for peaceful contemplation.
- Challenges and opportunities - Challenges include maintaining the cleanliness of the place among the large crowds, preserving heritage structures, and managing environmental impact. However, there are opportunities for economic growth through tourism revenue, cultural exchange, and spreading spiritual teachings to a wider audience.
- Digital marketing and promotion: At present, Digital marketing may vary based on the existing resources and strategies deployed by identifying areas for improvement and implementing tailored strategies.

The St. Lawrence Minor Basilica Church :
- Location - Attur
- Infrastructure - It's known for its stunning Romanesque architecture, adorned with intricate details and vibrant colors. The infrastructure typically includes towering spires, ornate columns, and beautifully crafted stained glass windows, all contributing to its grandeur and spiritual ambiance.
- Opportunities and Challenges: It seeks an opportunity to serve as a spiritual hub for the community, attracting pilgrims and tourists and also it maintains historical integrity while adapting for modern needs.
- Digital marketing and promotion - Implementing digital marketing strategies can enhance the visibility and can easily reach out the place, through, utilizing social media, website optimization, and targeted advertising to connect with a broader audience.

2.3 Opportunities Available Tourist Spots in Udupi District

Saligrama Kayaking Point:
- Location - Saligrama
- Infrastructure - The Saligrama kayaking point infrastructure provides facilities for kayaking enthusiasts, including rental equipment, changing rooms, safety gear, and possibly refreshment stands.
- Challenges and opportunities: Perfectly grabbed the opportunity to setup kayaking point with the minimal resources with enhanced marketing strategy and additionally they have included pre wedding photoshoot which add to their revenue and the challenges in environmental degradation and limited infrastructure for tourists.
- Digital marketing and promotion: They have attracted thousands of tourist through digital platforms having their own pages in several social media platforms and collaboration with other digital influencers.

Maravanthe Beach:
- Location - Kundapura
- Infrastructure - Maravanthe Beach offers basic facilities like parking and eateries alongside limited water sports facilities, allowing visitors to enjoy its scenic beauty while engaging in water sports activities.
- Challenges and opportunities : With the increasing tourists the tourist agency has recently started boating and other activities and challenges faced to implement other plan is its mainly beside NH road.
- Digital marketing and promotion: It is striving hard to reach out the potential tourists through various digital marketing tools.

Kodi Beach
- Location - Kundapura

- Infrastructure - It's a popular spot for its scenario, but facilities like restrooms, food stalls, and other facilities might be limited compared to other developed tourist destinations.
- Opportunities and challenges: Presently it is focusing on the scuba drive experience which can be a game changer and challenges lies in the environmental degradation due to tourism.
- Digital marketing and promotion - They depend on various factors such as the current level of tourism, competition with nearby beaches, and the target audience and work through it.

2.4 Shadowed Tourist Spots at Udupi District:
Hoode Beach :
- Location- Udupi
- Infrastructure - It has been gaining popularity among tourists for its natural beauty and calm environment
- Challenges and opportunities - Many opportunities yet to be seized as for implementing it may face many consequences
- Digital marketing and promotion - It needs lots of efforts to get a lime light of it and only few social media influencers promoted about this place.

Greenland:
- Location: Mullikatte
- Infrastructure: It only facilitates water activities like boating, water bike ride
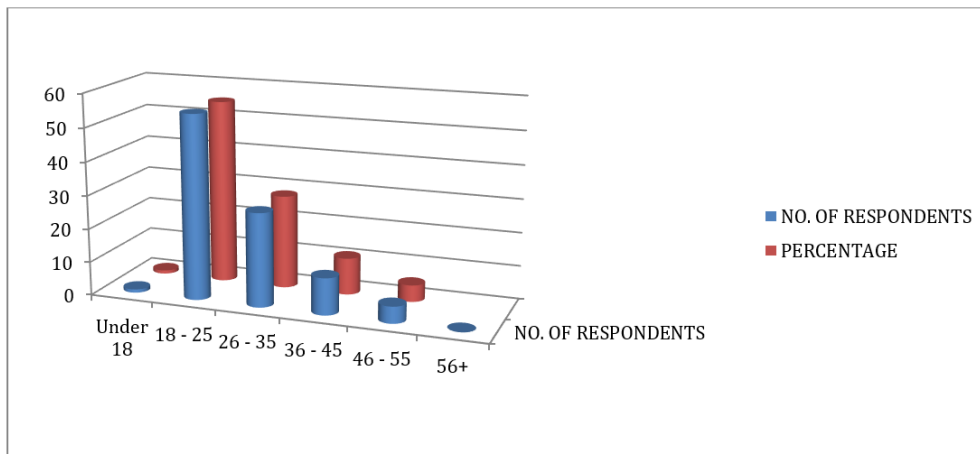
- Challenges and opportunities : As it is beside NH road it catches the eye of everyone and it can be restrict some activities
- Digital marketing and promotion: Local people also are not aware about the place because their low marketing strategies, Even they are not available in Google map which can be a big drawback.

2.5 Thriving Tourist Spot:
Belkal Theertha Falls :
- Location - Mudoor Junction
- Infrastructure - Belkal Theertha falls under the category of natural infrastructure. It's a sacred freshwater pond surrounded by lush greenery and is considered a significant natural landmark.
- Challenges and opportunities - Belkal Theertha Falls faces challenges of accessibility and environmental conservation but offers opportunities for ecotourism development and adventure tourism, with potential for infrastructure improvement to enhance the visitor experience
- Digital marketing and opportunities - Promoting Belkal Theertha Falls digitally might require a significant effort initially to establish an online presence and attract attention, especially if it's relatively unknown or competing with other destinations

III. DATA INTERPRETATION

3.1. Age of the respondents:

| Particulars	No of respondents	Percentage
Under 18	1	1
18 - 25	55	55
26 - 35	28	28
36 - 45	11	11
46 - 55	5	5
56+	0	0
Total	100	100

Interpretation: The majority of respondents (55%) are aged 18-25, indicating a strong interest from young adults. The 26-35 age group also represents a significant portion (28%), followed by 36-45 (11%) and 46-55 (5%). Only 1% are under 18, and there are no respondents over 55. This suggests that digital marketing efforts should primarily target younger demographics.

3.2. Gender of the respondents:

| Particulars	No of respondents	Percentage
Male	59	59
Female	41	41
Total	100	100
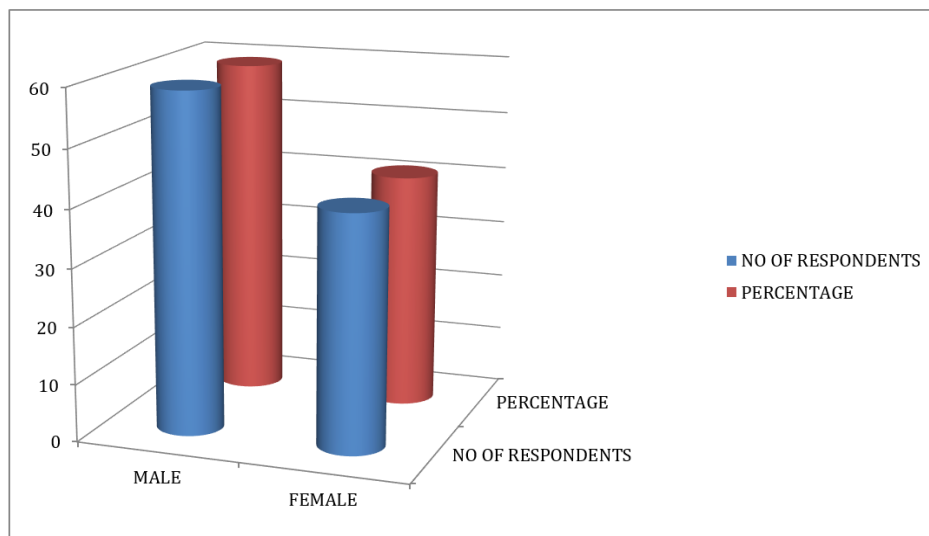
Interpretation: The survey on digital marketing for Udupi District's coastal tourism shows a varied demographic: 59% male and 41% female respondents. This balanced gender participation suggests diverse perspectives, enhancing strategies to promote Udupi coastal line effectively.

3.3. Digital marketing promotions about tourism in Udupi:

| Particulars	No of respondents	Percentage
Frequently	24	24
Occasionally	48	48
Rarely	22	22
Never	6	6
Total	100	100
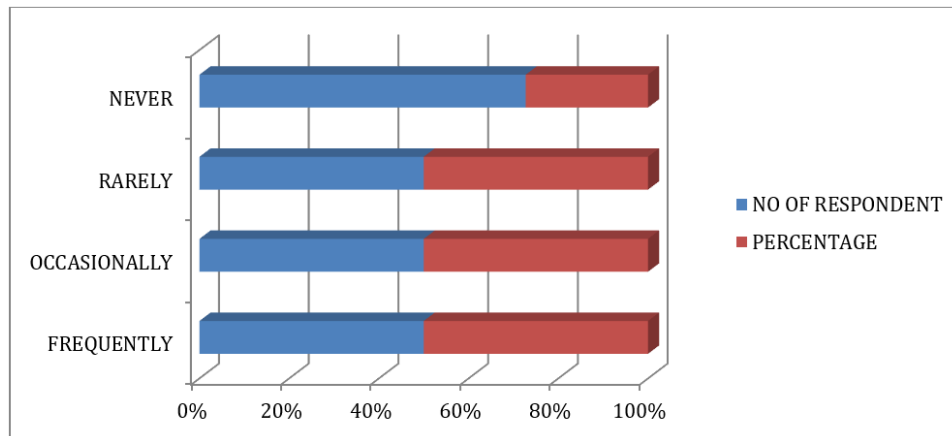
Interpretation: The survey reveals varying exposure levels to digital marketing promoting Udupi District's coastal line. Nearly half (48%) encounter these promotions occasionally, 24% frequently, 22% rarely, and 6% never. This indicates substantial exposure, suggesting digital marketing's potential effectiveness in promoting Udupi's coastal tourism.

3.4 Effective and informative digital content indicating tourism in Udupi District:

| Particulars	No of respondents	Percentage
Videos showcasing local attractions	58	58
Blog posts highlighting cultural experiences	24	24
Social media posts featuring community events	17	17
Others	1	1
Total	100	100
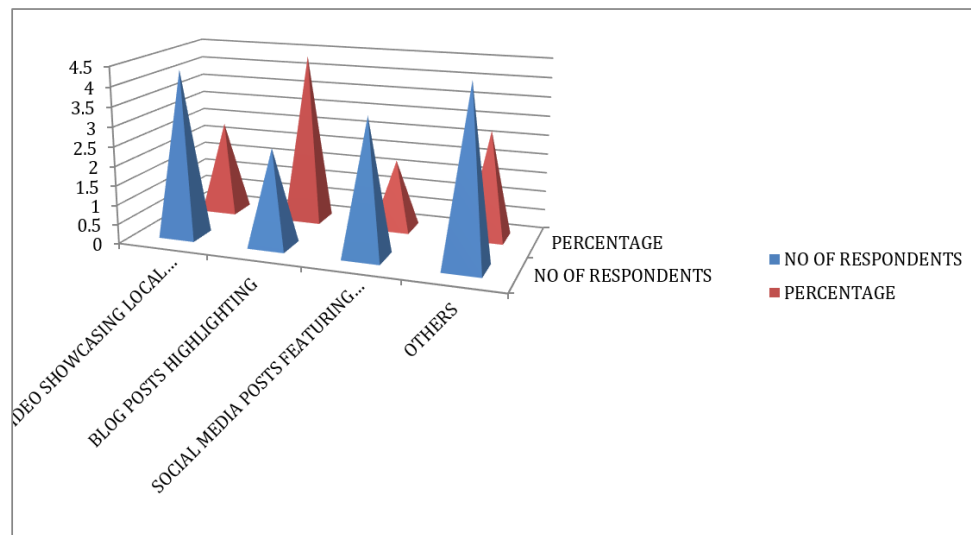
Interpretation: The survey results indicate a strong preference for visual and immersive content among respondents when it comes to learning about tourism opportunities in Udupi District. Specifically, 58% favored videos showcasing local attractions, followed by 24% for blog posts highlighting cultural experiences, and 17% for social media posts featuring community events. Only 1% indicated a preference for other content types.

3.5 Primary advantage of using digital marketing to promote Udupi District's coastal line as a tourist destination:

Particulars	No of respondents	Percentage
Cost effectiveness	11	11

|		
Direct engagement with target audience	14	14
Access to global audience	20	20
All of the above	55	55
Total	100	100
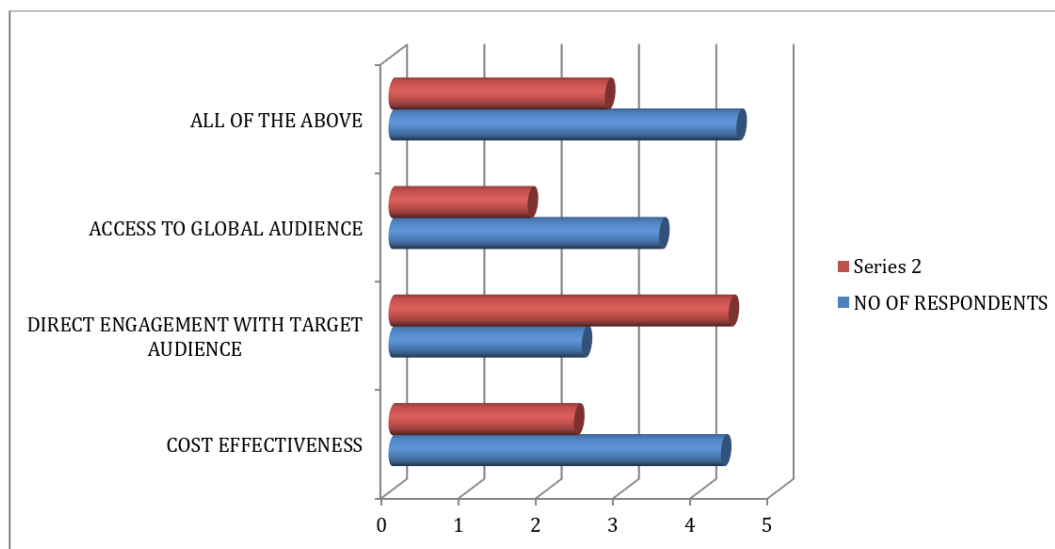
Interpretation: The survey shows 55% of respondents view all benefits—cost-effectiveness, direct audience engagement, and global reach—as advantages of using digital marketing to promote Udupi District's coastal line. Specifically, 20% favor global reach, 14% direct engagement, and 11% cost-effectiveness. This suggests a strong belief in the comprehensive benefits of digital marketing for promoting Udupi's coastal attractions.

3.6 Digital platforms primarily used to gather information about tourist attractions in Udupi District

| Particulars	No of respondents	Percentage
Social media platforms	70	70
Travel review websites	14	14
Official tourism websites	16	16
Total	100	100
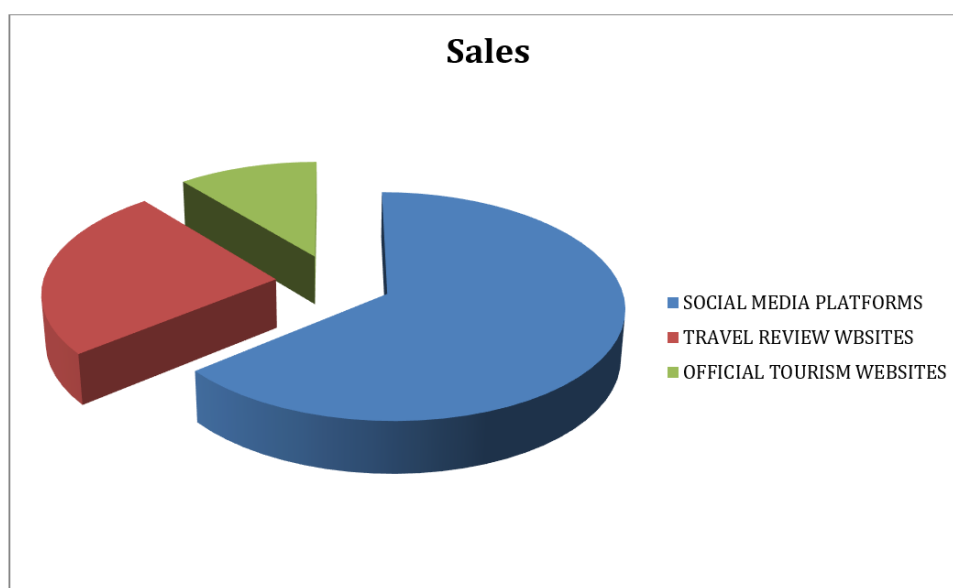
Interpretation: The survey shows 70% of respondents use social media for information on Udupi District's tourist attractions, 16% use official tourism websites, and 14% use travel review sites. This highlights social media's key role in influencing tourists. With 57.6% of respondents being younger, digital marketing should prioritize social media to effectively promote Udupi's coastal lineline

3.7 Influence of digital marketing materials in shaping your decision to visit Udupi District's coastal line

| Particulars	No of respondents	Percentage
Extremely influential	55	55
Moderately influential	33	33
Slightly influential	11	11
Not influential at all	1	1
Total	100	100
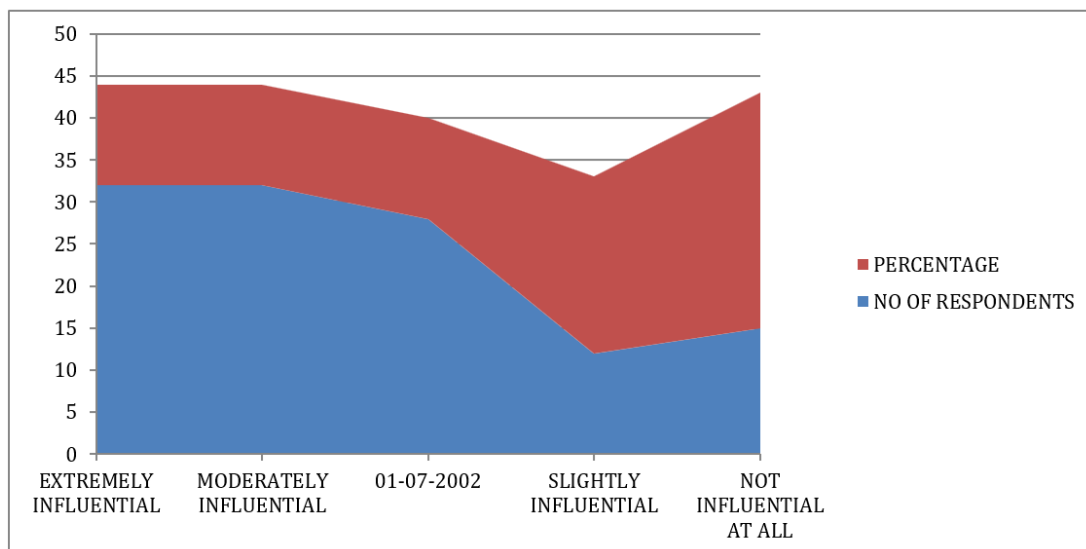
Interpretation: The survey shows that 55% of respondents found digital marketing highly influential in deciding to visit Udupi District's coastal line, 33% found it moderately influential, 11% slightly influential, and 1% not influential. This indicates a strong impact of digital marketing on attracting tourists to the area.

3.8   Identify the accuracy and reliability of the information provided through digital marketing channels about Udupi District's coastal attractions

| Particulars	No of respondents	Percentage
Very satisfied	46	46
Somewhat satisfied	36	36
Neutral	18	18
Somewhat dissatisfied	0	0
Total	100	100
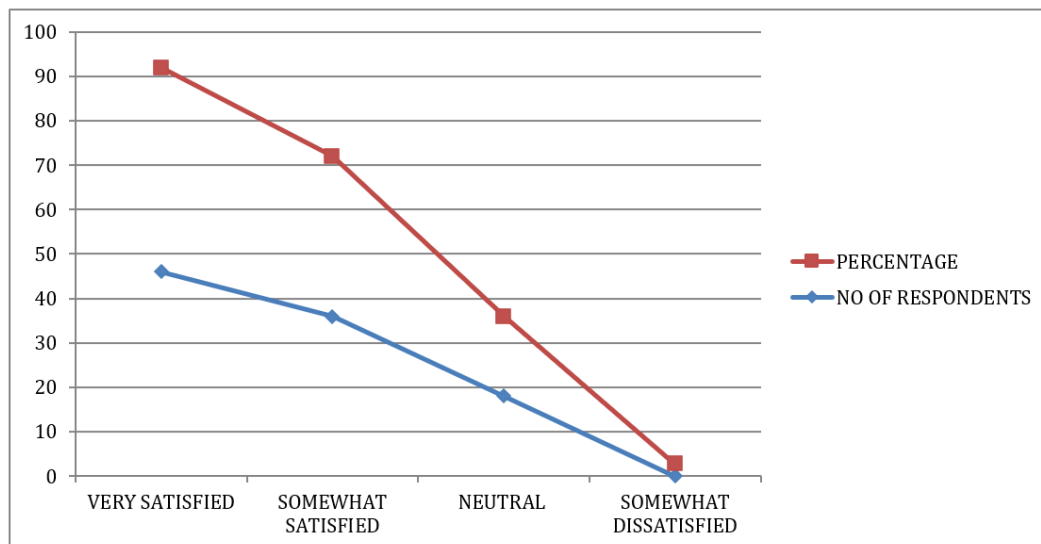
Interpretation: The survey shows a positive reception to digital marketing for Udupi District's coastal tourism: 82% of respondents (46% very satisfied, 36% somewhat satisfied) are pleased with the accuracy and reliability of information. No respondents expressed dissatisfaction, highlighting the effectiveness of these strategies, especially among the younger demographic who rely on digital platforms for tourism information.

3.9   Effectiveness of digital marketing initiatives have grabbed the opportunity to increased tourist footfall at Udupi District's coastal attractions:

| Particulars	No of respondents	Percentage
Highly effective	61	61
Moderately effective	25	25
Slightly effective	14	14
Ineffective	0	0
Total	100	100
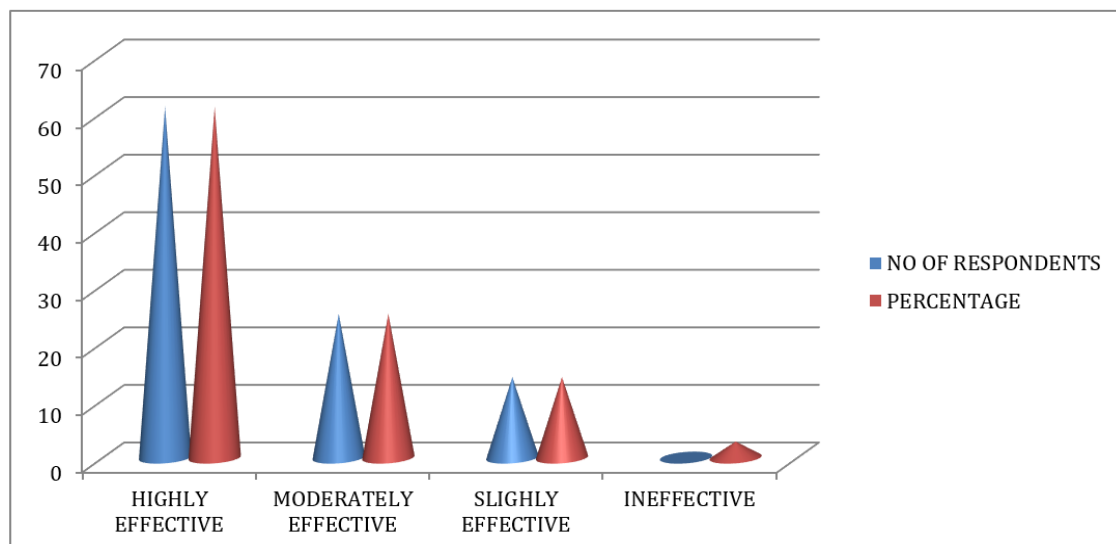
Interpretation: Based on the data provided, it appears that digital marketing initiatives have been highly effective in increasing tourist footfall at Udupi District's coastal attractions. The majority of respondents (61%) rated them as highly effective, with an additional 25% considering them moderately effective. This suggests a strong positive impact and successful utilization of digital marketing strategies in promoting tourism in the area.

3.10 The key challenges faced during implementing digital marketing campaigns to promote tourism in Udupi District.

| Particulars	No of respondents	Percentage
Limited budget/resources	26	26
Language barriers	24	24
Lack of digital literacy among the local community	37	37
Competition from other tourist destination	13	13
Total	100	100
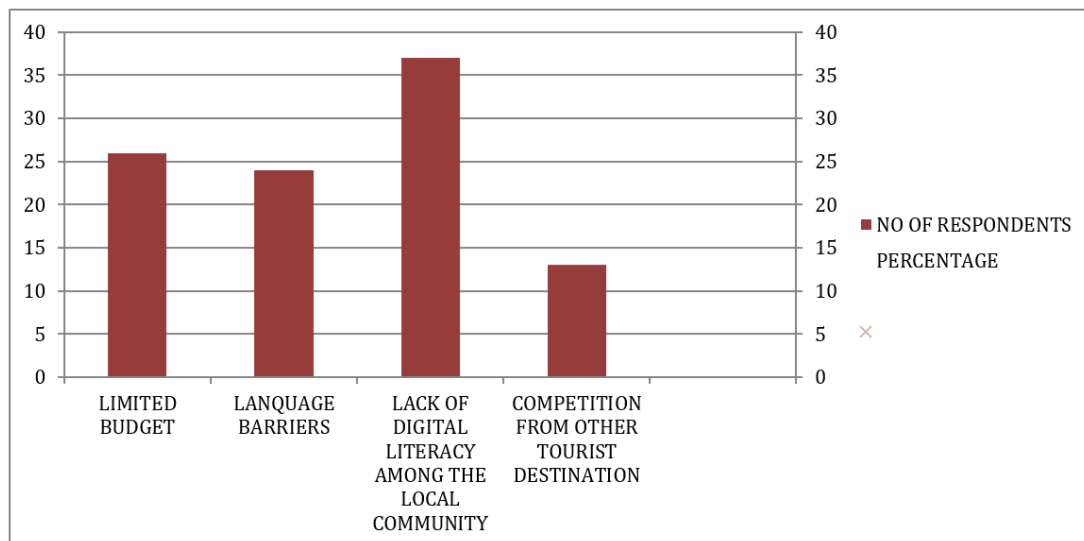
Interpretation: Implementing digital marketing campaigns for tourism in Udupi District faces challenges such as a lack of digital literacy (37%), limited budget (26%), language barriers (24%), and competition from other destinations (13%). Targeted approaches and community engagement can mitigate these challenges and enhance tourism growth.

3.11 Factors influencing decision to visit Udupi District's coastal line.

| Particulars	No of respondents	Percentage
Discounts and promotion	16	16
Recommendations from friends/family	17	17
Compelling digital marketing content	15	15
Previous positive experiences	11	11
All of the above	41	41
Total	100	100
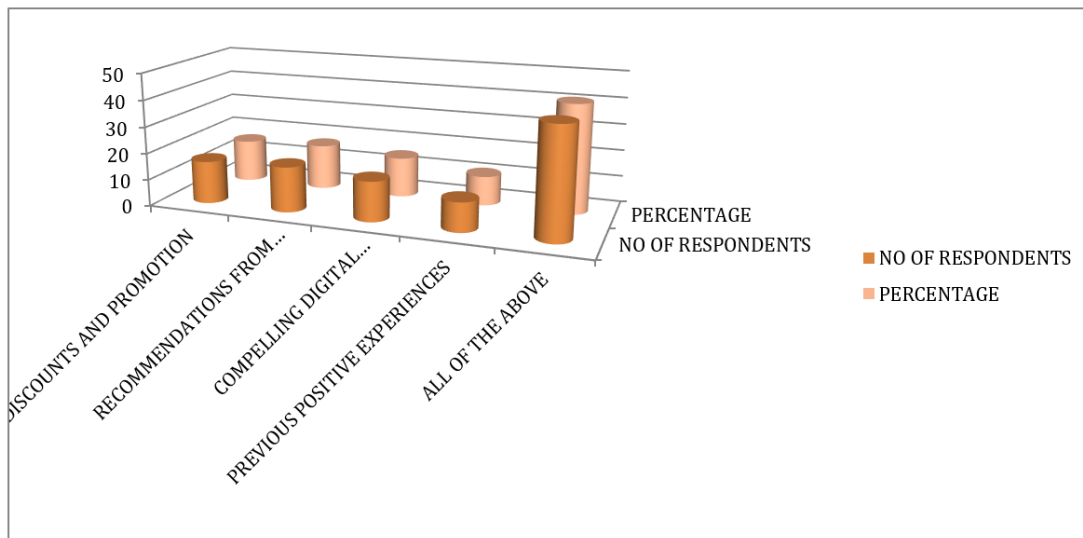
Interpretation; The survey on promoting Udupi District's coastal line as a tourist spot reveals that 41% of respondents are influenced by discounts, recommendations, digital marketing, and past experiences. Individual factors like discounts (16%), recommendations (17%), and digital marketing (15%) also matter. Only 11% are solely influenced by past experiences. The findings stress the importance of digital marketing strategies, emphasizing discounts, recommendations, and engaging content to attract tourists, especially younger ones.

3.12   Important tools in businesses for promoting Udupi's coastal attractions to engage with their audience through interactive content

| Particulars	No of respondents	Percentage
Live recent streams	53	53
Virtual tours	28	28
Customized tourism	19	19
Total	100	100
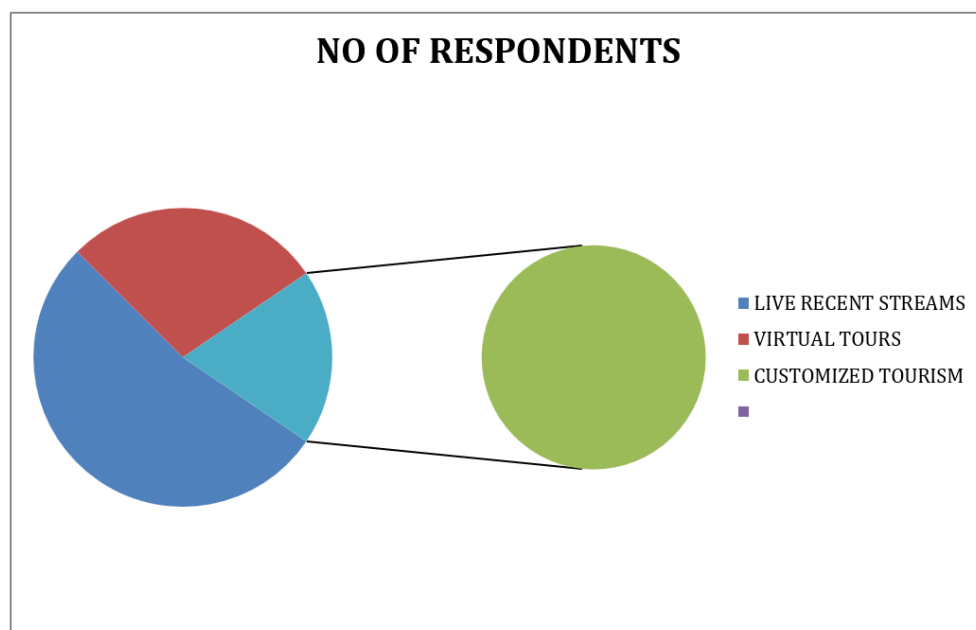
Interpretation: The survey shows a clear preference for tools to promote Udupi's coastal attractions: 53% favor live recent streams, 28% virtual tours, and 19% customized tourism. Businesses should prioritize live streams to effectively engage their audience.

3.13   Type of user-generated content preferred by the public about tourism in Udupi district.

| Particulars	No of respondents	Percentage
User generated contents promotes regional tourism	67	67
User generated contents is cost effective	22	22
User generated contents may adversely affect the tourism	11	11
Total	100	100
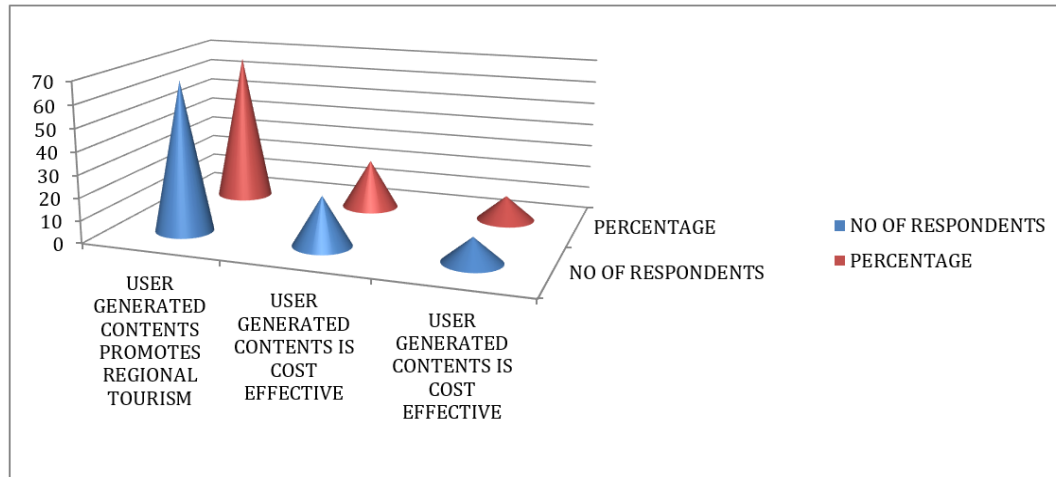
Interpretation: The data indicates that 67% prefer user-generated content promoting regional tourism for Udupi's coastal tourism, highlighting unique attractions. Additionally, 22% value its cost-effectiveness, while 11% express concerns about adverse effects. Overall, leveraging user-generated content is crucial for promoting Udupi's coastal tourism, emphasizing its distinctive offerings to attract visitors.

3.14 Emerging technologies could significantly enhance digital marketing for Udupi's coastal destination.

| Particulars	No of respondents	Percentage
VIRTUAL REALITY	82	82
AUGMENTED REALITY	14	14
NO EFFECT OF TECHNOLOGY ON TOURISM	4	4
TOTAL	100	100
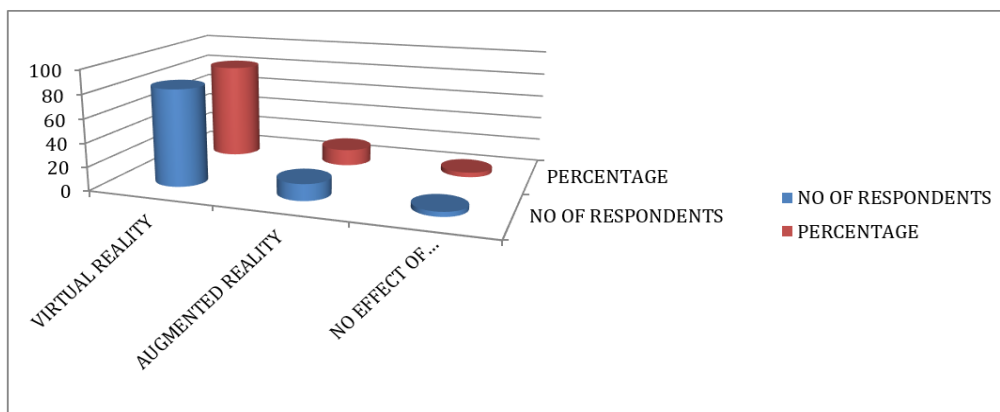
Interpretation: The survey on digital marketing's role in promoting Udupi District's coastal destinations reveals a strong preference for emerging technologies. With 82% advocating for virtual reality and 14% supporting augmented reality, there's clear interest in leveraging advanced tools for promotion. Only 4% believe technology won't impact tourism. This signals a shift towards innovative digital strategies, akin to the generational perspectives seen in the lecturer efficiency survey.

3.15 Improving current digital marketing strategies for Udupi's coastal tourism could be beneficial.

Particulars	No of respondents	Percentage
POPULARIZING THE TOURISM THROUGH SOCIAL MEDIA	52	52
PRIORITISING AT NATIONAL LEVEL	25	25
DEVELOPMENT OF TOURISM AGENCIES	12	12
CUSTOMER ATTRACTION BY OFFERING FACILITIES	11	11
TOTAL	100	100
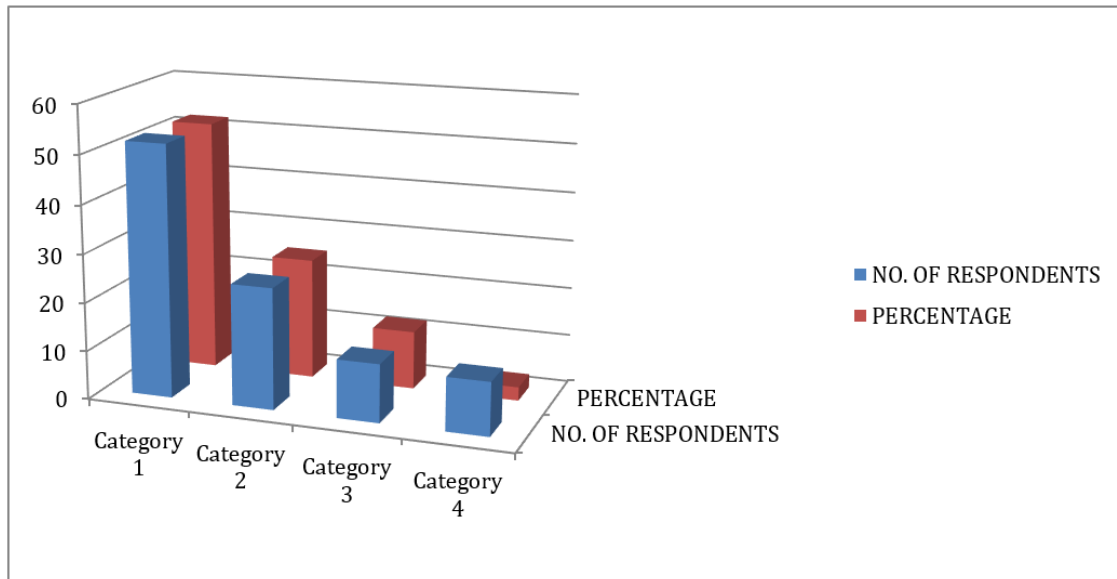
Interpretation: The survey on Udupi District's coastal tourism promotion reveals a varied distribution among respondents. Social media is favored by 52%, followed by national-level prioritization at 25%. Development of tourism agencies and customer attraction through facilities are also noted, with 12% and 11% respectively. This underscores the significance of digital platforms, especially social media, in enhancing Udupi's coastal tourism, alongside national-level support and tourism agencies' role in customer engagement.

IV. FINDING, SUGGESTION AND CONCLUSION

4.1 Findings
● Younger demographics aged 18-35 show active participation, signaling the need to tailor digital marketing strategies to their preferences.
● Videos showcasing local attractions, are favored by respondents, highlighting the importance of prioritizing engaging visual content in digital marketing efforts.
● High exposure to digital marketing promotions suggests leveraging digital channels effectively to enhance the district's visibility as a tourist destination.
● Overcoming challenges like limited budget and language barriers is crucial, requiring strategies such as digital literacy and optimizing budget allocation.
● Advantages of Digital Marketing include cost-effectiveness, direct engagement with the target audience, and access to a global audience.
● Prioritizing social media channels is recommended to effectively reach and engage with the target audience.
● Respondents highly prefer live streams, indicating a strong interest in interactive content, suggesting the incorporation of live streams into digital marketing strategies.
● User-generated content promoting regional tourism is valued, emphasizing digital marketing efforts to showcase the unique offerings of Udupi District's coastal tourism.
● Integrating with technologies into digital marketing can create immersive experiences and appeal to tech-savvy tourists.
● Collaborating with national tourism agencies

enhances Udupi's coastal tourism marketing impact.

4.2 Suggestions

- Design digital campaigns for younger demographics with immersive video content such as videos showcasing local attraction.
- Utilize social media for digital marketing efforts active engagement and user-generated content.
- Collaborate with national-level tourism authorities, tourism agencies, and local stakeholders to amplify promotional efforts
- Continuously monitor and adapt strategies based on feedback to campaigns based on evolving trends to sustain promotion successs.

4.3 Conclusion:

"A Study of Digital in Promoting Coastal Line as Tourist Destinations With Reference To Udupi District" reveals the critical insights. As the digital marketing has proven to be a effective tool in enhancing the visibility and attraction of coastal tourism with cost effectiveness. On one side, this region has seen increased tourist engagement and improved loc business revenue by the people of other parts of the country and in the other side the locals of the Udupi region have economical mind state that they hesitate to spend money on the travelling.

Social media platforms like Instagram, Facebook, and YouTube are pivotal in showcasing the beauty and culture of Udupi's coastline, attracting tourists with stunning visuals and engaging posts. Influencers and travel bloggers amplify this reach, sharing personal experiences that spark interest and awareness. Digital marketing enables direct communication, fostering a community of enthusiastic travelers and boosting tourism, which drives economic growth in the region. By leveraging targeted and cost-effective digital tools, Udupi can reach a global audience and cater to younger demographics' preferences for visual and immersive content. Overcoming challenges like limited budgets and digital literacy, effective digital marketing can elevate Udupi as a premier tourist destination, ensuring sustained tourism growth through continuous adaptation and collaboration.

BIBLIOGRAPHY

Magazines:

[1] Social Media Examiner
[2] Digital solutions
[3] Web resources:
[4] https://tourism.gov.in/sites/default/files/2020-04/011%20karnataka.pdf
[5] https://www.researchgate.net/publication/375457338_Impact_of_Digital_Marketing_on_the_Tourism_In dustry_Business_Profitability_of_UAE_throug h_the_role_of_Effectiveness
[6] https://scholar.google.co.in/scholar_url?url=https://www.academia.edu/download/87724753/article_75_vol_9_12020_portugal.pdf&hl=en&sa=X&ei=7wpKZvSIDO2q6rQPx-GUkAY&scisig=AFWwaea07LpVLNdghpmlR1YpohVe&oi=scholar r
[7] https://www.sciencedirect.com/science/article/pii/S0001691823002019#:~:text=Through%20digital%20marketing%20and%20strategies,et%20al.%2C%202020

ANNEXURE

Questionnaire

1. Age

a)	Under 18	d) 36 - 45
b)	18 - 25	e) 46 - 55
c)	26 - 35	f) 56+

Gender:
a) Male
b) Female
c) Non-binary/Prefer not to say

2. How often do you encounter digital marketing promotions about tourism in Udupi District?
   a) Frequently
   b) Occasionally
   c) Rarely
   d) Never

3. What type of digital content do you find most informative and engaging when learning about tourism opportunities in Udupi District?
   a) Videos showcasing local attractions
   b) Blog posts highlighting cultural experiences
   c) Social media posts featuring community events
   d) Others (please specify }

4. What is the primary advantage of using digital marketing to promote Udupi District's coastal

line as a tourist destination?
a) Cost-effectiveness
b) Direct engagement with target audience
c) Access to a global audience
d) All of the above

5. Which digital platforms did you primarily use to gather information about tourist attractions in Udupi District?
a) Social media platforms
b) Travel review websites
c) Official tourism websites

6. How influential were digital marketing materials in shaping your decision to visit Udupi District's coastal line?
a) Extremely influential
b) Moderately influential
c) Slightly influential
d) Not influential at all

7. How satisfied were you with the accuracy and reliability of the information provided through digital marketing channels about Udupi District's coastal attractions?
a) Very satisfied
b) Somewhat satisfied
c) Neutral
d) Somewhat dissatisfied

8. How effectively do you believe digital marketing initiatives have grabbed the opportunity to increased tourist footfall at Udupi District's coastal attractions?
a) Highly effective
b) Moderately effective
c) Slightly effective
d) Ineffective

9. In your experience, what are the key challenges faced when implementing digital marketing campaigns to promote tourism in Udupi District?
a) Limited budget/resources
b) Language barriers
c) Lack of digital literacy among the local community
d) Competition from other tourist destination

10. Which factors would most influence your decision to visit Udupi District's coastal line?
a) Discounts and promotions

b) Recommendations from friends/family
c) Compelling digital marketing content
d) Previous positive experiences
e) All of the above

11. What kind of tools do you think is important in businesses for promoting Udupi's coastal attractions to engage with their audience through interactive content ?
a) Live recent streams
b) Virtual tours
c) Customized tourism

12. Which type of user-generated content (e.g) Neutral., photos, videos you prefer to see more in digital marketing efforts for Udupi's coastal tourism?
a) User generated contents promotes regional tourism
b) User generated contents is cost effective
c) User generated contents may adversely affect the tourism

13. What role do you think emerging technologies could play in enhancing digital marketing for Udupi's coastal destinations?
a) Virtual reality
b) Augmented reality
c) No effect of technology on tourism

14. In your opinion, what improvements could be made to current digital marketing strategies for Udupi's coastal tourism?
a) Popularizing the tourism through social media
b) Prioritizing at national level
c) Development of tourism agencies
d) Customer attraction by offering facilities