

Digital Marketing Strategies for Promoting Rural Tourism in Bihar: Opportunities, Challenges and Future Directions

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Abstract:

Rural tourism has the potential to support local employment, entrepreneurship, cultural preservation, and economic development in Bihar. However, many rural destinations remain less visible because of limited promotion and inadequate access to tourism information. This study examines the role of digital marketing in promoting rural tourism in Bihar, with particular attention to major strategies, opportunities, challenges, and future directions. The study adopts a descriptive and review-based research design and uses secondary information from academic literature, research reports, and relevant policy documents. The study identifies social media marketing, websites and search engine marketing, content and video marketing, online travel platforms, mobile-based marketing, online reviews, and data-driven marketing as important approaches for improving the visibility and accessibility of rural destinations. It further finds that digital marketing can support local culture, heritage, cuisine, homestays, entrepreneurship, and wider market access. However, inadequate digital infrastructure, limited digital literacy, lack of professional marketing skills, financial and technological constraints, weak stakeholder coordination, and concerns related to online trust remain major challenges. The study concludes that an integrated approach combining digital capacity building, community participation, quality tourism services, coordinated destination management, and responsible use of data and artificial intelligence can strengthen the sustainable development of rural tourism in Bihar.

Keywords: Rural Tourism, Digital Marketing, Social Media Marketing, Sustainable Tourism, Community Participation

1. Introduction

Tourism plays an important role in economic development, employment generation, cultural exchange, and regional growth. In recent years, rural tourism has emerged as an important form of tourism because it provides visitors with opportunities to experience village life, local culture, traditional food, handicrafts, agriculture, natural landscapes, festivals, and community traditions. At the same time, rural tourism can create additional sources of income for local people and provide new opportunities for small businesses and rural entrepreneurs. The attached study also recognizes rural tourism as a means of protecting local environments, preserving distinctive culture, developing tourism resources, strengthening rural economies, and increasing rural income.

The growth of the internet and digital technologies has changed the way tourists obtain information and make travel decisions. Tourists increasingly use websites, social media, online reviews, videos, digital maps, travel platforms, and mobile applications before selecting a destination. As a result, tourism marketing is gradually moving beyond traditional promotional methods. This change is particularly important for rural destinations because many of them have attractive tourism resources but receive limited public attention. Digital marketing can help such destinations communicate directly with potential tourists, improve their visibility, and present their local attractions to a wider audience. In this context, the present study examines digital marketing strategies for promoting rural tourism in Bihar, with particular attention to opportunities, challenges, and future directions.

1.1 Background of Rural Tourism

Rural tourism broadly refers to tourism activities undertaken in rural areas where visitors experience the natural, cultural, social, and economic characteristics of local communities. It may include village stays, traditional cuisine, handicrafts, agricultural activities, local fairs and festivals, cultural performances, nature-based activities, and interaction with rural residents. Its attraction often lies in providing experiences that are different from highly commercialized urban tourism. Rural tourism also has economic significance. Tourist spending on accommodation, food, transportation, handicrafts, local products, and recreational activities can create opportunities for rural households and small entrepreneurs. The attached article explains that rural tourism can help connect agriculture with service activities, support the local economy, increase farmers' income, and encourage the multifunctional development of agriculture. Therefore, rural tourism can be understood not only as a tourism activity but also as a possible instrument of local development. However, the existence of tourism resources alone is not enough to attract visitors. Potential tourists need reliable information about destinations, available activities, transportation, accommodation, food, costs, and other services. Marketing therefore becomes an essential link between rural tourism resources and potential visitors.

1.2 Rural Tourism in Bihar

Bihar has considerable scope for tourism because of its historical heritage, religious importance, cultural diversity, traditional practices, food, festivals, arts, crafts, and natural resources. While many established destinations in Bihar already attract visitors, rural areas can complement these destinations by providing experiences based on village culture and local life. Rural communities in Bihar possess resources that can potentially be presented as tourism experiences, including traditional food, local crafts, agricultural practices, fairs and festivals, folk traditions, village landscapes, and community-based activities. Developing these resources responsibly may create opportunities for homestays, local guides, artisans, food providers, transport operators, and other small businesses. Rural tourism may therefore help distribute some tourism benefits beyond major tourist centres. A major issue, however, is visibility. Rural attractions may remain unknown to potential tourists when information about them is limited or difficult to access. Digital marketing can help reduce this communication gap. Through websites, social media pages, photographs, short videos, travel blogs, online maps, and tourism platforms, rural destinations can communicate their distinctive features to potential visitors. Thus, the development of rural tourism in Bihar needs to be considered together with suitable promotional and communication strategies.

1.3 Importance of Marketing in Rural Tourism

Marketing is essential for transforming tourism resources into recognizable tourism products and experiences. It helps tourists become aware of a destination, understand its attractions, compare available options, and make travel decisions. For rural tourism, marketing is particularly important because many destinations are small, geographically dispersed, and less familiar to tourists. Traditional tourism promotion generally relies on travel agents, brochures, posters, newspapers, exhibitions, and personal recommendations. Although these methods remain useful, they may have limitations in terms of reach, speed, interaction, and targeting. The attached study observes that some rural tourism destinations continue to depend on traditional marketing methods because of inadequate information resources and technology.

Digital marketing provides additional possibilities. Social media marketing, websites, search engines, online travel platforms, video content, online reviews, and electronic word-of-mouth can help rural tourism operators communicate with potential tourists. Digital channels can also enable visitors to share their experiences, photographs, reviews, and recommendations after a trip. The attached study further explains that traditional marketing may rely heavily on experience and limited information, making it difficult to understand tourists' actual needs. Technology-supported approaches can help identify tourist preferences and provide more suitable tourism services. Therefore, digital marketing is relevant not only for promotion but also for tourist engagement, service improvement, feedback, and relationship building.

2. Review of Literature

The existing literature shows that digital marketing has become increasingly important for the promotion and development of rural tourism. Andreopoulou et al. (2014)¹ examined internet marketing for sustainable development and rural tourism in Greece. Their study focused on the adoption of internet and e-marketing by rural tourism enterprises and showed the importance of online presence in improving market visibility and supporting business sustainability. Extending this discussion to the difficulties of technology adoption, Cheuk et al. (2018)² examined barriers to digital marketing at remote rural tourism destinations in Sarawak. Their work showed that rural tourism providers may face practical barriers in adopting digital marketing, particularly in remote areas. Karvele and Znotiņa (2019)³ evaluated the use of digital marketing for tourism promotion in the Latgale region and highlighted the value of digital channels and marketing campaigns in improving the visibility of regional tourism services. Similarly, Birkic et al. (2020)⁴ studied digital marketing in the promotion of rural regional tourist destinations and emphasized the role of internet-based activities by tourism organizations and individual tourism providers in reaching potential visitors.

Rodrigues et al. (2021)⁵ proposed a conceptual model to understand the impact of digital marketing on rural destination promotion. Their study connected digital marketing initiatives with rural tourism destinations and tourists, providing a conceptual basis for understanding the role of digital communication in destination promotion. Sulistyono and Fatmawati (2022)⁶ examined digital-based marketing innovations in Tinalah rural tourism and linked the use of digital tools with sustainable tourism development. Xie and He (2022)⁷ examined rural tourism marketing from a more technology-oriented perspective by considering big data and artificial intelligence. They observed that some rural tourism destinations still use traditional marketing approaches because of limited information resources and technological support. They further explained that technology-supported marketing can help understand tourist preferences and improve tourism services. Their framework also considers marketing

activities before, during, and after travel, showing that digital technologies can support different stages of the tourist experience.

Mujevic and Mujevic (2023)⁸ examined the role of internet media in promoting rural tourism in Montenegro and highlighted the relevance of information and communication technologies in rural tourism marketing. Al Matris (2023)⁹ studied the challenges associated with rural tourism development and discussed collaborative online marketing as a means of improving destination visibility. Oka et al. (2024)¹⁰ examined digital marketing in the promotion of Jatiluwih Tourist Village and reported that online media were important sources of tourism information, with social media accounting for a substantial share of the information received by visitors. Afren (2024)¹¹ also studied digital marketing in tourism business promotion and focused particularly on the growing role of social media in communicating with travellers. Deb et al. (2024)¹² examined the promotion of tourism businesses through digital marketing and identified critical success factors associated with digital marketing strategies and sustainable tourism business development. In another context, Pricopoaia et al. (2024)¹³ studied the application of digital marketing strategies for promoting tourist areas in Romania and highlighted the importance of giving greater attention to domestic and destination-specific tourism promotion.

More recent studies have expanded the discussion by connecting digital marketing with community participation, cultural resources, capacity building, and sustainability. Maulana et al. (2025)¹⁴ examined Sumberbulu Tourism Village in Indonesia and explored the integration of digital marketing communication with community participation for sustainable tourism development. Lubis et al. (2025)¹⁵ studied the digitalization of Pematang Johar Tourism Village and emphasized continuous digital mentoring as an important requirement for strengthening digital transformation in rural tourism. Masarrat (2025)¹⁶ examined the role of digital marketing in sustainable rural tourism with particular attention to local food and cultural heritage, showing the relevance of local identity in rural tourism promotion. Wijastuti and Darmaningrum (2025)¹⁷ examined digital marketing and tourist behaviour in Tembi Tourism Village and highlighted both the potential of digital promotion and the difficulties associated with its effective adoption. Baral (2025)¹⁸, in the context of Nepal, examined digital tourism marketing and its impact on rural tourism, including its relationship with tourists and local communities. Veseli et al. (2025)¹⁹ further connected digital marketing with tourism promotion and sustainable tourism development. Finally, Cvjetkovic et al. (2026)²⁰ examined digital marketing strategies for enhancing the competitiveness of rural agritourism farms and linked digital marketing practices with the market position of rural tourism enterprises. Taken together, these studies show that digital marketing in rural tourism has developed from basic internet promotion towards a broader approach involving social media, online communication, digital innovation, community participation, cultural content, tourist engagement, sustainability, and business competitiveness.

2.1 Research Gap

Previous studies have examined digital marketing in rural tourism through social media, online platforms, digital technologies, community participation, sustainability, and tourist engagement. However, most of these studies focus on international destinations, while research specifically addressing rural tourism in Bihar remains limited. Existing literature also provides insufficient understanding of how digital marketing can improve the visibility of Bihar's rural destinations and support local tourism development. Further, the opportunities and practical challenges of adopting

digital marketing in Bihar have not been adequately examined together. Therefore, this study addresses this gap by examining digital marketing strategies, opportunities, challenges, and future directions for promoting rural tourism in Bihar.

3. Research Objectives and Methodology

The main objective of the present study is to examine how digital marketing can contribute to the promotion of rural tourism in Bihar. The specific objectives are:

1. To examine the role of digital marketing in promoting rural tourism in Bihar.
2. To identify the major digital marketing strategies suitable for the promotion of rural tourism.
3. To analyse the opportunities offered by digital marketing for improving the visibility and reach of rural tourism destinations in Bihar.
4. To identify the major challenges associated with the adoption and effective use of digital marketing in rural tourism.
5. To suggest suitable strategies and future directions for strengthening the digital promotion of rural tourism in Bihar.

This study adopts a descriptive and review-based research design to examine digital marketing strategies for promoting rural tourism in Bihar. The study is based on secondary data collected from journal articles, books, conference papers, research reports, and relevant academic studies. Official reports and policy documents of the Ministry of Tourism, Government of India, and the Department of Tourism, Government of Bihar are also considered. Relevant literature on digital marketing, rural tourism, social media, tourist behaviour, and sustainable tourism is reviewed systematically. The collected information is analysed thematically to identify major digital marketing strategies, opportunities, challenges, and future directions.

4. Digital Marketing Strategies for Rural Tourism

Digital marketing offers useful ways to make rural tourism destinations more visible and accessible to potential visitors. This is particularly relevant for Bihar, where rural tourism can be linked with local culture, food, handicrafts, agriculture, heritage, festivals, and village experiences. However, digital promotion should not be treated as a substitute for good tourism services. It works best when reliable information, local participation, accessibility, and visitor experience are developed together. Based on the reviewed literature, the following strategies are relevant to the promotion of rural tourism in Bihar.

➤ **Social Media Marketing:** Social media can provide rural tourism destinations with a direct way to communicate with potential visitors. Photographs, short videos, stories, and regular updates can present local food, festivals, handicrafts, farming activities, landscapes, and village life. Sitthikun et al. (2024)²¹ discussed digital marketing strategies in the context of agritourism, while Juliana et al. (2026)²² examined the relationship between digital marketing and the popularity of rural tourism destinations. These studies indicate the growing importance of digital communication in rural destination promotion. In Bihar, social media can be used to introduce lesser-known rural experiences to wider audiences.

➤ **Website and Search Engine Marketing:** A website can serve as a reliable source of information about a rural destination. It can provide details about attractions, accommodation, transport, local activities, maps, prices, and contact information. Search engine optimization (SEO) is equally important because online information has limited value when tourists cannot find it easily. Morais et al.

(2025)²³, in their study of rural tourism in Portugal, examined SEO practices and highlighted the need for rural tourism businesses to strengthen their presence in the digital environment. For Bihar, simple, accurate, mobile-friendly, and searchable web content can make rural destinations easier to discover.

➤ **Content and Video Marketing:** Rural tourism is experience-based; therefore, visual and story-based content can be particularly useful. Videos, photographs, blogs, virtual tours, and local stories can communicate the character of a destination more clearly than basic advertisements. Adekuajo et al. (2025)²⁴ discussed digital campaigns, virtual tours, and content that presents rural destinations and local entrepreneurs. For Bihar, content can focus on local cuisine, crafts, cultural practices, agricultural activities, heritage, and community experiences. Such content should present real experiences rather than exaggerated promotional claims.

➤ **Influencer Marketing:** Travel bloggers and digital content creators can help introduce lesser-known destinations to their audiences. Rural tourism in Bihar could collaborate with credible creators whose content relates to travel, food, heritage, culture, or responsible tourism. However, the studies provided for the present review do not offer sufficient evidence to establish the effectiveness of influencer marketing specifically in Bihar. It is therefore considered a possible promotional strategy rather than a proven outcome in the Bihar context.

➤ **Online Travel Platforms:** Online travel platforms can help small tourism providers connect with potential visitors by presenting information about accommodation, location, facilities, and tourism experiences. Adekuajo et al. (2025)²⁴ examined the role of digital platforms in rural tourism transformation in underserved regions. For Bihar, appropriate online platforms may help homestays and other eligible local tourism providers improve their market reach and make essential information more easily available to tourists.

➤ **Mobile and Location-Based Marketing:** Mobile technology is useful during travel because tourists can use smartphones for maps, directions, destination information, and communication with tourism providers. Accurate map listings and mobile-friendly information can therefore make rural destinations in Bihar easier for visitors to locate and explore.

➤ **Online Reviews and e-WOM:** Online reviews and electronic word-of-mouth (e-WOM) allow visitors to share their experiences through ratings, comments, photographs, and social media posts. These responses can shape the image of a destination and provide useful information to future visitors. They can also help tourism providers identify weaknesses in their services. Rural tourism providers in Bihar can therefore use online feedback for both reputation management and service improvement.

➤ **Data-Driven and Personalized Marketing:** Digital activities generate information through website visits, social media interactions, enquiries, bookings, and visitor feedback. Such information can help tourism providers understand the interests of different groups of tourists. In Bihar, this approach can gradually support more relevant promotion for visitors interested in culture, food, heritage, nature, agriculture, or village experiences. Its use, however, requires reliable data, appropriate digital skills, and responsible handling of visitor information.

5. Opportunities for Digital Marketing

Bihar has considerable potential for rural tourism because of its village traditions, local crafts, cuisine, fairs, agricultural activities, cultural practices, and historical connections. However, many rural attractions receive limited attention because information about them does not reach a wider audience. Digital marketing provides an opportunity to reduce this communication gap. It can connect rural

destinations with potential tourists, strengthen the market presence of local tourism businesses, and present rural experiences in an attractive and accessible form.

➤ **Increasing Visibility of Rural Destinations:** One of the major opportunities offered by digital marketing is greater visibility for lesser-known rural destinations. Many villages may have cultural, natural, religious, or traditional attractions but remain outside regular tourist routes. Websites, social media, online maps, photographs, and videos can introduce these places to a wider audience. A stronger digital presence can help rural destinations in Bihar become easier to discover and can encourage tourists to explore places beyond established tourism centres.

➤ **Direct Access to Potential Tourists:** Digital platforms make direct communication between tourism providers and potential visitors possible. Local tourism operators can provide information about attractions, accommodation, activities, transport, and other facilities through websites, social media, and messaging platforms. Tourists can also make enquiries before visiting. Such direct interaction can reduce information gaps and help local providers understand visitor expectations.

➤ **Low-Cost Destination Promotion:** Digital marketing can offer relatively economical promotional opportunities for rural tourism providers with limited marketing budgets. Social media posts, photographs, short videos, and locally created content can reach large audiences without requiring expensive conventional advertising campaigns. This makes digital promotion particularly suitable for small tourism enterprises, community initiatives, and local entrepreneurs in rural Bihar.

➤ **Promotion of Local Culture, Heritage and Cuisine:** Rural tourism is closely connected with local identity. Digital platforms can present Bihar's traditional food, handicrafts, festivals, folk culture, village customs, agricultural practices, and heritage to potential visitors. Attractive photographs, videos, and stories can communicate the uniqueness of these experiences. Such promotion can create tourist interest while also providing greater recognition to local traditions and products.

➤ **Support for Local Entrepreneurs and Homestays:** Digital marketing can create new market opportunities for local entrepreneurs, artisans, guides, food providers, transport operators, and homestays. Small service providers can present their products and services directly to tourists and provide information about facilities, prices, and experiences. This can increase their participation in the tourism value chain and encourage locally managed tourism activities.

➤ **Personalized Tourist Experiences:** Tourists have different interests and expectations. Some may prefer cultural experiences, while others may be interested in local cuisine, village life, agriculture, handicrafts, nature, or heritage. Digital platforms can help tourism providers understand these interests and present suitable information to different groups. Such targeted communication can make rural tourism experiences more relevant and improve visitor satisfaction.

➤ **Rural Employment and Local Economic Development:** The growth of rural tourism can generate opportunities for employment and small-scale entrepreneurship. Increased tourist activity may create demand for accommodation, local food, transportation, guiding services, handicrafts, cultural activities, and other services. Digital marketing can support this process by connecting rural tourism products with wider markets. When supported by adequate infrastructure, skills, and community participation, digital promotion can contribute to local income generation and strengthen the rural economy.

Overall, digital marketing provides Bihar with an opportunity to make rural tourism more visible, accessible, and market-oriented. Its value is not limited to attracting tourists; it can also create opportunities for local businesses and communities to participate more actively in tourism development.

However, these opportunities can be realized effectively only when digital promotion is supported by reliable information, quality tourism services, local participation, appropriate infrastructure, and consistent destination management.

6. Challenges of Digital Marketing for Rural Tourism in Bihar

Despite its potential, digital marketing for rural tourism faces several practical challenges. The attached study identifies problems such as the absence of data-sharing systems, difficulty in analysing tourism data, limited integration of artificial intelligence and big data, and low interest among some small rural tourism operators in advanced technologies. These issues are relevant when considering the development of an effective digital marketing system for rural tourism in Bihar

➤ **Digital Infrastructure Gaps:** Effective digital marketing depends on reliable internet connectivity, digital devices, online information systems, and supporting technological infrastructure. Rural destinations with weak digital facilities may find it difficult to maintain websites, update online information, manage bookings, or communicate consistently with tourists. The attached study similarly notes that some rural destinations lack data collection and sharing platforms.

➤ **Limited Digital Literacy:** Local tourism providers may not always possess the digital knowledge required to use online marketing tools effectively. Managing social media accounts, responding to online enquiries, updating business information, and using digital platforms require basic digital skills. Without appropriate training, the benefits of digital marketing may remain limited.

➤ **Lack of Professional Marketing Skills:** Digital access alone does not guarantee effective promotion. Rural tourism providers also need skills in destination branding, audience identification, content planning, customer communication, and campaign management. Small operators may depend on informal promotional practices rather than a planned marketing approach. The attached study also identifies traditional and outdated marketing approaches as constraints on rural tourism development.

➤ **Limited Quality Digital Content:** Tourists often form their first impression of a destination through online content. Poor photographs, incomplete information, outdated details, or irregular updates can reduce interest and trust. Rural destinations therefore need accurate and attractive content that presents local culture, food, heritage, accommodation, accessibility, and tourism activities without creating unrealistic expectations.

➤ **Financial and Technological Constraints:** Although basic digital promotion can be relatively inexpensive, advanced digital marketing requires investment in professional websites, content production, booking systems, data management, software, and skilled personnel. The attached study notes that smart tourism requires hardware, software development and maintenance, databases, and adequate service resources. Such requirements can be difficult for small rural tourism enterprises to meet independently.

➤ **Coordination among Tourism Stakeholders:** Rural tourism involves several participants, including local communities, entrepreneurs, accommodation providers, transport operators, tourism authorities, and other service providers. If these stakeholders promote destinations independently without sharing reliable information, the overall digital presence may become fragmented. Better coordination is therefore necessary to develop a consistent destination identity and provide accurate information to tourists.

➤ **Data Privacy, Trust and Online Reputation:** Digital tourism activities generate information through enquiries, bookings, reviews, and online interactions. Tourism providers need to handle such

information responsibly and maintain visitor trust. At the same time, online reviews can influence destination reputation. Incorrect information, unresolved complaints, or poor online communication can damage tourist confidence. Therefore, responsible data management and active reputation management should form part of digital tourism practices.

7. Future Directions and Strategic Framework

The future of digital marketing for rural tourism in Bihar should move beyond isolated social media promotion towards an integrated system connecting technology, local communities, tourism enterprises, and public institutions. The attached study suggests that deeper integration of big data and artificial intelligence can support precise marketing and services before, during, and after a tourist's journey.

➤ **Digital Capacity Building for Rural Tourism Stakeholders:** Regular training should be provided to local entrepreneurs, homestay operators, guides, artisans, and other tourism stakeholders. Training can cover social media management, online communication, digital payments, content creation, online booking, customer feedback, and basic data management. Developing local digital skills would reduce dependence on outside marketing support.

➤ **Integrated Digital Tourism Platforms:** An integrated digital platform could bring together information about rural destinations, attractions, accommodation, local food, handicrafts, transport, maps, events, and contact details. Instead of tourists searching across disconnected sources, such a platform could provide reliable destination information through a common digital interface.

➤ **Public-Private Collaboration:** Government agencies, local communities, tourism businesses, technology providers, and educational institutions can play complementary roles. Public institutions can support infrastructure and capacity building, while private partners can contribute technological and marketing expertise. Local communities should remain actively involved so that tourism promotion reflects genuine local experiences.

➤ **Smart and Data-Driven Tourism Marketing:** Future marketing decisions can increasingly use information generated from searches, enquiries, bookings, reviews, and visitor feedback. Such data can help identify tourist interests, seasonal demand, popular experiences, and areas requiring service improvement. The attached study highlights the potential of data analysis for precise marketing and improved tourism services.

➤ **AI-Based Personalization and Recommendation:** Artificial intelligence can gradually support personalized tourism recommendations based on visitor interests and behaviour. Tourists interested in local cuisine, heritage, agriculture, nature, or village culture could receive more relevant destination and activity suggestions. The attached study explains that tourism data and AI can be used to understand preferences and provide personalized services. However, such systems require reliable data and responsible use of visitor information.

➤ **Sustainable and Community-Based Digital Marketing:** Digital promotion should support local communities rather than merely increase tourist numbers. Marketing can highlight locally owned accommodation, traditional products, handicrafts, food, cultural practices, and community-based experiences. Local participation can help ensure that tourism income remains connected with rural communities while preserving cultural authenticity and avoiding misleading commercialization.

8. Conclusion and Suggestions

8.1 Conclusion

The study indicates that social media, websites, search engine marketing, digital content, videos, online travel platforms, mobile-based services, online reviews, and data-driven marketing can play complementary roles in rural tourism promotion. At the same time, digital promotion alone cannot ensure tourism development. Challenges related to digital infrastructure, digital literacy, professional marketing skills, quality content, financial resources, technological capacity, stakeholder coordination, and online trust need to be addressed. The reviewed study also identifies limitations in information infrastructure, data utilization, and the integration of advanced technologies in rural tourism. The future approach should therefore combine digital technology with community participation, capacity building, quality tourism services, and coordinated destination management. Data analytics and artificial intelligence may gradually support more targeted and personalized marketing, but their adoption should be based on reliable data, appropriate skills, and responsible data practices. Thus, digital marketing can contribute to a more visible, accessible, competitive, and community-oriented rural tourism sector in Bihar when it forms part of a broader and well-coordinated tourism development strategy.

8.2 Suggestions

- 1. Strengthen Digital Infrastructure:** Reliable internet connectivity and basic digital facilities should be improved in rural areas with tourism potential so that local providers can participate effectively in online promotion.
- 2. Develop Digital Skills:** Practical training should be provided to homestay operators, guides, artisans, local entrepreneurs, and other tourism stakeholders in social media management, online communication, digital payments, content creation, and booking systems.
- 3. Create an Integrated Rural Tourism Platform:** A common digital platform for rural tourism in Bihar could provide information about destinations, accommodation, local food, handicrafts, transport, maps, events, and tourism activities in one place.
- 4. Improve the Quality of Digital Content:** Professional photographs, short videos, destination stories, and accurate travel information should be developed to present rural destinations clearly and attractively.
- 5. Promote Local Culture and Products:** Digital campaigns should give greater visibility to local cuisine, handicrafts, festivals, folk traditions, agricultural experiences, and other distinctive features of rural Bihar.
- 6. Support Local Entrepreneurs and Homestays:** Small tourism businesses and eligible homestay operators should be encouraged and assisted in developing an online presence and using appropriate digital booking and tourism platforms.
- 7. Strengthen Stakeholder Coordination:** Tourism authorities, local communities, entrepreneurs, technology providers, and other stakeholders should work together to maintain consistent information and coordinated destination promotion.
- 8. Use Tourist Feedback for Improvement:** Online reviews, ratings, complaints, and visitor suggestions should be monitored regularly and used to improve tourism services and destination reputation.

9. Adopt Data-Driven Marketing Gradually: Tourism-related digital data can be used to understand visitor interests, seasonal demand, and preferred experiences and to design more relevant promotional activities.

10. Explore Responsible Use of Artificial Intelligence: AI-based tools may be gradually introduced for personalized recommendations and tourist communication where adequate data, technical capacity, and privacy safeguards are available.

11. Encourage Community Participation: Local communities should participate in planning, content development, and tourism activities so that digital promotion reflects authentic rural experiences and local interests.

12. Focus on Sustainable Rural Tourism: Digital marketing should aim not merely to increase visitor numbers but also to support local employment, entrepreneurship, cultural preservation, responsible tourism, and long-term economic benefits for rural communities.

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