

Museums in Jaipur: A Marketing Strategy to Promote Travel and Tourism in Rajasthan

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Abstract: India is an ancient country having a rich cultural heritage with many extremely beautiful and precious monuments. There are many museums in India from which we get the idea about the living patterns or the lifestyle of the kings and kingdoms. India is home to over more than 1,000 museums representing the rich and diverse blend of the cultural, religious, and scientific achievements that our civilisation has witnessed over the years. And preserving this great heritage the Maharajas of India have Played significant role, some changed their palaces into the museums where they are showcasing the cultural and other lifestyle of the era, and some donated the precious paintings, utensils, and other things to showcased them for public. Museums also Played a vital role in communicating the different aspects of Cultural heritage. This Research paper focuses on the strategies used by the Government of Rajasthan for preserving the cultural heritage, and promoting the tourism in Rajasthan by which the economy of state can rise, which could lead to help the downtrodden areas in Rajasthan.

Key words: Maharajas, Museums, India, Cultural Heritage, Economy, Government, Rajasthan

Introduction: The northern Indian state of Rajasthan is well known for its extensive history, thriving culture, and stunning architecture. Numerous museums in the area display its rich legacy and provide tourists a window into the past. The history of museums in Rajasthan, India, is an interesting journey that reflects the region's rich cultural heritage and historical significance. Rajasthan, known as the "Land of Kings," has a long history of royal patronage of arts and culture, which has contributed to the establishment and growth of museums in the state. The global appeal of museums as destinations for leisure and education has been greatly boosted by the rising respect for culture, cultural tourism, stunning international exhibits, and massive advertising efforts. As a result, the recreational and experiential purposes of museums have become a societal phenomenon. As a result, a variety of museums devoted to all aspects of human knowledge and experience have emerged. The global network of museums has expanded to include those specialising in archaeology, history, culture, natural science, art, architecture, marine studies, and other scientific fields. (Kulshreshtha, 2017)

It should also be notable that, creating an effective marketing strategy is crucial for museums also to engage with their audiences, promote their exhibits and events, and attract visitors. Now a days museums in Rajasthan has adopted various marketing and marketing strategies for increasing the involvement of the tourist in the museums.

Apart for that, Kings/Maharaja's of Rajasthan has also contributed in preserving the diverse and wide history of Rajasthan by converting their Palaces into Museums and by giving some part of their palaces to convert into museums to showcase the lifestyle of kinds and their lineage to the general public and tourist. On the other hand, some Kings

have donated a lot of historic materials to the Government of India for showcasing them in the museums. (Kulshreshtha, 2017)

Objectives of Study:

- ✓ To Study how museums in Rajasthan are becoming a tool of promotion of tourism in state.
- ✓ To analysis the Marketing strategies practice by the museums in Rajasthan
- ✓ To know the impact of Marketing strategies, use by museums in general public.

Limitations of Study:

1. Limited number of respondents.
2. The data obtained in some cases may be biased.
3. Difficulty in communicating within the city while conducting the survey.

Research Methodology: Research methodology has an important bearing on the collection of reliable and accurate data. In this research paper an attempt has been made to study on the impacts of Museum as a Marketing strategy for promoting the tourism in Rajasthan. It is an exploratory type of research, Both Primary and Secondary source of data collection is used for the present study. Sample size for the same is 100 People of Delhi Ncr, from which Data is collected through personal and telephonic interview, which questions regarding the people's perception regarding museums and museum history is included also the impacts of the museum's marketing strategies is also been evaluated. and secondary has been collected through referring to the journals available in google scholar and shodh ganga.

Famous Palaces Converted into Museums in Rajasthan:

Numerous exquisite palaces that have been turned into museums may be found in Rajasthan, a state renowned for its rich history and cultural legacy. Visitors may get a look into the lavish lifestyles of the royals at these palaces turned museums, which also display Rajasthani art, architecture, and history. It is remarkable that these Palaces which converted into museum have played such a vital role not only for preserving the cultural heritage of India, but also it is a way of stabilizing the Indian economy in many ways. Not only the Indian economy has increased but the Royal families who converted their palaces into kingdom are earning well through them. Here are several well-known Rajasthani palaces that have been turned into museums. (Choudhary, 2013)

1. **City Palace Museum:** The City Palace in Jaipur is a large complex that includes a number of buildings and courtyards. An large collection of artefacts, clothing, weaponry, paintings, and manuscripts that belonged to the Jaipur royal family are on exhibit in a portion of the palace that has been turned into a museum. The museum highlights Jaipur's rich cultural legacy and offers insights into the royal way of life.
2. **Mehrangarh Museum:** Jodhpur's Mehrangarh Fort, a majestic edifice with sweeping vistas of the city, is home to the Mehrangarh Museum. The Mehrangarh Museum, located within the fort complex, features a sizable collection of artefacts, like as weaponry, textiles, miniature paintings, and palanquins. The museum also has exhibits that are devoted to the history of Rajasthan and display the regional costumes, jewellery, and musical instruments.
3. **Umaid Bhawan Palace:** A majestic palace that houses a five-star hotel and the royal family of Jodhpur is the Umaid Bhawan Palace Museum in Jodhpur. The history and legacy of Jodhpur are shown in a portion of the palace that has been turned into a museum. Visitors may get a look into the city's and the palace's regal history by viewing the museum's collection of antique automobiles, pictures, furniture, and other artefacts.

4. **Junagarh Museum:** The Junagarh Museum is located in Bikaner's Junagarh Fort and features an extensive collection of artwork, weapons, manuscripts, carpets, and costumes. The museum provides tourists with a comprehension of the lavish lifestyle of the Bikaner kings by showcasing the royal history and culture of Bikaner.
5. **Hawa Mahal Museum:** The Hawa Mahal, sometimes referred to as the Palace of Winds, is a distinctive architectural wonder in Jaipur. It is housed at the Hawa Mahal Museum. The Hawa Mahal includes a modest museum within that features artefacts and exhibits relating to the history and design of the palace, albeit it isn't a full-fledged museum. The Hawa Mahal's purpose and place in Jaipur's history may be revealed to visitors.

Visitors may discover the royal history, architecture, and regional cultural practises at these Rajasthani converted palace museums. They shed light on the dynastic lives and artistic and cultural artefacts that were left behind.

Marketing Strategies Used by Museums in Jaipur for Promoting travel and tourism:

Effective marketing tactics are critical to fulfilling the objective of preserving cultural heritage, which is a major duty for museums. Effective marketing tactics are critical to fulfilling the objective of preserving cultural heritage, which is a major duty for museums. (Luciana Lazzeretti, 2015) Here are some marketing strategies that museums can employ to preserve cultural heritage:

- **Educational displays:** Museums can create interpretative displays that offer background information, narrative, and opportunities for interaction with the cultural artefacts on show. This approach facilitates visitors' comprehension of the artefacts' value, their historical context, and their relation to the portrayed culture.
- **• Interpretation in various tongues:** Museums may offer multilingual interpretation services to engage visitors from various cultural backgrounds and attract a wider audience. Labels that have been translated, audio tours, and interactive applications that let users access information in their preferred language can all be examples of this.
- **Digital Interaction:** Museums can improve the protection and dissemination of cultural material by utilising digital technology. This might incorporate mobile applications, virtual reality experiences, or interactive displays that offer further details, multimedia content, or augmented reality capabilities pertaining to the on-display artefacts. (Luciana Lazzeretti, 2015)
- **Community Partnership:** By working with regional specialists, artists, historians, and cultural organisations, museums may actively engage the local population in the preservation of cultural heritage. Oral history initiatives, participatory programmes, and community-based exhibitions are a few examples of how people of the community may work together to share their knowledge, traditions, and experiences.
- **Educational initiatives:** Creating instructional materials that are targeted to various age groups and audiences may be a successful marketing tactic. Visitors may connect with the cultural heritage in a meaningful way and get a deeper knowledge of the artefacts on show through workshops, guided tours, lectures, and hands-on activities.
- **Online Presence:** Building a solid online presence through social media platforms, museum websites, and online exhibitions enables museums to reach a wide audience. The ability to access and interact with cultural

heritage remotely is made possible by their ability to communicate information, stories, and updates about their collections, events, and research. (Nechita, 2014) (R., 2014)

- **Collaboration with Educational Institutions:** To integrate cultural heritage into the curriculum, museums might work with schools. Offering escorted tours, workshops, and instructional materials that complement the curriculum is one way to do this. Museums can make sure that the next generation develops a love and knowledge of cultural heritage through cooperating with schools.
- **Conservation Display:** Museums may utilise transparent conservation and restoration exhibits to show visitors the work that has gone into keeping cultural artefacts safe. Museums may spread awareness about the value of preserving cultural property for next generations by teaching visitors about the conservation process. (Nechita, 2014)
- **Storytelling and Narrative methods:** Using storytelling and narrative methods in exhibitions helps increase visitors' access to and interest in the cultural heritage. Museums may elicit feelings and provide a memorable experience that encourages a stronger connection with the cultural heritage by displaying the artefacts within a captivating narrative framework.
- **Collaboration in Research and Publication:** Museums can cooperate together on research initiatives and publish academic articles that advance knowledge about and help to preserve cultural assets. By disseminating their findings to a larger academic audience, museums can make sure that researchers and academics from all over the world may access their knowledge and skills.

By putting these marketing tactics into practise, museums can effectively protect and transmit cultural heritage, encouraging visitors and communities to value it and to feel a feeling of shared legacy.

Impact of Museum's Marketing strategies on people around globe:

By maintaining and displaying cultural heritage, art, science, and history, museums contribute significantly to society. A museum's use of effective marketing techniques may have a significant impact on the public in a number of ways.

Museums play a significant role in society by preserving and presenting cultural heritage, art, science, and history. Effective marketing strategies employed by museums can have a profound impact on the general public in several ways:

- 1) **Education and learning:** Museums are educational establishments that provide chances for learning and knowledge expansion. Exhibitions, guided tours, workshops, and interactive displays are examples of marketing techniques that may interest visitors and deepen their understanding of a variety of topics. Complex topics may become more approachable through well-designed exhibitions that provide clear and understandable information, encouraging lifelong learning.
- 2) **Cultural Enrichment:** Museums offer a venue for fostering a greater knowledge and respect of various cultures, traditions, and viewpoints. Public relations tactics that emphasise the cultural relevance of artefacts and works of art can promote tolerance, respect, and understanding of other cultures. (Kumar, 2019)
- 3) **Inspiration and Creativity:** Museums frequently display exceptional pieces of art, historical accomplishments, scientific advancements, and original concepts. The public's creativity may be inspired and stimulated by museums by using effective marketing techniques. Visitors might be inspired to think critically, envision novel possibilities, and tap into their own creative potential via compelling storylines, multimedia displays, and interactive experiences.
- 4) **Community Engagement:** Museums may act as gathering places for the local population, promoting social harmony. The local community can be included in marketing efforts through outreach programmes, partnerships, and interactive exhibitions, which can improve the museum's relationship with the general

public. Museums may become more inclusive and relevant institutions by actively engaging a variety of audiences and addressing their interests and concerns.

- 5) **Impact on Society:** Museums have the capacity to address social challenges and promote societal improvement. Museums may increase awareness and advance social justice, environmental sustainability, and other significant issues by using marketing tactics that address pertinent themes, pose questions, and spark discussion. Exhibitions and programmes that focus on contemporary issues and promote public involvement can inspire people and communities to take action.
- 6) **Emotional Connection:** Through storytelling, individual experiences, and sensory stimulation, museums may evoke strong emotional responses from their patrons. A visitor's experience may be improved by using effective marketing techniques to inspire feelings like awe, wonder, empathy, and introspection. For the general audience, emotional engagement can result in a greater comprehension and enjoyment of the museum's content.

Overall, the public can be informed, educated, inspired, and engaged by museums' marketing techniques. Museums may improve people's lives, support societal advancement, and promote a feeling of a common cultural heritage and identity by using creative and inclusive methods. (Kumar, 2019)

Data Analysis:

Examining several facets of a museum's approach to engaging and reaching its target audience is customary when analysing a museum's marketing strategy. I collected data through both primary as well as secondary data, from primary data I conducted interviews in both telephonic and face to face forms, after collecting and analysing the data I have found that:

Marketing Strategies by Museums: The many avenues that the museums are using to interact with its audience that are been identified. Websites, social networking sites, email newsletters, physical signs, printed materials, press releases, ad campaigns, and collaborations with other organisations fall under this category. Print Media is playing a bigger role in this, as they have started printing the relevant and important data regarding the museums by which the general public and as well as the tourist coming from various places either domestic or across the glob have an idea about the culture and other things. Not only Print media but Digital media is also playing a vital role as digital media is pivot part of the marketing strategies, museums has started making they online presence through creating website carrying the information regarding the timings and ticket fair of the museums and wide history of them as well. This thing has helped a lot to the public and also to museums in several ways. (Luciana Lazzeretti, 2015)

Practices adopted by museums:

In order to communicate with its audience and successfully promote their exhibitions, programmes, and projects, museums use a variety of marketing strategies. Museums employ various marketing practices to effectively engage with their audience and promote their exhibits, programs, and initiatives. (R., 2014) Below are some practices followed by museums are being found in this research:

Press releases and media relations: To publicise big exhibits, purchases, partnerships, or special events, museums frequently issue press releases. In order to obtain media attention and pique public interest, they collaborate closely with media organisations. To help with media coverage, museums may also provide press previews and provide media tools like press kits and high-resolution pictures.

Social media: To reach a larger audience and encourage involvement, museums employ social media sites like Facebook, Twitter, Instagram, and YouTube. They communicate with followers through comments, likes, and shares while sharing updates, behind-the-scenes material, photographs, and videos. Social media platforms provide

museums the ability to foster a feeling of neighbourhood, advertise events, and stimulate visitor involvement. (isadr, 2015)

Email newsletters: Subscribers to the email newsletters of several museums get them on a regular basis. Newsletters contain information on future shows, activities, classes, and deals. Additionally, they may offer possibilities for comments and surveys, as well as interviews with artists or curators and unique material.

Physical Signage and Brochures: To direct visitors and give information about exhibitions, artefacts, and educational materials, museums employ physical signage on their property. Offering visitors more information about the museum and its activities, brochures and pamphlets handed out at the museum entry or at visitor information desks also function as marketing tools.

These were some important practices which museums have not only adopted but working on not widely, apart from that there are several practices have been found which are mentioned in findings part.

Overall Impact:

The marketing plan of a museum can greatly affect a number of its activities and general success. Here are some major effects has been found having a strong marketing plan on museums.

Effective visitor engagement has made possible a well-planned marketing strategy. Clear signs, enlightening pamphlets, engaging displays, and user-friendly websites or mobile applications are all a part of it now. In order to improve the tourist experience and promote return visits, museums have started offering interesting and easy-to-access information

In order to draw visitors, museums had advertised their unique events, programmes, and exhibitions. A marketing plan is essential to marketing and promotion initiatives. This could entail using digital platforms like social media, email newsletters, and online commercials in addition to more conventional advertising mediums like print, radio, or television. Raising awareness, generating interest, and increasing attendance are all aided by effective marketing. (Kumar, 2019)

A museum's reputation is significantly influenced by the way it interacts with the general public. The statements from the museum are in line with its mission, beliefs, and objectives thanks to a clear and consistent marketing strategy. It fosters good perceptions among visitors, stakeholders, and the larger community. It also helps to foster trust and credibility. A good reputation can result in more funding, joint ventures, and ongoing interest in the museum's programmes And by adopting the modern techniques of marketing strategies such as print and digital media and presence on social media , museums in Rajasthan are moving ahead.

Findings and Conclusion:

In different interpersonal or organisational situations, marketing strategies relate to the methods and tactics utilised to effectively transmit information and accomplish desired results. Building connections, communicating ideas, resolving issues, and reaching goals all depend on effective marketing. Active listening, Empathy and Emotional Intelligence, asking questions, visual and print media are some examples of the marketing strategies.

Museums have played a vital role in communicating the importance of the varied and diverse culture of India. It should be notable that:

1. Many Palaces are partially or fully converted into museums.

2. Museums has adopted various marketing strategies to deliver the knowledge about the cultural heritage of Rajasthan.
3. Museums also have significant role in marketing and influencing people.
4. Museums through their marketing strategies have educated the educational institutions as well.
5. With the advancement in technology, museums have also adopted the modern marketing strategies like making the online presence through being the part of various social media platforms and websites.
6. Indian museums' marketing departments are doing well by implementing a variety of tactics to market intangibles to their audience. Despite having limited resources (budgets, staff numbers, lack of specialists in charge of the Web, etc.), they have learned that they may investigate their target and adopt various messages for them through various channels.

Museums has adopted various Marketing strategies from preserving the cultural heritage of Rajasthan and promoting travel and tourism. It is important for the museums to build an strong marketing strategies for developing the awareness and delivering the knowledge about the cultural heritage. Through the strong marketing strategies museums not only educate the people but also attract the tourist and helps in building the economy of the country.ss

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