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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

**CAREER AND SOCIO-ECONOMIC CONDITIONS OF FACULTIES WORKING IN
FIRST GRADE COLLEGES: A STUDY WITH REFERENCE TO DAKSHINA KANNADA
DISTRICT, KARNATAKA STATE**

**Dr. GEETHA M L
PROFESSOR
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MANGALORE**

ABSTRACT

Education plays an important role in the development of any country. India occupies third place in the higher education system in the world, with United States of America in the first place and China in the second place. With demographic transition, India is assumed to be the youngest country in the world with an average Indian being 29 years old. In this context, the importance of higher education has been acknowledged as a prominent area and efforts are being made to bring qualified and empowered teaching faculties into the education system. Therefore, the higher education sector is a major indicator of human development. In this present study an effort is made to understand the Personal, Socio-Economic and career related aspects of teaching fraternity in Degree Colleges.

THE IMPACT OF DIGITAL MARKETING STRATEGIES ON PROMOTING NICHE TOURISM DESTINATIONS: A SPECIAL REFERENCE TO UTTARAKHAND

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ABSTRACT

The tourism industry, particularly in niche destinations like Uttarakhand, faces the challenge of effectively promoting unique experiences amidst a competitive era. This research addresses this challenge by examining the role of digital marketing in enhancing destination promotion, with a specific focus on Uttarakhand's niche tourism offerings. The study begins by highlighting the growing importance of digital platforms in destination marketing and the need for effective strategies to navigate this evolving landscape. Through secondary data analysis gathered from a variety of scholarly articles, reports, and case studies, the paper explores the effectiveness of digital marketing channels such as social media, content marketing, and influencer partnerships in raising destination visibility, engaging with travelers, and driving visitor satisfaction. The findings underscore the significant impact of digital marketing on destination promotion, providing valuable insights for destination marketers seeking to leverage digital platforms for promoting niche tourism destinations like Uttarakhand. In conclusion, the research emphasizes the need for destination marketers to adopt innovative digital marketing strategies to effectively showcase the unique offerings of Uttarakhand and attract niche travelers seeking authentic and immersive experiences.

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Thanking you profoundly

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