



A CASE STUDY ON THE NEW MEDIA IN TOURISM SECTOR IN INDIA

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Abstract

The new social media has been playing a great role in our every day's life and in every industry; it plays a crucial role in one or other way. Tourism industry also as it helps in easy decision making for individual/traveler through the information available on different social networking platform. This paper provides a conceptual framework- 'how new social media is playing a crucial role in framing individual preference and choice while making travelling decision. Social media has left its impact on all the sectors and it is majorly used as a source of communication and to gather information rather than meeting in a person. Social media is one that is used for leisure as well as for the business purpose. Face book, Twitter and YouTube are major websites which has influenced each and every sector. It has bought its effect on tourism sector too in a way where people share their experiences and reviews and the information available on the new social media sites helps us to make our prospective choice. Social media helps in making decision easier and make a better choice as to which place to travel. The research paper will focus on how the social media has helped in influencing the customers buying behavior and what are the variables that affect the tourism industry by using social media. The study will aim to understand the importance of new media in tourism sector.

Key Words: *Social Media, Tourism, Influencing, Customers, Buying, Behavior.*

Introduction

New media has left its impact on all the sectors and it is majorly used as a source of communication and to gather information rather than meeting in a person. Social media is one that is used for leisure as well as for the business purpose. Face book, Twitter and YouTube are major websites which has influenced each and every sector. It has bought its effect on tourism sector too in a way where people share their experiences and reviews and the information available on the social media sites helps us to make our prospective choice. Social media helps in making decision easier and make a better choice as to which place to travel. The social media has given a great contribution to provide some good and not so good feedbacks and contributions. A recent research showed that more than half of the people change their decisions and plans after researching on various social portals. It helps the individually to virtually see the destination online and their reviews helps in making a better decision. The information is available in many forms like blogs, tagging, videos, reviews and many more medium. The tourism industry has also adopted social media as their way of advertising or marketing as it has bought great revenue and outcome as the information available on social media helps in decreasing the uncertainties and providing more relevant and real information.¹

The use of Internet and other information communication technologies leads to a new era of tourism economy. Social media, as one of most powerful online networking tools, has been integrated into a part of social and economic life in the real world. Wikipedia defines social media as the means of interactions among people in which they create share, exchange and comment contents among themselves in virtual communities and network. It includes social networking sites, blogs, micro blogs, consumer review sites, content community sites, wikis, internet forums and location based social media. Social media has emerged as the new way in which people connect socially, by integrating



information and communication technology (such as mobile and web-based technologies), social interaction, and the construction of words, pictures, videos and audio. It is actually more than a new way to communicate, but refers to an entire online environment built on people's contributions and interactions.

It can only be seen as something positive for the tourism and hospitality industry as it has so much to offer. It is still on a rise and provides a way to increase profits. Nevertheless, one of the most essential problems that service providers have encountered is how to engage in social media marketing and how to validate whether it is profitable for their business to use it or not. Therefore, some of the most challenging aspects include the considerations of how one measures these results; how one determines the business value of social media, how one realizes the importance of social media to any organization, how one makes use of social media for a business in order for it to be accepted by the community whilst enhancing the brand and lastly how one measures the value of the accomplished efforts.²

Different Types of New Media

The different types of new social media is as follows,

1. Media include communications channels through which news, entertainment, education, data or promotional messages are disseminated.
2. Media include every broadcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax and internet.
3. The growing popularity of the internet and social sites such as face book and twitter, social media is now an important channel that allows messages to be spread to the public.

The Role of New Media In Indian Tourism

In a country like India the travel journalists, media experts on travel, leading attractive, popular and branded newspapers mainly published from India metro cities, electronics media are always highlighting the clients about the places of tourist, interest, tourism, tourist season, image, scope of shopping, resources, hospitalities, peoples, culture and heritage to cater to the needs of prospective and actual tourists.³

Objectives

The main objectives of the present study on new Social media and tourism sector in India as follows,

1. A Study on New Media in Tourism Sector in India
2. To study the awareness of new media approach in tourism.
3. To suggest the new media tourism sector in India

Review of Literature

The review of literature in new media in tourism sector in India as follows:

Brendan James Keegan and Jennifer Rowley (2018) contribute to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with



social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools.⁴

Rodney Graeme Duffett (2017) examines the influence of interactive social media marketing communications on teenagers' cognitive, affective and behavioral attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers' attitudes toward social media marketing communications. The study ascertained that social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model. Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications. The practical implication of the study is that the companies and their brands should consider using and/or adapting their strategies based on the declining impact of social media marketing communications on the hierarchical attitude stages among young consumers and the divergent influence on usage and demographic variables when targeting the lucrative and technologically advanced, but capricious, Generation Z consumers.⁵

New Social Media in India

For today's generation, it's mere part of their life to be social media savvy, most of us spend lot of time every day on different social media sites like Face book, Twitter, YouTube, pin interest, etc. use of web has extended its way to a deeper path that is not just for emailing or for searching a particular thing but a way of staying update and interacting through chats, video sharing or through image sharing or updating some the status and many more. Social media has become a major part in our life's as we see that out of five persons every second person is using social media to share their happiness or achievements through the use of different social media portals. On the other hand if we will see it from the company's perspective it has been a great source of creating awareness among the customers about their brand and products. It is a way through which the companies create an image in their prospective customers and through which they interact with them and try to know their views in order to improve their services. Social media is a greatest source of entertainment and leisure too. It has spread its wings in each and every aspects thus, it's playing multiple roles in everyone's life not in a way of communicating only but also in other aspects.

Tourism Sector and New Media in India

New media has been defined in various ways. Social media is a wide term and defines as the way of interacting through blogs and forums, photographs, audio records, videos, links, profile pages on social networking sites (Eley & Tilley, 2009). Social media is described as an associate, user created online content (Roberts & Kraynak, 2008). With the advancement of social media, internet has been evolved from being the diffusion medium to a participatory platform through which people become the media themselves for sharing information. Social media is defined as the group of applications which allows the formation and alter the content developed and based on the technological fundamentals of internet (Kaplan & Haenlein, 2010). Different social media applications like wikis, blogs, social network sites i.e., face book or instagram or the media sharing websites like YouTube have gained the massive recognition in the online tourist communities.

Considering the comments available on online communities such as Trip Advisor, helps hotels and other travel-related companies to be aware of what their visitors like and dislike. With the increasing



trend of and the benefit of social media provide copious tourism companies has amalgamated social media applications to their websites to increase customers' travel information searching experience (Fuchs, Scholochov, & Höpken, 2009; Sánchez-Franco & Rondan- Cataluña, 2010). Improvements and gains provide advantage over competitors when social networking sites are used for marketing purposes. Large numbers of people are moving towards social media makes it possible to spread the news more rapidly in a short span of time which in a way provides opportunity to expand swiftly (Magnold & Faulds, 2009).

New Media on Travel and Tourism in India

New Media has its impact on each aspects of our lives with its great reach it has affected the tourism industry too. Comments or reviews on social media sites are considered important when the traveler makes some travel plans. Travelers who are planning for a holiday accommodate themselves first with the information. Through the use of internet travelers easily get the information about the place and helps in making easy reservations. This helps in building positive effect and creating a satisfaction level of the tourist. The comments and feedbacks on social media also influence the tourist decision at the time of reservation stage, as well as helps in building brand recognition and reliability. The online feedbacks have both the positive as well as negative feedbacks, the negative feedbacks include the negative or the bad experiences thus the negative comments too have to be analyzed efficiently. The consumers look for negative evaluation in particular (Sachse & Magnold, 2011). There are enormous monthly visitors on social media who are keenly searching the travel information from different sources such as Trip Advisor, Cox & Kings, Make My Trip and the likes. Social networking sites helps travelers in making decisions and helps in sharing their experiences about the place hotel or any particular destination. Social networking sites are becoming a vital way of promoting products and a way of communication (Indian Express, 2014). According to Zeng (2013) a fine plan to endorse selling is by making use of social media to sell tourism goods apart from it social media can be also used to announce the most recent promotions.⁶

Awareness of New Media Approach in Tourism in India

New Social media marketing experts underscore the advantages of using social media for marketing as the ability to reach a wide audience, two-ways communication, accessibility and viral effect. Social media marketing promises to improve promotional efforts significantly. One of the major advantages of social media marketing is the ability to reach a wide audience breaking down geographic boundaries. Historically communication with others was limited by geographical boundaries. Today's social media technologies enable nearly everyone to reach a global audience for interpersonal interaction and exchanging information and encompasses tools and platforms that enable people from different part of the world to be connected and to exchange information with each other.

The social media effects on tourism are profound and can be contributed to the popularity of user written reviews, video and photo sharing, blogging, and the localization of the Internet. Travelers use social media to discuss where they are going, what attractions they are seeing, and what restaurants they are visiting. Additionally, travelers research venues and attractions before they book a trip. They provide feedback about their experiences when they get home. Social media and the Internet are not just a part of traveler's lives; with most carrying Internet enabled cell phones, the Internet is integrated into their activities.⁷

Conclusion

The study helped in understanding that the social media helps the traveler in making decision and reducing the risk of dissatisfaction as the traveler is pre-assured about the destination through the



research done by them at the pre-stage of travelling. As well as there is much scope if more campaigns and marketing is done through the social media. This paper is based on a review of studies conducted on the usage of Social Media by tourism organizations and the effect of Social Media on the traveler's decision. For future research, a qualitative tool can be used to analyze Social Media effects as well as ways to promote tourism. It can be backed up with a quantitative study in the form of questionnaire survey to understand how tourist decision can be effected through various social media platforms. Social media is slowly becoming an important marketing tool offering different organizations opportunity to engage with their markets and to learn about customer"s needs, important segments and profile. However, the implications are that this is an uncontrolled environment and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or negative. As these social network sites can pose a threat as well as an opportunity to companies by rapidly spreading the views of dissatisfied customer's comments. It has brought information on the fingertips of people ranging from news to promotional videos. This has made the world to be smaller beyond landscapes with swift contact and updates via web and mobile. These unique features of the marketing tool have gained the attention of various academicians and researchers. Accordingly, the main aim of this article is to systematically examine and review current studies that have been conducted over the related area of social media and marketing.

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