



Effect of Social Media Practices on the Performance of Tourism Industry in the State of Uttarakhand.

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Abstract

Social Media platform is the need of hour of every tourism industry, where everyone wants to connect with the entire travellers through this platform. Using S.M.P. creates win-win situation for industry as well as travellers. The main agenda behind conducting this research investigation is scrutinize and evaluating the consequences of social media practices on performance of tourism industry in Uttarakhand state and providing some expedient recommendations regarding social media practices as well as guidelines of tourism industry. Research study is mixed in nature (Quantitative Qualitative), and depends upon only primary sources of data collection; researchers has selected around 100 tourism marketers or industrialists of Uttarakhand (50 industrialist/ marketers from Dehradun +50 industrialist / marketers from Nainital) for study. Random Sampling Method has been implemented by the researchers. Three tables have been mentioned in respect of data analysis. Table 1 comprises of social media platforms adopted by tourism industry of Uttarakhand, table 2 encompasses of time period from which they are operating their social media page and table 3 contains duration of the updation and posting of content to social media by industry. Table 4 includes the feedback of industrialist based on likert's five point scale. At the end, researchers has recorded some facts regarding social media which acts as a powerful weapon to attract so many traveller troops to avail and assess the services provided by tourism industry and how fake or false information posted by tourism industry ferociously affects the working of tourism industry, despite of having negatives highlighted by researchers in their paper, there is some glimmer of courage to exterminate the issues facing by TI , that is as follows:-(I) Every industry must utilize their social media platform to engross travellers meritoriously.(II)Govt. and Cyber Cell authorities should prudently supervise the social media pages of tourism industry in order to fend off unfair practices.

Keywords:-Social Media Platforms, Promotional Apparatuses, Eradicate, Ferociously.

Introduction

We all us are enough aware that media is a fourth pillar of our Indian democracy, so social media also plays a vital role in each and every sector of society, Tourism industry are also taking the assistance of social media in order to propagate the worthwhile evidence to mass audience regarding tourism industry. Social Media comprises of text content, videos, pictures etc. used to attract mass audiences to access your tourism industry services.

Significant Structures of Social Media Platforms:- (I) Based on web 2.0 application, (II) User generated content: - for instance- text, pictures, videos and data keeping through digital mode. (III) User Generated Service: - Tourism Industry's profile for creating websites by virtual organisations.

Significance of Social Media in Tourism Industry :- (I) Propagating expedient facts to mass spectators, (II) Direct collaboration with embattled audience. (III) Formulation of organic or clear as crystal matter allied to tourism industry. (IV) Availability to avail advertising services which is paid. (V) Creating own tourism industry's brand. (VI) Analysing financial, marketing, economic performance of Tourism Industry. (VII) Drive traffic to your tourism industry's website.

Drawbacks: - (I) Possibility of getting normative feedback from tourist troops. (II) Its campaign consumes too much time, (III) Posting some contents on these platforms do not represents the real position of your tourism industry.

Review of Literature

Sahoo & B.G. (2017). Research Paper entitled: - "Role of Social Media in Promoting Tourism Business- A Study on Tourism Promotion in Oddhisa", explains about how the social media affects the marketing practices of tourism industry in oddhisa. The core schema behind constructing this study is to examine the various approaches used to create responsiveness in the field of Tourism, (ii) Influences of social media platforms on tourism marketers as well as travellers. Researchers have used qualitative research approaches for conducting study as well as both sources of data were implemented in this investigation. Overall paper provides a little glimpse of an overview of tourism in the state of Oddhisa. Following recommendations were furnished by researchers: - (a) Tourism department should switch from traditional mode of promotion to electronic tourism with the help of social media platforms. (b) Tourism department needs to identify their target audience and their preferable social media platforms in which they engaged maximum. (c) Endorsing and boosting of live internet channel through which travellers who are enjoying their leisure time, where they could record their live coverage and explore many beautiful destinations, Cultures, traditions, culinary etc. across the world.

Samson (2017). Research Paper entitled: - "Impact of Social Media on Tourism Industry" emphasizes on crucial role played by social media amid day to day activities and how it put impact on the decision making behaviour of traveller troops. Investigation explores that in order to assess any tourism industry's overall performance, mainly travellers do blind faith on reviews posted by other traveller than personally visiting the advertisement & other promotional tools posted by T.I., the object of this study is to assess and comprehend the connotation and its influences of social media on T.I.(b) Determining some key factors responsible for altering in decision making of travellers,(c)Censoriously examines all variable, which effects directly or indirectly the traveller's verdict. Researcher has used secondary sources of data in order to ruck useful evidence. At last, not the least, investigation echoes that researching about the performance of T.I. in advance before an actual visit leads to a riddance of dissatisfaction level among travellers regarding such terminuses.

Zivkovic, Gajic & Brdar (2014). Research Paper entitled: - "Impact of Social Media on Tourism", elucidating about cutting-edge communication tools implicated in the field of tourism. As well as, paper stated that how the websites, social media, mobile marketing, Internet specific Ads & videos, Displays Ads Microsites, search ads, online communities, Interstitials, Blogs & e-mails plays a crucial role in uplifting the outlook & opportunities of tourism sector. Researchers has also tries to evaluate the different apps used by different travellers to reach their favourite destinations, through this investigation, paper attempts to inspect the relationship established between social media & adapting the needs of travellers.

Objectives

(a) To scrutinize and evaluating the consequences of social media practices on performance of tourism industry in Uttarakhand state.

(b) To provide some expedient recommendations regarding social media practices as well as guidelines of tourism industry in Uttarakhand State.

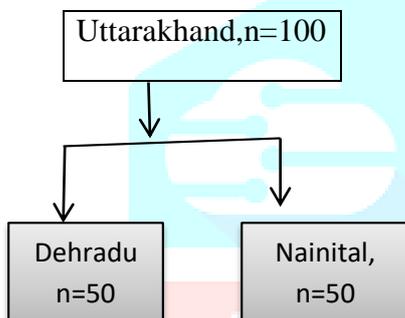
Research Methodology

This research study is mixed in nature (Qualitative as well as quantitative) and depends upon only primary source of data collections. Researchers has designed questionnaire as a research instruments in both language (English and Hindi).

Tools to be used by researchers: - Percentage.

Research Design: - Random Sampling Techniques has been used by researchers.

Sample Magnitude:-



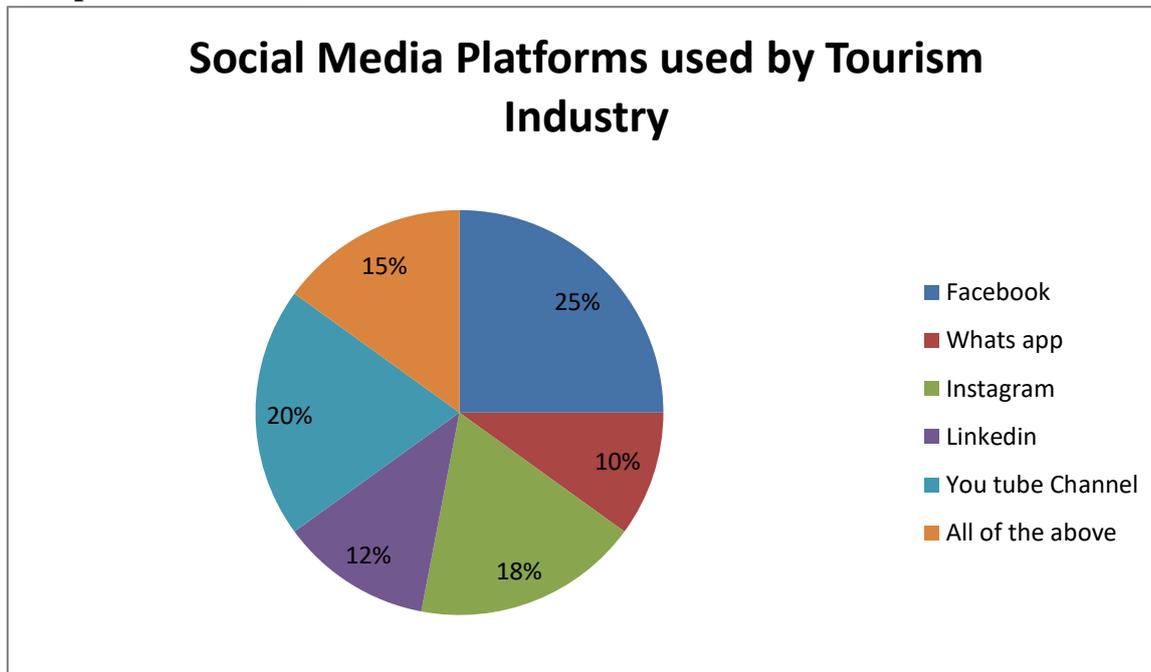
Results and Discussion

Table 1:- Statistics showing Social Media Platforms adopted by Tourism Industry

Social Media platforms	Frequency or Percentage
(a) Facebook	25
(b) Whats app	10
(c) Instagram	18
(d) LinkedIn	12
(e) You tube channel	20
(f) All of the above	15

Source:-Field Survey.

(Graphical Exhibition):-



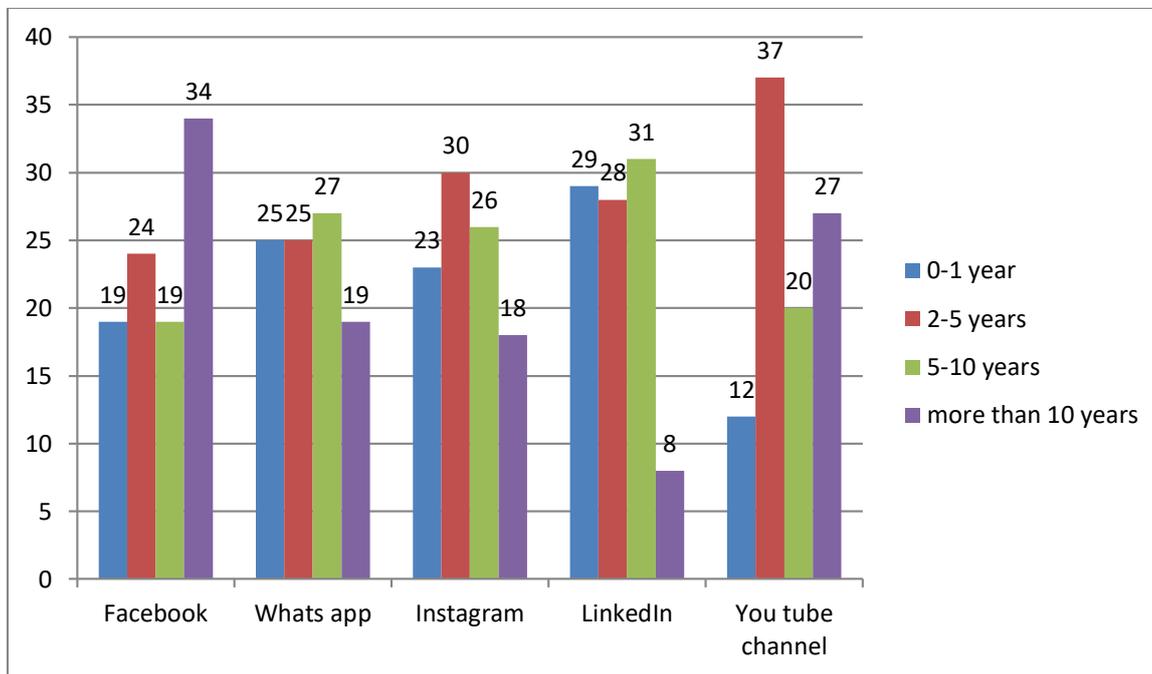
Interpretation of Data:-The above graphical presentation discloses that nearly 25% tourism industry uses FB as their promotional tool, 10% uses WhatsApp for promoting tourism product, 20% industries are having their own YouTube channels. 18% Industries are on Instagram, 12% tourism industries are using all social media platforms as their promotional apparatus.

Table 2:- Records manifesting Time Period

Social Media Platforms	0-1 year	2-5 years	5-10 years	More than 10 years
Facebook	19	24	19	34
WhatsApp	25	25	27	19
Instagram	23	30	26	18
LinkedIn	29	28	31	08
YouTube Channel	12	37	20	27

Source:-Field Survey

(Diagrammatical Presentation)



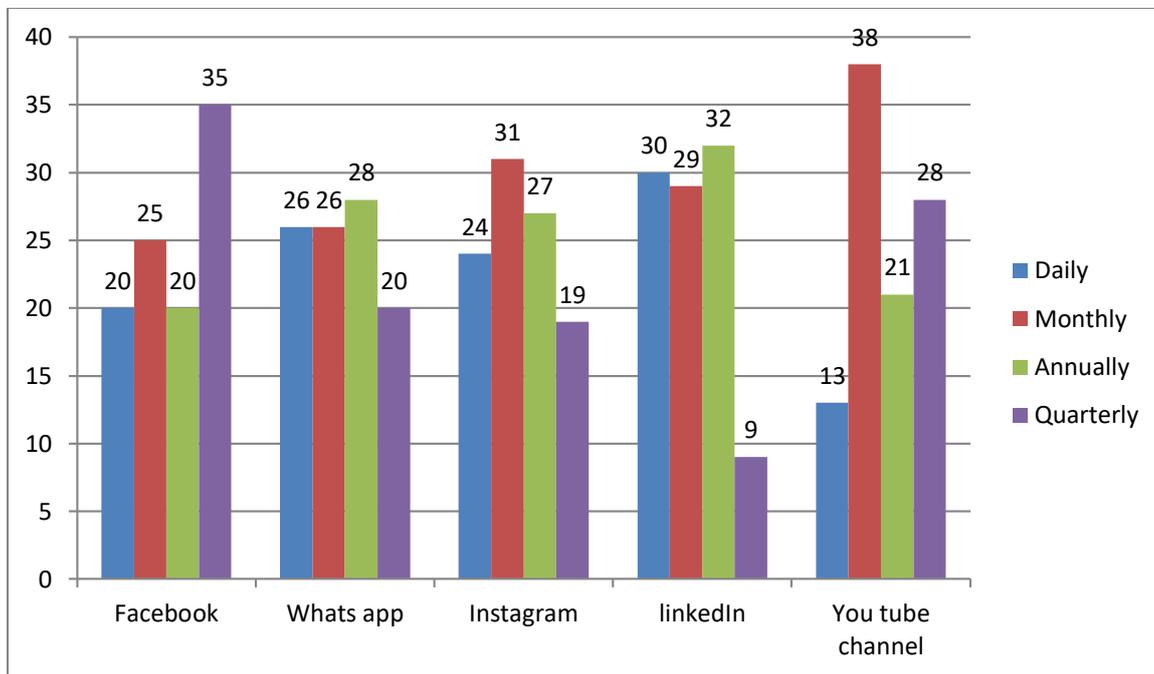
Interpretation of Facts:-Above data exposes that the time period from which tourism industry is operating their platforms are as follows:(category 1)-0-1 year-19 industries are operating their fb from that time 25 industries are from whats app,23 industries are operating instagram,29 are using linkedIn and remaining 12 industries are having their own you tube channel, (category 2)-2-5 years:- 24 industries are operating their fb from that time,25 industries are from whats app, 30 industries are from instagram,28 industries are from linkedIn, 37 industries having their you tube channel, (category 3)- 5-10 years:-19 industries are from fb, 27 industries are using whats app, 26 industries are using instagram, 31 are on linkedIn, 20 industries are having their own you tube channel. (Category 4) more than 10 years :- 34 industries are on fb, 19 are on whats app, 18 industries are using instagram, 8 industry are on linkedIn, 27 industry are having their own you tube channel.

Table 3:-Duration of upload and updation of content to their social media sites

Social Media Platforms	Daily	Monthly	Quarterly	Annually
Facebook	20	25	20	35
Whats app	26	26	28	20
Instagram	24	31	27	19
Linkedin	30	29	32	09
You tube channel	13	38	21	28

Source:-Field Survey

(Graphical Exemplification).



Interpretation of Data:- Above figures in a given chart epitomises frequency (number) of tourism industries using their varied social media platforms to upload and update their content to their relevant sites, in terms of daily updation of content- about 20 tourism industry are from face book platform, 26 are from whats app, 24 are from instagram, 30 are from LinkedIn and 13 are from you tube channels.

Table4:- Statistics regarding feedback given by tourism marketers or industrialist based upon likert's 5 point scale method

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Do you personally believe that face book has come up as an emerging social media tool in promoting tourism industry?	45	25	10	15	5
2. Do you think that whats app has come up as an emerging social media tool in promoting tourism industry?	32	18	6	28	16
3. Do you think that LinkedIn has come up as	58	12	8	9	14

an emerging social media tool in promoting tourism industry?					
4.Do you think that Instagram has come up as an emerging social media tool in promoting tourism industry?	29	11	2	36	22
5. Do you think that uploading or posting false information or content on social media platforms negatively impacts or affects working of tourism industry?	20	49	10	13	8

Source:-Field Survey

Data Interpretation:-Statistics mentioned in the above table revealed that around (45-S.A.+25-A+10-N+15-S.D.+5-D.A.) tourism industrialist personally believes that facebook has come up as an emerging social media tool in promoting tourism industry, approx. (32-S.A.+18- A+6-N+28-S.D.+16-D.A.) Industrialist stated that whats app has come up as an emerging social media tool in promoting tourism industry, around. (58-S.A.+12- A+8-N+9- S.D.+14-D.A.) industrialist think that LinkedIn has come up as an emerging social media tool in promoting tourism industry, around(29-S.A.+11- A+2-N+36-S.D..+22-D.A.) industrialists stated that Instagram has come up as an emerging social media tool in promoting tourism industry.approx.(20-S.A.+49-A+10-N+13-S.D..+8-D.A.) industrialist believes that uploading or posting false information or content on social media platforms negatively impacts or affects working of tourism industry.

Conclusion & Recommendations

After proper analysis of entire research paper, researchers comes to the conclusion by figuring out some expedient facts like how social media proves to be a powerful weapon to attracts lots of travellers to avail the amenities provided by tourism industry as well as gathers useful reviews of the players in tourism industry regarding social media as an emerging promotional tool of their tourism product and how posting false or fake information on sites ferociously affects the working of tourism industry . Latent glimpse of Uttarakhand, Uttarakhand's tourism are some famous page on FB, Insta and other social media platforms

which provides useful information related to attractive destinations, tourism industry (accommodation+ culinary tournaments and adventure).

Unfortunately there are some negatives highlighted by researchers after deep investigation of research paper, in order to eliminate or mitigate the drawbacks researchers have furnishes some recommendations which are as follows:-

(a) Each and every tourism industry must appropriately utilize the social media platform to engage their copious travellers meritoriously.

(b) Govt. and Cyber Cell Authorities should prudently supervise the social media pages of tourism industry in order to fend off unfair practices.

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