

A SYSTEMATIC STUDY OF INDIAN TOURISM AND SOCIAL MEDIA MARKETING**Dr. Dilip.S.Chavan**Associate Professor and Research Guide, Department of Commerce and Management,
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ABSTRACT

Social media has changed every aspect of our lives, including how we consume. These advancements have had a significant impact on businesses, primarily because they have enabled new marketing strategies. Tourism, one of the world's most active economic sectors, is undoubtedly a component of all of these. The combination of social media and tourism marketing will yield amazing results for your organization. The purpose of this research is to look at social media as a potent instrument for marketing travel. This study included a poll of 150 participants to see how successful social media was for their own travel experiences. Based on the poll results, it has been found that, while there is various travel possibilities accessible, social media is the most popular.

Keywords: Tourism places, Internet, Social media, Online business, Tourism promotion.**INTRODUCTION**

Tourism marketing, according to Coltman (1989), is a management concept that, in the context of visitor demand, enables the positioning of tourism products on the market in accordance with the original goal of maximum benefits. Research, forecasting, and selection are used to accomplish this. Only tourist marketing has resulted in a slow increase in tourism in India. According to the Indian Tourism Statistics (2018) report, India welcomed 1,00,35,803 foreign visitors in 2017, a 14% increase over the previous year. Every year, the rate of increase accelerates considerably. Tourists are drawn to India because of its great cultural diversity, geographical location, famous history, and unique food. India is a rising nation that has demonstrated its promise in a number of industries, but its two biggest industries are tourism and technology

With over 460 million internet users, India is the world's second-largest online market, and Statista predicts that number will rise to 635.8 million by 2021. Furthermore, out of 460 million internet users, 226.06 million used social media as of the end of 2018, with this figure expected to climb to 336.18 million by 2021. Social media has been found to be a particularly beneficial instrument for tourism promotion due to its low cost of advertising. Social media has considerably aided in the global spread of information about Indian tourism items. In actuality, encouraging tourists to visit India boosts the country's economy. Tourism marketing on social media increases the likelihood

of attracting potential customers by boosting brand recognition and brand loyalty.

NEED OF THE RESEARCH

Tourism is seen as a critical component in many countries' National Development Plans due to its capacity to boost growth throughout the economy and create jobs. Continuous promotion actions are essential for the tourism industry to remain competitive and continue to improve the welfare of the populace. The study is expected to expand understanding of how social media may be used to promote tourism, which will assist marketers make decisions and support policy development. Using social media to market travel can benefit both tourism promoters and tourists.

The tourist industry in Maharashtra provides huge opportunities that must be fully utilized. As the usage of Social Media technologies continues to increase and evolve, we need to establish a working relationship model that can help tourism officials better grasp the best methods to Social Media marketing to promote their tourist products and destinations. We also need to better grasp the powerful influence that social media plays in a traveler's decision-making process. As a result, the need to understand how social media effects the promotion of tourism business operations in Maharashtra drove this study.

SCOPE OF THE STUDY

The study focused on Maharashtra Tourism, i.e., the Department of Tourism, Government of

Maharashtra, and how tourists and tourism groups use social media to strengthen industry marketing campaigns. The study investigates the efficiency of social media in promoting the tourism business in Maharashtra.

OBJECTIVE OF THE STUDY

- To evaluate the association of an individual with social media,
- To discover the affiliation among tourism marketing and social media,
- To examine the requisite of social media in terms of tourism marketing in India.

REVIEW OF LITERATURE

A.M. Kaplan, M. Haenlein (2010) offer a more technology savvy definition, stating that "A collection of Internet-based apps collectively referred to as "Social Media," which are built on the conceptual and technical underpinnings of Web 2.0, enable the production and distribution of User Generated Content. Web 2.0 refers to the ideas and practise of allowing information sharing and social engagement through the creation, modification, and posting of web-based content by users."

According to B&C (2010), the term "Nowadays, social media is widely used. It first appeared in 2004 as a result of the creation of LinkedIn's social networking programme. The apps are essentially an internet communication tool that allows users to easily share and debate information online.

According to Howison, Finger, and Hauschka (2014) Internet technology has challenged several industries' previous business patterns, including media, banking, and retail. This has had a huge impact on the travel and tourism industry. Traditional marketing and communication strategies used in the travel and tourism industry have shifted as a result of the Internet and newly emerging social media platforms. The Internet has

had a major impact on how businesses operate. It erased geographical barriers and provided individuals with new interactive content.

This is supported by Loda (2014) who states that the digital revolution has already changed almost everything about how business is conducted in the tourism industry. The Internet's new capabilities have been immensely useful to the tourism industry. Social media platforms, such as the Internet, have changed how consumers and marketers connect, according to Luliana et al. (2013: 67).

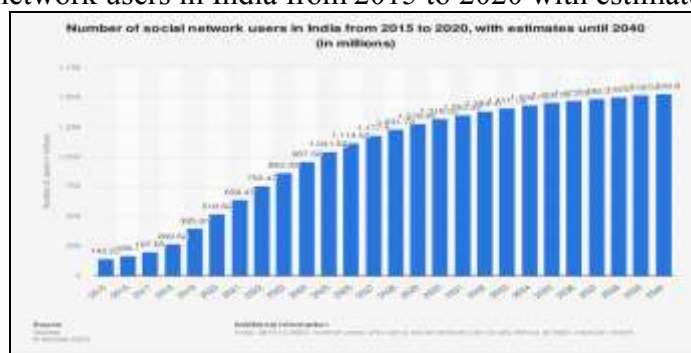
RESEARCH METHODOLOGY

The goal of this research is to discuss how successful social media is for competitive tourism marketing. Data for this study was acquired from primary and secondary sources, which are two distinct sources of information. To collect the first data, 150 persons over the age of 20 were polled in public. Secondary data is gathered through a variety of secondary sources, including books, journals, magazines, newspapers, articles, the annual tourist report, the Internet, and other media.

ANALYSIS AND DISCUSSION

The graph below, which displays the total number of social network users in India from 2015 to 2022, was obtained from Internet usage in India - Statistics & Facts (n.d.). This graph shows that every year, there are a rising number of people using social networks. The overall number of social network users was 142.23 million in 2015; in 2016, 2017, and 2018, that number rose to 26.47 million, 27.92 million, and 30.04 million, respectively. Statista predicted that there would be 258.27 million users by the end of 2019. Additionally, it has been predicted that between 2020 and 2021, there would be a significant alteration, and it may reach up to 370.77 million in 2022.

Graph 1: Number of social network users in India from 2015 to 2020 with estimates until 2040 (in millions)



Source: Statista

The amount of time that an individual spends using social media on average each day is shown in Table 1. A field survey was conducted among 150 individuals, 86 of whom were male and 64 of whom were female, and all of whom were over the age of 20. According to the survey, 13 people (8.7%) use social media for less than an hour, 23

people (15%) for between one and two hours, 24 people (16%) for between two and three hours, 15 people (9.7%) for between four and five hours, and out of 150 people, 59 people use social media for more than five hours per day, or 39.7% of the total population.

Table 1: percentage of time a person spends daily being engaged on social media

Duration	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
Below 1 hour	9	4	13	8.7%
1-2 hours	15	8	23	15%
2-3 hours	15	9	24	16%
3-4 Hours	8	8	16	11%
4-5 Hours	8	7	15	9.7%
5+ Hours	31	28	59	39.6%
Total	86	64	150	100%

Source: Field Survey

The overall percentage of persons who look up a location's rating before travelling there is seen in Table 2. 5 respondents (3.3%) strongly disagreed with the idea of checking the rating before travelling, 8 respondents (5.3%) disagreed, 29

respondents (19%) were neutral (meaning they occasionally check and occasionally don't), 46 respondents (31.3%) agreed, and 62 respondents strongly agreed, making up 41% of the total respondents.

Table 2: Percentage of people who look at a place's social media reviews before going there

I check the ratings of any particular Destination before visiting that place in social media	Remarks	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
	Strongly Agree	38	24	62	41%
Agree	25	21	46	31.3%	
Neutral	17	12	29	19%	
Disagree	4	4	8	5.3%	
Strongly Disagree	2	3	5	3.4%	
Total		86	64	150	100%

Source: Field Survey

The percentage of persons who believe that posting about their trip experiences on social media is a good idea is shown in Table 3. 39.3% of respondents agreed that they definitely share their travel experiences on social media, compared to 6

respondents (2%) who strongly disagreed, 25 respondents (8.3%) who disagreed, 58 respondents (19.3%) who were neutral (they sometimes share and sometimes they don't), 93 respondents (31%) and 118 respondents who strongly agreed..

Table 3: Percentage of people who post about their travels on social media

I share my travel experiences in social media	Remarks	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
	Strongly Agree	42	17	59	39.3%
Agree	25	22	47	31%	
Neutral	12	17	29	19.3%	
Disagree	6	7	13	8.4%	
Strongly Disagree	1	2	3	2%	
Total		86	64	150	100%

Source: Field Survey

Table 4 details the type of advertisement that appeals to respondents the most.

Table 4: percentage of respondents who said that the most alluring form of advertising

Medium of Advertisement	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
Social Media	60	47	107	72%
Leaflet	1	0	1	0.7%
Magazines	1	4	5	3.3%
News paper	5	4	9	5.7%
Websites	11	3	14	9%
Word of Mouth	9	5	14	9.3%
Total	87	63	150	100%

Source: Field Survey

As per the survey results, Word of Mouth is the most appealing form of advertising for 14 respondents (9.3%), websites are attractive to 14 respondents (9%), newspapers and magazines are attractive to 9 respondents (5.7% each), leaflets are attractive to 1 respondent (0.7%), and social media is attractive to 107 respondents (72% of the total respondents).

RESULTS AND FINDINGS OF THE RESEARCH

The goal of this research is to look into how social networking sites are used for advertising in the tourism industry. Online networking is becoming increasingly crucial today, and this development is having a huge impact on the travel sector market. When we evaluate the review data, we can see that social media comments have an impact on the travel industry preferences of younger people. According to Graph 1, the number of social media users is expanding and will continue to grow consistently.

Table 1 shows that 39.7% of users spend more than

5 hours per day on social media, 41% strongly agree that users should research a destination before visiting, 39.3% strongly agree that users should share their own travel experiences, and Table 4 shows that 72% of users believe social media is the most appealing form of advertising.

The data can be utilized to determine social media as the most successful method for boosting the Indian tourism business.

CONCLUSION

How to create a trustworthy brand has changed as a result of social media. The days of brochures and billboards are finished for the tourism sector. Obtaining social shares, favourable user evaluations, and customer happiness on social media is essential for business success.

We sought to demonstrate in this piece how social media presents a significant possibility for travel businesses. The Digital Agency Network can assist you in locating the ideal agency for your tourism marketing in order to take advantage of its benefits.

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