



STUDY ON IMPACT OF SOCIAL MEDIA ON TOURISM INDUSTRY IN INDIA WITH REFERENCE TO POPULATION OF UTTAR PRADESH

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ABSTRACT

In India it is visible that most of the population uses social media. The packages and offers that are provided attract the visitors to plan their visit across India. Tourism marketing has brought an evolution after the social media. After the social media has gained popularity across India the most of tourism industries have started using these social media platforms to promote their industry and attract maximum visitors and help them in planning their trip. The Online-Travel agencies have attained lot popularity and are reaching the visitors directly through these social media platforms.

Key Words: *Online-Travel, Planning, Social media.*

INTRODUCTION

Tourism

Tourism simply means the trip that is for a period of less than a year which may be for any purpose i.e. personal purpose, business, enjoyment, leisure, etc. Tourism in simple words is visiting any place other than the purpose of to get job and work in any other country or the place visited within the country.

India acts as a major attraction for the visitors to visit as the country has rich heritage and the beautiful environment, it has wide spread and huge variety of flora and fauna. The country is also having variety of cultures spread all over India. These specialties play a major role in attraction of tourism within the country. In simple words tourism is mainly for business or for pleasure. Tourism is one of the major source of income for many of the countries in the world. Many countries in the world are switching to tourism as their main source of income. Tourism also contributes as one of many sources of revenue for the country. It has both national as well as international tourists. Tourism is one of the fastest growing industries in the world as it is the most effective channel for cultural exchange between the countries. In India tourism is disguised as north, south, east, west Indian tourism.

The World Tourism Organization defines tourists as "people traveling during the next year for pleasure, business and other purposes".

Some types of Tourism includes:

1) **Rural Tourism:**

Rural tourism started in India in year 2002-2003 through the tourism ministry where it started offering tourists an experience of Indian rural life, its rich heritage, culture, cuisine, the villager's style of living, and many more. In year 2010 the people from all over the world gave a positive response to this and started coming to India mainly for the rural tourism to live in the lives of the villagers. Rural Tourism Project at Hodka Village in Kutch district of Gujarat won Pacific Asia Travel Association Award.

2) **Adventure Tourism:**



Adventure tourism includes the toughest regions of the country where the adventures include bungee jumping, river rafting, jungle camping, treks and many more. The youngsters in today's era are very fond of such activities and places where they can get the thrilling experiences and enjoy to fullest.

3) Wellness Tourism:

In past few years of the ancient Indian practices like yoga, Ayurveda have gained a lot of popularity in the world. From all over the world people come to India as wellness tourism to get the treatments and be healthy through these practices.

4) Medical Tourism:

India provides the low cost medical facilities and medical treatments in the world. So, people from all over the world come to India for their medical treatment. In other countries the treatment may be costlier or they may lack some facilities for the treatment so people are attracted toward India for medical tourism.

5) ECO TOURISM:

Eco tourism in simple words is the responsible travel to the beauty of nature that protects the environment, well-being of the locals and study and get knowledge from the ecotourism society.

TOURISM INDUSTRY

The tourism industry in India has become the largest service industry. The government initiatives to promote tourism are attracting the major tourists from all over the world. The development of uniqueness i.e. their key factors of states like **Kerala** and **Rajasthan** have become most popular tourist's destinations with the initiative of "**INCREDIBLE INDIA**" has brought boom to this sector.

As per World travel Market Global Trends Report at World Travel Market in 2013 comes up with the stats that at least 70 % of the four and five star hotels and resorts in the main cities in India use social media to promote the tourism sites all over the country. The travel agencies in India have preferences on social media to persuade young urban consumers.

Tourism industry means all the sectors that depend on tourism for their earnings. These are those which help to promote tourism and earn through the tourists. Tourism helps the country to provide the job opportunities to the people in the country. Tourism industry in India contributes to the gross domestic product of the country. It is one of the major part contributed in GDP of the country. The tourism industries also play a major role in success of the tourism in the country. It also promotes tourism all over the world as the increase in tourism leads to increase of the profits of the tourism industry. Tourism industry now a day uses social media as a major source for the promotion of the country tourism in India.

TOURISM INDUSTRY INCLUDES:

- RESTAURANTS
- LODGES
- RESORTS
- GUIDES
- HOTELS
- ADVENTURE SPORTS
- TOUR AND TRAVELS
- COFFEE DAYS

SOCIAL MEDIA

Social media is the platform which helps to connect through people from all over the world. Social media helps to get in touch with the people from all over the world those who are completely strange for us. As per BLACKSHAW "Social Media" is generally understood as an online net based applications that contains in it the information that are generated by the consumers, about their past experiences or their personal knowledge that may be helpful in some or the other way to the tourists in planning .

Social media is an online platform where people can share their views, thoughts, feelings, knowledge with other people who can use that information for their personal use. It helps to provide information about various things to the people.



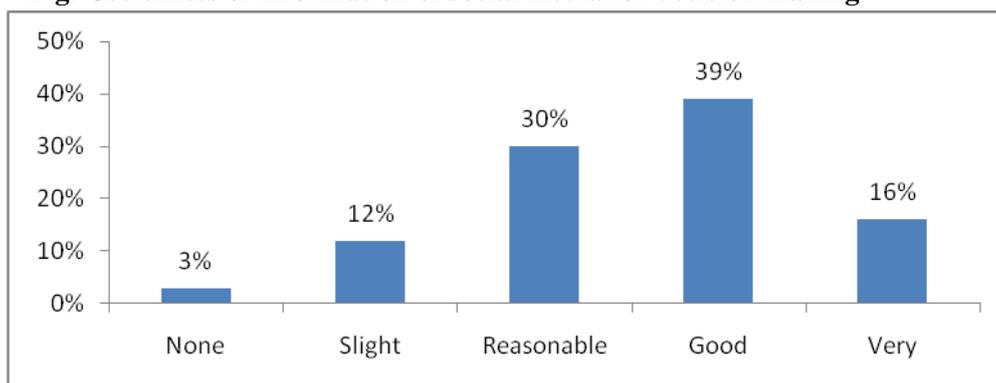
How useful is the social media information for travel decision making?

The likert scale is used here again to find out the extent to which the social media information is useful for travel decision making purpose.

A	b	c	d	E
None	Slight	Reasonable	Good	Very
3%	12%	30%	39%	16%

The above question gave us the result that for 30% respondents choose reasonable and 39% respondents choose good option. So it states that to most of the people the information collected through social media is of usefulness.

Fig: Usefulness of information of social media for decision making



Conclusion

Here by the above survey it can be conclude that most of the population today uses thee social media to get information for the booking and planning for the visit across India. In India it is found that most of the people decisions are influenced through social media platforms. As per the octane survey it was found that the most of the people i.e. 69% of the population uses the social media. Thus, social media provides the wide area of network to communicate with the people all over the country. The decisions of the people are influenced and to reach the wide target audience now a days the tourism industry uses the social media platform to reach out the visitors and target them to take decisions.

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