

A STUDY ON ROLE OF SOCIAL MEDIA IN TOURISM

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Abstract

Travel and tourism industry is facing drastic and dynamic changes day to day even in the pandemic situation of COVID 19. The curiosity of exploring different places is generated in the mind of youth is commonly because of social media sites. These may be in the form of a travelogue explained by our friends in social media platforms. These social media platforms give us aid not only to find out or explore new places but also give us the easy way to travel and all other specifications about the destination. Because of the influence of social media sites, we are mentally forced to travel. The present study makes an attempt to analyze the factors influencing while using social media for tourism.

Keywords: Social Media, Tourism Development Corporation

INTRODUCTION

Tourism industry in India is in the way of rapid changes. While enumerating the national GDP level, the income generated from tourism industry plays a vital role. Around 10% of the GDP is the contribution of tourism sector in India. Kerala as “God’s own Country” is one of the most attractive tourist destination commonly based on its tropical dimensions. We are living in the internet era, so there is an undue influence of social media in our daily life. The curiosity of exploring new places is commonly generated in our mind while getting referrals from others who had been visited that place. In this way tourism industry is influenced by social media. Moreover, we are using social media to get authentic information from tourism authorities.

STATEMENT OF THE PROBLEM

Social media marketing is an innovative way to attract tourists directly and indirectly. The present study makes an attempt to analyze the factors influencing while we are using social media for tourism activities.

OBJECTIVES OF THE STUDY

- To analyze the frequency of using social media sites for tourism
- To analyze the quality of social media sites
- To evaluate the reasons for using social media among males and females
- To evaluate the reasons for using social media among different age categories

METHODOLOGY

The present study is based on both primary data and secondary data. A structured questionnaire is used for collecting primary data from 100 respondents. The respondents of the study are people who are using social media to find a tourist destination.

As the population is infinite, the sampling distribution tends to be normal. So, we can use parametric test for analysis. In this study, we used ANOVA and Independent Sample t- Test for testing the hypothesis.

ANALYSIS AND INTERPRETATION

The present study is conducted to analyze the frequency of using social media sites for tourism, quality of these sites and the reason for using these sites. For this, ANOVA and Independent Sample t - Test are used.

Objective 01: To analyse the frequency of using social media sites for tourism in Kerala.

Table 01: Types of social media sites

Types of Social Media Sites					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nerworking (like facebook)	21	30.9	35.0	35.0
	Microboggging (twitter)	9	13.2	15.0	50.0
	Photo Sharing	3	4.4	5.0	55.0
	View Sharing	16	23.5	26.7	81.7
	Book Marking	2	2.9	3.3	85.0
	Blogging	6	8.8	10.0	95.0
	Location	3	4.4	5.0	100.0
	Total	60	88.2	100.0	
Missing	System	8	11.8		
Total		68	100.0		

Source: Primary Data

Table 02: Frequency of using social media sites

Frequency of Using Social Media Sites per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-5 times	17	25.0	28.3	28.3
	6-10 times	19	27.9	31.7	60.0
	Always Connected	10	14.7	16.7	76.7
	Connect when it is required	14	20.6	23.3	100.0
	Total	60	88.2	100.0	
Missing	System	8	11.8		
Total		68	100.0		

Source: Primary Data

H0: Frequency of using different types of social media sites is same.

More number of respondents are using social networking sites for tourism and from the above two table, it is derived that the frequency of using different social media sites is different. So, null hypothesis is rejected.

Objective 02:- To analyse the quality of using social media sites for tourism in kerala.

Table 03: Quality of Social media sites

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Quality of Social Media Sites - Reliable	Between Groups	6.881	6	1.147	.852	.536
	Within Groups	71.303	53	1.345		
	Total	78.183	59			
Quality of Social Media Sites - Trustworthy	Between Groups	10.925	6	1.821	1.969	.087
	Within Groups	49.008	53	.925		
	Total	59.933	59			
Quality of Social Media Sites - Authentic	Between Groups	6.881	6	1.147	.852	.536
	Within Groups	71.303	53	1.345		
	Total	78.183	59			
Quality of Social Media Sites - Interactive	Between Groups	10.925	6	1.821	1.969	.087
	Within Groups	49.008	53	.925		
	Total	59.933	59			

Source: Primary Data

H0: Quality of using different types of social media sites is same.

The significant values for the different quality aspects of social media sites are above 0.05. So, the quality of using social media sites is different.

Objective 03: To evaluate the reasons for using social media among males and females

Table 04, 05 and 06: Reason for using social media among males and females

Reason for using Social Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To get information about destination	1	1.5	1.7	1.7
	To communicate with the users of social media	2	2.9	3.3	5.0
	To post and share media about destination	13	19.1	21.7	26.7
	To get information about tourism department	4	5.9	6.7	33.3
	To check for content	4	5.9	6.7	40.0
	To check reviews of other users	14	20.6	23.3	63.3
	To post reviews about destination	4	5.9	6.7	70.0
	After Friends and relatives referrals	13	19.1	21.7	91.7
	After seeing news, magazines, etc. about destination	5	7.4	8.3	100.0
	Total	60	88.2	100.0	
Missing	System	8	11.8		
Total		68	100.0		

Source: Primary Data

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Reason for using Social Media	Male	39	5.1538	2.17084	.34761
	Female	21	6.6667	1.98326	.43278

Source: Primary Data

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Reason for using Social Media	Equal variances assumed	.608	.439	-2.651	58	.010	-1.51282	.57058	-2.65495	-.37069
	Equal variances not assumed			-2.725	44.403	.009	-1.51282	.55510	-2.63126	-.39438

Source: Primary Data

H0: Reason for using social media sites for tourism is same among male and female.

Hence the significance value is greater than 0.05, the reason for using social media site is different among male and female. More people are using social media sites for watching reviews of other tourists.

Objective 04:- To evaluate the reasons for using social media among different age categories

Table 07: Reasons for using social media among different age categories

Multiple Comparisons						
Dependent Variable: Reason for using Social Media						
LSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
20-25 Years	26-30 years	.73810	.60651	.229	-.4774	1.9536
	31-35 years	.04762	.94518	.960	-1.8466	1.9418

	36-40 years	3.21429*	1.27635	.015	.6564	5.7722
	above 40 years	3.21429*	1.53779	.041	.1325	6.2961
26-30 years	20-25 Years	-.73810	.60651	.229	-1.9536	.4774
	31-35 years	-.69048	.97258	.481	-2.6396	1.2586
	36-40 years	2.47619	1.29678	.061	-.1226	5.0750
	above 40 years	2.47619	1.55478	.117	-.6397	5.5920
31-35 years	20-25 Years	-.04762	.94518	.960	-1.9418	1.8466
	26-30 years	.69048	.97258	.481	-1.2586	2.6396
	36-40 years	3.16667*	1.48565	.038	.1894	6.1440
	above 40 years	3.16667	1.71548	.070	-.2712	6.6046
36-40 years	20-25 Years	-3.21429*	1.27635	.015	-5.7722	-.6564
	26-30 years	-2.47619	1.29678	.061	-5.0750	.1226
	31-35 years	-3.16667*	1.48565	.038	-6.1440	-.1894
	above 40 years	.00000	1.91796	1.000	-3.8437	3.8437
above 40 years	20-25 Years	-3.21429*	1.53779	.041	-6.2961	-.1325
	26-30 years	-2.47619	1.55478	.117	-5.5920	.6397
	31-35 years	-3.16667	1.71548	.070	-6.6046	.2712
	36-40 years	.00000	1.91796	1.000	-3.8437	3.8437
*. The mean difference is significant at the 0.05 level.						

From the above table it is understood that, reason for using different types of social media sites among different age categories is different.

MAJOR FINDINGS AND CONCLUSION

More number of respondents is using social networking sites for tourism. The frequency of using different social media sites is different. The significant values for the different quality aspects of social media sites are above 0.05. So, the quality of using social media sites is different. Hence the significance value is greater than 0.05, the reasons for using social media site are different among male and female. More people are using social media sites for watching reviews of other tourists. Reason for using different types of social media sites among different age categories is different.

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