

# Impact of Marketing on Tourism with Instagram

Shambhavi Soni<sup>1</sup>, Farzeen Deshmukh<sup>2</sup>

Student, MBA- Finance Management, MIT-World Peace University, Pune.

Pooja Darda<sup>3</sup>

Faculty of Management, Department of Marketing, MIT- World Peace University, Pune.

## Abstract:-

This research paper consists of visual communication, Instagram in the context of tourism and traveling and an increase in tourism. The research is based on facts and analyzing Instagram account usage. It focuses on how Instagram became a popular media to promote tourism sites and branding them. We found that everyone is promoting their city in their way. Therefore Instagram provides complete communication facilities, from tourism branding to user-generated photography. We tried to describe the potential value of Instagram for promoting tourism sites.

**KEYWORDS:** - Instagram, Tourism, visual communication, decision Making, consumer behaviour.

## 1. Introduction:-

Today's generation wants to earn and travel the world. At the same time, they are highly dependent on the internet and social media. In recent years Instagram has been a major source of information providing platform for various traveling destinations and sites. Some are untapped destinations which are attracting more number of travelers. This is through visual communication via Instagram.

People go to places, click pictures and post it on Instagram with various hashtags and posts. Instagram has become a popular tool for planning their travels.

Many agencies and advertisement networking companies make videos and photographs of the place and post it on Instagram to lure travelers. Some cities and states hire star celebs to promote their sites and put it on their Instagram accounts so that their millions of followers can see it.

## 2. INSTAGRAM :-

Instagram is a social networking application, which allows its users to share photos and videos from a smartphone. It is the first social media site built specifically to work on a mobile device. A mobile device refers to any type of mobile phone or similar device such as iPod touch, iPad or other tablets that use cellular technology. Part of the beauty of Instagram being designed to work on a mobile device is that the choices are simple and the navigation is clear and easy to understand. The app is open to everybody and is available in all countries. Instagram was initially released in October 2010 as a free mobile application. Instagram was made by Kevin Systrom along with Mike Krieger. It recently reached 700 million users and they share an average of 95 million photos and videos each day. The number of photos shared to date is over 40 billion. The user profile is quite young as 90 percent of the Instagram users are under the age of 35. In Finland, there are over 1.2 million Instagram users of which 70% are using the application daily. Instagram was bought by Facebook in 2012 (Wikipedia 2017.)

## 3. Objective: -

- I. To understand the impact of Instagram in taking traveling decision.
- II. How instagram is helping in increasing tourism.
- III. How do companies are using Instagram to promote their travel business?

#### **4. MARKETING THROUGH INSTAGRAM:-**

Marketing campaigns are customer-focused. Marketing brings awareness about the product or service. Instagram inspires peoples and makes them aware of brands and businesses. According to the survey, 60% of people say they discover new products on this medium. Maximum Instagram users visit at least one to two business profile daily. Instagram recognizes businesses and spreads awareness. Instagram is highly visual. Creating the content on Instagram about the business is easy and gets recognition. Creating quality content and photos on Instagram is not difficult. One can take pictures and create content by just using a phone. Apps are also available for this purpose. No bulky tripods and different types of equipment are required. Creating a business profile is easy.

People find destinations to explore on Instagram. 60% of millennial travelers on social media use Instagram. This increases its broad base and followers. People get to know new places and this increases tourism. Photos posted by travelers are of high definition which attracts tourists. Travel and Instagram are synonymous that Instagram released features that allow the business to add book and reserve buttons on their feeds. Links are provided and bookings are also done via Instagram. Instagram influences people to get an appetite for traveling. Advertising options have given a boost to the tourism industry. IGTV, stories, posts, and highlights are mentioned on the traveler's accounts so that people can view it again and again and visit the places. Instagram is used by almost every person. This helps businesses also. Giveaways are also run and contests are also run so that people visit the places. Discounts are given via the code of the bloggers. 50 U.S state tourism associations use Instagram to help boost awareness, visitors, and bookings. The bloggers and recognized people on Instagram promote tourist places which brings awareness among the people. The stories disappear after 24 hours that is the reason why story highlights are a great way to share important information right on your profile and in an organized way. Engaging with your followers is the best situation to grow your network with packed advertising. Designing ads with strong visuals to catch the interest of audiences is done with Instagram. The promotion of tourism is very effective via Instagram. One can rely on influencers to promote places and tourism. It is a great platform to advertise. It helps showcase destinations, hotels, attractions, markets and more. People use Instagram to discover these. Guiding the audience about the destinations and experiences is a good way to attract tourism. Instagram is the best platform to showcase with high-quality photos. Informative and interactive captions are also important to the target audience. Important information and facts are mentioned as captions so that people become more aware of the tourist attractions. The more unique and fresh content is, the more people are engaged in it. Instagram makes sharing travel experience. Instagram works on personal recommendation, it acts as an instant accessible tourist guide, which has replaced brochures and pamphlets and many other conventional means of marketing in tourism. Various attributes like weather, scenery, architecture, landscape, posts of people which we see on Instagram has a personal touch, providing real insight into the place. As it is a secure and user-friendly online platform. According to a survey conducted by Instagram, the platform acts as a reference, for about 48% of people who get inspired to choose a place to visit.

Due to Instagram content related to travel has become more humanized. Content like this has greater emotional relevance and strikes a chord with the audiences' desire to travel, making Instagram a new tourist agent.

Since its advent in 2010, Instagram has come about to be one of the most popular social media tools. Today, it has over 800 million active monthly followers and 25 million business profiles, which create a Global platform that generates content. More than half of the users of this platform visit it daily and another 35% say that they check it several times a day. Instagram becomes indispensable. For marketing, visual imagery is crucial, and the first amongst many of them is tourism.

Instagram gives an insight to the place it wants to market. It lets the brand showcase the scenic beauty, and landscape of the place. Moreover, content on the medium can also be shared as experiences, through stories, highlights, and IGTV videos. These features make the content shared on the site innovative.

The very visual appeal of the site, make users heavily engaged in the content posted by the brands and pages they follow. The high rate of engagement leads to users interacting in greater measures with the content using 'liking', 'reposting', 'commenting' and 'tagging'.

#### **4.1. Searching via hashtags(#) and geo-tagging:-**

When sharing a photo on Instagram, a description can be added to the photo including hashtags. A hashtag is an easy way to categorize images and photos and allows the user to expand the reach of the photo. Anyone can create hashtags for their sellable destinations or any destination they specifically want to promote. Hashtags allow people to find the content they are interested in and from the marketing point of view, provide marketers a means to get more exposure and brand/destination recognition. When a hashtag is added to the caption, anyone looking at that particular hashtag will see the image and vice versa; if a user is looking at the particular hashtag, i.e. #Tajmahal, he or she will see all the posts that have #Tajmahal tagged with it. when people Search via hashtags, it lets user find a million posts related to the hashtag, at the touch of a button real quick, from across the world. This feature let users find content of their need that's relevant and accurate, helping them get an unhindered view/sight of the places they wish to visit. The hashtag concept was initially created on Twitter and later many other social media platforms and websites adopted the hashtag(#), including Pinterest, Google+, Facebook, and Instagram.

#### **4.2 INSTAGRAM MODELS AND BLOGGERS:-**

People who have big online presence and has millions of followers from around the world, they travel and explore new sites around the world and post pictures on their accounts. Popular bloggers or influencers generally they share travel photos in addition to other lifestyle posts. An influencer is an individual who has the power to affect the purchase decisions of others because of their authority, knowledge, position or relationship. In addition to bloggers, they might be members of peer groups, or reference groups, photographers, celebrities, personal trainers, moderators of specific content profiles, etc. Previously tourism marketers have focused on bloggers as opinion leaders that can effectively spread content to a big following, but they should focus also on influencers on Instagram.

#### **4.3. Spontaneous and real-time:-**

Instagram provides results of the search in real-time with tremendous spontaneity. It helps brands to share content which helps in creating tourism sites awareness. instagram provider platform where people who share contents helps others to derive unique insights of the destinations they are interested in. its spontaneous feature, lets user observe events as they happen.

#### **5. Methodology:-**

In this research we have aimed to produce contextual real-world knowledge about the social media, behaviors. Most of the research is based on personal experience, bloggers interviews and facts about usage of hashtags and Instagram posts. Information was gathered by online data collection and further analysed.

#### **6. Conclusion:-**

Instagram shots have boosted tourism and inspired people to travel, it helped in building digital brochures of the tourist sites and created brand awareness through hashtags. It plays a major role as a travel agent. Many companies are taking Instagram as their digital marketing platform with interactive visual communication. Instagram is present as a medium that has a lot of personal facility allows user to upload what is seen in the tourist sites and it becomes attraction to be shared. It provides facility to follow your favourite channels used by operators to promote tourist destinations. Hence, we can say that, Instagram has major impact in marketing tourism in today's scenario and have growing future scope in tourism.

**References:-**

Abbott, W., Donaghey, J., Hare, J., & Hopkins, P. (2013). An Instagram of worth a thousand words: An industry panel and audience Q&A. *Library Hi Tech News* 30(7). 1-6.

Barczyk, C.C. & Duncan, D.G. (2011). Social networking media as a tool for teaching business administration course. 'Marketing And PR In Social Media: How The Utilization Of Instagram Builds And Maintains Customer Relationships'. Masters. Stockholms University. Bronner, F., & de Hoog, R. (2011)

Vacationers and eWOM: who posts and why, where and what? *Journal of Travel Research*

Factors influencing destination image. *Annals of Tourism Research* 31(3). 657-681. Bergström, T. & Bäckman, L. (2013).

