

A STUDY ON USAGE OF SOCIAL MEDIA SITES AND PROMOTIONAL STRATEGIES IN TOURISM INDUSTRY WITH SPECIAL REFERENCE TO BANGALORE

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Abstract: This study was conducted on the role of social media in the tourism industry in Bangalore. In order to achieve its aims, the study adopted a hybrid approach to collection and analysis of data, which involves the use of both qualitative and quantitative approach to research. Therefore, the study will first carry out literature view before conducting a survey using a questionnaire. The researcher will organize and analyse it using statistical tools that are measured by the SPSS 24.0. Preliminary result indicates that there is a growing reliance on social media as a critical source of travel information for both existing and potential tourists. Correspondingly, apart from the convenience that these tools provide, other factors such as trustworthiness, reliability and dependability of the social media played an instrumental role in encouraging users to depend on it as a source of travel information. The authors have recommended that there is a need for tourist destinations to seek to create a positive brand image not only offline but also on social media platforms in order to gain approval of these technology-savvy tourists and as a result, remain competitive in the tourism industry.

Keywords: Trustworthiness, Reliability and Dependability, Usage of Social Media & Tourism needs

1. INTRODUCTION

The tourism industry is one of the fastest growing industries in the world and the tourism industry is the largest in the world with a significant annual growth rate of approximately 35 percent. According to Alsos, Eide and Madsen (2014), the growth rate of the tourism industry in Organisation for Economic Co-operation and Development (OECD) countries has exceeded the growth rate of their GDP. Importantly, the ability of this industry to achieve such tremendous growth is based on the fact that it has the ability to offer new products and experiences. Importantly, it is critical to observe that apart from its tremendous economic growth, the tourism industry also experiences a high rate of competition among firms. As a result, businesses that operate in the industry, they need to rely on innovation to not only reduce the prices of their products and services but also offer new, high-quality products that can attract the attention of the target Tourists.

In particular, the increasing accessibility of tourism consumers to technologies such as the internet and social media provide both suppliers and consumers of tourism products and/or services to connect with each at different levels way before the tourists arrive at their destination. According to Huang, Backman, Backman and Chang (2016), the existence of technology provides an opportunity for tourists to explore different destinations, understand the quality of such destination, evaluate whether they have the products, facilities and service they need, and even determine whether such places are worthy visiting. In this regard, rather than going through a tedious process of assessing the facilities, products and facilities of a given region, such consumers rely on the internet to evaluate the place and make informed choices on whether it is worthy visiting or not.

Furthermore, there is a need to observe that since suppliers of tourism products and service can offer exaggerate the value of their destinations, tourism have a way of falling into such a trap. In this case, tourists can review the comments and responses of other tourists who have visited such destinations on social media platforms such as Facebook and Twitter. This implies that technology can play a central role in helping tourists make informed choices on the destinations they desire to visit.

Despite the increasing role of technology in promoting tourism activities in different destinations across the globe, there is little research that has been conducted in the past to establish whether it add any value to the growth of tourism. In particular, there is little research and studies that has been conducted in the past to determine how tourist destinations use the social media to reach out to Tourists. In addition, there is little research to determine the effectiveness of social media as a tool to capture the attention of tourists from different parts of the globe. This is particularly the case considering the fact that tourists are divided into different demographic categories. Moreover, there is a need to determine whether certain social media are better than others in reaching out to different types of Tourists on the market. Getting insights on these aspects is critical to understand how specific tourist destinations use technology to attract the attention of Tourists from different parts of the globe.

2. NEED & PURPOSE OF THE STUDY

There are three main critical issues that this study will address as far as the role of social media in the tourism industry in Bangalore is concerned. To begin with, the study will evaluate how both existing and potential tourists use social media platforms to make travel decisions. In this case, the study will seek to understand how travellers utilize different forms of social media to research and plan their travel activities. Similarly, whereas Indian tourism Industry may use different technologies to enhance their marketing activities, this does not necessarily mean that it will gain competitive advantage in the market. Speaking from this point of view, this study will evaluate the factors that contribute to reliance on social media when engaged in travel research and planning. Finally, the study will seek to make recommendations on how Bangalore can improve on its use of social media to enhance its tourism industry. In particular, the study will focus on how Bangalore can develop itself into a brand and market itself using social media. In addition, the study will make recommendations on the most appropriate types of social media to use in marketing its products in different markets across the globe.

3. OBJECTIVES OF THE STUDY

1. To study the existing and potential tourists use social media when making their travel arrangements
2. To assess the influential factors that contributes to the increased reliance on social media as the source of tourism information among travellers
3. To evaluate the social media platforms that users rely on to access travel information & social media tools are more effectively used in marketing the tourism.

4. MATERIALS & METHODS USED

This research study analyse the past research and study findings on how social media has been used in the past & present scenario in tourism marketing. Similarly, the research will use primary data to either assert or variance the secondary research findings. In this case, the study was carried out a survey to collect primary data. This data was organized and analysed using different statistical tools to determine whether it supports or opposes the secondary research findings.

Social media has a significant impact on the tourism industry. To begin with, the number of social media users continues to rise at a significant rate. Importantly, there is a need to observe that the number of people who use social media to conduct research on different tourist destinations is rising. This is as a result of the fact that most of these users think that social media provide an accurate description of these destinations with regard to factors such as the products, services and experiences they offer to their Tourists.

5. SAMPLING

A researcher only needs to identify a few elements from the larger population that are a true representation of such a population. This is as a result of the fact that it is time and resource consuming to make contact with and utilize every element of the population to provide data for the research. The authors are chosen to use non-probability sampling technique, to identify sample elements from the population. Importantly, since my study only identified sample elements that could be accessed easily and authors relied on convenience sampling, which is a subset of nonprobability sampling. This study identified people who had used social media before to plan their travel as the sample frame. The researchers define the sample frame as the sample unit that had been set aside from the larger population, which can be name of numbered. Therefore, the sample for that provided data for this study was drawn from people who had used social media before in one way or the one to research and plan their travel. This sample could help shed more light on the role of social media in the tourism industry in Bangalore.

6. DATA COLLECTION METHOD

For this study, the authors used a survey as my approach to collecting this data. In particular, the authors developed a questionnaire with closed-ended questions and the choice of a survey and the use of a questionnaire were motivated by the fact that it is easier to administer especially in a study that has limited time and resources.

7. STATISTICAL TOOLS USED IN THE STUDY

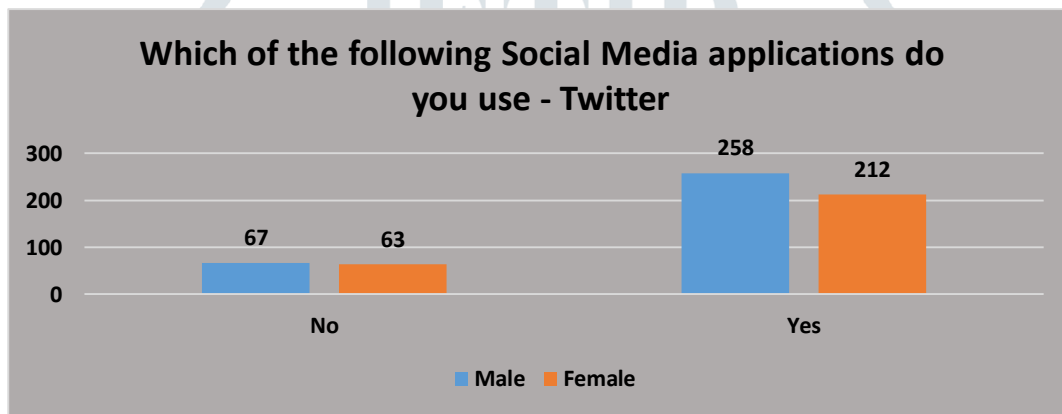
After receiving the duly filled questionnaires, the authors have organized the collected data. The authors were eliminated all questionnaires that were not duly filled and rendered them invalid and they used SPSS.24.0 & excel sheets to organize the collected data into descriptive statistics. In addition, the authors used statistical tables and tools to create analysis and graphs to make it easier to analyse the collected data

8. DATA ANALYSIS & DISCUSSIONS

This study wanted to establish whether the target respondents used social media. In line with this, the study sought to know whether the respondents had used Facebook and/or Twitter in the last six months. The choice of these platforms was influenced by the fact that they are among the most popular social media platforms not only in Bangalore but also in other parts of the globe.

Table No.1 Which of the following Social Media applications do you use - Twitter

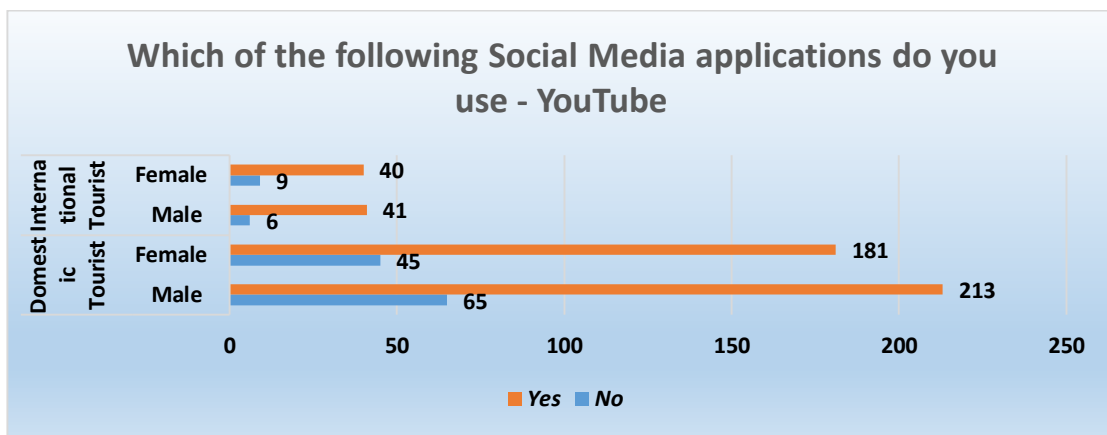
| Type of Tourist (Domestic & International) | | | Which of the following Social Media applications do you use - Twitter | | Total |
|--|---------|--------|---|-----|-------|
| | | | No | Yes | |
| Domestic Tourist | Gender: | Male | 57 | 221 | 278 |
| | | Female | 56 | 170 | 226 |
| | Total | | 113 | 391 | 504 |
| International Tourist | Gender: | Male | 10 | 37 | 47 |
| | | Female | 7 | 42 | 49 |
| | Total | | 17 | 79 | 96 |
| Total | Gender: | Male | 67 | 258 | 325 |
| | | Female | 63 | 212 | 275 |
| | Total | | 130 | 470 | 600 |



The above table explains the use of social media in general and twitter in particular by tourists to make domestic and international trips with cross section on the basis of gender. 470 out of 600 (78%) of respondents were positively responded for twitter application for various tourist plans and destinations.

Table No.2 Which of the following Social Media applications do you use - YouTube

| Type of Tourist (Domestic & International) | | | Which of the following Social Media applications do you use - YouTube | | Total |
|--|---------|--------|---|-----|-------|
| | | | No | Yes | |
| Domestic Tourist | Gender: | Male | 65 | 213 | 278 |
| | | Female | 45 | 181 | 226 |
| | Total | | 110 | 394 | 504 |
| International Tourist | Gender: | Male | 6 | 41 | 47 |
| | | Female | 9 | 40 | 49 |
| | Total | | 15 | 81 | 96 |
| Total | Gender: | Male | 71 | 254 | 325 |
| | | Female | 54 | 221 | 275 |
| | Total | | 125 | 475 | 600 |



The above table explains the use of social media in general and you tube in particular by tourists to make domestic and international trips with cross section on the basis of gender. 475 out of 600 (79%) of respondents were positively responded for you tube application for various tourist plans and destinations.

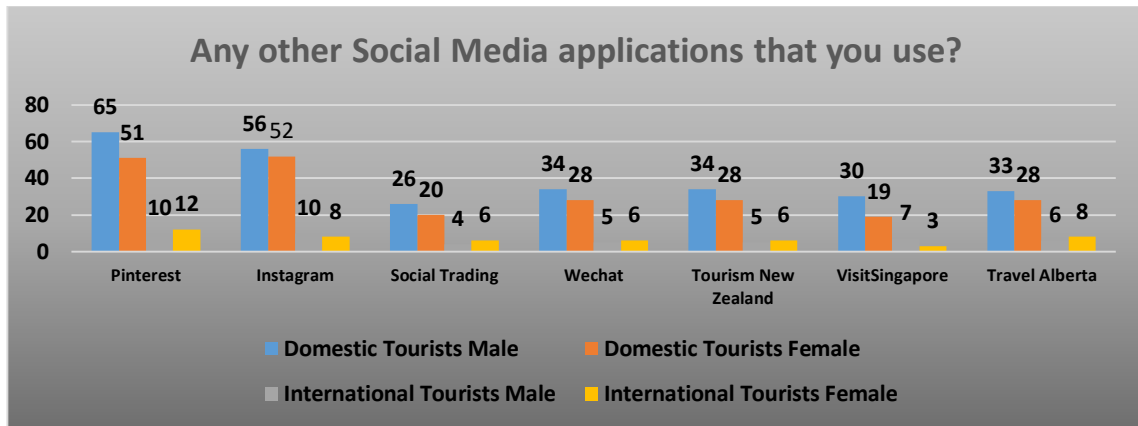
**Table No.3 Which of the following Social Media applications do you use - Wikipedia
Flicker**

| Type of Tourist (Domestic & International) | | | Which of the following Social Media applications do you use - Wikipedia Flicker | | Total |
|--|--------------|--------|---|------------|------------|
| | | | No | Yes | |
| Domestic Tourist | Gender: | Male | 62 | 216 | 278 |
| | | Female | 41 | 185 | 226 |
| | Total | | 103 | 401 | 504 |
| International Tourist | Gender: | Male | 9 | 38 | 47 |
| | | Female | 12 | 37 | 49 |
| | Total | | 21 | 75 | 96 |
| Total | Gender: | Male | 71 | 254 | 325 |
| | | Female | 53 | 222 | 275 |
| | Total | | 124 | 476 | 600 |

The above table explains the use of social media in general and Wikipedia in particular by tourists to make domestic and international trips with cross section on the basis of gender. 476 out of 600 (81%) of respondents were positively responded for wikipedia application for various tourist plans and destinations.

Table No.4 Any other Social Media applications that you use?

| Type of Tourist (Domestic & International) | | Any other Social Media applications that you use? | | | | | | | Total |
|--|--------------|---|------------|----------------|-----------|---------------------|----------------|----------------|------------|
| | | Pinterest | Instagram | Social Trading | Wechat | Tourism New Zealand | VisitSingapore | Travel Alberta | |
| Domestic Tourist | Male | 65 | 56 | 26 | 34 | 34 | 30 | 33 | 278 |
| | Female | 51 | 52 | 20 | 28 | 28 | 19 | 28 | 226 |
| | Total | 116 | 108 | 46 | 62 | 62 | 49 | 61 | 504 |
| International Tourist | Male | 10 | 10 | 4 | 5 | 5 | 7 | 6 | 47 |
| | Female | 12 | 8 | 6 | 6 | 6 | 3 | 8 | 49 |
| | Total | 22 | 18 | 10 | 11 | 11 | 10 | 14 | 96 |
| Total | Male | 75 | 66 | 30 | 39 | 39 | 37 | 39 | 325 |
| | Female | 63 | 60 | 26 | 34 | 34 | 22 | 36 | 275 |
| | Total | 138 | 126 | 56 | 73 | 73 | 59 | 75 | 600 |



The above table explains the other social media applications used by respondents. Maximum of 138 (23%) out of 600 were used Pinterest social media platform and minimum 75 (12.5%) out of 600 were used VisitSingapore social media platform for tourism information. In addition to above the respondents were using various social media platforms like Instagram, Social trading, Wechat, Tourism New Zealand and Travel Alberta.

Table No.5 How often do you use Social Media

| Type of Tourist (Domestic & International) | | Any other Social Media applications that you use? | | | | | | Total |
|--|--------------|---|------------------------|----------------------|----------------------|----------------------|-----------------------|------------|
| | | 0 to 5 Days per month | 6 to 12 Days per month | 13-20 Days per month | 21-25 days per month | 26-30 days per month | 0 to 5 Days per month | |
| Domestic Tourist | Male | 65 | 56 | 26 | 34 | 34 | 30 | 278 |
| | Female | 51 | 52 | 20 | 28 | 28 | 19 | 226 |
| | Total | 116 | 108 | 46 | 62 | 62 | 49 | 504 |
| International Tourist | Male | 10 | 10 | 4 | 5 | 5 | 7 | 47 |
| | Female | 12 | 8 | 6 | 6 | 6 | 3 | 49 |
| | Total | 22 | 18 | 10 | 11 | 11 | 10 | 96 |
| Total | Male | 75 | 66 | 30 | 39 | 39 | 37 | 325 |
| | Female | 63 | 60 | 26 | 34 | 34 | 22 | 275 |
| | Total | 138 | 126 | 56 | 73 | 73 | 59 | 600 |

As per the above table reveals the how often the social media was used by the respondents 251(42%) out of 600 were using social media for 21 to 25 days in a week and 227 (38%) were using the social media for 26 to 30 days in a week. It seems 80% of the respondents were dependent on the social media only for their tourism needs. Very less proportion (20%) of the respondents were using the social media for 0 to 20 days in a month.

APPLICATIONS OF STATISTICAL ANALYSIS USING ANOVA

| ANOVA | | | | | | |
|---|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Which of the following Social Media applications do you use - Twitter | Between Groups | .179 | 1 | .179 | 1.053 | .305 |
| | Within Groups | 101.654 | 598 | .170 | | |
| | Total | 101.833 | 599 | | | |
| Which of the following Social Media applications do you use - YouTube | Between Groups | .310 | 1 | .310 | 1.879 | .171 |
| | Within Groups | 98.648 | 598 | .165 | | |
| | Total | 98.958 | 599 | | | |
| Any other Social Media applications that you use? | Between Groups | 1.230 | 1 | 1.230 | .280 | .597 |
| | Within Groups | 2628.710 | 598 | 4.396 | | |
| | Total | 2629.940 | 599 | | | |
| How often do you use social media to search information? | Between Groups | .762 | 1 | .762 | .834 | .361 |
| | Within Groups | 546.278 | 598 | .914 | | |
| | Total | 547.040 | 599 | | | |

The F-test results has been determined that there are differences between variables according to marital status ($p < 0,05$). The dimension of Social Media applications -Twitter “means values degrees of participation level considering the average level of expression (mean.) in type of tourist determined that more tourists compared to International tourists. The dimension of “Social Media applications-YouTube, other social medias and searching of internet information means values degrees of participation level considering the average level of expression (mean.) in domestic participants determined that more participants compared to International tourists

Table No.6 How often do you use social media to search information?

| Type of Tourist (Domestic & International) | | | How often do you use social media to search information? | | | | | Total |
|---|--------------|--------|--|------------|--------------|-----------|-------------|------------|
| | | | Very Frequently | Frequently | Occasionally | Rarely | Very Rarely | |
| Domestic Tourist | Gender: | Male | 100 | 112 | 49 | 14 | 3 | 278 |
| | | Female | 88 | 86 | 38 | 6 | 8 | 226 |
| | Total | | 188 | 198 | 87 | 20 | 11 | 504 |
| International Tourist | Gender: | Male | 18 | 16 | 10 | 2 | 1 | 47 |
| | | Female | 15 | 20 | 9 | 4 | 1 | 49 |
| | Total | | 33 | 36 | 19 | 6 | 2 | 96 |
| Total | Gender: | Male | 118 | 128 | 59 | 16 | 4 | 325 |
| | | Female | 103 | 106 | 47 | 10 | 9 | 275 |
| | Total | | 221 | 234 | 106 | 26 | 13 | 600 |

The above table explains the habit of tourism search information. 455 (76%) respondents were searched the information frequently which include the very frequently, among these respondents male were 212 (35%) out of 600. Very few (24%) respondents were searching the information occasionally, rarely and very rarely.

| Table No.7 What are the reasons to use social media to search for information | | | | | | | | |
|---|--------------|--------|--|-------------------|-----------|------------------------|------------------------------------|------------|
| Type of Tourist (Domestic & International) | | | What are the reasons to use social media to search for information | | | | | Total |
| | | | Very Easy | Easy & accessible | Reliable | Get Distinct Solutions | Higher Level of Trust in responses | |
| Domestic Tourist | Gender: | Male | 17 | 19 | 22 | 113 | 107 | 278 |
| | | Female | 17 | 19 | 16 | 87 | 87 | 226 |
| | Total | | 34 | 38 | 38 | 200 | 194 | 504 |
| International Tourist | Gender: | Male | 6 | 5 | 3 | 18 | 15 | 47 |
| | | Female | 3 | 6 | 2 | 18 | 20 | 49 |
| | Total | | 9 | 11 | 5 | 36 | 35 | 96 |
| Total | Gender: | Male | 23 | 24 | 25 | 131 | 122 | 325 |
| | | Female | 20 | 25 | 18 | 105 | 107 | 275 |
| | Total | | 43 | 49 | 43 | 236 | 229 | 600 |

The above table explains the reasons for the use of social media by the respondents. 465 (77%) were showed the reason as get distinct solutions and high level of trust in responses, in this category males were high with 394 (66%) out of 600. 135 (23%) respondents were showed the reasons as follows very easy, easy and accessible and reliable.

| Table No.8 Why do you use it - Collect Information | | | | | | | |
|--|--------------|--------|---|----------------------|------------|----------------|------------|
| Type of Tourist (Domestic & International) | | | Why do you use it - Collect Information | | | | Total |
| | | | Slightly Important | Moderately Important | Important | Very Important | |
| Domestic Tourist | Gender: | Male | 39 | 65 | 97 | 77 | 278 |
| | | Female | 34 | 49 | 77 | 66 | 226 |
| | Total | | 73 | 114 | 174 | 143 | 504 |
| International Tourist | Gender: | Male | 4 | 12 | 17 | 14 | 47 |
| | | Female | 7 | 10 | 17 | 15 | 49 |
| | Total | | 11 | 22 | 34 | 29 | 96 |
| Total | Gender: | Male | 43 | 77 | 114 | 91 | 325 |
| | | Female | 41 | 59 | 94 | 81 | 275 |
| | Total | | 84 | 136 | 208 | 172 | 600 |

The above table reveals the importance of the data collected from the respondents. 516 (86%) out of 600 respondents felt that the information provided by them were important and significant in this category 282 (47%) were males and 84 (16%) of respondents were felt that the information provided by them was slightly important and moderately important.

| | | | How often do you come across such promotion regularly | | | | | Total |
|-----------------------|--------------|--------|---|------------|--------------|------------|-----------------|------------|
| | | | Very Rarely | Rarely | Occasionally | Frequently | Very Frequently | |
| Domestic Tourist | Gender: | Male | 12 | 53 | 97 | 108 | 8 | 278 |
| | | Female | 15 | 49 | 75 | 84 | 3 | 226 |
| | Total | | 27 | 102 | 172 | 192 | 11 | 504 |
| International Tourist | Gender: | Male | 0 | 2 | 6 | 38 | 1 | 47 |
| | | Female | 0 | 7 | 6 | 33 | 3 | 49 |
| | Total | | 0 | 9 | 12 | 71 | 4 | 96 |
| Total | Gender: | Male | 12 | 55 | 103 | 146 | 9 | 325 |
| | | Female | 15 | 56 | 81 | 117 | 6 | 275 |
| | Total | | 27 | 111 | 184 | 263 | 15 | 600 |

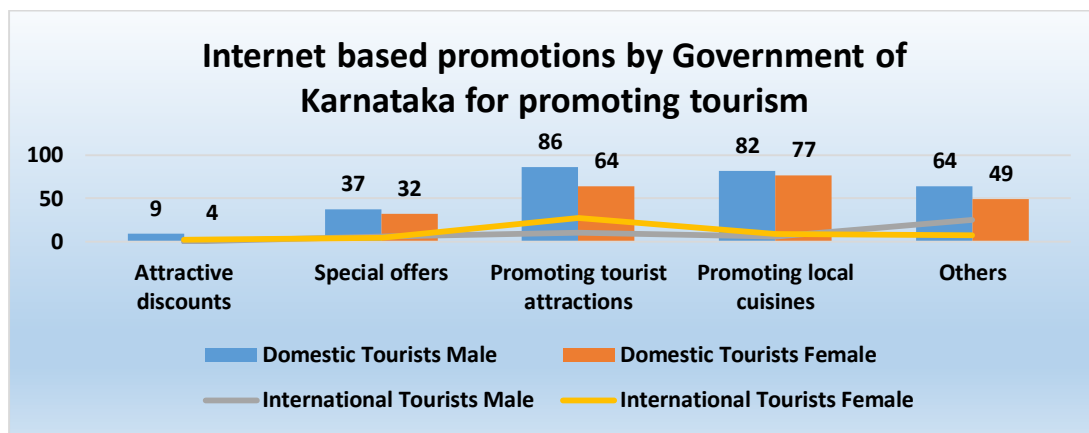
The above table gives the information of time intervals of tourism promotions of government agencies to attract the tourists with cross section on the basis of gender. 263 out of 600(45%) respondents said that they view the promotions frequently and 184 out of 600 (30%) respondents said that they view the promotions occasionally but regularly in mass media.

| Type of Tourist (Domestic & International) | | What according to you is the major source of promotion of tourism in Karnataka | | Total | |
|---|--------------|--|------------------|------------|------------|
| | | Social Media | Non-Social Media | | |
| Domestic Tourist | Gender: | Male | 235 | 43 | 278 |
| | | Female | 179 | 47 | 226 |
| | Total | | 414 | 90 | 504 |
| International Tourist | Gender: | Male | 36 | 11 | 47 |
| | | Female | 36 | 13 | 49 |
| | Total | | 72 | 24 | 96 |
| Total | Gender: | Male | 271 | 54 | 325 |
| | | Female | 215 | 60 | 275 |
| | Total | | 486 | 114 | 600 |

| Table No.11 What are the major steps taken by the Government of Karnataka for promoting tourism | | | | | | | | |
|---|--------------|--------|---|-----------------------------------|-----------------------|---------------------|--------------------------------|------------|
| Type of Tourist (Domestic & International) | | | What are the major steps taken by the Government of Karnataka for promoting tourism | | | | | Total |
| | | | Creating advertisement campaigns | Promotional video in social media | Celebrity endorsement | Use of public media | Guerrilla marketing Strategies | |
| Domestic Tourist | Gender: | Male | 24 | 35 | 37 | 85 | 97 | 278 |
| | | Female | 18 | 37 | 29 | 71 | 71 | 226 |
| | Total | | | 42 | 72 | 66 | 156 | 168 |
| International Tourist | Gender: | Male | 5 | 12 | 7 | 10 | 13 | 47 |
| | | Female | 7 | 12 | 5 | 14 | 11 | 49 |
| | Total | | | 12 | 24 | 12 | 24 | 24 |
| Total | Gender: | Male | 29 | 47 | 44 | 95 | 110 | 325 |
| | | Female | 25 | 49 | 34 | 85 | 82 | 275 |
| | Total | | | 54 | 96 | 78 | 180 | 192 |

The above table explains the steps taken by Karnataka government for promoting tourism with cross section on the basis of gender to attract the domestic and international tourists. 192 out of 600 (32%) respondents said that the Karnataka government is adopting Guerrilla marketing strategies for tourism promotion and 180 out of 600 (30%) respondents said that the same is using public media for promoting tourism.

| Table No.12 Internet based promotions by Government of Karnataka for promoting tourism | | | | | | | | |
|--|--------------|--------|--|----------------|-------------------------------|--------------------------|------------|------------|
| Type of Tourist (Domestic & International) | | | Internet based promotions by Government of Karnataka for promoting tourism | | | | | Total |
| | | | Attractive discounts | Special offers | Promoting tourist attractions | Promoting local cuisines | Others | |
| Domestic Tourist | Gender: | Male | 9 | 37 | 86 | 82 | 64 | 278 |
| | | Female | 4 | 32 | 64 | 77 | 49 | 226 |
| | Total | | | 13 | 69 | 150 | 159 | 113 |
| International Tourist | Gender: | Male | 0 | 6 | 10 | 6 | 25 | 47 |
| | | Female | 2 | 4 | 27 | 9 | 7 | 49 |
| | Total | | | 2 | 10 | 37 | 15 | 32 |
| Total | Gender: | Male | 9 | 43 | 96 | 88 | 89 | 325 |
| | | Female | 6 | 36 | 91 | 86 | 56 | 275 |
| | Total | | | 15 | 79 | 187 | 174 | 145 |



The above table reveals the opinion of the respondents regarding the promotional strategies of Karnataka government with cross section on the basis of gender. 187 out of 600 (31%) respondents were felt that the Karnataka government was promoting the tourist attractions to attract domestic and international tourists.

9. FINDINGS OF THE STUDY

- The use of social media in general and twitter in particular by tourists to make domestic and international trips with cross section on the basis of gender. 470 out of 600 (78%) of respondents were positively responded for twitter application for various tourist plans and destinations.
- The use of social media in general and you tube in particular by tourists to make domestic and international trips with cross section on the basis of gender. 475 out of 600 (79%) of respondents were positively responded for you tube application for various tourist plans and destinations.
- The use of social media in general and Wikipedia in particular by tourists to make domestic and international trips with cross section on the basis of gender. 476 out of 600 (81%) of respondents were positively responded for wikipedia application for various tourist plans and destinations.
- The other social media applications used by respondents. Maximum of 138 (23%) out of 600 were used Pintrest social media platform and minimum 75 (12.5%) out of 600 were used **VisitSingapore** social media platform for tourism information. in addition to above the respondents were using various social media platforms like Instagram, Social trading, Wechat, Tourism Newzealand and Travel Alberta
- The social media was used by the respondents 251(42%) out of 600 were using social media for 21 to 25 days in a week and 227 (38%) were using the social media for 26 to 30 days in a week. It seems 80% of the respondents were dependent on the social media only for their tourism needs. Very less proportion (20%) of the respondents were using the social media for 0 to 20 days in a month.
- 455 (76%) respondents were searched the information frequently which include the very frequently, among these respondents male were 212 (35%) out of 600. Very few (24%) respondents were searching the information occasionally, rarely and very rarely.
- 465 (77%) were showed the reason as get distinct solutions and high level of trust in responses, in this category males were high with 394 (66%) out of 600. 135 (23%) respondents were showed the reasons as follows very easy, easy and accessible and reliable.
- 516 (86%) out of 600 respondents felt that the information provided by them were important and significant in this category 282 (47%) were males and 84 (16%) of respondents were felt that the information provided by them was slightly important and moderately important.
- The information of time intervals of tourism promotions of government agencies to attract the tourists with cross section on the basis of gender. 263 out of 600(45%) respondents said that the view the promotions frequently and 184 out of 600 (30%) respondents said that they view the promotions occasionally but regularly in mass media.

- 192 out of 600 (32%) respondents said that the Karnataka government is adopting Guerrilla marketing strategies for tourism promotion and 180 out of 600 (30%) respondents said that the same is using public media for promoting tourism
- 187 out of 600 (31%) respondents were felt that the Karnataka government was promoting the tourist attractions to attract domestic and international tourists.

10. RECOMMENDATIONS

The authors recommended that tourist destinations need to create a brand image that is trustworthy not only on the physical premises but also on social media platforms. In this regard, these destinations need to constantly improve their actual products and/or services. Similarly, they need to constantly engage social media users to create a positive among these users.

There is a need for the destinations to create a rapport with their target consumers through creation of a platform where such destinations and their target consumers perceive each other as equals. This will create an opportunity for destinations to share their content with the target consumers with ease. Furthermore, creating such a relationship will help these destinations to learn about their strengths and weaknesses, thus creating room for improvement. In addition, these destinations will be able to address the complaints that arise from consumers who have visited them before, thus enabling them to maintain a positive brand image on social media.

11. CONCLUSION

The tourism industry is one of the largest industries in the world that extensively utilizes social media to not only promote the brand of its array of industry players but also reach out to its target consumers. In line with this, contrary to the past where businesses that engaged in tourism activities were the only source of travel information, the development of the internet and social media platforms has created an environment whereby social media users produce equally important content about the destinations they have visited before.

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