



Study on Social Media Marketing in Tourism

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ABSTRACT

This activity was carried out with the intention of carrying out research on the role that social media platforms play in the marketing and promotion of tourism destinations. Evaluating the extent to which social media platforms were utilised for the purpose of tourism promotion in Libya, evaluating the contribution that these platforms are making to the promotion of tourism sites in Libya, and evaluating the extent to which these platforms were successful in the promotion of tourism sites in Libya were also among the objectives of this study. For the purpose of carrying out this specific piece of research, the convenience sample method was used to gather data, and a questionnaire was utilised to elicit answers from a total of one hundred and twenty individuals. According to the findings of the study, users of social media platforms have a significant impact on the effectiveness of marketing and promotion efforts performed across all users of these media with the goal of attracting visitors. These efforts were performed in the context of trying to attract visitors. These activities were developed specifically with the intention of luring in visitors. This is a very delicate yet essential part of the process that has to be completed. In addition, social media platforms had the ability to provide users with reliable and trustworthy information on their destinations, which assisted users in making informed judgments regarding their destinations as well as tourist sites that they are considering travelling to or visiting. This information helped users make informed decisions about their destinations and tourist sites. Users were able to make more educated selections regarding their vacation spots and locations with the aid of this information.

KEYWORD: *Tourism, social media, marketing.*

INTRODUCTION

It is possible that social media, which are also known as social networking sites, might play an incredible role in the growth of the tourist business if it is exploited to its full capacity and with efficiency. If this is the case, then social media, which more often refers to websites that allow users to participate in social networking, is one of the most significant tools available

in our day and age. Social media tools have influence on the decision-making processes of customers who are interested in travelling to a particular region in order to spend some time indulging in leisure activities. These customers' decision-making processes involve the consideration of a number of factors. These platforms also have an impact on consumers who are interested in taking part in a variety of different types of leisure activities in their spare time when they have some free time. The general population of today has a higher level of awareness of the locations, is more educated about them, and is aware of the one-of-a-kind experiences that they may have when they are there as a result of their travels as a direct result of the platforms that are currently in place and have been put in place. This is a direct result of the platforms that are currently in place. It is of the utmost importance to conduct research on tourism, investigate it, and analyze it in a way that is more attentive and because it is also the method by which tourism is practiced and because it is also the method by which tourism is practiced

This is without a doubt one of the most critical challenges that businesses that provide services are now confronted with. This is one of the most prevalent problems that people who supply services have to deal with on a daily basis in the course of their employment. As a result of the fact that the tourism industry has traditionally placed a significant emphasis on aspects such as the reputation of destinations, the feed-back of customers, the dissemination of information, and the effectiveness of word-of-mouth promotion, the industry is currently in an excellent position to capitalize on the opportunities presented by social media platforms. These findings have been verified by looking at a number of case studies to see how they play out in real life. This growth has occurred despite the fact that people have started taking fewer vacations as a result of the economic downturn. This is because individuals are increasingly eager to spend their money on experiences rather than on tangible objects, which is a direct result of the millennial generation.

This is the case despite the fact that in recent years, as a result of the economic crisis, people have started taking fewer holidays, and as a result of this, sales have decreased. Over the course of the last several years, people have also started taking less vacations. In spite of this, the sector as a whole is demonstrating astonishing growth on a consistent basis.

Previously, the Internet served as a channel for transmitting information. Because of this feature, which gives people the ability to operate as "media" themselves, users have the ability to search for material, organise it, share it, annotate it, and add to it in a way that is conducive to working together. Users also have the ability to function as their own media thanks to this capability. The growing prevalence of the use of social media has not only had a big influence on tourism, which is the primary industry in many cities and the primary driver of economic growth in many regions, but it has also had a huge impact on the tourism industry as a whole. This is because tourism is the primary industry in many cities and the primary driver of economic growth in many regions. In many towns and cities, tourism is the most important industry, and it is a significant factor in the development of the economy in many areas.

LITERATURE REVIEW

Others question whether or not education and training are required for this line of work, while others view vacationing as an opportunity for relaxation and fun. On the other hand, tourism not only offers a means of livelihood for a portion of the population, but it also makes employment possibilities available to a number of people. It is a thriving business that gives tens of millions of individuals all over the world the ability to take responsibility for their own financial well-being and provide for themselves financially on their own. Because of this, doing research on it, closely examining it, and studying it in a way that places a greater emphasis on attentiveness are all incredibly important steps to take. The term "Web 2.0" refers to the collection of concepts and practises that encourage users to develop, modify, and post web-based content in order to increase information sharing and social interaction among themselves. The concepts and practises referred to in this article are referred to by the label "Web 2.0." This is done in order to improve the user's experience in general and make it more satisfying overall. (Liburd, 2012). A statement to this effect was made available on the website Mashable.com, where it was said that "Social media is real life."(2010)

The authors used the phrase "social media" to define what they meant by "social media." During the process of generating this term, the point of view of a marketer was taken into account. Examples of social media include weblogs, share images and videos, social networking sites, online radio, and mobile applications that support social networking. The term "social media" sometimes goes by the name "new media" and refers to "participatory culture." According to B&C (2010), the term "social media" is one that is often used in the society of today. Despite the fact that the social networking software was first developed in 2004, LinkedIn did not make its public appearance until the year after that, in the year 2005. The overwhelming majority of these applications are web-based technological solutions that make it simpler for users to communicate with one another via the utilization of the Internet for the purposes of sharing information and discussing subjects that are of interest to them.

According to Zarrella (2010), the most accurate definition of social media can be obtained by analyzing it in the context of the conventional paradigm of industrial media. This is the conclusion drawn from the author's research. In the study that he carried out, this method was selected as the methodology of choice. Traditional forms of media are all examples of kinds of broadcasting technologies that only transmit information in one direction and are considered to be static. Traditional forms of media include things like books, newspapers, and magazines that are printed and distributed physically. According to Zarrella (2010), magazines and newspapers charge customers a fee to access the premium content that they provide, while at the same time charging businesses a fee for the ability to insert their advertisements within the content itself. In other words, customers pay for premium content while businesses pay for the ability to advertise within premium content. This practise is frequent in periodicals that are both printed and published online. Howison, Finger, and Hauschka (2014) state that the technology that is the internet has caused a great deal of

disruption to the traditional business models of a wide range of various kinds of companies. The retail sector, the retail media business, and the financial sector are all included in these sectors. The tourism and hotel industries have taken a significant blow as a direct result of this event, and the effects have been fairly severe. Because of the proliferation of social media platforms and the Internet, the conventional approaches to marketing and communication that were used in the hospitality and tourism industries have been subjected to significant transformations in recent years. Because of its widespread availability and widespread usage, the Internet has had a substantial impact on the manner in which business is conducted as a direct result of its introduction. It freed people from restrictions that were placed on them depending on where they were, and it made newly emerging forms of interactive media accessible to them in a way that had not been possible before.

The advent of the digital revolution has already had an impact on almost every facet of the way that business is done in the tourist sector. The fact that Loda (2014) maintains this offers further support for this specific point of view. The tourism industry has reaped significant benefits as a direct consequence of the proliferation of a variety of brand-new possibilities that are now within reach as a direct result of the availability of the Internet. According to Luliana et al. (2013: 67), the connection that existing between consumers and advertisers has been fundamentally transformed as a result of the proliferation of social media platforms on the Internet. In particular, the Internet has had the greatest impact on the social media platform.

In today's modern culture, the traditional role of exposure via "Word-of-Mouth" (WOM) is progressively being superseded by the publicity offered by online marketing. This shift marks the beginning of a new era in the marketing of tourism. A new era in the promotion of tourist destinations has begun with the implementation of this change. Because of the recent adoption of this reform, the marketing of tourism sites has entered a brand-new age. Incredible India was the very first marketing initiative of its kind, and its conception took place in the year 2002. Additionally, the year 2002 serves as the starting point for Incredible India. Incredible India was successful in marketing India as a luxury vacation destination, and as a direct result, the number of travellers who visited India during its first year of operation climbed by 16%. The marketing efforts that Incredible India has put out are likely responsible for both of these accomplishments. The tourism industry in India is experiencing significant growth, and state governments there are making concerted efforts to strengthen their positions in both the domestic and international markets in order to capitalise on this growth. These efforts include increasing the number of tourists who visit their states. One of the goals of these activities is to attract a larger number of visitors to their respective states.

SCOPE OF THE STUDY

Only the information that connected to tourism in the state of Odisha was taken into consideration for the objectives of this research. i.e. the Department of Tourist under the government of the state of Odisha, as well as the manner in which the usage of social media

by travellers and organisations engaging in the tourist business helps to promote promotional activities within the sector. The purpose of this research is to ascertain whether or not the use of social media can be anticipated to play a significant role in the marketing efforts that are made by the tourist sector in the state of Odisha, located in the country of India.

OBJECTIVES

1. To study the awareness of social media approach in tourism.
2. To examine the role and impact of Social Media Marketing approach in tourism business.
3. To investigate and generate strategies which will assist Odisha tourism in developing an effective use of social media for tourism promotion.

RESEARCH METHODOLOGY

In light of the particulars of the investigation, a qualitative research strategy was selected as the approach to research that was utilised in order to carry out the analysis of the study. This was done in order to ensure that the findings were as accurate as possible. One way in which the research might be interpreted is as having an exploratory character to a significant degree. In addition to primary data, the approach of the study that was chosen is reliant on secondary data that was acquired from trustworthy sources. This allows for a more in-depth analysis of the topic at hand. Interviewing professionals from the relevant field was the main method used in this research project in order to collect primary data. In addition to being well-established travel firms and tour operators in Odisha, these experts included members of Odisha's Ministry of Tourism. You will have the opportunity to listen to everything that was said when we were on the phone together since it was all recorded. After that, the information was exported into a document using Microsoft Word to make certain that no significant aspects would be missed and that any mistakes that were made would be clearly clear. The vast amount of secondary data that is collected originates from a wide number of sources. Some of these sources include books, published government studies, related articles in journals and newspapers, and electronic sites, amongst other types of sources.

SOCIAL MEDIA AND TOURISM

According to B&C (2010), the term "social media" is one that is often used in the society of today. It wasn't until the year 2004 that LinkedIn finally made its public debut, despite the fact that the social networking application had been established in 2004. The majority of these applications are web-based technical solutions that make it simpler for individuals to communicate with one another via the use of the Internet for the purposes of information exchange and debate. According to Zarrella (2010), the most appropriate description of social

media can be discovered by evaluating it in the context of the conventional paradigm of industrial media. He asserts that magazines and newspapers not only charge consumers for access to their expensive content but also charge marketers for the ability to insert their adverts into the content itself, which is an additional cost to the advertisers. On the other hand, the readers do not have the capacity to offer quick feedback to the editors in the case that they disagree with anything that was included in the work. The rapid development of new web technologies has made it possible for almost anybody to create their own content and, what's more important, to share that stuff.

It is possible to produce a video and have it seen by millions of people with almost no financial outlay at all. Advertisers are no longer required to pay exorbitant amounts of money to publishers or distributors in order to insert their advertisements; rather, they are free to produce their own engaging content, which users will seek out in droves. This has resulted in a significant reduction in the cost of advertising for both parties. Traditional means of media such as television, radio, and newspapers, among others, only provide one-way communication, as stated by Weber (2009). On the other side, users of social media platforms, such as blogs and message boards, are granted the opportunity to produce their own material and take part in online conversations. His concept of social media describes it as "the online arena where persons who have a similar interest may convene to discuss ideas, thoughts, and perspectives."

The use of social media for marketing purposes has a number of advantages, according to professionals in the field of social media marketing. These advantages include the capability of reaching a large audience, the capability of communicating in both directions, the accessibility, and the impact of going viral. One of the most significant advantages that comes with the use of social media marketing is the ability to engage with a large public without being constrained by geographical location. Throughout the course of human history, the existence of geographical obstacles has impeded people's abilities to communicate with one another. Through the use of the many different tools and platforms that are made accessible by the social media technologies of today, people from different areas of the globe are able to communicate with one another and exchange information with one another. These technologies make it feasible for almost anybody to reach an audience anywhere in the world for the purpose of participating in interpersonal connection and sharing information with other people.

There are a number of factors that may be attributed to the significant impact that social media platforms have had on the travel and tourism industry. Some of these factors include the popularity of user-written reviews, the sharing of videos and pictures, blogging, and the localization of the internet. People who are going to be travelling on vacation often discuss their plans on social media, including the locations they will be going to, the attractions they will see, and the restaurants they will dine at while they are away. In addition, before making their travel arrangements, vacationers undertake research on the destinations and activities that they are most interested in experiencing during their time off. When they go back to their

homes, they talk about their thoughts and feelings on the experiences they had. Internet and social media are not only a component of the lives of travellers; rather, the great majority of them have mobile phones that are capable of Internet access, which means that Internet use is seamlessly integrated into the activities that they participate in.

The tourist and hospitality industry's dependence on social media:

Hotels and travel companies who are proficient in the use of a variety of social media platforms have a greater chance of seeing success from their social media marketing initiatives. When a corporation participates in public relations efforts, such as the transmission of information about its goods and services, the public's image of the firm's brand may be improved as a result of such actions. In addition to this, they give customers the opportunity to comment favourably about their experiences and give customers the ability to deliver a speedy response to customers who have supplied negative feedback. Moreover, they provide customers with the opportunity to comment favourably about their experiences.

Because the majority of customers use social media to discuss their vacations and the quality of customer service they received while travelling, this presents an opportunity for hotels and booking agencies to sell their services without having to do it themselves. This is because social media allows customers to discuss their experiences. It is important to give this some thought not just before going on a vacation but also after you get back from one. Companies that operate in the tourist industry have the potential to boost their reputation by paying attention to elements such as the quality of the rooms they provide and the promptness with which they answer to questions and complaints posed by customers.

Because hotels participate in social media, the establishments have now developed teams whose primary task is to frequently monitor and reply to social comments. This is a direct result of the hotels' participation in social media. In today's world, the quality of customer service provided and the promptness with which it is delivered may have a significant impact on the reputation of an establishment, such as a business or a hotel. A marketing plan that takes use of social media is one that requires a little financial commitment but has the potential to have a major influence on the degree of consumer involvement and satisfaction.

People do not need to travel all the way to a particular location before they can determine whether or not there is a particular spot within that location at which they will spend their free time while on vacation at that location. This is because people can now determine this information prior to their arrival at the location. This is as a result of the fact that it is no longer necessary for them to go all the way there in the first place. As a result of the growth of social media platforms, it is now feasible to get a visual representation of a particular location. [Citation needed] It is now possible to choose a vacation destination with just the click of a mouse since hotels post photographs, videos, and sometimes even special holiday deals on their social networking sites. This makes it easier than ever before to book a trip.

People now have a lot more options to choose from when deciding where they want to go on vacation as a result of this.

There are a wide variety of platforms available for social media, and each one provides its users with a unique assortment of material in varying quantities. You may, for instance, use YouTube to generate movies that show the hotel, and the website could also give recordings of performances that have been done at the hotel. Another possibility is that you might use YouTube to create clips that display the hotel. In addition to that, the hotel is able to provide guided tours of the amenities and can even conduct interviews with previous guests to get their feedback on their experiences while staying there.

TOURISM IN ODISHA: AN OVER VIEW

There are so many great things to see in Odisha that it has gained the reputation of being a paradise. Some of the most stunning sites in the world can be found in the Indian state of Odisha, which is known for its varied terrain and abundant greenery. These locations not only provide interested travellers a visual feast, but they also give a very instructive and culturally pleasant peek into one of the world's earliest civilizations.

Visitors will find that both of these aspects of their experience are immensely pleasurable. Some of the things that intending tourists and visitors to Odisha can experience include temples and sanctuaries, beaches and waterfalls. These are just some of the things that visitors and tourists can experience in Odisha.

Nevertheless, the state of Odisha has a great deal more to offer than that. Odisha's beauty has a gem-like reflection, dazzling the visitor with her enticing charms as it is nestled between the bright ocean of the Bay of Bengal and the densely wooded hills of the Eastern Ghats.

The Eastern Ghats are characterised by their bluish-colored hills and heavy forests. Her rural tranquilly and vast forest areas, which cover a total area of 1,555,707 square kilometres, are home to a wide variety of animals, the ancestral homes of which may be found in the interior depths of this stunning region. Her rural tranquilly and vast forest areas cover a total area of 1,555,707 square kilometres. There are 480 kilometres of level coastland that undulates across a landscape that is just as different as the prisms in a kaleidoscope. These undulations may be seen all along the coast.

In this region, Buddhism, Jainism, and Hinduism have all been able to develop to the same degree of success because to the favourable conditions. The stunning beaches lure travellers with their tranquillity and tempestuous waves, and active dolphins may be seen playing in the waters of Chilika Lake's channel.

The eye is shocked by the vivid photographs of healing springs and lakes that are crystal clear, which come in a range of colours that are spectacular. These pictures come in a variety of colours as well.

Itkat silk, pata paintings, silver filigree, and stone carving are just a few instances of the breathtaking ways in which the art and crafts of Odisha elegantly reflect the state's rich cultural heritage for travellers to take away with them. The artists who live in the villages of Pipili and Raghurajpur are responsible for breathing new life into ancient practises and combining them in a way that is lively, colourful, and culturally significant.

The Department of Tourism under the Odisha government has devised a multi-pronged strategy with the purpose of actively marketing tourism in source markets. The following table provides a breakdown, by category, of the total number of tourists that visited the state in the given time period:

Tourist visits to Odisha

| Year | Domestic | | Total | % growth | Foreign | % growth | Grand Total | % growth |
|---------|-------------|----------------|-------------|----------|---------|----------|-------------|----------|
| | From Odisha | Outside Odisha | | | | | | |
| 2012-13 | 55,79,909 | 37,11,825 | 92,91,734 | 9.67 | 65,522 | 4.30 | 93,57,256 | 9.63 |
| 2013-14 | 60,38,746 | 40,25,326 | 1,00,64,072 | 8.31 | 67,400 | 2.87 | 1,01,31,472 | 8.27 |
| 2014-15 | 66,30,499 | 44,20,852 | 1,10,51,351 | 9.81 | 72,215 | 7.14 | 1,11,23,566 | 9.79 |
| 2015-16 | 72,40,304 | 48,27,391 | 1,20,67,695 | 9.20 | 67,364 | 6.72 | 1,21,35,059 | 9.09 |
| 2016-17 | 78,67,321 | 52,45,407 | 1,31,12,728 | 8.66 | 77,496 | 15.04 | 1,31,90,224 | 8.69 |

Source: Annual Activities Report, Odisha, 2016-17

RESULTS AND DISCUSSION

Both the amount of focus that has been placed on the part that social media plays in the travel and tourism sector as well as the number of research that has been conducted on the topic have both increased recently. It has been shown that using social media as a platform from which to promote tourism-related things is an efficient method of marketing consider using social media as a platform from which A large number of countries and jurisdictions acknowledge the importance of social media in the promotion of their various tourism industries. To provide one example, Tourist Australia is now encouraging the tourist industry in Australia to aggressively embrace social media in order to favourably market their own brand. Tourist operators in Australia have the option to market their own tourism enterprises or areas by taking use of Tourism Australia's unprecedentedly enormous fan following if they place themselves in a section of Tourist Australia's Facebook page titled "things to do." During this time period, the Australian National Online Strategy Committee put together a collection of educational materials known as the "Tourism e-kit." The "Social Media for Tourism" section of this kit is considered to be the most important component.

Based upon the study, following could be the recommended strategies for promotion of tourism in Odisha:

The Department of Tourist for the State of Odisha is continuing to employ the state's more traditional marketing tactics in order to promote the state's tourism industry. In this day and age of strong competition, it is vital to convert from its traditional ways of marketing to initiatives like e-tourism. This transition must to be incorporated in state tourist policies as a top priority in order to promote its quicker implementation.

In recent months, the state tourist office of Odisha has been hard at work developing an outreach campaign that will be carried out on social media in order to attract visitors, the vast majority of whom would be coming from other nations. Having said that, it has not been carried out in a way that is proper. It is imperative that further tourism promotion activities be carried out for the state of Odisha on social media websites is by far the most popular social media network, and a sizeable percentage of its members use the platform rather often via the use of their mobile devices. As a consequence of this, advertisements directed at tourists that are posted on Facebook need to get a higher level of attention.

The ability to provide information in a more timely manner, with a higher emotional appeal, and at a lower cost is a competitive advantage in the international tourism industry. However, in order for a destination to take advantage of this advantage, the destination must be able to provide information in a manner that is more cost-effective. Therefore, the Department of Tourism under the Government of Odisha needs to take advantage of technological advancements and the globalisation of the media in order to create new opportunities for information exchange among tourists through online blogs, websites, or review sites for locations. These opportunities can be found on review sites for locations. It is recommended that the citizens of the state participate in a photographic and video competition centred on a particular location inside the state by using social media. This tournament need to be structured in a manner that is similar to the "Snow at First Sight" competition that was conducted in 2009 in the state of Colorado, in the United States of America, to increase publicity for the region's reputation as a destination for winter sports.

"Explore Canada like a Local" is the name of a website that was launched by the Canada Tourism Commission in 2011, as well as an application that is compatible with mobile devices that use the iOS or Android operating system. This was done so that they could include social media into the marketing campaign that they were doing at the time. It is essential that Odisha Tourism also get behind the initiative to develop a campaign in this vein. Through a variety of social media channels and an application, the goal of the campaign will be to enhance the overall experience that visitors have while they are in the state of Odisha. This will be accomplished by supplying tourists with insider information on various points of interest, assisting them in the planning of their journeys, and serving as an all-

encompassing guide for them while they are in the state. As a result of this, travellers started trading travel tips, pictures, videos, and other information about new areas that were not offered elsewhere.

It is feasible to set up live internet channels of key places in Odisha by installing cameras and allowing viewers to see real-time action via social media. This may be done by putting cameras at these locations. Because of this, an accurate picture of the site would be presented, which may lead to an improvement in customer satisfaction owing to the fact that the customer's expectations would be based on facts rather than speculation. Customers who have a wide variety of interests will be able to quickly find information that is relevant to their interests and is presented in an interesting manner as a consequence of this, which will drive the creation of social groups that are centered on the destination.

It is vital for Odisha Tourism to build a content calendar, which will serve as an important planning tool to guide the material. The content calendar will be created as a result of the need to do so. Establishing the content schedule must take place as soon as is humanly practicable.

With the help of interactive films and images that can be manipulated, the scope of the advertisement might be broadened even further. On social networking sites and on blogs, Odisha Tourism has the ability to upload a great number of video clips and still photographs showcasing the various points of interest that can be found in the region. If a customer sees a picture or video clip of a restaurant, shopping centre, or event that piques his attention, all he has to do to get further information about it is click on the object.

Users are very active on social media; hence, it is critical that the information shown about the promotions and activities taking place at the site is always brought up to date and accurate. This is another significant factor that has to be thoroughly investigated and evaluated. This will satisfy the need that the traveler has in terms of the functionality of the experience. The requirements of a community's functional needs are met when its members participate in certain activities online in order to fulfill those needs. It entails amassing knowledge with the dual purpose of facilitating decision-making and improving one's capacity for learning.

CONCLUSION

It is anticipated that more people will utilize social media in the future. It is having an influence that is becoming more substantial on a broad range of aspects of both society and the economy. The usage of social media has a significant positive impact on businesses in the tourism and hospitality industries. People who are thinking about going on vacation, people who are already on vacation, and people who have just returned from vacation and are talking about their experiences are the types of people that engage with the tourism industry. According to the findings of the study, reputable destination marketing companies have come to recognise the potential of social media as a tool for promoting tourist destinations as well

as the products that are linked with such sites. Because of the findings of the study that was conducted on the subject of the use of social media in the tourist business, in particular with regard to Odisha tourism. This will make it possible for Odisha Tourism to interact with visitors in a way that is both consistent and efficient, while also meeting the requirements that tourists have. It is essential for the Odisha Tourism Department to highlight the most captivating features of the many locations it has to offer. It would be foolish for Odisha Tourism to create a profile on social media if the organisation does not already have a large online presence. By taking advantage of the amount of time consumers spend on social media platforms like Facebook and Instagram, it is feasible to provide them with an image of a location.

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