



# Analysis of Social Media Platform on Tourism Destination Planning: With Reference to Heritage Hotels in Jaipur, Rajasthan

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**Abstract:-** Social media is able to provide a large amount of information within a short time and to a number of people together. This makes the choices easier and even broad for the users. Choice of a tourism destination is critical for people who are looking forward to a place that is cost efficient and comes with great ambience and social media can play an important role in the process. The researcher has tried to investigate the impact of social media on tourism related decisions; researcher has worked on primary data which is collected by using a detailed questionnaire. MS-Excel and descriptive statistics is used to investigate the data.

**Keywords:** Tourism, Destination decision, social media, Heritage hotels.

## Introduction

In the present scenario, tourism industry has understood the importance of social media in life of common people and many of them, globally, plan their travel on the basis of reviews made by fellow tourists. This phenomenon is just 15-20 years old, even Buhalis (1998) opined that the popularity of internet and all the other related technology, including social media platforms, has realized the power of social media years ago, and now the choice of tourist

destinations is also based on social media. Law et al (2008) said that social media is a group of related applications and all the operator's using internet are exchanging information for the promotion of their services and related products. Russ et al (2013) said that the common interaction of social media platforms is liable to exchange of information with customers and fellow operators; this has increased the business up to 25% as compared to the earlier scenario. This is even expected to grow multifold in near future. Sharma et al (2022); Briandana (2017) there was a time when people were dependent on tour operators for the information about different tourist places all over the world, but as of now the whole world had shrunk and available to every common man in the form of mobile and tablets. This has given a boost to the tourism industry as well, where a given person can see the feedback and reviews and choose the best suited destination for himself or herself.

Rathonyi (2013) opined in a study that social media is able to provide a large amount of information within a short time and to a number of people together. This makes the choices easier and even broad for the users. Choice of a tourism destination is critical for people who are looking forward to a place that is cost efficient and comes with great ambience. This is a well-known fact that every person who is willing to travel abroad or within the country, goes through trail of literature and concerns many

people to make a smart choice. Internet or social media is of great help in such a case. Social media helps in reducing the risk associated with tourism find a best suited place. Raposo (2016) stated that social media is a great avenue and even a tool to find a risk free and suitable place for recreation and leisure activities. Usage of social media has added a new chapter to the search of tourist destinations, here it is

important to mention that social media helps to find places that a person was not able to reach because the related information was not available and even people perceive a lot of risk associated to reach such a place.

On the basis of above discussion we can point out the following advantages of social media for the search of tourist destinations:

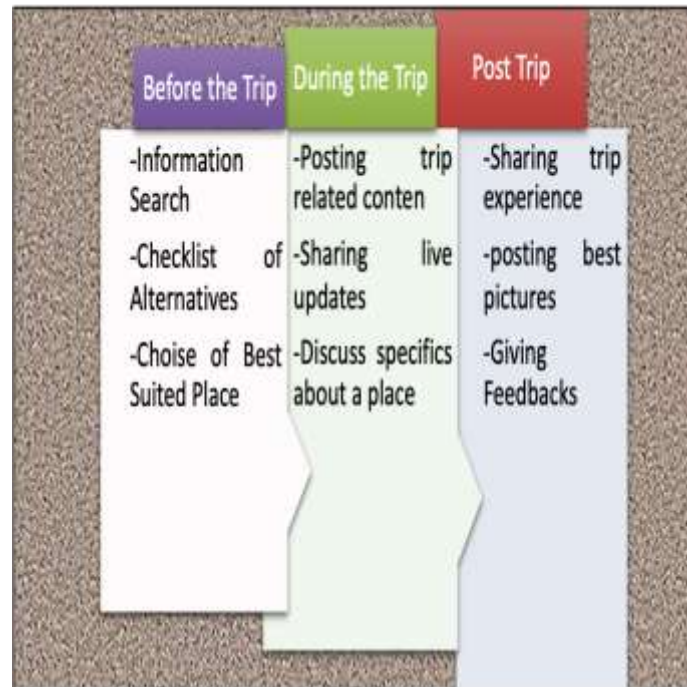


*Source: Raposo (2016)*

Figure 1: Advantages of Social Media in Tourism

In the present scenario, tourism has itself became product and the service providers do not wait for the customers to approach them, rather they are going directly to their homes via the medium of social media. Today we are having virtual tours of hotels, specific videos of places we want to visit, the culture, dining, travel cost along with comparison and all the related information is available on our social media groups and websites. So today the customers is not worried about amenities and travel reservations, etc. rather the only choice they have to make is the destination. Some of the travel bloggers and concerned researchers, like Gururaja (2015), Icoz et al (2018) and Gros (2012) Manish et al (2012) stated that this phenomenon of social media platform has brought about a great change in the behavior

and today purchase of everything, along with tourism, is guided by the reviews posted on social media. So can we say that people are not doing their own research about the place they want to visit and their choice is only based on reviews and motivated by other people's travel stories on internet? The answer is 'NO', because travel is inbuilt in the basic instinct of human being and it cannot be avoided at any juncture. Raposo (2016); Ping (2017); Dwivedi et al (2022) were having different view about this phenomenon, they opined that, as far as tourism is concerned, every human being is looking forward to the confirmation of the choice he or she has made. On the other hand a given person is also looking forward for a comparison between his choice and the places that other people had visited.



Source: [www.tripadvisor.com](http://www.tripadvisor.com)

Figure 2: Uses of Social Media for Tourism Trips

Apparently, this study will evaluate the involvement of social media in tourism, and impact of the same on choices made by tourists regarding, planning of a trip, travel mode selection, and all other related components. Dwivedi et al (2010). The actual objectives of this paper were to 1)

Evaluate how social media sites influence the tourist behavior when making travel decisions 2) to find the trip planning stages at which travelers most use social media sites and 3) to examine which social media site are popularly used by tourist to search for travel information.



Figure 3: Social Media Marketing of Heritage Hotels

In the present times, units of hotel industry have started to present themselves on different platforms of social media, all the related information is furnished on these platforms.

This information helps the tourists to find the beautiful locations, lavish and reasonable hotels, tour plans and many other related items. This information helps the tourists to

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plan their stay and tour plans. On the other hand, social media assists the travelers in choosing best available deals from the travel market and enjoy at their own cost. This is cyclical process i.e. the tourist taking reference from the social media use to post their reviews on various platforms and these reviews increase the popularity of the hotels and increase their visibility in the open market.

### Literature review

Tafveez, (2017) in the present times, internet has secured an important position in the routine life of people and to a certain extent out life is dependent on the same. In many of the cases i.e. from buying a hair pin to a mansion we never forget to consult internet; tourism is not a exception to it. Today we are having various websites where we can choose a tourist destination and book a restaurant at that place on a particular date. With the evolution of social media things are getting easier and comfortable.

Zivkovic et al (2017) the authors conducted a study to assess the behavioral changes among tourists in the last 10 years. This study was based in Moscow and foreign tourist were the respondents of the same. Findings of the study furnished that in the last decade a number of tourists have cancelled their confirm trips after viewing the online reviews, other than this many of them have changed the destination and even mode of travel. They stated that this is

### Objective

- To assess the influence of social media on tourism planning,
- Evaluation of factors related to social media, responsible for decision making of tourists.

### Research Methodology

- Present study is based on primary data and the respondents are the people who visited Rajasthan in a stipulated time.
- Simple random sampling is applied, as the population was very vast to funnel down particular set of samples.
- A total of 200 tourists from different countries like, Russia, America, China, Bangladesh, Canada, etc. were contacted.
- A detailed questionnaire having open-ended and scale-based questions was exercised face to face with the respondents.

a sign of near future; monuments and building globally are dependent on an online review for appraisal of tourists.

Kim et al (2017) studied the behavioral changes of tourist and role of social media in this process. The study was based on Canada and the respective respondents were from far away countries. The findings of the study suggested that in the present scenario we cannot prevent the involvement of social media in tourism, even the respective government of heritage-rich countries are looking forward to use this medium in order to promote tourism in their countries. Some of the examples can be 'incredible India', 'visit Malaysia', etc. such slogans and banners can be found on a number of websites and social media platforms. Even a number of people are taking them seriously to plan their trips.

Jadhav et al (2018) studied the involvement of popular websites in the decision making process for choosing a tourist site. The findings of the study stated that [www.tripadvisor.com](http://www.tripadvisor.com) and [www.makemytrip.com](http://www.makemytrip.com) are the most common website for planning a trip in the country and even abroad. They also find that facebook is the main source of information for travel decision, as because the real time pictures, videos comments and opinion are available there on real time basis and this is of great help for a person or family looking forward to visit a place.

### Hypothesis

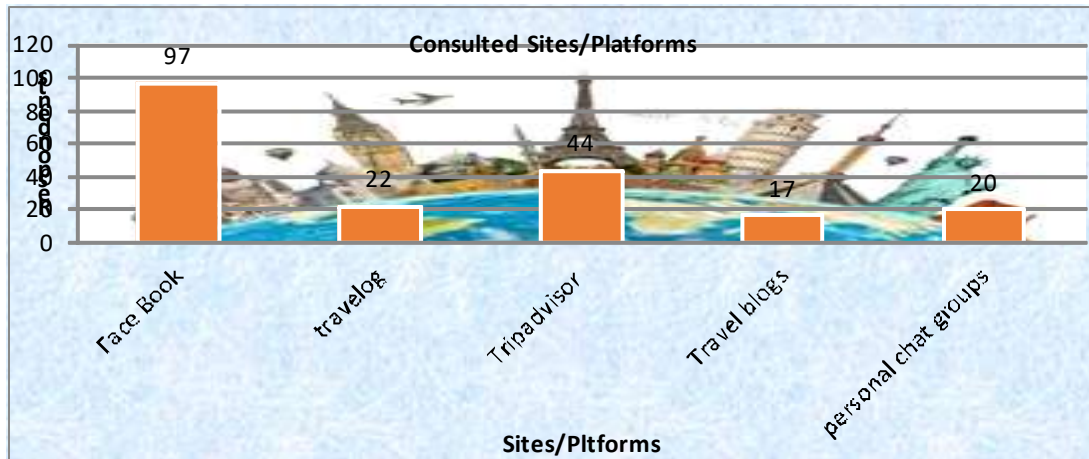
H<sub>0</sub>: There is a significant influence of social media on decisions related to tourism destinations.

H<sub>0</sub>: There is less significant influence of social media on decisions related to tourism destinations, people refer other sources for the same.

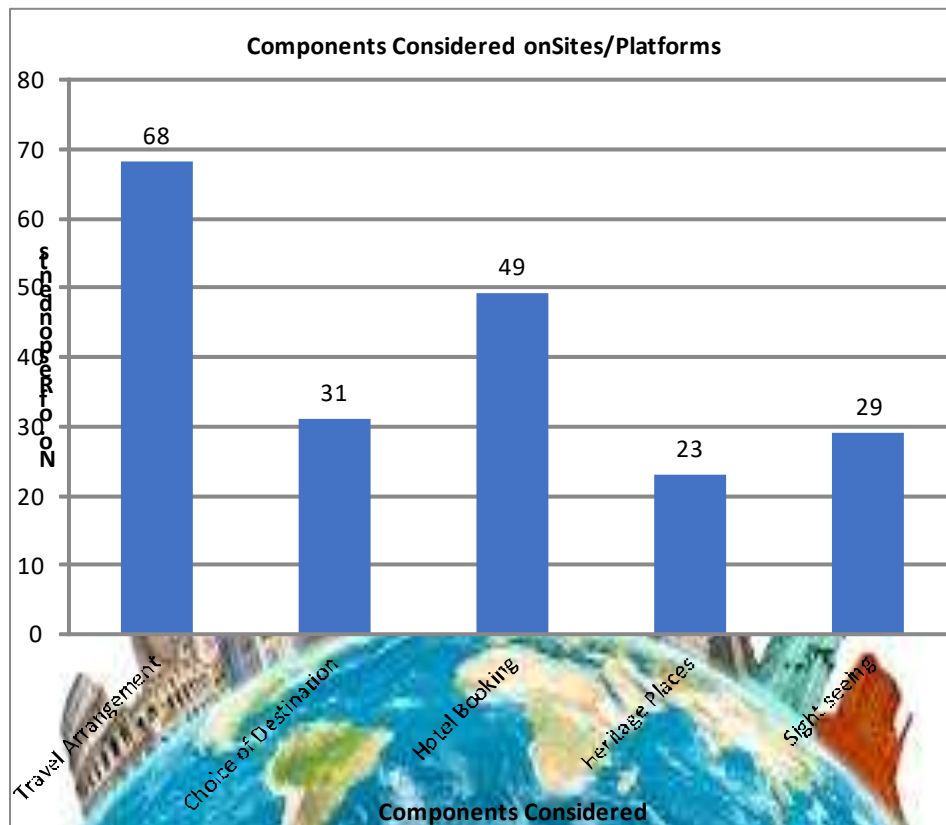
- Other than the primary data a trail of secondary data has also being followed to prepare the background and objectives.
- Statistical tools like, mean, Standard deviation and skewness were used to analyze the data, all the analysis is presented in the form of charts.
- MS-Excel is being used as a tool to analyze the data.

### Data Analysis and Interpretation

The collected is being analyzed using Ms-Excel and the respective results are presented in the form of diagrams and charts. Some of important charts and diagram are given below:



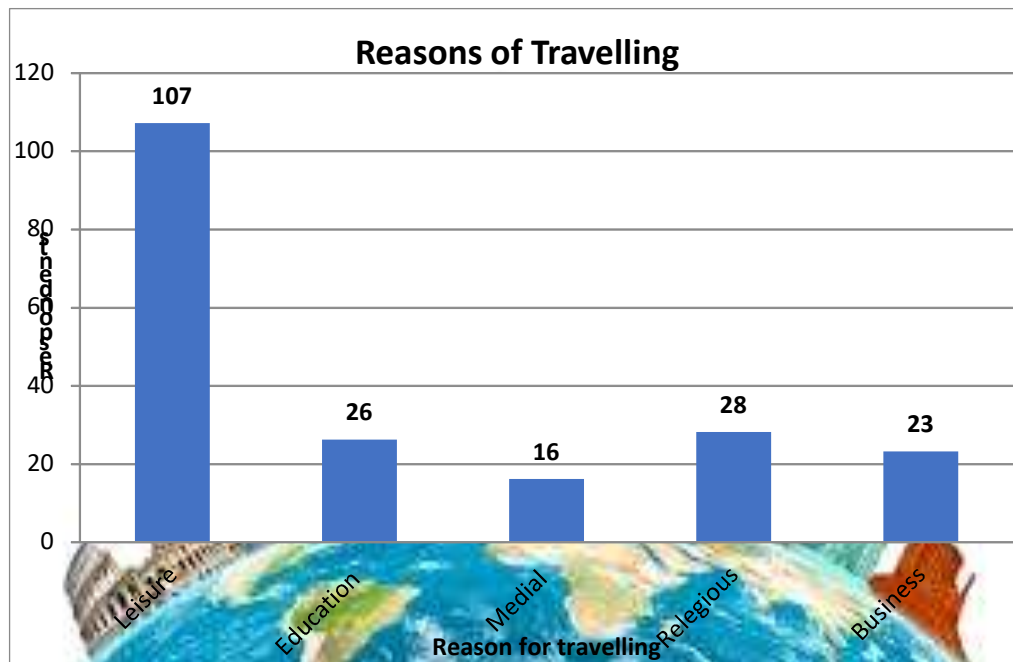
Sites and Platforms	No. of Respondents	%
Face Book	97	48.5
travelog	22	11
Tripadvisor	44	22
Travel blogs	17	8.5
personal chat groups	20	10
Total	200	100



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Components Considered	No. of Respondents	%
Travel Arrangement	68	34
Choice of Destination	31	15.5
Hotel Booking	49	24.5
Heritage Places	23	11.5
Sight seeing	29	14.5
Total	200	100



Reasons for Travelling	No. of Respondents	%
Leisure	107	53.5
Education	26	13
Medial	16	8
Relegious	28	14
Business	23	11.5
Total	200	100

Factor of Choice	Mean ( $\bar{x}$ )	S.D. ( $\sigma$ )	Low < ( $\bar{x} - \sigma$ )	Moderate ( $\bar{x} - \sigma$ ) to ( $\bar{x} + \sigma$ )	High > ( $\bar{x} + \sigma$ )
Travelling related decisions	33.10	8.83	✓	-	-
Mode of Travel	41.24	5.02	-	✓	-
Search of Historical and Heritage places	40.07	4.76	✓	-	-
Decision on Destination	21.88	8.22		-	✓
Period of Stay	18.47	4.53	✓	-	
Return journey	38.92	3.72	✓	-	
Shopping Avenues	17.92	6.19	-	✓	-
Hotel	17.83	4.24	✓	-	-

### Interpretation

On the basis of analysis, there are only two cases where the level of skewness is moderate and just one case where it is high, moderate skewness states that the distance between the mean and standard deviation is moderate and within acceptable limits. People use to consult social media for a number of things, as state in the above table dependency on social media for selection of travel mode is moderate and the same applies to shopping avenues. Then in case of destination the skewness is high which shows that people use to consult social media for tourism but still the final decision is not based in reviews and posts. There are other factors that use to affect this decision.

### Result

From the above analysis, null hypothesis 'There is a significant influence of social media on decisions related to tourism destinations' can be accepted and the alternate hypothesis can be rejected.

- Maximum 53% of the respondents use to travel for leisure and recreation and they also consult social media for the same.

### Conclusion

This is evident from the results is having great influence as far as tourism is concerned. Then on the other hand it was also found in the process that people do not blindly

follow social media for travel decision, personal communication is still viewed as the most effective mode of information. For many of the components like, travel arrangements, shopping, dining, knowledge of historical and heritage places, season and many other related items people are completely dependent on the reviews and posts on social media. Facebook and tripadvisor are the most preferred source of information, in case of decisions related to tourism, there are other avenues as well like twitter, instagram, linkedin, etc. but the popularity of Facebook is maximum.

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