

REPERCUSSION OF SOCIAL MEDIA IN STIMULATING TOURISM AMONG TOURISTS IN TAMIL NADU

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Societal broadcasting is a cooperative term for sites and requests that focus on statements, community-based input, communication, content distribution, and teamwork. People use social media to live in contact and engage with friends, family, and numerous groups. Broadcasting is the conversation rations or equipment used to save and supply data or facts. Social media is the at part in many features of tourism, especially in material search and verdict-making performances, tourism promotion, and focusing on best follows for interrelating with trades, marketplace tourism merchandise has been validated to be an awesome strategy. The fact is that social media also can be useful for society. Social media additionally encourages college students to examine and cultivate and it can sanction trades to build their addressees and boost their lowest line. These might comprise; protecting; establishing societies; providing social services; commercialization of culture and art; stimulating customs behaviors and art forms and safeguarding heritage. The developing position of social media in tourism has been a cumulative numeral of a rising studies topic. Social media performs an enormous position in lots of factors of tourism, mainly in data seek and selection-making behavior tourism advertising, and in specializing in fine practices for interacting with clients. The main objectives of the study are understanding the types of social media to entice more vacationers and identifying the aspects of tourism that should be included in social media to endorse travel in Tamil Nadu. To evaluate the effectiveness and affective the tourism acnes of social media in encouraging tourism.

Key Words: Promoting, Tourism, Social Media, Tourists

INTRODUCTION

Poster (2004) The revolutionized meaning of information communication technologies and Internet technologies refers to mobile communications which enable individuals to move and generate, transmit and receive different kinds of information. As a result of this process, various models of communication emerged. With the help of information communication technology in the global environment, individuals may interact, and move through space and time and their necessary information accompanies and help them to the desired product or services. Social media's effect on tourism is visible within side the approaches human beings study earlier than happening a trip. Now human beings are endorsed to percentage their journey experiences. Thus, social media has converted the manner human beings make decisions. People construct their belief in a tourism agency based on the reviews of others. Manap Khairul Hilmi (2013). Noteworthy growth in the development of internet technologies and the use observed throughout the globe was transformed businesses and the methods used to operate them Agag et al (2016), Antón et al., (2017) is going beyond personal use to other sectors of education, hospitality & tourism, banking, fashion, and retail, etc., Lam et al (2016); de Zubielqui et al., (2019).

These comprise customer services and relationships, sales, brand awareness, Christou (2015) and loyalty, collaborations, and demand and supply management Huotari et al (2015), Hua et al (2017).

SOCIETAL BROADCASTING IS AN SIGNIFICANT TOOL FOR TRAVEL

Litvin et al (2008) social media require all marketing activities to integrate and use persuasive advertising to provide a competitive product / service experience, and important for marketers to understand this new platform for communication and support customer relationships in the best way. It can beautify travelers' delight because of product or service improvement. At the equal time, eWOM can resolve issues and doubts throughout the journey and it may assist find out what vacationers assume and say approximately their enjoy. However, the main benefit can be monitoring of the company's reputation / image or even the analyses of the current competitive strategies. Social media keeps affecting conversation both definitely and negatively relying on the topics below examined and the sort of conversation Steven M. Edwards (2011).

Social media is a critical device for the evaluation of vacationers' attitudes and that is shown through improved purchases and hints to different customers. Building a successful service-based brand in tourism means that each of er should be a unique value proposition. Tourists need to know using reliable sources what their experience is going to be like to reduce uncertainty and create some expectations of what they are going to and at a destination Zeithaml (2006). It represents an advantage for marketing communications Kotler (2010).

REVIEW OF LITERATURE

Hvass et al (2012) this examining article studies the travel share of the travel experience through carriers' media stages for 6 months. The social media content material published through airways is analyzed and classified in step with the promotional advertising mix. In addition, the authors advocate 4 classes to explain general communicative behavior. Among the results, it is shown that there is a lack of strategic perspective among airlines' utilization of social media as it is being used with limited uniformity. These findings can also additionally resource advertising departments for advertising and social media conversation techniques whilst complementing present ay advertising studies. Different varieties of vacationers have extraordinary behaviors in the usage of online gear which includes social media for their journey management. Mc Carthy (2012) Budeanu (2013) Sustainable development of tourism depends on the fragile balance between its fast growth and the tendency to "consume" its life support systems: nature, culture, and communities. Finding equilibrium between the two conflicting aspects requires shared rule making, which is seldom encountered, especially in tourism-centric approaches. The emergent new technologies, and mainly the evolution of social media, appear to provide an impartial floor that favors open participation and stakeholder dialogue. This bankruptcy explores the employment of social media through personal customers of TripAdvisor and through institutional actors (vacation spot organizations) as systems for beginning stakeholder dialogues that concentrate on sustainable tourism. The findings display that person and institutional actors are gradual in adopting social media as a way to speak about the sustainability of tourism.

Leung (2013) mainly in the tourism and friendliness fields. Research findings thoroughly validate the planned rank travel keenness. This study also donates to academe if a program for future research. Zeng, B., & Gerritsen, R. (2014) through a complete prose review, this paper classifies what we understand approximately, and recommends a destiny study scheduled for the phenomenon. The paper shows that studies remain in their infancy. Živković et al (2014) was Web 2.0 technology that strongly influenced and transformed the travel decision-making process. Many survey results confirm that - approximately 50% of people are likely to download travel applications while searching for destinations before they leave for vacation.

Venkatesh & Suresh (2016) this broad side scrutinizes Indian tourism outlining the success factors required for the promotion of Indian tourism. The outcomes of our examination advocate that clients are engaged in social networks for tourism journeys and sharing the journey enjoy is one of the maximum critical elements that influence the success of tourism promotion. The specialists selected for the examiner are tour operators in south India. We use Interpretative structural modeling to analyze examination the interrelationship between the factors. This study's results indicate tourist destination is the most key influencing factor for Indian tourism promotion on social media. Vinerean (2017) social media has industrialized into an indispensable part of advertising strategy for its capability to produce co-bent value, to interactively attach brands to customers, to screen brand-related deliberations and feelings, to labor-intensive clients withinside the selection-making process, to prompt purchaser-to-purchaser interactions, and rework clients into emblem advocates. The cause is to have a look at the strategic possibilities of social media advertising for organizations.

Alalwan et al. (2017) on the return on investments of shape promotional sports aimed toward achieving focused customers and also provide marketing intelligence sources of customers and their arrogances, benefits, observations, and so on Lindsey-Mullikin and Borin, (2017).

Mir (2017) from data seeking to selection-making behaviors, social media performs an enormous position in lots of factors of tourism. Social media additionally performs an enormous position in tourism advertising and allows the tourism provider vendors in specializing in fine practices via the comments they get from vacationers and the public via social media. The studies posted in important tourism journals during the last 10 years. A review of the literature shows advanced as a critical platform within side the beyond 10 years and has located outstanding position in tourism. It is critical to encourage a thorough investigation into the influence. On the nice facet of social media, a completely few have focussed on the terrible facet of social media. It's now no longer that the terrible facet of social media is much less of a threat, however as we nonetheless see studies on social media in its infancy stage so more focus is being shown that criticism the destiny researchers additionally aware of the terrible facet of social media inclusive of online robbery and fraud, faux surveys, etc. give a boost to and in addition increase the nice position that social media could have in Tourism. As previously mentioned, over the last decade, rapid advancement in technology has been observed. Consequently, networking sites day, and there were more than 250 social networking sites in October 2018 worldwide (Atila, 2018). On the other hand, up to January 2019 total numbers of internet users were 4.388 billion, and social media users were 3.484 billion worldwide Chaffey (2019). Spent approximately 2 hours and 23 minutes on a Global web index, (2018). However, the highest period was communal broadcasting.

Tarannum (2020) the aim is to discover the vacationers` perception, attitude, delight, loyalty, and purpose to going to Bangladesh networking websites as a promotional channel. To implement the plans regarding the sectors, it is very necessary to form a partnership among the native start-ups that have grown centering the tourism sites and digital marketing firms. Transparent nearby and imperative governmental relation is crucial as well. There want to be positive institutions withinside the vacationer areas in which the businessmen are going for any requirements and therefore achieving as much as the imperative branch for tourism. This paper will study all these implications after exploring the mentioned perceptions of the tourists.

Linderová (2021) the research finds out that local respondents perceived some negative impacts to increase the economic perspective, as they referred to the higher traffic load or increased noise. The pandemic crisis is perceived as a game-auto-modifier. For that reason, we suggest the primary considerations for future research not only with the academic perfective but from the practical point of view.

OBJECTIVES OF STUDY

- i) To understand the types of social media and to entice more visitors.
- ii) To identify the aspects of tourism that should be included in social media to promote tourism in Tamilnadu
- iii) To evaluate the effectiveness and affective the tourism acnes of social media endorsing tourism.

METHODOLOGY

The popular social media pages or blogs that tend to increase their enthusiasm among them were also put to light through the conducting of the survey. Besides these, we had been additionally capable of understanding from the members approximately their thoughts concerning what has to be extra placed to mild within side the social networking platform to sell the vacationer spots and the agencies there in a prolonged manner. Other than the survey we have taken the secondary data from online published journals, newspapers, and some thesis work regarding the influence of social media via an internet hyperlink despatched to the respondents` social networking debts and emails. The survey link was sent to 356 people, of which 186 people responded. Convenient sampling was used in this research area.

FINDINGS AND RECOMMENDATIONS

Among the attestant, Table-1, the results demonstrate that 59.1% of them are in the manly order, while, 40.9% of them are in the womanish order, 26.3% of them are falling into 19 – 29 times, while, and 17% of them are falling in the 30-39 times, 32.8% of them are falling into the 40-59 times, and 50-60 Times 9%, Above 60 is 14%. The designation of the respondent students is 16.1%, Government job 1.6%, Private Job is 27.4%, Own business is 44.1%, Retired / Unemployed is 10.8%. Education qualifications are No formal qualification 25.3%, the diploma is 26.9%, UG is 36%, PG is 11.8%, Members of the family, 1-3 is 38.7%, 4-6 is 49.5%, and above 7 is 11.8%. Marital Status is Single repliers are 65% and married is 34.5%. Monthly salary is Less than 10 K is 12.4 percent, 10K - 25 K is 19.4, 25K - 50K is 32.3%, 50K- 1L is 8.6%, More than 1,00,000 is 27.4%, Are you find out the tourist spots through social media if yes, the percent is 72.6%, otherwise no is 27.4%. Types of social media are

Facebook 2.2%, Google 2.8%, Youtube 5.9%, Twitter 47.3%, LinkedIn 17.7%, Instagram is 12.4%, and Pinterest 10.8%.

TABLE 1: DEMOGRAPHIC OUTLINE OF VISITOR

Mutable	Cataloging of the Variables	Frequency	Percent
Gender	Male	110	59.1
	Female	76	40.9
Age	19-29	49	26.3
	30-39	33	17.7
	40-49	61	32.8
	50-60	17	9.1
	above 60	26	14.0
Designation	Student	30	16.1
	Government job	3	1.6
	Private Job	51	27.4
	Own business	82	44.1
	Retired / Unemployed	20	10.8
Education qualification	No formal qualification	47	25.3
	Diploma	50	26.9
	UG	67	36.0
	PG	22	11.8
Members of the family	1-3	72	38.7
	4-6	92	49.5
	Above 7	22	11.8
Marital status	Single	121	65.1
	Married	65	34.9
Monthly Salary	Less than 10 K	23	12.4
	10K - 25 K	36	19.4
	25K - 50K	60	32.3
	50K – 1L	16	8.6
	More than 1,00,000	51	27.4
Are you find out the tourist spots through social media	Yes	135	72.6
	No	51	27.4
Types of social media	Facebook	4	2.2
	Google	7	3.8
	YouTube	11	5.9
	Twitter	88	47.3
	LinkedIn	33	17.7
	Instagram	23	12.4
	Pinterest	20	10.8

TABLE 2: MEAN AND NORMAL DEVIATION OF EVALUATION OF TOURIST ATTITUDE

Attitude	Mean	Standard Deviation
The travel terminus meets my expectation	4.27	.943
I believe that my expectations were usually met after visiting the destination	4.34	.946
I tend to evaluate the social media coverage of the destination minutely	4.31	1.080
I have an optimistic insolence near the social media advertisement about the destination brand	4.27	.891
I think the message of the terminus brand is credible and applicable	4.18	1.029
Mean Score	21.37	4.889

Table 2 represents the mean and normal deviation of evaluation of tourist attitude in Tamil Nadu. The travel terminus meets my expectation of 4.27 (0.943), I believe that my expectations were usually met after visiting the destination 4.34(0.946), I tend to evaluate the social media coverage of the destination minutely 4.31 (1.080), I have an optimistic brashness toward the social media advertisement

about the destination brand 4.27 (0.891), I think the message of the terminus brand is credible and pertinent 4.18 (1.029). The highest value of the mean is 4.34 and the general mean score value is 21.37.

TABLE 3: MEAN AND REGULAR DEVIATION OF GOAL OF SOCIAL MEDIA

Particulars	Mean	Standard Deviation
I am willing to travel around based on information from social media	4.20	1.035
The social media message of the destination brand gives me the motivation to visit the spots	3.92	1.225
The destination comes up first in my attention when I need to decide to travel based on social media	4.01	.939
I check the destination brand image and value through social media primarily	3.97	1.157
Mean Score	16.1	4.356

Table 3 Signifies the mean and regular deviation of the goal of social media, I am willing to travel around based on information from social media 4.20 (1.035), The social media message of the destination brand gives me the motivation to visit the spots 3.92 (1.225), The destination comes up first in my attention once I need to decide to travel based on social media 4.01 (0.939), I check the destination brand image and value through social media primarily 3.97 (1.157). The highest value of the mean is 4.20 and the global callous score value is 16.1.

TABLE 4: MEAN AND SYSTEMATIC DEVIATION OF AFFECTIVE THE TOURISM SPOTS

Particulars	Mean	Standard Deviation
I prefer to have good infrastructure in the destination (such as a driveway, and roads)	4.08	1.108
I prefer to have more access to travel info	4.27	.989
I prefer to have a better social media depiction of the sightseer area	4.26	.998
Mean Score	12.61	3.095

Table 4 indicates the mean and systematic deviation of affective tourism spots, I prefer to have good infrastructure in the destination (such as a driveway, and roads) 4.08 (1.108), I prefer to have more access to travel info 4.27 (0.989), I prefer to have a better social media depiction of the sightseer area 4.26 (0.998), The highest value of the mean is 4.27 and the total mean score value is 12.61.

Hypothesis: There is no central change between Wedded Positions and the find out tourist spots through social media.

TABLE 5: WEDDED POSITION AND THE FIND OUT THE TOURIST SPOTS THROUGH SOCIAL MEDIA

Independent Samples Test

Group Statistics					
	Marital Status	N	Mean	Standard Deviation	Standard Error Mean
Are you find out the tourist spots through social media	Single	121	1.21	.412	.037
	Married	65	1.38	.490	.061

MD- Mean Difference

SED- Standard . Error Difference

CID- Confidence Interval of the Difference

L- Lower

U- Upper

EVA- Equal variances assumed

EVNA- Equal variances not assumed

Independent Samples Test

Levene's Test for Equality of Variances								t-test for Equality of Means							
				F	Sig.					t	DF	Sig. (2-	MD	SED	95% CID

						tailed)			L	U
Are you find out the tourist spots through social media	EVA	19.287	.000	-2.50	184	.013	-.170	.068	-.304	-.036
	EVNA			-2.37	113.18	.019	-.170	.071	-.311	-.028

Above tables, the first table represents the group statistics of Marital Status and the find out the tourist spots through social media. Group statics represents the mean, standard deviation, and the standard error deviation, the Mean value of single respondents is 1.21, Standard deviation is 0.412, Standard Error Mean is 0.37 and the Mean value of married respondents is 1.38, Standard deviation is 0.490, Standard Error Mean is 0.061. The second table represents the independent samples test of the dependent mean difference. The sig value is .000 and the t-test value of sig is less than 0.05. Hence the hypothesis is rejected.

Hypothesis: There is no substantial variance between Marital Status and the attraction and influence of tourist spots.

TABLE 6: MARITAL STATUS AND THE ATTRACTION AND INFLUENCE OF TOURIST SPOTS

Group Statistics					
	Marital Status	N	Mean	Standard Deviation	Standard Error Mean
Social media pages attract and influence my visit to tourist spots	Single	121	3.74	1.394	.127
	Married	65	4.22	.875	.109

MD-Mean Difference

SED-Standard Error Difference

CID-Confidence Interval of the Difference

L-Lower

U-Upper

EVA-Equal variances assumed

EVNA-Equal variances not assumed

SM-Social media pages attract and influence my visit to tourist spots

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	DF	Sig. (2-tailed)	MD	SED	95% CID	
								L		U
SM	EVA	21.263	.000	-2.477	184	.014	-.472	.190	-.847	-.096
	EVNA			-2.827	179.508	.005	-.472	.167	-.801	-.142

Above tables, the first table represents the group statistics on Marital Status and the attraction and influence of tourist spots. Group statics represents the mean, standard deviation, and the standard error deviation, the Mean value of single respondents is 3.74, Standard deviation is 1.394, Standard Error Mean is 0.127 and the Mean value of married respondents is 4.22, Standard deviation is 0.875, Standard Error Mean is 0.109. The second table represents the independent samples test of the dependent mean difference. The sig value is .000 and the t-test value of sig is less than 0.05. Hence the hypothesis is rejected.

Hypothesis: There is no implication between Gender and the Types of social media.

TABLE 7: CROSSTABULATION ASSOCIATION BETWEEN GENDER AND THE TYPES OF SOCIAL MEDIA

Types of social media * Gender Cross Tabulation		
	Gender	Total

		Male	Female	
Types of social media	Facebook	0	4	4
	Google	2	5	7
	YouTube	7	4	11
	Twitter	50	38	88
	LinkedIn	17	16	33
	Instagram	14	8	22
	Pinterest	19	1	20
Total		109	76	185

Chi-square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-square	20.369 ^a	6	.002
Number of Valid Cases	185		

The above tables represent the chi-square Gender and the types of social media. Factors of social media are Facebook, Google, YouTube, Twitter, LinkedIn, Instagram, and Pinterest. The sig value is .002 and the value of sig is less than 0.05. Hence the hypothesis is rejected.

Hypothesis: There is no overtone between members of the family and the tourist find out the tourist spots through social media

TABLE 8: MEMBERS OF THE FAMILY AND THE TOURIST FIND OUT ABOUT THE TOURIST SPOTS THROUGH SOCIAL MEDIA

Members of the family * Are you find out the tourist spots through social media Crosstabulation				
		Are you find out the tourist spots through social media		Total
		Yes	No	
Members of the family	1-3	49	23	72
	4-6	65	27	92
	Above 7	21	1	22
Total		135	51	186

Chi-square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-square	6.697 ^a	2	.035
N of Valid Cases	186		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 6.03.

The above tables represent the chi-square Members of the family and find out the tourist spots through social media. Finding the tourist spots is highly recommended as the yes factor. Therefore, the sig value is .035 and the value of sig is less than 0.05. Hence the hypothesis is rejected.

Hypothesis: There is no significant difference between the age of the respondents and the evaluation of tourist attitude

TABLE 9: SIGNIFICANT DIFFERENCE BETWEEN AGE OF THE RESPONDENTS AND EVALUATION OF TOURIST ATTITUDE

ANOVA						
		SS	DF	MS	F	Sig.
The travel terminus meets my expectation	Between Groups	14.783	4	3.696	4.466	.002
	Within Groups	149.776	181	.827		
	Total	164.559	185			
I believe that my expectations were usually met after visiting the	Between Groups	12.104	4	3.026	3.567	.008
	Within Groups	153.557	181	.848		

destination	Total	165.661	185			
I tend to evaluate the social media coverage of the destination minutely	Between Groups	24.591	4	6.148	5.816	.000
	Within Groups	191.323	181	1.057		
	Total	215.914	185			
I have a positive attitude toward the social media advertisement about the destination brand	Between Groups	7.892	4	1.973	2.567	.040
	Within Groups	139.124	181	.769		
	Total	147.016	185			
I think the message of the destination brand is believable and relevant	Between Groups	10.543	4	2.636	2.575	.039
	Within Groups	185.242	181	1.023		
	Total	195.785	185			

The above table represents the age of the respondents and the evaluation of tourist attitude. The evaluation factors are the travel terminus meets my expectation, I believe that my expectations were usually met after visiting the destination, I tend to evaluate the social media coverage of the destination minutely, I have a positive attitude toward the social media advertisement about the destination brand, I think the message of the destination brand is believable and relevant. All the factors are less than the p-value is 0.05, therefore, the hypothesis is rejected.

Hypothesis: There is no momentous change between types of social media and the goal of social media
TABLE 10: SIGNIFICANT DIFFERENCE BETWEEN TYPES OF SOCIAL MEDIA AND THE GOAL OF SOCIAL MEDIA

ANOVA						
		SS	DF	MS	F	Sig.
I am willing to travel around based on information from social media	Between Groups	15.127	6	2.521	2.459	.026
	Within Groups	182.473	178	1.025		
	Total	197.600	184			
The social media message of the destination brand gives me the motivation to visit the spots	Between Groups	31.590	6	5.265	3.944	.001
	Within Groups	237.632	178	1.335		
	Total	269.222	184			
The destination comes up first in my mind when I need to decide to travel based on social media	Between Groups	5.806	6	.968	1.103	.362
	Within Groups	156.172	178	.877		
	Total	161.978	184			
I check the destination brand image and value through social media primarily	Between Groups	13.407	6	2.235	1.704	.123
	Within Groups	233.457	178	1.312		
	Total	246.865	184			

The above table represents the types of social media and the intention of social media. I am willing to travel around based on information from social media, and the social media message of the destination brand gives me the motivation to visit the spots, The destination comes up first in my mind when I need to decide to travel based on social media, and I check the destination brand image and value through social media primarily. Two factors are less than the p-value is 0.05. Therefore, the hypothesis is rejected.

CONCLUSION

Tourism is a completely effective pastime for the vacationer and the administration and considers improving the conditions of the country as a greater number of tourists visit their country. Tourism is the sport of human beings touring to and staying in locations out of doors their traditional surroundings for leisure, business, or different functions for now no longer than a couple of consecutive years. To improve Highlight the history and culture, share your tasty tips, offer visitors a breath of fresh

air, suggest local stores and businesses, and include your testimony. Need to improve the transportation sector and the tourist should be supported and guided with new booking system for the hotels. The direction should take measures by developing a strategy to improve tourism.

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