

Assessing the Impact of Social Media on Tourism Industry: Setting Proposition for State Government of India

Authors : Utkrash Sarkar, Vineet Tiwari, Shailendra Singh

Abstract : The development of social media has brought about a tremendous change in the marketing scenario for every industry. It has become a new hybrid element of the promotional mix in the marketing segment. This paper tries to show some light on the fact that in today's scenario social media is a platform that everyone should take in consideration for any type of marketing campaign. In this paper, we have formulated a questionnaire, and through it, we have tried to gather information from the respondents that how social media is influencing their decision when they choose their travel destinations for tourism purpose, does it help in creating any awareness about places which they don't have an idea? As a result, guiding the state government and providing them with a marketing strategy that how they can use social media in a better manner so that they could help increase their revenue and can make people aware about the places of the state which the target audience can plan to go for their next vacation.

Keywords : social media, marketing, information, decision making

Conference Title : ICBFTM 2018 : International Conference on Business, Finance and Tourism Management

Conference Location : Paris, France

Conference Dates : June 25-26, 2018