

**A STUDY TO UNDERSTAND THE IMPACT OF PROGRESS IN SOCIAL MEDIA THEORY AND  
METHODOLOGY AND THE EFFECTS ON TOURISM**

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**ABSTRACT**

The conversations that people have on social networking platforms might end up influencing their selections about where they want to go. Before they can plan their vacations, potential tourists need to decide where they want to travel, what activities they want to participate in, when they want to go, and how they will get there. The decisions that are taken before departure are influenced in part by both the image that is formed of the location to be visited and the expectations that are formed about the experiences that will be enjoyed there. People form their ideas based on what they read about online or on what they overhear from friends and family members who have experienced the same thing in the past. This research, inspired by Crompton's travel motivation set model, looks at how foreign students' usage of social media affects their choice to register at Umea University.

**Keyword:** Destination Choice, Social Media Platforms, Choice Set Model, Travel expectations, experiences and perception.

**INTRODUCTION**

According to Kaplan and Haenlein, web-based applications that exchange content that was generated by users are referred to as "social media platforms". The proliferation of internet communities has provided marketers with a valuable new resource for promoting tourism destinations. It is possible for social media to have an influence on the image of a vacation spot. The decisions that guests make based on their unique

one-of-a-kind experiences and points of view might be influenced by your establishment (Aljuboori, A. F,2020).

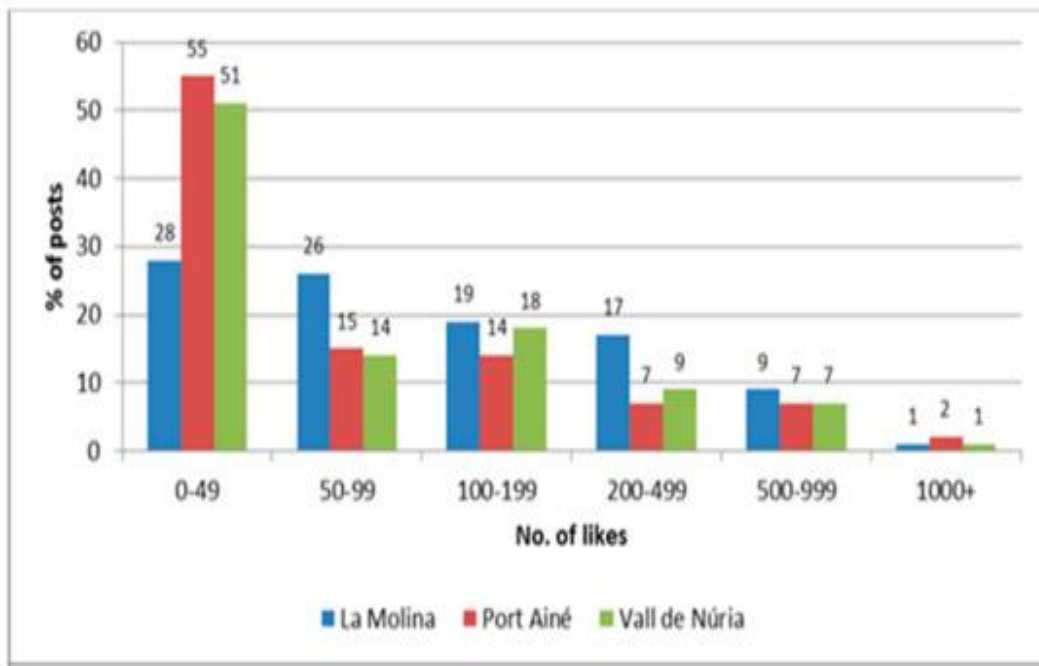
Before the proliferation of online resources, the most common ways that info about destinations was disseminated to the general public and that those locations gained their reputations were through the use of various forms of mass media such as television, broadcast, newspapers, movies, and other forms of mass media. Word of mouth (WOM), especially amongst close friends and family members, has long been the most trusted and extensively utilized vehicle of travel information, even exceeding the mainstream media in terms of its prevalence. Social media emerged in the recent decade as a web-based platform to communicate that touches a potentially enormous audience and enables users to develop and spread their own content. Social media platforms have been around since the early 2000s. Studies on tourist behavior make it abundantly evident that the reasons individuals travel have a significant effect in selecting the destination they choose to vacation.. A traveler might be motivated and propelled to go off on their journey by any number of diverse motives and objectives. The purpose of the trip may have an impact on a variety of aspects of it, including the total length of time spent traveling, the kinds of activities that are scheduled in advance, and the form of transportation that is used. When compared to a two-week vacation, travelers might be less organized and more spontaneous on a day vacation.

People unwittingly has become service for people who are seeking something like when they talk about their lives on social media platforms such as Facebook and Twitter. According to Varkaris and Neuhofer (Rathore, A. K., 2017), an adventurer's Facebook use extends well beyond the planning stage of a trip and into the knowing-oneself stage and the analysis stage that follows. This is because social media makes it easy to update friends and family back home in real time about what you're up to. There are a lot of ways in which the social internet influences the decision of where to spend a vacation. However, there is a lack of studies that look at how social media use affects where people choose to go on vacation. Recent studies have mostly ignored the true benefits that impact destination choice in favor of studying the many types and methods of communicating and disseminating tourism, such hearsay and word of mouth. Among them are advertisements and recommendations from satisfied customers. The major goal of this study is to look at how social media affects where people decide to take their vacations. To do so, we must examine the factors that influence a traveler's choice of destination, the experiences and transformations sought during a journey, and the lasting memories of that destination long after the traveler has returned home. Because of the potential effect that early and continuing social influences may have on a person's proclivities and propensity throughout their life, it is important to get insight into the aims and experiences of visitors(Jalis, M. H,2019).

## **BACKGROUND OF THE STUDY**

Current college students were surveyed, and their perspectives are crucial to the research. We polled students on how much social media influences their vacation choices. It contains quantitative and qualitative data. All responders attended Assam's 1965-founded Dibrugarh University. The current Zonal Academic Ranking Framework (NIRF) produced by the Government of India ranks it in the top 100 in India. The study will include all 4,575 current pupils. The University has 17 Departments, 17 Centres of Study, and 1 Institute. The Departments, Centers, and Constituent Institution function under seven Faculties: Microbiology (BS), Trade and commerce and Government Sciences (CMS), Geological and Energy (ESE), Learning (EDU), Liberal arts and Law (HL), Science and Mathematics (SE), and Humanities (SS) (SS). A Google Forms questionnaire gathered the data. The Institute communicated with academics and students at all its Federal agencies, Centres of Study, and Member Institutions. Teachers distributed and collected questionnaires from their classes. Facebook, Instagram, and YouTube are analyzed. Instagram's tremendous impact on trip destination choice (2020) is one of Monitor's online publications on the international education industry. This research used a social media effect scale to assess how social media influenced students at a specific institution's holiday choices. The scale measured student Facebook usage (Kolan, B. J,2018).

#### User-Generated Social Media Events in Tourism



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## PROBLE STATEMENT

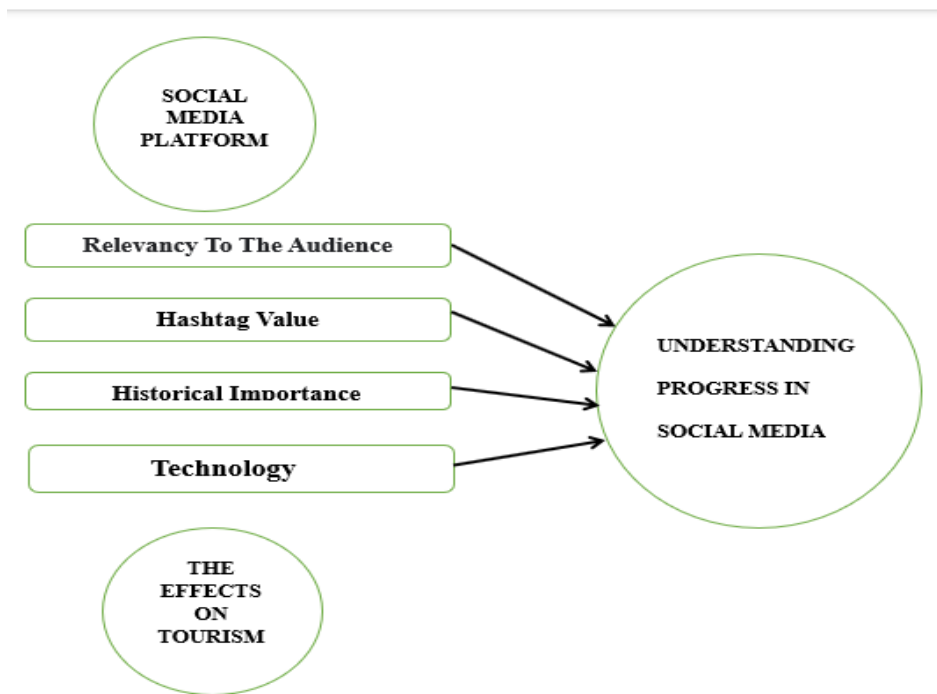
*“The hotel industry is very shopper-friendly and prides itself on personalization. Traditional marketing bombards us with media, TV, and radio. The disadvantage of the product to clients is expensive and additional conversation. Web 2.0 social media emphasizes two-way communication and customer participation. It enables for faster response and lower investment than conventional marketing.”*

The hotel business is having problems keeping up with and capitalizing on the newest internet advances despite the growing interest in the use of social media advertising techniques. The popularity of social networking services like Facebook and Twitter is predicted to rise. Hotels often struggle with the "how to" of attracting customers and convincing them to book a stay or recommend the assets to their social media profiles. Changes to the Internet over the last half century have resulted in the present condition, in which search engines are the primary drivers of web traffic. Businesses who were first to see the possibility that social media are now reaping the benefits of their efforts to utilise these platforms to build connections with customers and spread positive word of mouth. This study aims to examine the impact of social media on the hospitality business, determine whether or not its usage is productive, and advocate for its widespread use as a marketing tool.

## RESEARCH OBJECTIVE

1. To explore social media use and impact during the entire holiday travel process.
2. To reveal the functions of social media within the context of the holiday travel process.
3. To propose a model that will act as a framework for understanding the use and impact of social media throughout the entire holiday travel process, as well as throughout the holiday travel related consumer decision making processes.
4. To provide a deeper understanding of social media potential implications for travel and tourism related marketer.
5. To identify the travel expectations created during the decision-making process compare with travel experiences encountered during physical travel.

## CONCEPTUAL FRAMEWORK



## LITERATURE REVIEW

The use of social media as a resource for planning, navigating, and debriefing excursions is becoming more common among tourists. By sharing their personal experiences, travelers have the potential to influence the decisions of people who are in the process of arranging a trip. People may turn to the internet in order to analyze the benefits and drawbacks of a journey before making a decision if they want to go there before making a journey there. Also, potential vacationers see first-hand stories of trips as having a higher level of credibility, which further stimulates the usage of social networking in the tourism business (Ilavarasan, P. V, 2017). It's possible that in the long term, telling tales of people's travel exploits will help promote certain areas. Those travel trends that encourage tourists to patronize local establishments are quickly becoming among the most famous tourist trends on social media. There is also a correlation between the sorts of passengers and the social media networks that they use. In comparison, visitors are more likely to take their employer's recommendations, while leisure travelers

depend on the guidance of their friends and family, as well as web pages and websites that are specifically geared toward the travel industry.

According to research conducted by Varkaris and Neuhofer (2017), travelers use social media at a variety of stages during the planning, execution, and reflection phases of their trips. As previously said, would-be vacationers use social media as a shared knowledge base while deliberating whether or not to book a trip. Fardous et al. (2017) found that of all sectors of the tourism business, this one was the most affected by social media. Many people these days utilise sites like Facebook, TripAdvisor, YouTube, and Twitter at different points in the journey to the perfect holiday. Vacationers must decide on a million details before leaving home, including where to go, how to get there, how long to stay, where to stay, what to do while there, how much money to set aside, how much to spend, what to expect from the trip, how to weigh the actual experiences against their expectations, and so on. Choices to be made include destination, mode of transportation, length of stay, lodging, and activities to engage in while there. Assuming a person has finished all of their pre-trip preparation and decision-making, they will still be strongly impacted by social media during their "travelling" phase. Some travelers utilise social media to start sharing written or photographic information about their experiences while they are still happening, in real time. For example, they might text their friends and family members, keep article or diaries, record and post travel videos or vlogs, or share family photos on social platforms such as Facebook. The story continues in the same manner after guests have returned to their own countries. Some individuals discuss their vacation with their loved ones or with the wider public, giving potential travelers an abundance of first-hand tales and views on the location(s) they've just visited (Fardous et al, 2017).

## **Research Design**

The goal of quantitative research is to find statistically significant relationships between variables by collecting numerical data on those variables and feeding it into statistical models. Quantitative studies aim to get a more in-depth understanding of society. Researchers often use quantitative methods when examining phenomena with a personal effect. Quantitative studies provide hard data in the form of tables and graphs. Quantitative study relies heavily on numerical data, which necessitates a methodical strategy to collecting and analysing the data. It may be used in a variety of ways, including averaging out data, making forecasts, looking into connections, and extrapolating results to bigger populations. Quantitative studies are the polar opposite of qualitative studies, which rely on in-depth interviews and observations. Many fields of study, from biology and chemistry to psychology and economics to sociology and marketing, rely heavily on quantitative research methods.

**Sampling:** A pilot study was conducted with the questionnaire using a group of 20 customers from China and final study was conducted with the questionnaire on sample of 820 customers. A total of questionnaires was distributed among customers selected in a systematic random sampling. All the completed questionnaires were considered for the study and any incomplete questionnaire will be rejected by the researcher.

**Data and Measurement:** Primary data for the research study was collected through questionnaire survey (one-to-one correspondence or google-form survey). The questionnaire was divided into two parts - (A) Demographic information (B) Factor responses in 5-point Likert Scale for both the online and non-online channels. Secondary data was collected from multiple sources, primarily internet resources.

**Statistical Software:** MS-Excel and SPSS 24 will be used for Statistical analysis.

**Statistical tools:** Descriptive analysis was applied to understand the basic nature of the data. Validity will be tested through factor analysis.

## RESULT

A total of 820 questionnaires were distributed to the respondents. Out of this number 775 sets of the questionnaire were returned, and 680 questionnaires were analysed using the Statistical Package for social science (SPSS version 25.0) software.

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.905
Bartlett's Test of Sphericity	Approx. Chi-Square	589.867
	df	190
	Sig.	.000

For this investigation, the KMO value of the data was .905. Bartlett's test of sphericity also yielded a 0.00 significance level. Hence, the sample was found appropriate for doing factor analysis. Four factors were recovered using EFA, and their eigenvalues were 19.37, 1.801, 1.365, and 1.112, in that order.

## Test For Hypothesis

### Relevancy To The Audience:

There has been a recent uptick in interest in studying the impact of social media and other forms of online communication on the travel industry. Tourism advertising that prioritises engaging with customers via social media platforms is one area where the impact of social media is rapidly growing, including search, evaluation, and decision-making behaviours. It has become abundantly evident that advertising vacation deals on social media is a fruitful endeavour. More and more nations are beginning to acknowledge the value of social media in the tourist sector. There has been a lot of coverage of tourist Australia's efforts to encourage businesses in the Australian tourist sector to use social media for promotional purposes. On the official Tourism Australia Facebook page, you'll see a brand new section titled "things to do." In this section, Australian enterprises and locations may sell themselves to the huge internet population that Tourism Australia draws. Meanwhile, the "Tourism e-kit" education package, of which "Social Media for Tourism" is the most crucial part, was produced by the Australian National Internet Strategy Committee. This guide will teach you the basics of social media, how to get started, and the ins and outs of utilising platforms like Facebook, YouTube, Pinterest, Twitter, Foursquare, Groupon, and mobile applications to stay in touch with clients even while they're on the go. Successful efforts, such as an ongoing series of Instagram Campaigns for key markets, have allowed the Slovenian Tourist Board to establish a prominent online presence. This has increased revenue and made our affiliates happier, all while raising brand recognition. Explore Slovenia is another cutting-edge social media public relations campaign for a tourist destination. Discover Slovenia is a community-driven social media site.

**H01:** There is no significant relationship between Relevancy To The Audience and understanding progress in social media

**H1:** There is a significant relationship between Relevancy To The Audience and understanding progress in social media

In our study (H1 "There is a significant relationship between Relevancy To The Audience and understanding progress in social media" and (H01 "There is no significant relationship between Relevancy To The Audience and understanding progress in social media.

**Table 3. ANOVA**

<b>ANOVA</b>					
<b>Sum</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Between Groups</b>	589.467	15	342.764	246.703	.000
<b>Within Groups</b>	90.533	84	1.787		
<b>Total</b>	680.00	99			

The finding in this research has important implications. The p-value of .000 (less than the .05 alpha threshold) indicates that  $F = 246.703$  is statistically significant. This indicates the "H1: There is a significant relationship between Relevancy To The Audience and understanding progress in social media" is accepted and the null hypothesis is rejected.

## CONCLUSION

The innovations of social media in the 21st century have had an impact on corporations and other sorts of organizations, although to various degrees. From its inception, academics and researchers have been quick to credit social media with a significant amount of success in their fields. Because of this, it is essential for businesses to have a robust online presence, because this is how a significant number of potential consumers will learn about the goods and services that the company offers. It is evident that there is a positive connection between social medium and behavioral intention since a p-value of 0.003 suggests that the results support the proposed hypothesis when assessed against the examined literature. In addition, the data demonstrated that interacting with social networking sites positively mediates the relationship between the behavioral goals of foreign students and the locations that they choose to visit during their time abroad. The results were in conjunction with those of. The accessibility of social media platforms makes it easier for tourists to search for information during their trips, which is then provided by tourism service providers. This has a significant influence on the visitors' intentions regarding their behavior, which in turn influences their choice of vacation spot.

### **LIMITATION OF THE STUDY**

In exchange for taking part in the research, people had to be located in a location other than Montana and already be a member of the ITRR trip panel. These respondents have all been to Montana at some point in the past. But, one shouldn't extrapolate these results to apply to the whole of Montana's vacationers.

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