

**AN INVESTIGATION OF THE EFFECTS OF ADVANCES IN SOCIAL MEDIA THEORY AND  
METHODOLOGY ON TOURISM**

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**ABSTRACT**

The aim of this study is to examine the relationship between employee satisfaction and loyalty at a few private organisations in the Kurdistan region of Iraq. Organisational commitment may be predicted by work characteristics including employment execution, citizenship conduct in a hierarchical structure, and turnover. Studies have shown a correlation between a person's commitment to their profession and a variety of elements, such as part-time work, the development of one's muscles, job stability, prospects for growth, and an appreciation of authority. Three different private institutions hosted these study. Utilising a quantitative approach, the data for this research on the relationship between employee satisfaction and employer loyalty was gathered. It was shown that all three explanatory factors were related to job satisfaction. The result might provide guidance to university leadership on how to increase employee commitment. It has been shown that a positive correlation exists between job happiness and employee commitment. Specifically, job satisfaction positively influences the dedication of staff to their organisations.

**Keyword :** Job Satisfaction, Employee Commitment, Higher Education.

**INTRODUCTION**

It has been observed that on some projects, at least 70% of the contracts were for sums under ten thousand pounds, and that this ratio would likely be considerably lower for an area project. Furthermore, there have been initiatives where the bulk of the principal contracts have been for sums exceeding 10 thousand pounds. It is often said that the industry as a whole is not extremely concentrated since there are a significant number of small enterprises in this area. This demonstrates how challenging it may be

to set up supply chains that are interconnected and focused on the value added to the customer and the finished product. There is a paucity of general contractors competent of handling huge projects, in contrast to the proliferation of tiny subcontractors. On the other side, major contractors often team up with SMEs when tackling massive building projects. According to EC Harris (2013), a prime operator may personally supervise about sub-contracts on a typical large construction project (budget: £20-£25 million), the most of which are carried out by small firms (with a budget of £50,000 or less). information management (KM) is significant in the construction sector because it helps businesses acquire and use relevant information to boost productivity and income. It's important because every project is different, with its own intricacies and challenges (such as for a while team members, a reliance on experience, limited resources, a short timeline, etc.; see Zin and Egbu, 2010; Zarzu and Scarlat, 2015). There are always challenges that must be surmounted before a project can be considered a success. Construction firms often use ineffective project delivery strategies because of the very nature of the construction business. Construction firms' bottom lines take a hit and their clientele suffer as a direct consequence of this. The need of knowledge integration across project, organisational, and individual borders is becoming more apparent to construction businesses, and as a result, tacit knowledge management is gaining popularity (Anand et al., 2010).. This seems to be directly contributing to KM's increasing prominence in the building and construction sector. Critics continue to say that the construction industry is slow to learn new things, repeatedly "reinventing the wheel," repeating the same mistakes over and over again, and wasting important resources. When shifting from one project to the next, an organization's potential for knowledge retention and reuse may be considerably reduced if the corporation loses expert and technical know-how, as stated by Liu et al. (2013). This may be a substantial obstacle for an organisation to overcome. According to Graham and Thomas (2008), the fact that the company is project-based, fragmented, and unpredictable has resulted in a huge loss of expertise in comparison to other sectors. In addition to this, it has been found that in order to boost industrial competence, more of the relevant workers need to be recruited, maintained, and developed. This is a demand that needs to be satisfied in order to develop industrial competence (Ruan et al., 2012).

## **BACKGROUND OF THE STUDY**

Certain workers find more satisfaction in certain aspects of their work than in other areas. Research indicates that an employee's level of job satisfaction affects not just their well-being and health but also their productivity and chance of leaving the company. It is likely that a person's degree of job satisfaction is directly related to how well their working environment aligns with their own goals and preferences. To put it another way, an individual's degree of work satisfaction is strongly correlated with how

well their place of employment satisfies their wants and ideals. While Lambert, Barton, and Hogan describe it as "the fulfilment of gratification of certain needs that are associated with one's work," Lambert defines it as "the degree to which a person likes his or her job." various writers have used the phrase "job satisfaction" in various ways. In the competitive business environment of today, employees are one of the most important factors in a company's overall success. This is a result of the very competitive atmosphere in which business is done. Furthermore, Fiorita et al. discovered that well managed employee commitment may lead to higher levels of productivity, performance, and effectiveness as well as reduced levels of absenteeism and employee turnover on both an individual and organisational level. It has been shown that when employee commitment is properly handled, this occurs. An individual who finds fulfilment in their work is more likely to go above and beyond what is required of them and to stay loyal to the organisation they work for. Businesses must be cognizant of the factors that lead to employee satisfaction in the workplace as it has been shown that unsatisfied workers negatively impact production (Awang et al., 2010).

### PROBLEM STATEMENT

*"Many companies still don't fully grasp the mechanism by which employee work satisfaction contributes to organisational commitment and performance, despite the abundance of studies on the topic. And this allows for more study to be done on the same topic."*

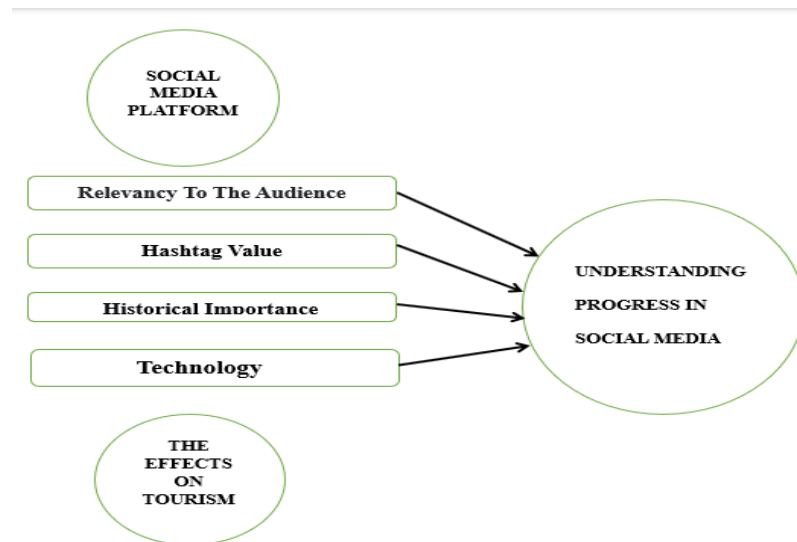
Companies nowadays are always searching for new techniques that will enable them to increase productivity. Ngari (2018) posits that a multitude of factors, such as an individual's level of motivation, job satisfaction, and amount of dedication to their work, might impact their performance at work. Altamony (2012) asserts that an organisation must prioritize its knowledge management, information systems, and human resources if it is to succeed in the face of competition. To ensure the success of the organisation, this is necessary. The ability of knowledge management, or KM, for integrating information across organisational, project, industry, and human boundaries makes it very helpful in the construction industry. Many projects suffer from not just inefficiency but also from errors being repeated and not enough lessons being learnt, which raises the project's cost. While knowledge management implementation techniques may lead to benefits like improved project performance and ongoing development, these strategies can also cause obstacles for many projects, even while they have potential advantages (Garstenauer et al., 2014). Notwithstanding the possible advantages that some KM implementation methodologies may have, this is the situation. The term "cost of poor quality" (abbreviated as "COPQ") refers to the time and money required to correct errors that occurred during the first implementation of a technique or activity. This includes the price of making errors, the price of having to reconsider plans, the price of having less-than-spectacular talent, and the price of the fallout from unhappy clients (Urbancová and Vnouková, 2015). Numerous research'

findings show that COPQ often occurs on projects with a range of sizes and scopes. Nine different engineering projects were examined, and the study conducted by Burati and his colleagues revealed that, on average, 12.4% of the contract value was lost as a result of quality discrepancies. According to Abdul-Rahman's estimation, the expenses incurred due to non-conformance would amount to five percent of the overall contract value for a highway building project. Nylen's study of the costs associated with quality issues on a railway construction project revealed that these charges made up 10% of the contract's total value. Love and Li's research indicates that whereas rework costs associated with residential constructions made up 3.15 percent of the entire contract value, those associated with industrial buildings only made up 2.44 percent. An essential factor to take into account throughout the research process was the typical cost. Love found that the average amount spent on rework was between 6.4% and 5.6% of the entire value of the original contract after examining different building projects. This was the overall project-wide conclusion. The costs associated with direct rework accounted for 5% of the building's total expenses, according to data obtained by Hwang from 359 distinct construction projects. The results of an investigation conducted by Love et al. (2010) show that in civil infrastructure projects, rework costs accounted for 10% on average of the contract value. The participants' answers to a questionnaire were used to get this number. Pervasive poor construction quality (COPQ) is one of the main factors that contributes to unhappy customers, lost revenue across supply chains, and a damaged reputation for the whole construction industry, claim Egan and Wolstenholme (2009). Therefore, developing strategies to reduce COPQ is crucial, particularly in a recovering economy when the construction industry is still experiencing the consequences of the slump. Because of this, in order to keep ahead of the competition, contemporary construction enterprises use cost reduction as a key business driver and competitive advantage.

## **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 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

It is crucial to first define what knowledge is not in this context in order to provide a better understanding of what knowledge is and why it is important. The primary focus of attempts to decipher the intricate web of language is knowledge, which encompasses data, information, knowledge, and wisdom, among other terms. Knowledge is the primary goal of these endeavors. The goal of these endeavors is to have a more profound understanding of various aspects of information. Recent research indicates that data, information, knowledge, and wisdom (commonly shortened to DIKW) are arranged in a hierarchy of richness, with wisdom occupying the top position as the most valuable element. Any facts, observations, or evaluations that are relevant to the subject at hand are referred to as "data" in this context. The ease with which the data may be recorded, stored, and shared makes it irrelevant whether the information has any context, significance, or objective. Transforming unprocessed data into a meaningful indication of a pattern or trend in the data is the process of data analysis. Unprocessed raw data is used at the start of this procedure. Unlike data and information, which are only collections of facts, knowledge is defined as information that enables one to act and create opinions. The definition for understanding is the process of gathering information in an organized manner with the goal of improving one's ability to act. This is what constitutes knowledge. One may consider information to be the cornerstone of knowledge since it serves as the basis for knowledge development. According to Zarzu and Scarlat (2015), one must consider not just factual knowledge but also one's sentiments and intuition in order to be able to make decisions that are in keeping with

one's best interests. Although the DIKW hierarchy has gained considerable acceptance in the knowledge management field, it has been challenged by researchers who have also developed alternative models. For example, Clarke included "understanding" as an interpolative, statistical cognitive and analytical process into the DIKW model. It was described in greater detail here. It was defined as the process by which new knowledge may be gained from facts that already existed. Based on what they currently understand and know, people may create new knowledge, or at the very least new information, which enables them to take actions that are advantageous to both them and other people. The distinction between "learning" and "memorization" is what separates comprehension from true knowledge in a certain subject. This directly leads to the ability to learn new perspectives by using the enormous body of information that has been gathered. Liew (2013) offers a further illustration of this via his 'DIKIW' paradigm. This paradigm uses the term "intelligence" as the analytical unit and postulates an innate relationship between intelligence and knowledge (DIKW stands for Data Information Knowledge Wisdom). Although a more thorough analysis of the many concepts is beyond the purview of this study, it is essential to utilise the DIKW hierarchy as a framework to help understand what knowledge is and is not. This provides a very beneficial application of context to the knowledge management issue.

## 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 opposite of qualitative studies, which rely on in-depth interviews and observations. Quantitative research techniques are widely used in many academic disciplines, including biology, chemistry, psychology, economics, sociology, marketing, and many more.

**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 1. KMO and Bartlett's Test**

<b>KMO and Bartlett's Test</b>		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.906
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	589.867
	<b>df</b>	190
	<b>Sig.</b>	.000

The information in this research has a KMO value of .906. Bartlett's test of sphericity also yielded a 0.00 significance level. Therefore, it was shown that the sample was enough 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

**Hashtag Value:** Hashtag tracking accomplishes what it indicates. It figures out what hashtags perform for your company and earn the maximum audience interaction. You may then tailor your hashtags for each service and eliminate the ones that aren't doing well. You may get a thorough evaluation of your hashtag's success with the use of



tracking software. Bringing to light the hashtags that would work best for your company's social media or blog content. The most well-known are:

Tweet Binder is a tool for tracking the impact of a media campaign by keeping tabs on relevant hashtags on Twitter and Instagram and generating data-driven reports on those results. Using hashtagify.me, you can research who the most influential people are on Twitter and Instagram for any given term. Hashtag recommendations for Facebook, Twitter, and Instagram are updated in real time on ritetag.com. If you want to stay ahead of the curve, check out sproutsocial.com, which monitors your rivals' social media activity across Facebook, Twitter, and Instagram and compares it to your own. A social media influencer database and engagement calculator for Instagram, Facebook, and YouTube can be found at phlanx.com. Analyze your social media followings on Twitter, YouTube, and Instagram with the help of socialblade.com. One of the best SEO tools is semrush.com, which lets you track your rivals' term use and see how they're faring in the search engine rankings. If you're looking for a paid social media analytics software that can monitor your brand's mentions across all networks, as well as your rivals' hashtags and campaigns, and help you find emerging trends, go no further than talkwalker.com. Using tagboard.com, you can see how a certain hashtag is being used in various contexts and discover related hashtags.

H01: There is no significant relationship Hashtag Value and understanding progress in social media

H1: There is a significant relationship Hashtag Value and understanding progress in social media

In our study (H1“There is a significant relationship between relationship Hashtag Value and understanding progress in social media.”) and (H01“There is no significant relationship between relationship Hashtag Value and understanding progress in social media.”)

**Table 1: 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	241.703	.000
<b>Within Groups</b>	90.533	84	1.787		



Total	680.00	99			
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The finding in this research has important implications. The p-value of .000 (less than the .05 alpha threshold) indicates that  $F = 241.703$  is statistically significant. As a result, we may conclude that the "H1: There is a substantial link between "Hashtag Value and understanding advancement in social media" hypothesis is true and the "H0: There is no such relationship" hypothesis is false.

### CONCLUSION

Additionally, and as of right now, the researcher is deciding which data collection technique would work best for implementing the study's intended approach. This investigation's goal included debating and choosing crucial strategies for gathering quantitative data, and that was done. To get a deeper understanding of the problem, the researcher conducted an extensive analysis of the relevant data by conducting online questionnaires with Indian IT professionals. They have been able to get more precise data as a result. The research was carried out on a sample population of fifty IT professionals who were selected from a range of businesses situated in Bengaluru, Hyderabad, and Mumbai. The investigator has determined that the life at scale technique would provide the most trustworthy data, and as a result, it will be used. The researcher will analyse the information gathered from the survey questions that focused on the methodology in the report's fourth and final chapter. Because their questions are closed-ended, medical researchers are able to conduct surveys with a reasonable degree of precision.

### LIMITATION OF THE STUDY

People had to be situated outside of Montana and already be a member of the ITRR trip panel to participate in the study. Every one of these responders had visited Montana before. However, these findings shouldn't be extrapolated to the whole Montana tourism population.

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