AN EMPIRICAL STUDY ON SOCIAL MEDIA MARKETING IN TOURISM WITH SPECIAL REFERENCE TO KARNATAKA STATE

[1]Mr.Mallesha S, [2]Dr. Anitha H S
[1]Research Scholar in Commerce, Bharathiyar University, Coimbatore
[2]Dean, Department of Commerce, Davanagere University, Karnataka

Abstract: The main objectives of this research report are to find out if Social Media has any impact in Tourism, to determine what tourists' perceived benefits of using social media when taking trips are, and to ascertain if there is any strategic opportunity for value creation for the tourist. A Social Media value-creation model is created in order to find out if any of the functionalities applied to tourism and any of the perceived benefits of using Social Media in tourism contribute in any way to the tourist's value-creation or if it has an influence on tourists when planning and taking trips. Through a survey answered by 600 respondents, the most influential attributes of the usage of Social Media in tourism are ascertained, the travellers' perception of social media is analysed, the important functionalities and benefits are determined and an analysis of the strategic impact of Social Media in tourism is conducted. It can even be used as a source of sustainable competitive advantage if tourism firms develop a positive reputation and focus on the personalization of their services as the key element for their value-creating strategy.

Indexed Terms: **Social Media Marketing, Tourism awareness &Tourist Perception**

1. INTRODUCTION

The internet has become increasingly integrated into our daily lives. The proliferation of mobile internet devices means that people are rarely far from a communication device with which they can source or share information. Social media sites allow the aggregation of information on almost any topic. With respect to consumer behaviour such aggregation can have significant consequences for producers, retailers and service providers. How Tourists are using social media to plan their travels will be explored and will be analysed with reference to marketing theory, in order to illustrate the value of social media in relationship marketing as a customer relations management (CRM) tool.

One of the most competitive fields of Service sector is tourism industry, which requires effective management of natural, financial and human resources existing in country. For developing tourism industry in any country is therefore important to provide relevant Infrastructure, improve service quality and increase of customer satisfaction. The essence of successful marketing is to provide sufficient value to gain loyal & long-term Tourists. There are different types of instruments in marketing, which aims to achieve of customer satisfaction and loathly. Social media is a crucial tool for success in business today. People are already talking about the business using social media, companies could establish good relations directly to the Tourists.

A social networking sites is a place where users gather to create, disperse and uses Social Networking Sites, be it written articles such as blogs, video, photos, galleries on Facebook, blogs, video YouTube. On most of these sites there is a social networking element, usually through the ability to comment and respond to the published content, the core focus of these sites is the dissemination of various media forms. Social networking sites are built around connecting friends and family, people business of like mind or interests regardless of physical location. The core focus is on the engagement in social discourse and the building of a network or community with which you wish to interact. Facebook, LinkedIn, Twitter, Google+, Trip advisor, holidayiq.com and You Tube would be examples of social networking sites. The popularity of these Social networking sites pages is also linked back to the company home page helping to raise that site's profile in search results.

The tourism Industry is faced with many challenges with regards to improving the profitability of operations and exploiting the new opportunities that have arisen due to the growth in the economy and the changing nature of tourism in India through Social networking Sites. It is clear that an effective marketing strategy is needed to incorporate ambitious marketing plans and branding strategies on online. It seems that the week internal markets that were identified in China are mirrored in India.

2. HOW SOCIAL MEDIA AFFECTS THE TOURISM INDUSTRY

Today Tourists produce as much if not more information on products as retailers, manufacturers and business. Millions of articles are created each year for the tourism industry alone, reviewing everything from hotels to the best seat on a particular plane model of a particular airline. If you want to know what the breakfast was like in a hotel anywhere in the world most likely someone has reviewed it somewhere and with a search engine that review is more accessible than ever. Equally, it is easier than ever for Tourists to place their reviews online.

3. STATEMENT OF RESEARCH PROBLEM

The literature suggests that there is limited research in developing economy such as Bangalore. For several years, Tourism Industry in India have tried to introduce Internet-based e-marketing systems to improve their operations and to reduce costs of advertisement. Despite all their efforts aimed at developing better and easier marketing systems, these systems remained largely unnoticed by Tourists, and certainly were seriously underused in spite of their availability. As a result, there is a need to understand users' of social networks sites, and a need to identify factors that can affect their intention to use social networks sites. This is important because the outcomes will help the Hotel industry and other business organization to formulate their marketing strategies to improve their operations at present and in the future. To understand and know the hurdles limiting social networks sites, this study addressed the following research problem and research question:

Research Problem: The practices of social Media websites in Bangalore urban are yet to be critically examined.

Research Questions:
RQ1: To what extent and to what reasons are social media used in tourism industries?
RQ2: What are the major social media sources that impact the tourism industry?
RQ3: How do social media affect the total revenue process in tourism industry?
RQ4: What factors determine users of social Media networks and websites in Bangalore urban?
One of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction. Overwhelming customer demand for quality products and service has in recent years become increasingly evident to professionals in the tourism and hotel industry. Customer satisfaction represents a modern approach for quality in enterprises and organizations and serves the development of a truly customer-focused management and culture. Customer satisfaction measures offer a meaningful and objective feedback about client's preferences and expectations. Marketing and management sciences now-a-days are focusing on the coordination of all the organization's activities in order to provide goods or services that can satisfy best specific needs of potential Tourists. Tourism Industry is one of the hospitality industry, which has evolved from the very modest beginning of families and landowners who opened their homes to travellers. Research findings thoroughly demonstrate the strategic importance of social media for tourism competitiveness. This study also contributes to the academia and industry by identifying some research voids in extant research and providing an agenda for future research

4. OBJECTIVES OF THE STUDY

Keeping these views in minds the following objectives has been designed:
 1. The study the extent to which social media is used by various tourism organizations/industries for attracting tourists.
 2. To identify the important social media sources used along with their magnitude in promoting tourism.
 3. To analyse the overall impact of social media on the economic output of tourism industries.

5. LITERATURE REVIEWS

Literature reviews is a description of published information in connection with the research. This chapter consists of review of literature related with impact of social media marketing with respect to online Tourists. It reviews the current issues in online marketing and influential factors affecting the online marketing. A Study is made on Social Media Marketing Sites, the factors influencing for using social networking sites.

Orhan Icoz et al (2018) Social media play an important role in the consumer's decision-making process in tourism as they do in many other business areas. Tourism and hospitality marketers may reach more potential consumers in a shorter time and at a lower cost through the active use of social media. This study examines the

influence of social media on the decision-making process and online buying trends of tourism consumers and the potential relationships between participant demographics and some of the variables such as information obtained from social media, use of social media for tourism services, the act of buying, influence and intention to share travel experiences. A survey method was used to collect data from various social media users, and Structural Equation Modeling was employed for the data analysis. According to the results; statistically meaningful relationships were found between the variables of knowledge about tourism services in the media and perceptions of use, influence on Tourists, intention to share experiences and the act of buying tourism and hospitality services

Behrije Ramaj, Fatos Ukaj (2018) highlighted in their research study influence of information technology is considered one of the phenomena that have revolutionized the rapid access to various information for all spheres of life. Creating websites of companies of all Internet activities has made it possible for us now to talk about efficient and efficient communication also has affected the changing of the marketing strategy process, especially in the tourism industry. We never mention the internet and the forms of online communication never to mention the role and influence of social media. In the tourism industry, social media have a high impact because tourists from different countries can freely communicate and share past experiences in a tourist destination. Tourists visiting a tourist destination should travel to the tourist offer to the place where the offer is presented and the chance for tourists to be dissatisfied are far greater than in the manufacturing industry.

Mkono and Tribe (2017) described the user roles on social media as troll, activist, social critic, information seeker, and socialite using a netnographic approach which can be used by tourism businesses and destination managers.

Arat (2016) investigated the role of social media on tourism demand using content analysis and tried to explain how hotel services manage their facebook accounts and which features they use.

Priyanka P(2015) studied that social media can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

Ghania Bilal et al (2014), the study was to examine the role of Social Media like YouTube, Blogs, and Twitter etc. and Social Networks like Facebook, Google, and LinkedIn etc. on consumer's decision making in context of the Apparel Industry. This study provides an input especially to apparel industry regarding effect of social media and networks presence on the Tourists and their loyalty for the brand. This paper contributes to communicating how companies gain an online presence which is compulsory these days to earn a profitable market share and competitive edge. The results highlighted the fact that the use of these online media has a strong effect on the buying decisions of the users which means people used online social networks and Social Media sites as sources for obtaining information about different companies, their brands, products and services.

Ateş Bayazıt Hayta (2013) studied that social media is on the most important tools communication channels. Tourists do access to information about goods and services to be purchased as per need by means of social media to a great extent. Also a study is made on social media which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviours of Tourists.

Tesfaye Nekatibeb (May 2012), Studied social media provides benefits of long-term engagement between brands and Tourists also provided an opportunity for everyone to communicate effectively and efficiently in a way unprecedented by any other media it can be considered as the communication tool of modern era.

Mehmood Rehmani (2011) studied because of social media it was easier for e-commerce marketers to communicate directly with their target audiences. This is due to people can take complete information of product also make comparison with different brands which results to buying of product as per choice which leads to brand commitment. Study explored due to increasing number of mobile phone users and internet users, people tend to get influence for purchasing of products. The study intends to explore the impact of social media on purchase intention of mobile phone Tourists in Pakistan.

R.A.Gbadeyan (2010) study examined that there are opportunities for businesses in the market, businesses can grow with the help of social media marketing. Uses of Social Media explored that organization can do direct marketing for online social network there are people who spend more time on Social Media . Study also finds the reasons for people were using social networking sites due to safety concerned reason, technically inexperience due to lack of confidence in using internet, intellectual rejecters who feel waste of time.

Russell S. Winer (2008) described the different kinds of new media which was used by companies to engage Tourists that is social networking sites like Facebook, Myspace, Second Life, and You Tube have

generated perhaps the most publicity and also describe challenges that these media were present from the perspectives of the marketing.

Similarly, most of the studies show that social media have been widely embraced by travellers in order to search, organize, share, and declare their travel stories and experiences through blogs, online communities, media sharing sites, social bookmarking sites, social knowledge sharing sites, and other tools in a collaborative way (Hays et al., 2013). The studies clearly show that social media is an effective tool for marketing especially in the field of tourism and it can be asserted that the consumers' decision making process for online tourism purchase is directly linked to the social media marketing.

6. SCOPE OF THE STUDY

The Study was restricted to Bangalore urban & it was restricted to select Social Networking Sites like Facebook, LinkedIn, Twitter, Google+, Trip advisor, holidayiq.com and You Tube.

7. RESEARCH GAP

Several research has been carried out on social networking sites, social media marketing, importance and usage of social networking sites in e-commerce industries, for understanding the buying behaviour pattern of online Tourists, implementation of social media technology in as a companies' marketing strategy, online purchase behaviours, Tourists motivation for online shopping, impact of Social Media on buying decisions, role of Social Media Marketing for online purchases in Tourism sector, factors responsible for online shopping, online branding, Industry wise like services tours and travel industries. The studies did so far have not touched the impact of social media marketing for online purchases with product category of apparels, shoes, handbags accessories.

8. IMPACT OF RESEARCH AND MANAGERIAL IMPLICATION

This study will help the Tourism Industry to improve their business practices through Social Media Marketing Strategies and to improve customer relationship and service quality and the customer gets better opportunities to interact with stakeholders in tourism sector to promote the information for better services offers. Many companies today are using some or all of the above social networks marketing tools to develop their business marketing strategies in other to engage their Tourists to a much greater extent than traditional media encompass.

9. QUESTIONNAIRE DESIGN

The structured questionnaire used for this study was designed in-line with guidelines for questionnaire design recommended by Babbie and Mouton (2008). The questionnaire was structured to contain only closed-ended questions. Two separate sample surveys were designed. The first sample of the questionnaires was meant for only Tourists to answer and it was designed in order to investigate user's perspective on the adoption of Hotels and to explore the factors that influence users' acceptance of social networks marketing.

Two separate sample surveys were designed. The first sample of the questionnaires was meant for only Tourists to answer and it was designed in order to investigate user's perspective on the adoption of Tourism and to explore the factors that influence users' acceptance of social networks marketing. The second sample survey was designed only for Tourism Sector, in order to identify if the use of Social Media has positively or negatively impacted their businesses. It became necessary for the researcher to undertake a primary research to facilitate this study and achieve the objectives mentioned in the study. In view of the objectives and the hypotheses, two different set of questionnaires were administered to two samples.

10. RESEARCH TOOLS EMPLOYED

For the purpose of sample survey, the researcher used structured questionnaire which includes personal profile, scaling techniques and checklist.

11. DATA ANALYSIS

Statistical Package for Social Sciences (SPSS), version 24 was used for both qualitative and quantitative analysis. The advantage behind using SPSS is that it saves time of the researcher and provide various options of quantitative techniques with few clicks only and Data was exported into the SPSS software to get the expected outcome.

DATA ANALYSIS & DISCUSSIONS

Table No.1 Position of Age & Occupation					
Occupation			**Gender**		**Total**
			Male	**Female**	
Govt. Service	Age:	20 to 30	44	23	67
		31 to 40	25	22	47
		41 to 50	12	17	29
		51 & above	17	16	33
	Total		**98**	**78**	**176**
Private Service	Age:	20 to 30	17	30	47
		31 to 40	30	18	48
		41 to 50	15	14	29
		51 & above	11	7	18
	Total		**73**	**69**	**142**
Self-employed	Age:	20 to 30	27	15	42
		31 to 40	13	11	24
		41 to 50	9	14	23
		51 & above	8	2	10
	Total		**57**	**42**	**99**
Student	Age:	20 to 30	17	14	31
		31 to 40	17	12	29
		41 to 50	7	9	16
		51 & above	7	9	16
	Total		**48**	**44**	**92**
Retired	Age:	20 to 30	18	20	38
		31 to 40	18	11	29
		41 to 50	8	8	16
		51 & above	5	3	8
	Total		**49**	**42**	**91**
Total	Age:	20 to 30	123	102	225
		31 to 40	103	74	177
		41 to 50	51	62	113
		51 & above	48	37	85
	Total		**325**	**275**	**600**

The above table intends to understand the trends in tourism marketing in the study area the sample 600 sample population is divided on the basis of five occupation namely government service, private service, self-employed student and retired with cross division on the basis of gender and age. Out of 600, 325 were males and 275 were females. One can witness all the age groups **were** included in the sample for the study.

Table No. 2 Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Gender: Social Media applications -Facebook	.638	.634	.026	.588	.689	24.675	599	.000
Pair 2	Type of Tourist & Social Media applications - LinkedIn	.363	.531	.022	.321	.406	16.766	599	.000
Pair 3	Gender: -Social Media applications-Slide Share	.658	.642	.026	.607	.710	25.114	599	.000
Pair 4	tourism destination Social Media applications - Blogs	1.802	1.110	.045	1.713	1.891	39.775	599	.000

The t-test results has been determined that there are differences between variables according to marital status (p <0,05). The dimensions of "Social Media applications –Facebook" means values degrees of participation level considering the average level of expression (mean.) in type of tourist determined that more tourists compared to International tourists. The dimension of " Social Media applications-Slide Share " means values degrees of participation level considering the average level of expression (mean.) in domestic participants determined that more participants compared to International tourists

Table No.2 Type of Tourist (Domestic & International)

Type of Tourist (Domestic & International)			Travelling with					Total
			Family	Friends	Spouse	Single	Business associates	
Domestic Tourist	Gender	Male	45	41	40	79	73	278
		Female	33	40	41	57	55	226
	Total		**78**	**81**	**81**	**136**	**128**	**504**
International Tourist	Gender	Male	7	10	7	13	10	47
		Female	10	9	7	14	9	49
	Total		**17**	**19**	**14**	**27**	**19**	**96**
Total	Gender	Male	52	51	47	92	83	325
		Female	43	49	48	71	64	275
	Total		**95**	**100**	**95**	**163**	**147**	**600**

**Type of Tourist (Domestic & International)**
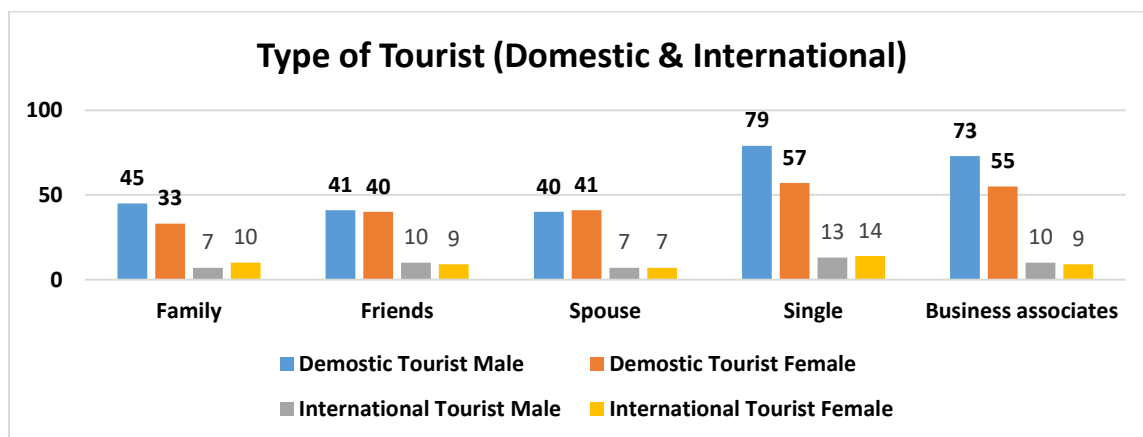
The above table explains the participation in domestic and international tourism on the basis of various category of people. For this purpose   sample population is classified into five categories namely family, friends, and spouse, single and business associates. The highest participation in tourism is from the categories of single person 163 out of 600 (27%) and business associates 147 out of 600(25%). The lowest participation in tourism from the categories of family and spouse with 95 out of 600 (16%)

Table No.3 Purpose of Visit

Type of Tourist (Domestic & International)			Purpose of Visit:					Total
			Leisure	Business / Event	Medical health	Visiting friends and relatives	others	
Domestic Tourist	Gender	Male	112	66	49	28	23	278
		Female	80	54	47	26	19	226
	Total		192	120	96	54	42	504
International Tourist	Gender	Male	10	28	7	0	2	47
		Female	8	32	5	0	4	49
	Total		18	60	12	0	6	96
Total	Gender	Male	122	94	56	28	25	325
		Female	88	86	52	26	23	275
	Total		**210**	**180**	**108**	**54**	**48**	**600**
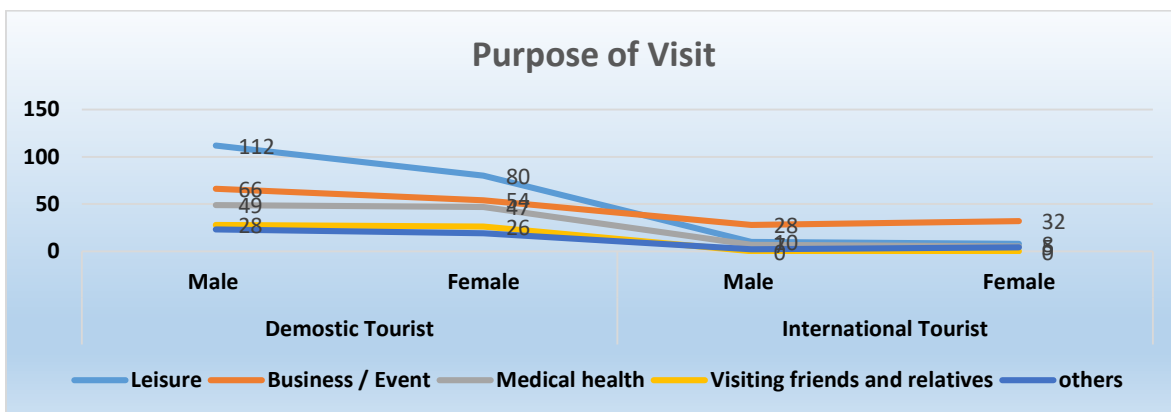
Purpose of Visit

The above table explains the purpose of visit by tourists with cross section on the basis of gender and domestic and international tourism. Out of 600 sample highest tourists 210 (35%) were visited for leisure, 180 (30%) tourists visited for the purpose of business, 108 (18%) tourists were visited for health purpose and lowest tourists 48 out of 600 (8%) were visited for other purposes.

Table No.4 Tourism destination (Domestic & International)

Type of Tourist (Domestic & International)			Tourism destination				Total
			Bangalore International Airport	KSTDC	ITDC	Travels & Tourism	
Domestic Tourist	Gender	Male	57	57	79	85	278
		Female	48	43	57	78	226
	Total		**105**	**100**	**136**	**163**	**504**
International Tourist	Gender	Male	6	32	8	1	47
		Female	7	31	9	2	49
	Total		**13**	**63**	**17**	**3**	**96**
Total	Gender	Male	63	89	87	86	325
		Female	55	74	66	80	275
	Total		**118**	**163**	**153**	**166**	**600**

Tourism destination (Domestic & International)
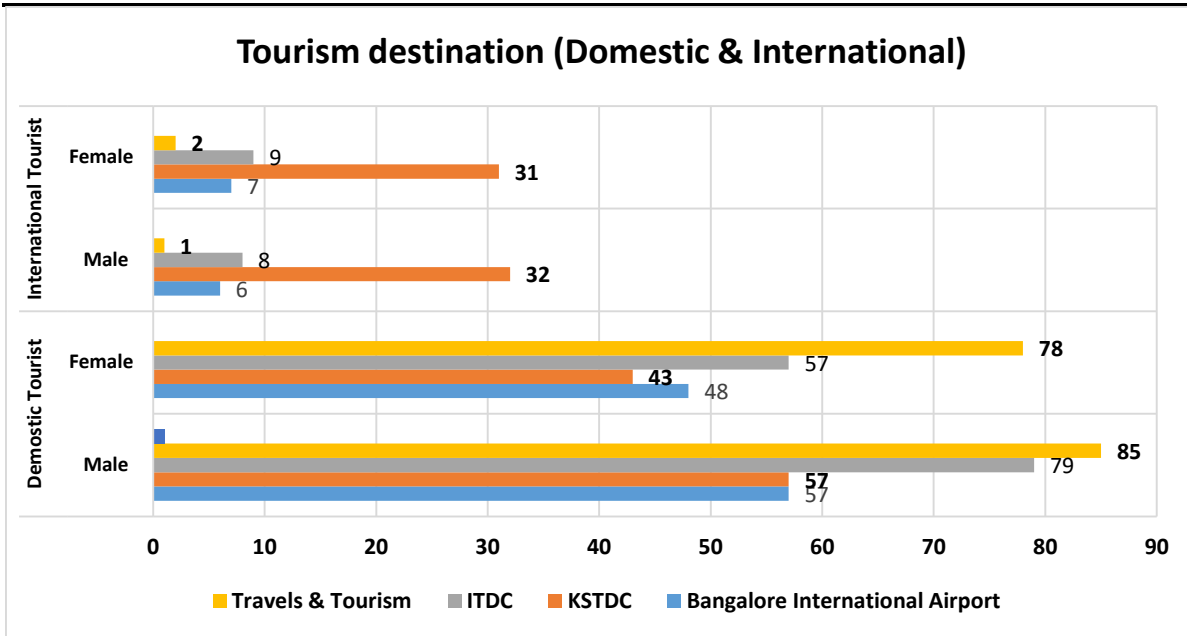
The above table explains the tourism destination of sample respondents with cross section of gender. 166 out of 600 (28%) opt for travel and tourism for their domestic and international destination, 163 out of 600 (27%) opt for KSTDC for their domestic and international destination and least number 118 out of 600 (20%) opt for Bangalore International Airport for their domestic and international destination.

Table No.5 Number of trips / holidays in one year							
Type of Tourist (Domestic & International)			Number of trips/holidays in one year				Total
			0 to 1	2 to 3	4 to 5	More than 5	
Domestic Tourist	Gender	Male	44	45	71	118	278
		Female	25	52	58	91	226
	Total		**69**	**97**	**129**	**209**	**504**
International Tourist	Gender	Male	3	16	10	18	47
		Female	3	16	13	17	49
	Total		**6**	**32**	**23**	**35**	**96**
Total	Gender	Male	47	61	81	136	325
		Female	28	68	71	108	275
	Total		**75**	**129**	**152**	**244**	**600**
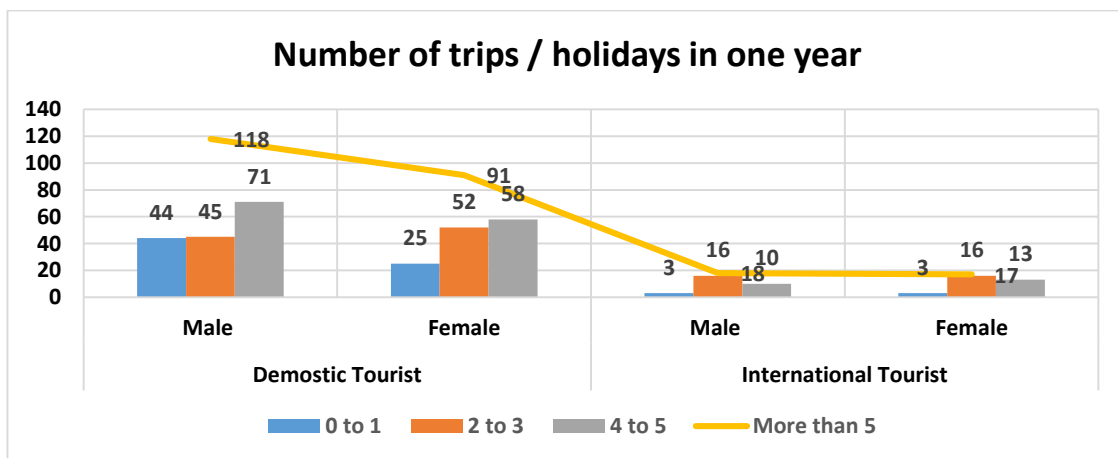
The above table reveals the information of trips per year made by sample population with cross section of gender. 244 out of 600 (41%) of respondents made 5 or more domestic or international trips per year followed by 152 out of 600 (25%) of respondents made 4 to 5 Domestic or International trips per year.

Table No.6 Type of traveller

Type of Tourist(Domestic & International)			Type of traveller		Total
			Independent traveller	On a package / group tour	
Domestic Tourist	Gender	Male	187	91	278
		Female	173	53	226
	Total		**360**	**144**	**504**
International Tourist	Gender	Male	32	15	47
		Female	34	15	49
	Total		**66**	**30**	**96**
Total	Gender	Male	219	106	325
		Female	207	68	275
	Total		**426**	**174**	**600**
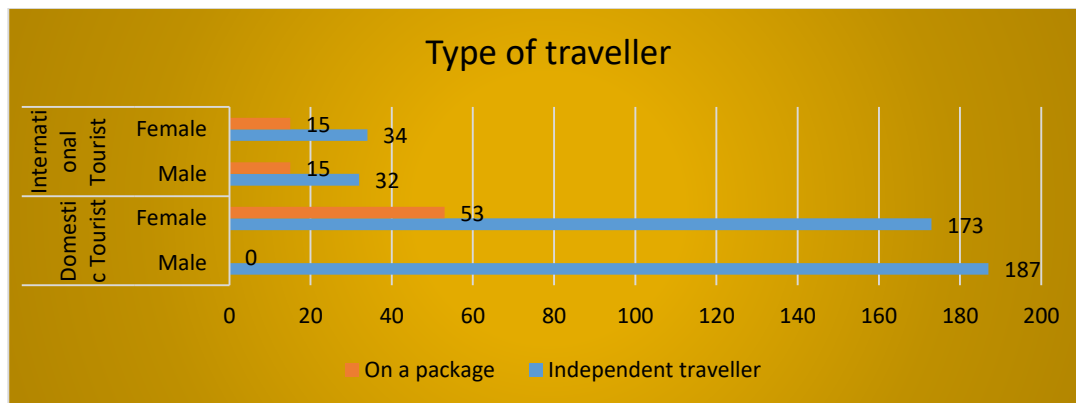
The above table reveals the type of tourist with cross section on the basis of gender and domestic and international tours. 426 out of 600 (71%) tourists are independent domestic or international travellers and 174 out of 600 (29%) tourists were opting tour packages with groups for national or international destinations.

Table No.7 Length of trip

Type of Tourist (Domestic & International)			Length of trip					Total
			3 to 5 days	5 to 7 days	1 to 2 weeks	Above 2 weeks up to 4 Weeks	More than 4 weeks	
Domestic Tourist	Gender	Male	100	104	48	14	12	278
		Female	84	88	36	6	12	226
	Total		**184**	**192**	**84**	**20**	**24**	**504**
International Tourist	Gender	Male	24	8	6	5	4	47
		Female	19	12	8	7	3	49
	Total		**43**	**20**	**14**	**12**	**7**	**96**
Total	Gender	Male	124	112	54	19	16	325
		Female	103	100	44	13	15	275
	Total		**227**	**212**	**98**	**32**	**31**	**600**
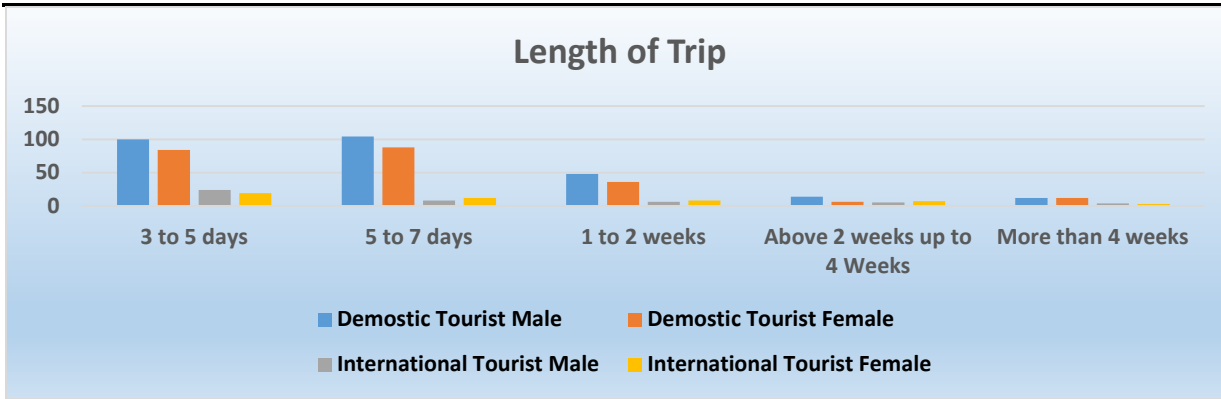
The above table reveals the length of the tour made by various national and international tourists with cross section of gender. Huge number 227 out of 600 (38%) tourists were opt for 3 to 5 days for tourism. Very small 31 out of 600 (5%) tourists were opt for more than 5 weeks for tourism.

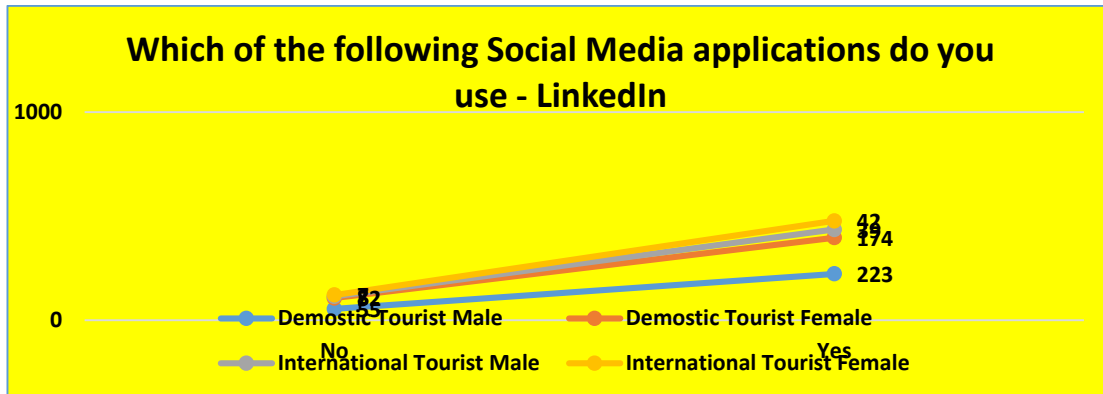| Table No.8 Which of the following Social Media applications do you use - Facebook					
Type of Tourist (Domestic & International)			Which of the following Social Media applications do you use - Facebook		**Total**
			No	Yes	
Domestic Tourist	Gender	Male	47	231	278
		Female	37	189	226
	Total		**84**	**420**	**504**
International Tourist	Gender	Male	10	37	47
		Female	14	35	49
	Total		**24**	**72**	**96**
Total	Gender	Male	57	268	325
		Female	51	224	275
	Total		**108**	**492**	**600**
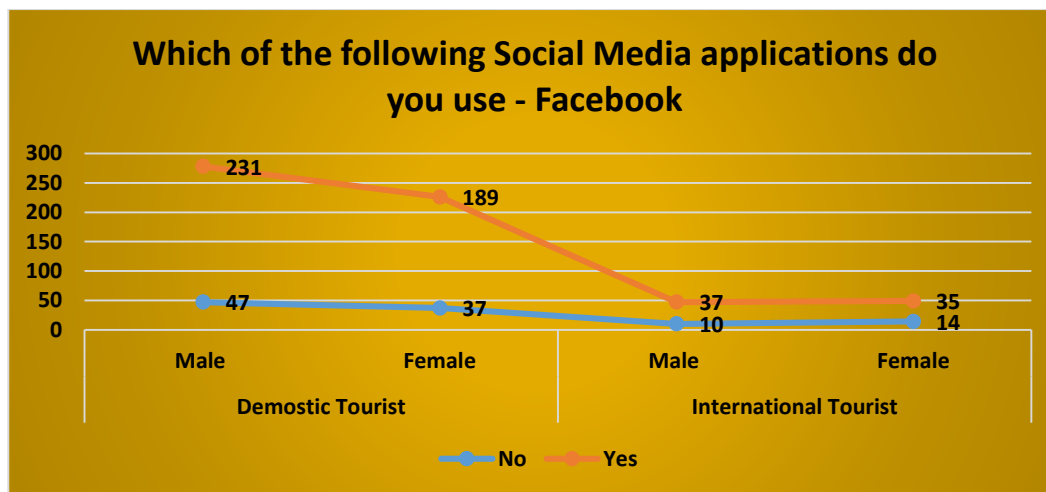
The above table explains the use of social media in general and facebook in particular by tourists to make domestic and international trips with cross section on the basis of gender. 492 out of 600 (82%) of respondents were positively responded for facebook application for various tourist plans and destinations.

Table No.9   Which of the following Social Media applications do you use - LinkedIn
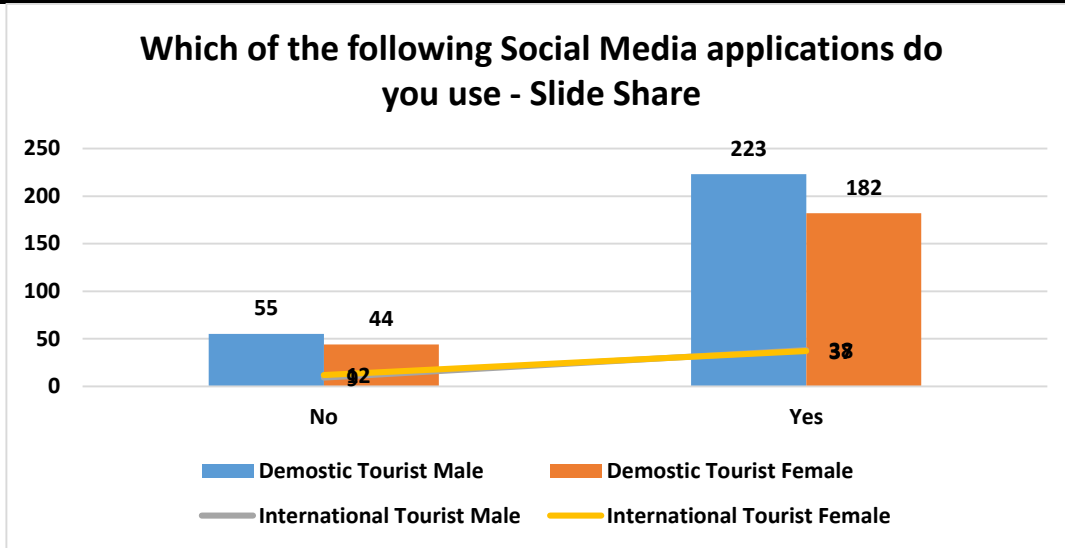
Type of Tourist (Domestic & International)			Which of the following Social Media applications do you use - LinkedIn		Total
			No	Yes	
Domestic Tourist	Gender:	Male	55	223	278
		Female	52	174	226
	Total		**107**	**397**	**504**
International Tourist	Gender:	Male	8	39	47
		Female	7	42	49
	Total		**15**	**81**	**96**

The above table explains the use of social media in general and LinkedIn in particular by tourists to make domestic and international trips with cross section on the basis of gender. 478 out of 600 (80%) of respondents were positively responded for LinkedIn application for various tourist plans and destinations

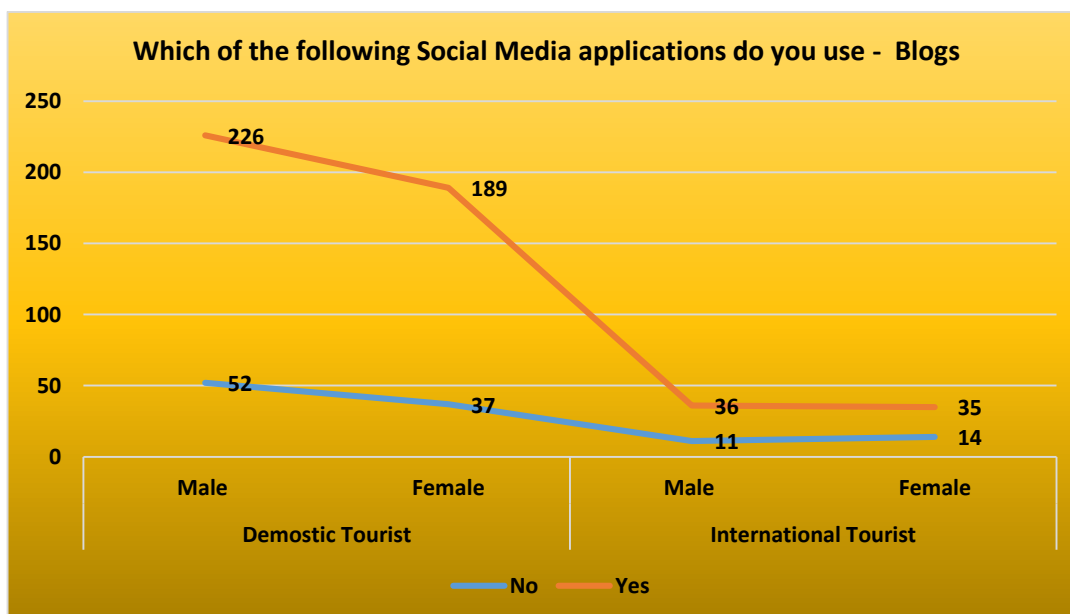**Table No.10 Which of the following Social Media applications do you use - Slide Share**

Type of Tourist (Domestic & International)			Which of the following Social Media applications do you use - Slide Share		Total
			No	Yes	
Domestic Tourist	Gender	Male	55	223	278
		Female	44	182	226
	Total		**99**	**405**	**504**
International Tourist	Gender	Male	9	38	47
		Female	12	37	49
	Total		**21**	**75**	**96**
Total	Gender	Male	64	261	325
		Female	56	219	275
	Total		**120**	**480**	**600**

Which of the following Social Media applications do you use - Slide Share

The above table explains the use of social media in general and slide share in particular by tourists to make domestic and international trips with cross section on the basis of gender. 480 out of 600 (80%) of respondents were positively responded for slide share application for various tourist plans and destinations.

Table No.11 Which of the following Social Media applications do you use - Blogs					
Type of Tourist (Domestic & International)			Which of the following Social Media applications do you use - Blogs		Total
			No	Yes	
Domestic Tourist	Gender	Male	52	226	278
		Female	37	189	226
	Total		**89**	**415**	**504**
International Tourist	Gender	Male	11	36	47
		Female	14	35	49
	Total		**25**	**71**	**96**
Total	Gender	Male	63	262	325
		Female	51	224	275
	Total		**114**	**486**	**600**

Which of the following Social Media applications do you use - Blogs

The above table explains the use of social media in general and google blogs in particular by tourists to make domestic and international trips with cross section on the basis of gender. 486 out of 600 (81%) of respondents were positively responded for google blogs application for various tourist plans and destinations.

FINDINGS OF THE STUDY

✓ It is evident from the study that Social Media Marketing domains benefits the growth of tourisms in Bangalore based on the responses the benefits includes that it increase the product/service awareness among Tourists

✓ Through Social Media Marketing domains the Tourism awareness has identified that it improve customer relation built more business connection and social Media Marketing domains since act as connection between business owners and Tourists

✓ Through research it is found that marketing strategy through Social Media Marketing domains is relatively efficient and it reduce money spend on advisements i.e. it is cost effective also.

✓ From the study it is evident that the most common member of website used by Tourists for Tourism bookings are Facebook Google, twitter and LinkedIn.

✓ Tourism using Social Media Marketing domains for advertisements and promotion have a competitive advantage over other unions traditional methods of marketing as the Social Media Marketing domains is cost effective way and it also help them to capture large Tourists

✓ The most common marketing tool used by Social Media Marketing domains for Tourism growth includes wall posting & photo gallery of Tourism displayed on the Social Networking Sites.

✓ It is evident from the result Social Media marketing domains trigger the Tourism industry growth in Bangalore region

✓ Tourists demographic significantly impacts the benefits of Social Media Marketing domains for Tourism business

✓ Tourism Industries uses promotional tools like Blogs, video, Photo, Gallery. Popup and Micro-Blogging for enhancing visibility in Social Media Marketing domains

✓ Tourists demographic play a vital role on business practices of the Tourisms with respect to Social Media Marketing domains

RECOMMENDATIONS

✓ The potential to reach a wide audience is both immediate and as simple as opening a Facebook account it should not be undertaken lightly.

✓ The qualified personnel would need to be hired plus the costs associated with training other staff using the company accounts would need to be factored in. These costs are beyond the purview of this report and further research in this area is highly recommended.

SUGGESTIONS

It is suggested that offline and online marketing media strategies be brought into alignment to prevent mixed messages and to promote the availability of the online forums for interaction. Offline advertising should be used to complement the online media. Adding "visit us on Facebook" and other such texts to promotional material will help to raise awareness.

✓ The social networking strategy should sufficiently flexible to allow it to adapt to new developments and to determine what works and what does not work.

✓ A dedicated social media co-ordinator is recommended to monitor the impact of any changes implemented. A dedicated co-ordinator would also allow for consistency in communication. At the very least a profession agency experienced in social media marketing should be consulted at from the earliest planning stages.

✓ The reviews and complaints raised by the Tourists on the Social Media should be effectively managed and proper actions should be taken by the Tourisms management and the action taken should also be communicated to the customer.

✓ The promotional offers during season on should be displayed on the Social Media on regular basis, so that large number of Tourists is captured

REFERENCES

1. Kevin, J.D. 2009. Social Networking: Changing the way we communicate and do business.
2. International School of Management MPRA Paper No. 18502: 1-20.
3. Kotler, P. *Marketing 3. 0.; From Products to Tourists to the Human Spirit.* John Wiley & Sons Canada, Limited, 2010.
4. Kotlar P, and Keller, K.L. Marketing Management, A south Asian perspective. A text book of marketing management,11 e.d, Pearson education, New Delhi, 2009
5. Miletsky, J I. *Principles of Internet Marketing: New Tools and Methods for Web Developers*. Boston, MA: Course Technology, 2010.
6. Morch, A. "How Relationship Marketing Will Increase Hotel Occupancy." Hotel Marketing & Social Media Strategies. February 22, 2012. Accessed April 24, 2012.
7. http://aremorch.com/2012/02/22/howrelationshipmarketing-will-increase-hotel-occupancy/.
8. O'Mahony, M.P., and B. Smyth. "A Classification-based Review Recommender." *Knowledge-Based Systems* 23, no. 4 (2010): 323-29.
9. Parente, D. *Advertising Campaign Strategy: A Guide to Marketing Communication Plans*.
10. Mason, OH: Thomson/South-Western, 2006. 21.
11. Patterson, B. "Best Social Media Campaigns and Practices of 2011, by Burns Patterson." Best Social Media Campaigns and Practices of 2011, by Burns Patterson. January 2012. Accessed August 21, 2012. http://hotelexecutive.com/business_review/2923/best-socialmedia-campaigns-and-practices-of-2011.
12. Sheth, J. "The Evolution of Relationship Marketing." *International Business Review* 4, no. 4 (1995): 397-418.
13. "Social Media Marketing Brings New Revenues, Tourists - EMarketer." Market Research & Statistics: Internet Marketing, Advertising & Demographics - EMarketer. June 24, 2011. Accessed July 04, 2011. http://www.emarketer.com/Article.aspx?R=1008459. "Statistics | Facebook." Facebook. Accessed October 11, 2012. http://www.facebook.com/press/info.php?statistics.
14. Stelzner, M.. "Social Media Marketing Industry Report." WhitePaperSource. April 2011. Accessed April 03, 2012. http://www.whitepapersource.com/socialmediamarketing/report
15. Wertime, Kent and Ian Fenwick. DigiMarketing: the Essential Guide to New Media & Digital Marketing. Singapore: John Wiley&Sons ltd, 2008.
16. Young C, J, and Dimitrios B. "Information Needs in Online Social Networks." *Information Technology & Tourism* 10, no. 4 (2008): 267-81. Accessed July 5, 2012. doi:10.3727/109830508788403123. "YouTube: Statistics.