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THE NEW MEDIA IN TOURISM PROMOTION IN INDIA: AN OVERVIEW

¹Mr.S. Amara Narayana and ²Prof.K.V.S.N. Jawahar Babu

¹Research Scholar (Full-time) and ²Professor

Department of Tourism Management, Vikrama Simhapuri University
Andhra Pradesh, India

Abstract

New Media is an expansive term in Media Studies that rose in the late twentieth century to envelop the merger of conventional media, namely, music, film, music, verbally expressed and written words, with the communication technology and interactive power of the computer, computer-based consumer gadgets and in particular the Internet. There are numerous guarantees identified with the term. For instance, new media holds out a chance of on-request admittance to content anywhere, anytime, on any digital platform, and feedback from users, community formation and creative participation around the media content. New media also ensures that there is "democratization" in the creation, publishing, dispersion and utilization of media content. New media is recognized from customary media by the digitizing of substance into bits. There is likewise an influential part of content creation which should be possibly done in real-time. New Media has altered the nature and pace of human connection over the world, which is progressively guaranteeing the shapes of a "Global Village". Computer, Internet, Smartphones, Web advertising, Skype, Blogs, streaming audio and video, email, social media sites and online forums are some of the classifications of New Media that are bringing observable changes in Indian Society. This paper is focus on the new media in tourism sector in India: An overview.

Keywords: New media, Communication, Technology, Democratization, Connection, Society.

INTRODUCTION

Over the years, the tourism sector has depended vigorously on the intensity of word-of-mouth marketing. It was always friends and family that encouraged and helped in planning tours and travels, besides guided by travel magazines, travel agencies and tour guides. Nonetheless, today with the rise of digital technologies, the word-of-mouth information has reached out to the entire world beyond a limited group. New Media as an aspect of the digital technology revolution has been able to associate travelers to the suggestions and opinions of millions of individuals, including like-minded travelers who have never met and friends in their social network. Tourism organizations have utilized this remarkable technology by expanding their promotions of destinations and marketing the products on New Media with the sole point of reaching the target segment.¹

Some of the tourism organizations like Yelp, Travel Triangle, Trip Advisor, Trip Hobo and many others provide a wide range of information from a small boutique shop, cafes, and restaurants to significant touring attractions for all tourism destinations through different Social Media tools. New Media can be viewed as a platform receiving an overwhelming response for tourism marketing with more than 800 million users posting updates and sharing pictures of their tour destinations and travel stories on Facebook and over 200 million reviews and opinions posted on Trip Advisor till date. Today travelers perceive an image about a tourism destination and set their desires based on experience, advertising, word of mouth, press reports, and normal convictions, before really visiting a destination (Baloglu & Brinberg, 1997) and (Chon, 1992). Further, social media has likewise made tourism organizations responsible for what they promise and promote through its different channels.²

Travelers and tourists are more prompt today and often voice their views effectively through New Media tools like Facebook, Twitter, and other such social sites and websites such as Yelp, Trip Advisor etc. Media communication innovations are basic for forefront speculations for indicators of sustainable globalized tourism development. The incredible impacts of media communications can bring far-reaching developments of behaviour and attitudes among the key entertainers in global, national and local tourism for harmony, security and sustainable development. The cultural, social, environmental, political and economic benefits of tourism would introduce amazing and notable changes in the nation. Development in communication is perhaps the most ideal approaches in establishing eco-tourism.

This procedure includes a planned communication segment of projects intended to change the perspectives and conduct of explicit gatherings of individuals in explicit manners through mass media, person-to-person communication, traditional print media or communication through respective communities. It focuses on the conveyance of administrations and the interface between deliverers of service and recipients where individuals are enabled by education, informed choice, inspiration and assistance affecting the normal changes. This should be possible by media backing focusing on all key stakeholders engaged with the tourism business. Successful



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utilization of communication procedures can break obstructions and advance better employments of participatory message plan which consolidates both modern and traditional media.³

OBJECTIVES

The main objectives of the present study on new social media and tourism promotion in India: an overview as follows,

1. Origin and growth of New Media in tourism promotion in India
2. A Study on New Media in Tourism promotion in India an overview

DEFINITION OF NEW SOCIAL MEDIA

On the utilization of new media for promoting goods and services, the advent of social networking media such as Twitter and Face book has given opportunities to millions of marketers. They are so effective because social media can segment the market automatically. Companies categorized under traditional media are also in the process of adopting new communication modes that have augmented with social media. Thus, it can be said that there exists a tough competition between new media and traditional media, as it is users who are left with the choice of choosing between new media and traditional media based on satisfaction level obtained from these two media.

Wright, E., M. Khanfar and L.E. Kizer

ORIGIN AND GROWTH OF NEW MEDIA IN TOURISM PROMOTION IN INDIA

Since the earliest days of known native petroglyphs in Australia around 80,000 B.C and the cavern works of art in Altamira, Spain about 60,000 years later, individuals have utilized technology as a medium to communicate across time and space. In the advanced world, some follow the inceptions of New Media Technology to the introduction of the information society in 1956, when just because more than 50% of the US workforce was utilized in the administration part. The Burroughs Corporation produced the E101, the primary personal computer forty years before and from that point forward, the world's communication system had changed drastically. It was in the late 1980s when globalization had become the term for stepping up interdependence (John Pavlik, 1995).

Until the 1980s, media was principally based upon print and transmission models, for example, those of radio and television which used analogue transmitters. The most recent 25 years have seen the fast change into media which are predicated upon the use of digital computers, for example, the Internet and computer games. The use of digital computers has altered the remaining old media, with the arrival of digital television and online distributions. Even customary media structures, for example, the print machine have been transformed through the utilization of technologies, like, image control software - Adobe Photoshop and desktop devices. Consequently, it has been the contention of researchers like Douglas Kellner and James Bohman that new media, and especially the Internet, provides the prospective for a democratic postmodern open arena, where people can participate in well informed, the non-hierarchical debate in relevance to their social structures.

From virtual reality to the freeway of information, the New Media technology setting is as diverse as it is evolving rapidly. These New Media are fundamentally changing pretty much every aspect of how and with whom we communicate. Each year the pace of technological change seems to accelerate, as intense new technological advances are proclaimed nearly every day. The previous century alone has seen the invention of the telephone, television, the radio, satellite communications, Computer, Cell phone, Fax and countless other technologies, each one revolutionizing some aspect of human communication (John Pavlik, 1995).

India is a developing country that is making remarkable progress towards development through the Information Strategy, the process wherein New Media is used as a means of further development in terms of socio-economic trend (Arvind Singhal and Everett Rogers, 2001). The utmost effect of the Internet has been on business. In recent years, a million e-businesses with billion consumers and a trillion devices are connected using the prime source, Internet. Practically day by day, newspapers and magazines contain articles about revolutions in the Internet, the World Wide Web and other online services.⁴

DEVELOPMENT OF TOURISM SECTOR IN INDIA

During the 1950s, tourism was considered as a potential device for post-independence development in India. The government-initiated Tourism development with a series of five-year plans, and in 1966, the India Tourism Development Corporation was established to promote India as a tourist destination. During the 1980s, Tourism development gathered impetus with the detailing of a National Policy on Tourism and the formation of the Tourism Finance Corporation to subsidize tourism projects. In 1988, the government came up with a complete plan for achieving sustainable development in tourism and the 1992 National Action Plan for Tourism announced the commencement of the plan.



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The Indian Tourism Development Corporation is the leading force in tourism development. It provides training for employees working in the tourism and hospitality sector and manages tour companies, transportation systems, hotels, restaurants and duty-free shops and also takes care of marketing and consultancy roles. The Ministry of Tourism collaborates with agencies like the Indian Institute of Tourism and Travel Management, the Indian Institute of Skiing and Mountaineering and the National Institute of Water sports.⁵

THE NEW SOCIAL MEDIA IN PROMOTING TOURISM IN INDIA

Social media has been perceived by millions of individuals in terms of both negative and positive connotations to human minds. Like any other industry, tourism and travel businesses have always utilized social media platforms through effective marketing and extensive advertising in this world of digital connectivity. Social media marketing experts enjoy the benefits of utilizing social media for marketing as the capacity to reach a wide range of audience, accessibility, two-ways communication and viral effect. Promotional efforts are significantly improved by social media marketing as promised. One of the significant advantages of social media marketing is the capacity to reach a larger segment of the audience across all the geographical boundaries.

Social media technologies in the present-day world enable nearly everyone to reach a worldwide audience for interpersonal interaction and exchanging data. The impact of social media on the tourism business are profound and can be added to the popularity of reviews, videos and photos shared by users, blogging, and the confinement of the Internet. Travellers use social media to discuss tourism destinations, various attractions, popular hotels, favourite cuisines and cost-effective accommodations available at the destination. Moreover, travellers intend to explore the attractions and venues before booking a trip. They share their travelling experiences and feedback on the places they visited. Social media and the Internet have almost become a part of traveller’s lives as social applications are integrated with their day-to-day activities.

New media has increased the tendency of people to use social media to share their travel experiences and customer service experiences during their trip. Tour agencies and hotel operators use these reviews to advertise their business. This also includes quality of rooms, speed of service, customer service quality and others that are related to the factors that help in raising the reputation of the organizations within the tourism sector.

Organizations in tourism industry engage with social media and form teams to monitor the social comments on day-to-day basis. Handling the complaints of customers these days impact the image of a company. It can increase the reputation of the company if handled properly or break the brand if mishandled. Therefore, companies in the tourism sector use social media as a high impact and low-cost marketing strategy for increasing customer satisfaction.

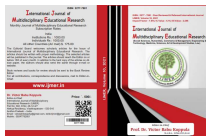
Effective social media interventions by hotels and travel agencies can reach a wide range of audience. Providing positive information about their services helps the organization to develop its brand perception among social media users. They utilize customers that share positive feedback and experiences and also ensure to respond to the negative comments instantly to avoid the spread of negative impact among the audience.

These days it is not, at this point necessary for people to go right to a certain destination to be able to know whether if that is the desired destination which they are looking for to spend their vacation. With this, the users of social media who are looking for travel options get a visual idea about the destination. Through pictures, videos and sometimes even special occasion offers that hotels post on their social media sites, it becomes easier to choose a holiday destination all at the click of a button.⁶

CONCLUSION

The reach for the tourism industry is worldwide and it covers the people of various countries across the globe to visually see the destinations online on social media and the hotel rooms including room rates, which makes it easier for taking decisions regarding affordability. Earlier this was not feasible as a tourist need to travel to see the place and comprehend the expenses, they need to pay to avoid bad experiences. However, in today’s market advertising in social media has become an advantage for the tour operators to reach their target customers. The advantage of technology utilizing when preparing travel and trips are incredible since the process of categorizing is complicated by the different aspects of tourists, the usage of online media has a positive standpoint for tourists and is believed to have four fundamental benefits including functional, psychological, hedonic and social benefits.

Media and tourism are categorized under the service industry. Both the sectors work together and contribute to the success of each other. On one hand, Media adds to 80% of revenue generated by tourism and on the other hand, there is tourism that makes up to 25% of the media's revenue. Journalism is one of the best examples where tourism influences media industry. Students learning



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journalism as a course need to take up tourism as a subject. The connection between tourism and the media is essential and intricate. Tourism is exceptionally reliant on media reporting because by far most of the travel decisions are taken by individuals who have themselves never been to the destination directly. When media broadcasts news about a crisis that impacted a particular tourist destination, it directly affects the tourism organizations of that particular region.

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