

SOCIAL MEDIA MARKETING IN TOURISM: FOR INFINITE BUSINESS BOOM

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Abstract

Tourism is that the world's largest civilian business whose growth, economic significance, and potential area unit extraordinary across the globe. Virtual tourism is speedily changing into a growing topic of analysis and its importance a future mode of getting info and buy of tourism product and services is growing day by day. It is an evidence that e-business is a necessary condition for reputed organizations within the rising, globally networked, internet-empowered business setting, particularly for the tourism business. Worldwide there is an associate in the field of nursing about the exaggerate use of the net by each demand and provide sector in tourism has been delivered to the limelight during this paper. The Significance of net selling in tourism is an beneficiary view to the vendors, and the clients also are targeted here.

Key words: Marketing, Internet Marketing, Tourism Marketing, Social Media Marketing

Introduction

The Tourism business is taken into account mutually of the most familiar and also highly numerous industries within the world when the machinery and refining industry, this tourism business is transformed as a contemporary industry and the device to make property among nations and varied individuals within the world are underneath public attention. Attention to the present era, particularly within the countries which made it in a view of historical, cultural, and natural attraction resources, is extensive. The international lead position of tourism field has detached a strategic window for several developing countries to spice up their economy by positioning them to record that global market share. Employment opportunities, environmental consciousness Associate and inflow of foreign currency to the host nation are few samples of contributions of business to the economy of the country. The global organization has foreseen that in 2010, America would lose its superiority behind Europe to Asia and also the Pacific in receiving international tourists which by 2020, Asia and also the Pacific will expect around 397 million arrivals.

Furthermore, for the endurance and accomplishment of the industrialized cluster, correct attainment of technology and efficient usage of its innovations became one of the components. The extraordinary growth in data Communication Technologies (ICTs) has revolutionized the business world. Mutually of the world's largest with most pervasive

industries, the travel and business sector is as exposed as the other to the forces of modification lead by in a progressive development within the data and Communication Technologies (ICT) arena. The arrival of the net is additionally having profound impacts on the industry: travel and business have become the only largest class of products/services sold over the net, and also, the proportion of business is always transacted through this medium is continually growing.

Significance of net selling

World Trade Organization states that "the key to success lies within the fast identification of client wants and in reaching potential shoppers with comprehensive, personal and up-to-date information"². Technology and, therefore, the web have created a revolution in commercial enterprise selling. The web is that the most vital innovation since the event of the printing press³. The web not solely evokes and provides a shopper with data on potential travel destination location however it allows them to require immediate action by booking on-line. Net selling communication is engaging to the commercial enterprise business as "travel is Associate in nursing data-based product and therefore the net is jam-packed with information."⁴. Net selling, conjointly noted as on-line selling or E selling, is selling that uses the web. The interactive nature of net media is in each term of instant response and eliciting response in the slightest degree, area unit each distinctive qualities of net selling. Net selling of online tourism ties along with artistic, technical aspects of style, development, advertising, and sales improvement. Net selling ways embrace program selling, show advertising, email selling, affiliate selling, interactive advertising, diary selling, and infective agent selling.

The Internet combines several of the options of existing media with new capabilities of interactivity and addressability; so, it transforms not solely with people conduct their business with one another, however conjointly the essence of what it suggests that to be somebody's in society ⁵. Nowadays, uncountable folks worldwide think about the web for operating, learning, socializing, amusement, leisure, and looking. The web is known as value-effective and easier to set-up and update than ancient selling communication channels ⁶. Selling communications on the web have four stages of quality from a straightforward web site with no interactivity, to a web site with email interactivity, a web site with offline transactions, to a fancy website with on-line transactions, complete interactivity, and distribution⁷. A survey reports that half-hour of the Yankee adult population used the net to browse travel data in 2003, whereas the ECU on-line travels sales for an equivalent amount inflated by 44%⁸.

The higher than study clearly shows the increasing trend of net-primarily based commercial enterprise reservation from the year 2003, over the years. International on-line Travel Report 2012 - a research report submitted by ystats.com ⁹.says that the trend to book travel arrangements on-line can continue in 2012, particularly in rising economies like

China, the Republic of India, and Brazil. Also, to this trend to share, the web phase compared to the overall travel market is has increased to virtually one-third worldwide. In 2011 the worth of the North American country virtual travel market was still beyond that of famous UK - Great Britain and Northern part of Ireland, China, Republic of India and Brazil combined. Additionally, an equivalent report declared that the shoppers United Nations agency bought travel merchandise on-line in 2011 created most purchases through on-line travel agents amounting to virtually five hundredths, followed by search engines and websites of tour operators. Within the class mobile bookings, hotels are engaged most often, followed by flights and travel packages.

Outcomes of E-marketing in Europe

The virtual travel sector is very sure-fire in Europe. In Europe the overall range of bookings through on-line travel agencies inflated by virtually two-hundredth from 2010 to 2011. Popular countries like UK - Great Britain and Northern part of Ireland, quite 1/2 all shoppers avoid ancient travel agents altogether and book their holidays online instead. In Germany, in 2011 customers most well-liked travel agents for dearer travel arrangements and on-line booking for cheaper tours. During this sector online, the earnings has fully grown significantly, whereas offline revenue has bated. In France the income generated with on-line travel bookings grew between Jan and Sep 2011, quite the overall B2C E-Commerce revenue. Also, in 2011, B2C E-Commerce revenue the class "Travel and vacation Accommodation" was beyond within the next four classes combined.

The Growth potential of on-line selling in the Asia-Pacific region

In Japan, the share of online travel bookings - in line with the soaring trend - exceeded for the primary time five hundredth in 2010. In China in 2011, solely 14 July of all net users had ever visited a travel web site, however on-line travel bookings area unit expected to become a lot of common there. The Indian the online travel market was virtually half-hour in 2012. The information for Australia is outstanding: as shown within the report by research specialist yStats.com, the class "Travel, Accommodation, Memberships or Tickets of any Kind" was the foremost induced online product class in Gregorian calendar month 2011. The online travel market within the Middle East is catching up; Spur by the introduction of on-line payment options, the web travel market within the Middle East is expected to grow significantly compared to 2011.

The yStats.com is one of the leading statistician reports that predict growth for the share of online travel bookings in relevance total revenue generated with travel tickets till 2015, compared to 2010 figures in step with the "Global on-line Travel Report 2012" by yStats.com10 virtually 1/2 all Italian on-line customers engaged their accommodation on-line in 2011, creating this the strong class at intervals Italian B2C E-Commerce. In Russia, practically five hundredths of all passengers had purchased their flight on a travel web site, whereas nearly one quarter had engaged tickets via phone.

Tour operators shift focus to E-Commerce

TUI Travel's strategy, for instance, to specialize in online sales in the famous country like United Kingdom of Great Britain and Northern Ireland paid off by considering that in Jan 2012, the more number of virtual bookings were recorded and noted in the year Jan 2011. In Sep 2011, Google introduced a flight search service within the USA. However, it was Janus-faced with some restrictions and meanwhile, Priceline is also able to replace Expedia because of the ideal on-line travel specialist among the world - in terms of international revenue, with this a great milestone that had already been made in the year 2011. In 2011 and 2012, Orbitz Worldwide signed multi-year agreements with AOL Travel and United Continental Holdings. In the view of Gregorian calendar month 2012, Make My Trip, one amongst the highest on-line travel corporations in the Republic of India, with success, secured quite five hundredth place of the Indian online travel market.

Tourism and Information Technologies

Tourism is an anticipated factor which is influenced by the Business Process Re-engineering (BPR) an experienced strategy results from the technological revolution. As per the information stated from the stats, there is a life-blood of the travel industry, effective use of Information Technology services in a pivotal mode. Hence, this full system of Information Technology services is being rapidly diffused among the tourism industry, and none of the player will escape from such impacts". Unlike the durable goods, intangible goods and tourism services cannot be displayed in tangible or else being authorised at the selling point before purchasing it for the inducement. They are bought as early as possible from the time of their usage and also far away from the place of consumption. Hence they depend upon exclusively in terms of representations and description, provided by the travel trade intermediary, (example, a brochure from the academic institution focuses by highlighting the benefits about their development in the competitive era), for their ability to attract consumers. The information which is resistant in time and in terms of accuracy are relevant to needs of the consumer's is often occurred and it forms a to improve the satisfaction level by matching he demand of the tourist people.. Therefore, Information Technologies provide the information backbone that facilitates tourism¹³.

Benefits of Internet Marketing in Tourism

Benefits to Buyers

- It is user friendly and affordably, and it offers privacy - Buyers do not have to leave the room to buy; buyers don't have to face selling people, and their sales pitches.
- It offers greater product access, selection, and hence, comparative information helps the buyers to have easy any access to a wide range of alternatives and, it is so much easier for them to make comparisons among alternatives.

- Internet buying is interactive and immediate. This nature of the buying process allows buyers to interact with the sellers' sites immediately to create the configuration of information, products, and services desired.
- It gives buyers to have control over the buying process - for example: customers can choose their in-flight seats via the internet.

Benefits to sellers

- It is a powerful tool for customer relationship building - sellers can interact with their customers.
- Online and learn about their customers' needs and wants through questions asked by customers and comments provided.
- It minimizes the cost of running the business and increases speed and efficiency - for example:- no physical store is involved for e-tailers who sell travel product, and can inform buyers about their orders within seconds.
- It offers greater flexibility - It allows hospitality marketers to make ongoing adjustments to its offers and programs. For instance, the hotel can easily adjust the room rates based on the projected occupancy conditions.

6 'C's Merits of Internet Marketing in Tourism

1. **Cost reduction:** It can be achieved through reducing the need for the sale and also minimize the marketing inquiries to be handled by telephone operators, and also, cut-off the usage of printing, distributing the advertising and marketing communication of the framed tourism material, instead of these things publish on the website will reach more numbers of customers.
2. **Capability:** The surfing facilities provide new opportunities for new products and services and also for exploits the new markets.
3. **Competitive advantage:** If an existing or new company introduces new capabilities to its competitors, it will achieve gain an advantage until its competitors have the same capability availing in the market. For example, A customer who transferred to Professional Courier because of its new Internet with technology enabled services are likely to be less inclined to revert to the existing courier system since the concern is 'locked in' to using the particular tools provided by Professional Courier Express.
4. **Communication improvement:** It includes the improved communications with customers, staff, suppliers and other distributors, etc...
5. **Control:** The Internet and intranets service provides better marketing research through tracking of the customer behaviour and how the staffs deliver the services.
6. **Customer service improvement** Provided by interactive queries or frequently asked questions (faq) with the needed databases containing the stock availability or customer service questions, etc...

Online advertising

As the world's population continues to upgrade to new technology, more and more individuals get their news, entertainment, and information from the Internet than the traditional forms of media discussed above. Therefore, online advertising presents several advantages.

- Online advertising is open to combine nearly every other type of medium. Advertisement may be presented in print, audio or, video with high-quality color and imagery.
- Needed information will be presented in online advertisements. Consumers have the option to click deep to get into the advertisement as their interest is piqued. Messages can be layer out through links in the communication media.
- Online advertisements have the option of directly turning into a sale. If consumers like what they see in an commercial advertisement, they can place an order right then and there.

To conclude this, the virtual tourism is needed one with the medium of the Internet for making a travel around the globe and this tourism industry has increased rapidly over the last few years because of the virtual technology emergence. Understanding how tourists behave is of critical importance to travel suppliers and tourism authorities for formulating efficient marketing strategies and policy, in framing it to exploit the potential of this new channel.

Tourists are normally relied on the Internet in the technological world because of the information with the intensive characteristics of travel products in leading e-commerce web surfaces. Tour plans are generally intangible i.e., it is only able to feel; inseparable i.e., the products of tourism will be produced and frenzied concurrently although they are frequently paid earlier; heterogeneous i.e.,, products are complicated to standardize the quality; and finally it is perishable i.e., the tourism products cannot be stocked out by the agents. Thus the journey merchandise are generally purchased prior to the moment of its usage i.e., to be consumed by making a real experiencing after arriving from the travel spot, and the best things captured in the travel journey are evaluated only after making real consumption and satisfaction about the product. All of above unique characteristics mentioned earlier will be considered in purchasing travel products are associated with a induced amount of risks compared to tangible products which are often tangible. Such understanding makes the Consumers to search about a valid amount of information by surfing in the Internet to avoid the uncertainty during their journey.

The Internet acts a tool for the travellers to gather a reliable data with accurate amount of information to undertake the earlier reservation to the travel spot in a fraction of the time, cost by implementing the conventional method of virtual technology. Social Media Marketing improves the quality of service by contributing a real amount of satisfaction to the tourist. The Internet service access helps to compare the relevant

needed information on destinations place with understanding about the holiday packages, journey accommodation, and quality food providing restaurants and other services in the unknown new places. Thus the consumers utilise this leading commercial and non-commercial virtual technology surfing websites for planning, organising, reserving, directing, purchasing and controlling their digital tourism products. Internet services will also helps to book the journey tickets, quickly makes confirmation of the booked tickets and swift rapidly to access the travel documents to the prospective travellers before the journey or else on the day of journey. This digi-tourism strategy will aims to make the travellers as experienced by empowering the usage of Information Communication Technologies for making advance booking and reservation systems to save their time, cost and aims to improve their personal efficiency, skills and competencies towards entertainment.

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