

# Use of Web 2.0 in Tourism Industry –Social Media Prospective

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## Article Info

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## Abstract:

Web 2.0 recent times played a significant role in collecting and sharing tourism information through different media. In this paper an attempt has been made to study the impact of eWOM with the visitor's attitude for tourism destination. Word of mouth plays a promising role towards developing informative communication through use of Web 2.0 social media platform. Facebook is one of major eWOM medium as per the study. Paper is based on Empirical study by using descriptive statistics and correlation analysis. Pearson correlational analysis is applied to know the relationship between eWOM and visitors' attitude and shows the impact on travel intention towards visiting to the eastern part of India. The paper concluded that the influenced communication of tourist and their experiences sharing (pics, videos) greatly affected and induced the visitor towards the particular destination. Thus, in turn eWOM and visitors attitude increases the flow of tourist to any such kind of tourist places. Information shared regarding beauty of tourism Should influences travel decision. This paper is adding value to existing body of knowledge as well as tourism professional for making better social media strategies.

**Keywords:** Word of Mouth, Electronic word of mouth (eWOM), Web 2.0 application, visitors Attitude , Social Media

**JEL Codes-** M3, M15, M31, M39, D80

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## Introduction:

In tourism online platform played major role in deciding the tourist destination. Web 2.0 in recent times played a significant role in collecting and sharing tourism information. This paper wants to highlight that social media is acting as web 2.0 platform, how communicate and helping in tourist decision. Web 1.0 and Web 2.0. internet has used as participation, sharing and exchanging travel information [1].

Different users take thee platform Web 2.0 as tourism model for sharing views, travel experience and other relevant information regarding their visit [2].

Social Networking Sites (SNS) are the platform of

Web 2.0 what is widely accepted and reliable sources for accessing information for tourism industry [3]. Different forms of SNS are Facebook, Twitter, WhatsApp. These are considered for to create and share travel information [4]. Around 4.2 billion customers are using social media through mobile devices [4].

Facebook is among of the most favorable social networking [5]. SNS are used in the subject of eWOM by different author in passes of time [6],[7],[8],[9],[10],[11].

## LITERATURE REVIEW

### **Social Networking Sites (SNS) and eWOM**

WOM is normally as reliable phenomenon towards

study of consumer attitude and behavioral intention [12], [13], [14], [15], [16], [17], [18].

Tourism marketing as per existing literature most important items of SNA is eWOM and it has its direct impact on the choice of destination, programme of visit [19]. eWOM can be explain as informal platform for exchanging feeling, ideas, experiences regarding different services and provider of service.

Electronic word of mouth encompasses different types and kinds of website which involved in accessing online consumers responses and comments [20]. 1<sup>st</sup> online retail platform Amazon .com introduced in 1995 to know the responses of

customer though comments. it can be track to develop and provide better service.

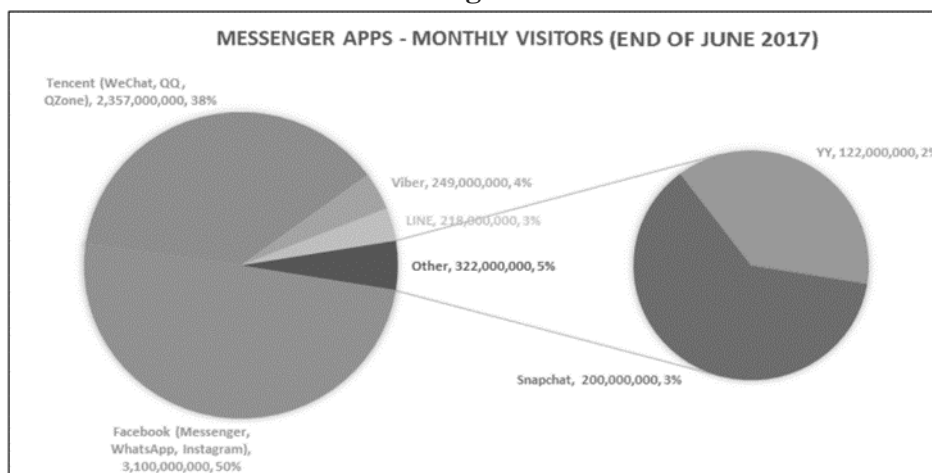
As per Chen (2008) [21] explain in his report Amazon provide around 10 million consumer review on its product offering and the responses it collect is most useful for better customer services.

Virtual communication made via eWOM took place in SNS from different channels, but prominent is Facebook [21]. eWOM frequently used to studies the credibility and validity for taking purchase decision [22][23],[24].

As per Dina, R. (2018) [25] Facebook declares in his report June 27, 2017 that total users are 2.01 billion monthlies.

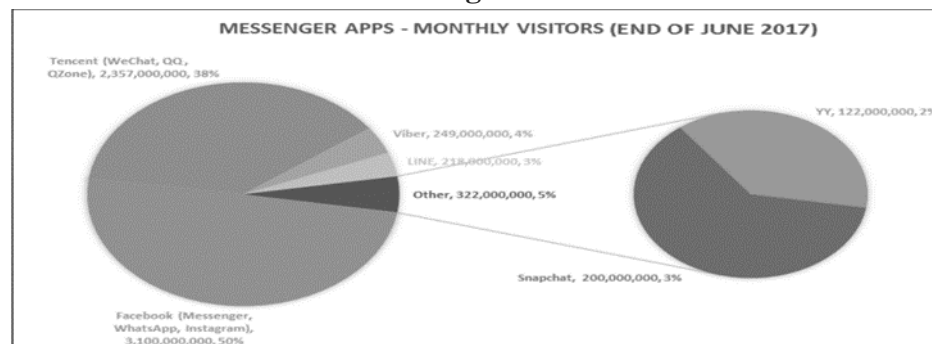
### Use of Social Media – Monthly Visitors

Fig :1



Sources: Kallas

Fig :2



Sources: Kallas

Apart from Facebook play major role in India and world but another promising app who will be

consider as the competitor of Facebook is Tencent, who has pitfall of 40% active monthly users [25].

### New Platforms used in tourism

Fig :3



#### Sources: Hernández-Méndez

As per the study of Albarq [28] eWOM through online has great impact on tourism attitude and intention towards purchase decision. This study reveals that selecting a particular place there must be a connection in between visitors' attitude and behavior based on electronic word of mouth.

#### Social Media Communication & Impact of Tourism Industry

Technology play a vital role towards creating information regarding tourist place, time of visit for visitors. Internet usage has increased from last 10 yrsrs for tourist decision . SM and tourism industry is based on information of pre and post experience sharing of tourist. It helps to create trust, justifiability, confidence for new visitors to that related tourism. Tourist information sharing on selected state are based on the information which attract visitors. These are explained i.e.

Tourist place	Reasons for tourist visit to Eastern part of India
<b>Odisha:</b>	Tourism in Odisha attracted by beautiful places like Puri Jagannath temple, Chilika Lake, Dhaulagiri. High amount of tourist come to Odisha in between October to January. Most attracted world class place Puri Jagannathan temple and Beautiful Sea Beach.
<b>West Bengal</b>	It is a beautiful place attracted by its cultural values, notable historical building and handicraft. Due to the geographical location best time to visit to WB in between October to March. Beautiful places that creates visitor's attraction are Darjeeling , Tiger Hills, Digha Sea beach, Siliguri, Sundarbans. It world cheapest location in terms of cost of transportation for visit nearby places.
<b>Bihar</b>	It is a place highly blend with cultures like, Buddhism and Hinduism, winter summer and monsoon are suitable time to spent. Bodh Gaya, Mahabodhi temple, Nalanda, Golghar, Barabar Caves are best places to visit.
<b>Chhattisgarh</b>	This place is famous for its waterfall, architectural marvels tribal dance, natural beauty scenic. Tourist spots are Chitrakote waterfall, Sahid Veer Narayan Sing International cricket Stadium, Maitri Bagh, Kailash and Kutumsar. It is treated by most young couple as honeymoon place.

## I. TOURIST HITS TO EASTERN PART OF INDIA AND GROWTH TREND

Due to the advancement of technology, usage of internet in tourism industry is increasing and this increase clearly shown from tourist hits from last

two-year (2016 and 2017) as per report of Government of India i.e. Indian Tourism Statistics 2018, given in (Table-1)

**Tabel:1. Statistics of Total No. of World Tourist Visited to India from last 10 years**

Sl No	STATE / UT	2016		2017		Growth Rate	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	ODISHA	12842766	76361	14011229	100014	9.1	31
2	WEST BENGAL	74460250	1528700	79687645	1574915	7	3
3	BIHAR	32414063	1082705	1.96	4.03	14	9
4	CHHATTISGARH	12231935	6655	0.74	0.02	20	30

[Source: Indian Tourism Statistics, 2018, pp.95-96]

From the statistics of GOI according to our study of four state Odisha, Bihar, Chhattisgarh and West Bengal, highest growth rate was found out in 50 % growth in Chhattisgarh followed by Odisha 40.1 % growth, Bihar is 23% last is West Bengal is of only 10% overall growth including Domestic as well as foreign.

## II. OBJECTIVES OF STUDY

1. To know the significant relationship in between Electronic word of mouth (Web 2.0) with visitor's attitude (VTAD), Electronic word of mouth (Web 2.0) with Travel Intention(TI) lastly visitor's attitude with Travel Intention towards visiting to the eastern part of India.

## III. HYPOTHESIS OF STUDY

**H<sub>01</sub>:** There is significance relationship in between eWOM and Visitor's attitude towards tourism decision.

**H<sub>02</sub>:** There is significance relationship in between eWOM and Intention Travel towards tourism decision.

**H<sub>03</sub>:** There is significance relationship in between Visitor's attitude and Intention Travel towards tourism decision.

## IV. METHODOLOGICAL FOUNDATION

As per Berg (2016) the method of choosing qualitative and quantitative of doing research solely depends upon purpose of research [29]. For the present study data have been collected from primary sources. As our area of study is based on eastern part of India (Odisha, west Bengal, Bihar and Chhattisgarh), and place are chosen on the basis their popularity. article is based on descriptive statistics and correlation analysis to address research issues. Seven-point Likert scale was used to captured the responses through structured questionnaire. Data collected from 220 Responses with online mode by using convenience sampling techniques out of which 150 responses found suitable for analysis.

We have adopted the well-developed questionnaire of 3 authors for 3 selected constructs,

- eWOM measured through 7-point scale (Jalilvand,2012)- 06 items [32]
- Visitor's Attitude measured through 7-point scale (Gamble.et.al, ,2009)-03 items [33]
- Travel Intention measured through 7-point scale (Kassem,2003)-03 items.[34]



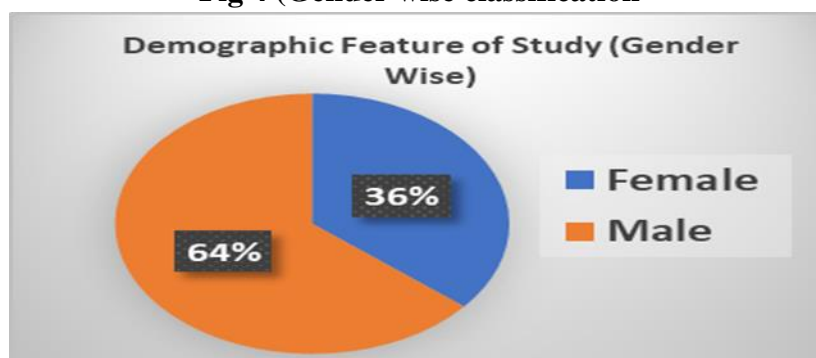
## V. ANALYSIS AND INTERPRETATION

As per the results we found from questionnaire are discussed under four categories i.e.

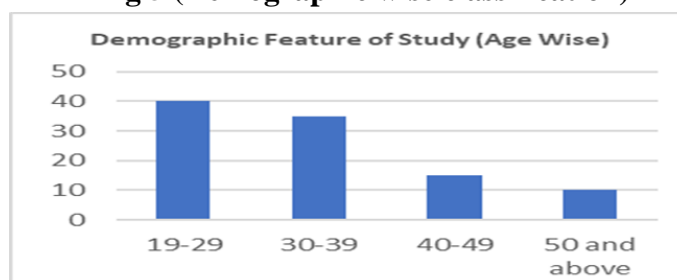
Demographic Feature of study, eWOM Vs VTAD , VTAD vs TI, eWOM vs TI

[Demographic features of Study: Gender wise, Age Wise, Degree wise)

**Fig 4 (Gender wise classification)**



**Fig 5 (Demographic wise classification)**



Total number of respondents give responses are 140. Out of which 50 no of female and 90 nos of female give their response. Data collected age wise which fall under four categories i.e 19-29, 30-39, 40-49, 50 and above, responses were received under each class, 40,35,15,10.

## Interpretation

To study the above hypothesis, we have applied descriptive statistics inferential statistics, by applying Pearson correlation Coefficient analysis.

**Descriptive Statistics of eWOM (Tabel:2)**

Electronic word of mouth (eWOM)	Mean	SD
(eWOM1) I often consult other tourists' online travel reviews to help choose an attractive destination.	4.77	1.123
(eWOM2) When I travel to a destination, tourists' online travel reviews make me confident in travelling to the destination.	4.29	1.195
(eWOM3) I frequently gather information from tourists' online travel reviews before I travel to a certain destination.	4.45	1.272
(eWOM4) I often read other tourists' online travel reviews to know what destinations make good impressions on others.	4.34	1.147
(eWOM5) If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decision.	4.27	1.212
(eWOM6) To make sure I choose the right destination, I often read other tourists' online travel reviews	4.68	1.165

(VATD) As a Attitude toward destination (ATD) I think that eastern part of India is:	Mean	SD
(VATD 1) Very bad/Very good	5.33	0.715
(VATD 2)Very worthless/Very valuable	5.13	0.602
(VATD 3)Very unpleasant/Very pleasant	4.83	0.588

**Descriptive Statistics of VATD (Tabel:3)**

**Descriptive Statistics of TI (Tabel:4)**

Travel intention (TI)	Mean	SD
(TI 1) I would visit eastern part of India rather than any other tourism destination	6.85	0.458
(TI 2) I If everything goes as I think, I will plan to visit eastern part of India in the future	6.24	0.556
(TI 3) I predict I will visit eastern part of India in future	6.1	0.515

The interpretation of results From the calculation of mean and standard deviation for eWOM, VATD, represent that visitors were influenced by eWOM in the following area mostly tourists' online travel reviews to help choose an attractive destination (mean-4.7 and Standard Deviation-1.123) highest among all 6 factors. Followed by choose the right destination, I often read other tourists' online travel reviews (mean-4.68 and Standard Deviation-1.165) (Tabel:2).

Visitor's use gather information from tourists' online travel reviews before travel to a certain destination

(mean-4.45 and Standard Deviation-1.272), Visitors Attitude toward destination (ATD) I think that eastern part of India majorly affect towards taking decision with mean score of 5.33 where as Standard Deviation score of 0.751. (Tabel:3)

Young Visitors are love to visit eastern part of India because natural beauty because it validates with high central score of mean –6.85, with SD of 0.458. higher is the value of mean better it represents average position. (Tabel:4)

Component	eWOM	VATD	TI
Electronic word of mouth (eWOM)		0.593*	0.628*
Visitor's Attitude toward destination (VATD)	0.593*		0.632
Travel intention (TI)	0.628*	0.632*	
Note: $p < 0.01$			

**Correlation Analysis in Between eWOM, VATD, TI towards visiting to the eastern part of India. (Tabel:5)**

This section states that correlation between the latent variables eWOM with Attitude is 0.593, eWOM with is 0.628 bit higher than attitude, it indicates that electronic word of mouth has higher moderate impact with intention of tourist intension to visit India. Where as visitor's relation with eWOM is 0.593 and Travel Intention is 0.628. which visitor's attitude greatly influenced Tourist Intention. Where as in case of tourist intention is mostly affected by visitor's attitude 0.632 followed by electronic word of mouth also nearer to the visitor's score 0.628. it

indicates visitor's intention to make a tour arrangement is moderately correlated with e-WOM and visitor attitude. it implies that eWOM and visitor's attitude in same direction with tourist intention regarding visit to India. This output is validated by previous research [30].

## CONCLUSION

Paper concluded that electronic word of mouth has impact on the visitor's attitude for taking decision regarding visit to western part of India.Article reveals that visitor's consult other tourists' online

travel reviews for an attractive destination, choose the right destination, by going through online travel reviews in web 2.0 (Facebook), gather information from tourists' online travel reviews before they started travelling to a particular destination with positive visitor's Attitude toward destination (ATD) with respect to eastern part of India can help to take decision like visitor's visit eastern part of India rather than any other tourism destination. Tourist intention is mostly affected by visitor's attitude 0.632 (as per correlational analysis Table 5) followed by electronic word of mouth score 0.628. it indicates visitor's intention to make a tour arrangement is moderately correlated with e-WOM and visitor attitude.

As per the research objectives it recommended that the visitor attitude has high positive impact on tourist decision. Previous studies also certify that eWOM information is very much important for tourism. Web 2.0 play significant role towards collecting and sharing tourism information [28],[30],[12]. Word of mouth is play promising role towards decision making.

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