E-TOURISM: A STUDY OF PARADIGM SHIFT IN TOURISM SECTOR WITH SPECIAL REFERENCE TO UTTAR PRADESH TOURISM

Thesis

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By

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Declaration by the Scholar

I hereby declare that the work presented in this thesis entitled " *E-Tourism: A Study of Paradigm Shift in Tourism Sector with Special Reference to Uttar Pradesh Tourism*" in fulfilment of the requirements for the award of Degree of Doctor of Philosophy, submitted in the Maharishi School of Commerce and Management, Maharishi University of Information Technology, Lucknow is an authentic record of my own research work carried out under the supervision of **Dr Vijay Kumar**. I also declare that the work embodied in the present thesis-

    i)   is my original work and has not been copied from any journal/ thesis/ book; and

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SUPERVISOR'S CERTIFICATE

This is to certify that Mr./Ms. **UPASANA SAXENA** has completed the necessary academic turn and the swirl presented by him/her is a faithful record is a bonafide original work under my guidance and supervision. She has worked on the topic " ***E-Tourism: A Study of Paradigm Shift in Tourism Sector with Special Reference to Uttar Pradesh Tourism"*** under the School of Commerce and Management, Maharishi University of Information Technology, Lucknow

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ABSTRACT

The tourism industry plays a pivotal role in economic development, and leveraging online media platforms has become imperative for destination marketing. This thesis investigates the role of the Uttar Pradesh government in promoting tourism through online media, focusing on various aspects including destination marketing strategies, tourist preferences, and the impact of social media.

The objectives of this study are multifaceted. Firstly, it seeks to analyze the role of the Uttar Pradesh government in promoting tourism through online media channels. Secondly, it aims to understand tourists' opinions and needs regarding internet usage for destination search and travel planning within Uttar Pradesh. Thirdly, it aims to identify the contribution and responsibilities of Uttar Pradesh Tourism towards tourism promotion and ensuring tourist satisfaction. Lastly, it aims to determine the importance of social media in influencing tourists' travel patterns within Uttar Pradesh.

The theoretical framework guiding this research is centered on the hypotheses developed for testing. The first hypothesis (H.1) posits that the characteristics of the Uttar Pradesh website significantly influence a consumer's overall impact on destination decision-making. The second hypothesis (H.2) suggests that service quality provision by the Uttar Pradesh website significantly influences a consumer's trust in the site. The third hypothesis (H.3) proposes that tourists' trust in the Uttar Pradesh tourism website and other social media accounts significantly influences consumer satisfaction and loyalty towards the site.

To achieve these objectives and test the hypotheses, a mixed-methods approach will be employed. Primary data will be collected through surveys and interviews conducted with tourists visiting Uttar Pradesh, as well as through content analysis of the Uttar

Pradesh tourism website and social media platforms. The quantitative data will be analyzed using statistical techniques such as regression analysis to test the hypotheses, while qualitative data will be analyzed thematically.

Explanatory research, employing a quantitative methodology, is utilized to ensure objectivity and reliability in the findings. The study adopts content analysis to scrutinize the promotional strategies employed by Uttar Pradesh Tourism across various online platforms, including its official website and social media accounts.

Data collection involves gathering insights from both real travelers and tourists, examining their preferences for accessing travel-related information and services. Additionally, the study conducts a comparative analysis to gauge the effectiveness of Uttar Pradesh Tourism's promotional efforts against those of private players in the tourism market.

The inclusion of Uttar Pradesh Tourism in this research is motivated by a noticeable gap in the existing literature, which has overlooked the state's significance despite its substantial population and inbound tourism numbers. By focusing on Uttar Pradesh, the study aims to address this oversight and contribute to a more comprehensive understanding of tourism promotion strategies at the state level.

Key considerations include the shift from traditional marketing approaches to social media engagement, with a specific emphasis on the role of the Uttar Pradesh Tourism website and its integration with popular social media platforms such as Facebook, Instagram, Twitter, and YouTube. Through active engagement with tourists on these platforms, Uttar Pradesh Tourism seeks to enhance its promotional reach and attract more visitors to the state.

The findings of this study are expected to contribute significantly to both theoretical and practical aspects of destination marketing and tourism management. By understanding tourists' preferences and behaviors in accessing online information, policymakers and tourism authorities can tailor their strategies to effectively promote Uttar Pradesh as a tourist destination. Moreover, insights gained from this research can aid in enhancing the online presence and service quality of Uttar Pradesh tourism platforms, thereby fostering greater trust and satisfaction among tourists, ultimately leading to sustainable tourism development in the region.

Overall, this thesis offers a comprehensive analysis of Uttar Pradesh's tourism promotion strategies in the digital age, shedding light on the effectiveness of online media in shaping tourist perceptions and behaviors. The findings are expected to inform policymakers and tourism stakeholders, guiding future initiatives aimed at enhancing Uttar Pradesh's position as a premier tourist destination.

Keywords: Uttar Pradesh Tourism, Uttar Pradesh tourism Website, Uttar Pradesh Tourism Official Twitter Handle, Uttar Pradesh Tourism Official Facebook Handle, Uttar Pradesh Tourism Official Instagram Handle, Paradigm Shift, Tourism, Customer Behaviour, Tourist perspective, government role, sustainable development, Destination marketing, promotion of tourism website

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ABBREVIATION

ANOVA	Analysis of Variance
ASEAN	Association of Southeast Asian Nation
AYUSH	Ayurveda YOGA, Unani, Naturopathy Siddha
BITM	Bharat International Tourism Mart
BRICS	Brazil Russia India China South Africa
CII	Confederation of Indian Industry
CSR	Corporate Social Responsibility
DMO	Destination Marketing Organization
E-WOM	Electronic Word of Mouth
FAITH	Federation of Association in Indian Tourism And Hospitality
FGC	Citizen Generated Content
FTA	Free Trade Agreement
GITB	Great Indian Travel Bazaar
GDP	Gross Domestic Product
HVS	Hospitality Valuation Services
IATA	International Airport Travel Association
ICPB	Indian Convection Promotional Bureau
IITFC	Incredible India Tourist Facilitator Certificate
ITM	International Trade Mart
ICT	Information and Communication Technology
KTM	Kerela Travel Mart
LTO	Local Tourism Organization
MICE	Meetings incentives conference and event
M.O.T	Ministry of Tourism
NITI Ayog	National Institute for Transforming India
NGO	Non- Government Organization
NTO	National Tourism Organization
OTM	Outbound Travel Mart
ONS	Online Social Network
PCA	Principle Component Analysis

PRASAD	Pilgrimage Reinvigoration and Spiritual Intensification Drive
RevPAR	Revenue Per Available Room
RIA	Rich Internet Application
RNS	Radio Network Subsystem
ROI	Return of Investment
RTO	Regional Tourism Organization
SAATHI	System for assessment awareness and Training for Hospitality Industry
SAARC	South Asian Association for Regional Corporation
SATTE	South Asia's Travel and Tourism Exchange
SARS	Severe Acute Respiratory Syndrome
SEM	Structured Equation Modelling
SNS	Social Networking Sites
SOA	Service Oriented Architecture
SOP	Standard Operating Procedure
SPSS	Statistical Package for Social Science
STO	State Tourism Organization
SWOT	Strength Weakness Opportunity Threat
TFCI	Tourism Finance Corporation of India
UNWTO	United Nations World Tourism Organization
WHO	World Health Organization
WTTC	World Travel and Tourism Council
WTO	World Tourism Organization
WTM	World Trade Mart
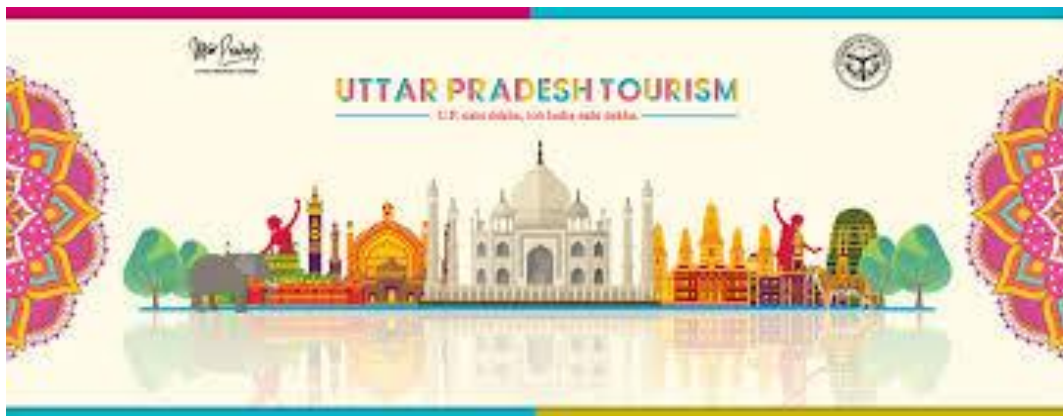
UTTAR PRADESH TOURISM
U.P. nahi dekha, toh India nahi dekha.

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Introduction

CHAPTER 1

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1.1 Prelude

Tourism can be termed as a process of providing high end or advanced services to the people who are travelling for ensuring different purposes like recreational, leisure and business purposes. The tourism has a great importance for boosting the National as well as International economies which can create more GDP for the country. In a broader perspective that encloses within the important aspect of research done in this subject done for the modern tourism which encompasses primarily the social media. It blends the understanding which the tourist gathers through social media sites and tourism website and the expectation which they finally get form the tourism website and social media websites.

With the adaption of the convergence media the modern life of the people has changed in every aspect whether the people social life, education, Political life and other cultural things related withy their lives all over the world. The present study was conducted in Uttar Pradesh State, the study investigates the paradigm shift in the tourism sector taken up by the new ways of ICT technology in comparison to the traditional approaches of attracting tourist towards the destination and promoting the tourist destination, the study will also find the use of both the technology in attracting tourist towards the destinations and facility provided to them. The methodology used in the study will be mix method of qualitative and quantitative approaches.

The main aim of the of the research is to reconnoitre tourism development across the country and especially in the state of Uttar Pradesh, and how convergence media has created a new door for tourism promotion, the significance of the study and the objective of the study will be defined in the current chapter.

1.2 Worldwide Tourism Development

Tourism helps in the development of the nation and also one of the factors in increasing the economy of the nation. The procreation of new education system and with the advent of web 2.0, then 3.0 and coming up of web 4.0 has changed the way the people look for tourism and visiting from one place to another place all over the world (Singh, 1982:283). The enhancement of the tourism and the increase use of ICT technology has led in the increase of economic development, especially in the development of employment in the nation (Medilk, 1995: 188). With the increase in the tourism, not only a nation progresses but also it generates more and more employment among the people and increase the GDP of the country and the National Income of the country.

Tourism can be defined as the process where the tourist or the person willing to travel move from their parent location to another location for a certain period of time for the recreational purpose, official purpose or for the leisure. This will not only enable the change in the location of the concerned person but also the motive and activities of the person changes accordingly and later their experiences are recorded for the testimonial purposes. The experience could be of recreational, rejuvenation of mind, shopping, exploring new places, relaxation with the self or within the group.

Tourism help in the economic development of regions, national and also globally. The economies of developing countries can be boosted with the increase in tourism, therefore most of the countries promote their tourism globally to get more tourist from across the globe.

In view from both the ends whether the researcher or the marketers, It has been analysed that tourism has come up as the upcoming sector other than social, political and economic in bringing the National Income to the Country. The researchers have done in dept analysis in tourism and found that the researchers have studied about the tourism

in date back in 70's and later on 80's. In the 90's the growth in the tourism sector is inevitable and after that tourism is not only taken as the activity which is done for the pleasure and leisure purposes but rather tourism can be defined into many other activities.

1.3 Significance of Tourism:

Tourism is getting more advanced with the coming up ICT and web 2.0 and the DMO's (Destination Management Organization) started handling the tourism websites and more traffic is diverted towards the social media and different websites. Destination being the major part of the tourism play a vital role in which both the private and the government bodies use to promote their destinations by using different services and offers in their websites to attract the tourist towards their websites and related social media sites (Munnar, 2012) DMO's accomplishes the task of creating the attraction of a particular destination, city, region, state and a whole country (Gretzel, U et al, 2006, Pike, S., & Page, S. J. 2014, Buhalis, D. 1997).

Some of the characteristics of Tourism and their importance is discussed in the below mentioned points.

❖ As Tourism is one of the activities that is done for the leisure, to understand or to know about the culture and also seeing the heritage of different states. This has made tourism as one of the globally acknowledged activity among the Nations.

❖ Tourism is one of the prime activities for source of economic income for the Nation and help in generating Gross Domestic Product (GDP) as Tourism is the major contributor of approximately 10% of the world GDP.

❖ Tourism contributes more than 7% in the world trade being the most used method of travelling from one country to another country.

❖ Modern Tourism can be now divided according to the type of tourism the tourist is opting for: Cultural Tourism, Medical Tourism, Eco- Tourism, Adventurer Tourism, Religious Tourism, Virtual Tourism etc.

❖ Modern Tourism has its roots not only in the country but also internationally

❖ Tourism is not only increasing the GDP of the Nation and the World but also creating job perspective for the people and increasing employment by 10%.

❖ With the growth of the modern Tourism Sustainable tourism has gained distinction since it joins environmental, sociocultural, economic and primordial factors.

With the increase in tourism and opened tourism from one country to another country where t5he tourist can move across from one Nation to another Nation for leisure or any other kind of tourist activities. With the rise in transportation facility all over the globe has also enables the increase of business activities among the nations. This not only enable the cordial relations among the nations but also increase the economic conditions of the nations by removing the disparities among them and increase social development among the nations (WTO, 1981:332)

1.4 Recent Trend in Tourism:

Tourist has been viewed as one of the activities of which radical changes can be seen over time, which has been evolved as a comprehensive, sustainably balanced engaging involvement. The new and Modern Tourism perspective can be clubbed into three different elements that are: a) Tourist Destination and the people living in that place. b) DMO (Destination Marketing Organization) and, c) The destination where the tourist feel comfort with the people in that habitant. A comparison has been made between the traditional tourism approaches with that of the modern tourism approaches, the traditional tourism approaches were homogenous in nature but the modern tourism

approach are radical, transformative in nature and the amalgamation of ICT technology and the traditional approach of tourism by providing that human touch to every planning of tourism. The modern perspective are as follows:

1.4.1 Sustainable Tourism:

One of the new emerging concepts of eco-friendly and community welfare tourism is Sustainable Tourism, which is meant for encouraging the tourism to use the sustainable feature of the countries, so that the adverse effect can be reduced or can be eliminated from the host countries. The sustainable tourism approach is meant to develop and maintain the cultural factor of the country, creating ecological balance for the future generation and the present people. Sustainable Tourism practices are meant for increasing Social, Economic and cultural benefits to the Nation and also benefit the tourist as well. According to WTO (World Travel Organization) in 2004, proposed that for optimal use of resources so that the heritages of the Nation can be secured with the eco-friendly environment motive and biodiversity among the nations. They also recommend for understanding the culture of that host country by meeting the people in the host country as well as it is also recommended to use the public transport to maintain the eco system of the country and to be a sustainable tourist.

According to the world Summit's like, WSSD - Johannesburg Plan of Implementation: Sustainable Tourism (1992), World Summit on Sustainable Development, Rio de Janeiro (1991), Global Codes of Ethics for Tourism, 1999 (UNWTO), The Cape Town Declaration: Responsible Tourism in Destinations (2002) are the names of some of the summit which have recommended about the sustainable tourism approaches across the world. In the year 2018, The UN World Tourism Organization (UNWTO) has issued two reports, "Tourism for Development" and "Bridging Worlds: Sustainable Tourism

Approach", which show the value of ecological and environmentally tourism and how it will benefit tourism as a whole and countries in the process.

The INSTO is a database of tourist surveys that examines the economic, ecological, and social consequences of tourism at the projects aimed.

The World Tourism Organization routinely prepares reports for the United Nations General Assembly that provide updates on sustainable tourism policy through both UNWTO member countries and UN Member States, along with related United Nations organisations and initiatives

1.4.2 Responsible Tourism:

Responsible tourism as the name suggest is about making the places for the tourist as well as the habitants living there. This kind of Tourism needs the different elements that are as follows:

a) Tour operators/ websites, b) Hotel Industries, c) State Government and d) local people or the habitant of that place take the due course responsibility to for providing the sustainable tourism to the society and the tourist.

The government officials and government and the government owned tourism websites should be responsible for the devising the promotional strategy for the responsible and sustainable tourism for the increase in the economy of the state as well as increased economy of the Nation by increasing the growth rate (Pious, T., & Baby, A, 2016).

The authorities should promote responsible tourism since it helps the economy grow and generates cash for the locals (Pious, T., & Baby, A, 2016). It encourages tourism development, which help to maximise advantages to host communities while minimising negative environmental and socio - cultural impacts. The search for a type

of tourism that minimises amount of environmental devastation gave rise to the concept of ecotourism. Sustainable tourism is widely acknowledged since it offers advantages both internationally and regionally. Sustainable tourist operations assist untrained and uneducated rural people in finding employment that matches their abilities.

1.4.3 Endogenous Tourism:

If the literal meaning of endogenous is considered than the meaning reflects "The thing which cultivate from inside the host", so as the endogenous tourism do with the tourist that they try to encourage new places for the tourist to explore the new and different places and people of that region or nation. This kind of tourism can be termed as "Radical" Tourism where the shift from the traditional tourism is shifting to the modern tourism and enabling the visitors to have the mutual understanding among the tourist and residing people. It strengthens the tourist experiences into a new height for the cultural and social concurrence to the host communities.

The basic form to create a particular perspective to create cultural and social concordances for the Nations, cities and regions where the tourists are visiting. The basic task of endogenous tourism is to convert the mindset of the customers/tourists for creating the eco-friendly environment and cultural upbringing of that nation for increasing the harmony and goodwill of the Tourist Destination.

For the sustainable tourism and development of new modern eco-friendly tourism, it is needed to see the social, economic and cultural benefits attached with it. According to Monavari et. al, 2013:198; tourism development of any of the nation depends on these factors for strengthening and managing the resources for the development of the nation and its GDP.

1.5 Tourism in India:

Tourism is marked in India as late as 5000 old in the History, when the civilization was started, and travellers were travelling from one continent to another for the different purposes. The Tourism approach in India was back from many years and the cultural approach which says "Athithi Devo Bhava (Guest is God). Later on as the traveller keep on increasing from one place to another and from one continent to another, so as the traveller started changing from Traveller to Tourist and different tourism started as people started traveling for the leisure purpose, pilgrimage and later on as a merchants for the purchase of raw material from India and then they came as invaders and rulers who are thought for making money from taking the raw material from India and then trading it to different parts of the world. Now that can be traced with the help of the different inscriptions, traces and Pictures which were engrossed by those time people and now they are used for the modern tourist for knowing about their ancient and traditional India.

India has its old heritage and culture, it is rich in traditions, their priceless monuments which are also in the world heritage site by the UNESCO, other than the natural beauty of the different parts of the country are worth viewing, the architectural treasures are safe in the heart of India, other than India's custom, their different festivals and their celebrations also become one of the attractions towards the tourist to visit the country and even the people from different part of the country also want to explore different states to be the part of the culture and tradition of the state. The natural beauty of India is magnificent in terms of its beauty with different features like its cool beaches, high rise mountain ranges, tropical forest, and large deserts. With the Flaura and Fauna of the Nation it was also recognized by the world heritage site.

Table no 1.1. Tourism categories in the world

Sl. No.	Type of Tourism Category	Features
1.	Wellness - Tourism:	This is among of the tourism which is among the one of the fastest increasing tourism sector where the tourist are moving from one city/ state/ region to other for the purpose of their health and wellness.
2.	Eco Tourism	With the increasing Globalization and its impact on the environment and also with the increase in global warming and their adverse effect on the people, now people are switching their interest into eco- friendly tourism, where they can balance themselves with the natural surroundings.
3.	Cultural Tourism	Cultural tourism practice encourages the different tourist to visit the Nation, city, region for their cultural reasons and to understand about that culture and the society. It also incorporates the interaction, comprehensiveness about that society with their culture.
4.	Film Tourism	Film tourism refers to the influence that films can have on our travel motivation by inspiring people to visit the locations that have been exhibited in person. Cinematic tourism is not only a wonderful platform for destination branding, but it also provides product development process opportunities, such as

		destination tours, film museums, exhibitions, and the parallax scrolling of current tourist destinations with a film linkage.
5.	**Leisure Tourism**	As the work pressure is increasing on the people, so as the problem of coping with stress and depression , so the people switch their place and more into more leisure activities by travelling and having self-recreation, self-relaxation and for the sake of entertainment.
6.	**Niche Tourism**	Niche tourism is the tourism where the tourist and DMO are choosing the tourist which are meant for particular purposes. Adventure tourism, wine tourism, atomic tourism, space tourism, garden tourism, sex tourism is some example of Niche Tourism.
7.	**Pilgrimage Tourism**	India is known about its architecture and pilgrimage, being one of the most culturally sound country with diverse culture and have good number of tourists. It has a wide pilgrimage from the olden days and story are there in the medieval age, whether about the Hindu Mythology, Mosque and Dargah.
8.	**Rural Tourism**	Rural tourism may be defined as any form of tourism that showcases traditional lifestyle, art, culture, and heritage in distant locations, as well as providing a positive impact on the local community's economy and society, while also providing more enjoyment for tourists and residents. In this post, you'll learn about the various aspects of rural tourism.
9.	**Medical Tourism**	Medical tourism (also known as medical traveling, health tourism, or transnational healthcare) refers to the rapidly

		rising practise of travelling across international borders to get health services.
10.	**Adventure Tourism**	Adventure tourism includes adventure or discovery in distant and unique regions.
11.	**Cruise Tourism**	Cruise shipping is one of the most vibrant and quickly emerging segments of the global leisure business. Its marketability is rapidly increasing, and it's swiftly rising in popularity. India, with its magnificent shoreline, lush woods, and breath-taking islands, might be a popular cruise destination.

The History of tourism backed from the ancient times, but the proper recognition of the tourism was given when the Tourism Department was formed by the Britishers and was chaired under the chairmanship of Sir John Sergeant and the beginning was in the year 1945. Later, the Tourist Traffic Committee was formed in 1948 and its first branch was coming into operation in 1949 at Kolkata and Madras. Finally, the final form of tourism development took place in 1956 when the Second Five-year plans were implemented. Tourism was one of the major gauges for the economic development of the Nation in the year 1950. Later with the time The Tourist Traffic Branch was converted into Department of Tourism which was brought under the Ministry of Transport and Communication as on March 1st, 1958, the department ensures that the basic necessities to the people should be provided such as lodging, food and Hospitality. As the development took place, in the year 1963, another committee was established which was headed by L. K. Jha for the proper functioning of activities related to tourism.

India tourism Department received the global accreditation by the United Nations in 1965 in the general assembly, organised during the International Tourist Year. Tourism was expected to serve as a wake-up call for the Indian government as it showed how important it is for citizens to tour for different destinations. Meanwhile, the three different organizations for the tourist has been started as Hotel Corporation (1965), Indian Tourism and India Tourist Traffic Corporation (1966) for the tourism promotion. The major goal of the Indian government in establishing the India Tourism Development Corporation (ITDC) in 1966 was to turn India into a travel destination. Although the second and third five years' plans-initiated discussions on tourism, the sixth plan signified the start of a new era for Indian tourism, which was a vital tool for social efficiency and financial development. After the 1980s, tourism activities in India received an unified impetus by developing a National Tourism Policy and by establishing a Tourism Finance Corporation to sponsor tourism projects across the country. In 1988, the Indian Government considered a systematic plan to achieve sustainable tourism development. It was accompanied by a National Tourism Action Plan in 1992. In addition, the Indian government has established the Tourism Policy (1982), the Tourism Action Plan (1992), the National Tourism Promotion Strategy (1996) and the Indian National Tourism Action Plan (1997). In 1997, a new tourism policy was developed in line with the country's financial plans. For public dialogues and professional methods, trends and difficulties in tourist development have been documented.

In India, the annual report of the Ministry of Tourism is considered to be the most credible information on visitor arrivals in the country. According to Indian tourism statistics in 2017, India witnessed an annual growth rate of 8.80 million Foreign Tourism Arrivals (FTA). In 2016, 1613.6 million domestic trips to the states and union

territories were registered. In 2017, 10.18 million foreign visitors came with an annual growth of 15.6% during that same period in 2016. (Indian tourism statistics 2017:195). India has gained worldwide attention from the tourism promotion point of view with its diverse magnificence and cultural heritage.

In recent times, rather than supervisors, the government has partnered with groups around the country to encourage tourist industry as a way to stimulate economic growth. Support and implement integrated tourist pathways based on distinct history and assure that foreign travellers benefit from their physical refreshment, mental revitalisation, culture and spiritual upliftment. In a way, democracy in relaxing seems to be another aspect in India's advancement in tourist traffic. (Khan, 2005).

The tourism and tourists industry in India receive various academic and employment support from public and semi-public institutions, such as the Tourism Development Corporation, the Tourism Finance Corporation, hotel management and catering technologies institutes, the Food Craft Institutes, Indian Institute Tourism and Travel Management. The State Tourism Development Corporation, India Tourism Development Corporation, District Tourism Promotion Councils, Indian Association of Tour Operators and the Association of Travel Agents of India also played a crucial role in the development and advance of these industries

1.6 DMO's (Destination Marketing Organizations)

DMO's (Destination Marketing Organisation) serves a crucial role in tourism destination development, branding and distribution. Destination development is about putting together the diverse planning efforts, investment plans, architecture, human resources, and engagement of the stakeholders for a particular destination. DMOs can also be described as an enterprise of any specific destination level and marketer (Pike, 2004). DMOs are liable for cumulative marketing and employ umbrella campaigns to

reach the products and services provided by stakeholder groups at a particular destination. A DMO is responsible for promoting an identified destination (Pike, 2004) and for selling locations (Pike, 2012) in different regions in the world. Pike (2004) states that from the middle of the 20th century DMOs emergence engaged in the growth of tourism.

DMO's can be classified into three different categories named s National Tourism Offices (NTOs) and State Tourism Offices (STO), Regional Tourism Organizations (RTOs), Local Tourism Administrations (LTAs), and Local Tourism Associations (LTAs) are all examples of tourism organisations (Pike, S. 2007). The National Tourism Office (NTO) is described as "the entity with overall responsibility for marketing a country as a tourism destination" (Pike, S. 2007), although the State Tourism Office (STO) is an association in charge of promoting the destination of a state or province. Regional Tourism Offices (RTOs) are organisations that specialise on marketing a certain area as a tourist attraction (Pike, S. 2007).

District DMOs, also known as Provincial Tourism Organizations, exist in a few nations named as Regional Tourism Office (RTO). It is established in New Zealand, where there are thirty Regional Tourism Offices (RTOs), in Ontario, Canada, where there are thirteen RTOs, and in Western Australia, where there are five Regional Tourism Offices (RTOs). India's tourism departments are divided into 28 states and eight union territories (UTs). They serve as Regional Tourism Organizations (RTOs) and Destination Marketing Organizations (DMOs) throughout the country, promoting their destinations in both domestic and overseas markets. To showcase their particular destination, many state/UT tourism ministries collaborate with the Ministry of Tourism, India. Tourism bureaus may also organize their affiliates in the form of businesses in order to help their advertising and marketing efforts. For the sake of study taxonomy,

the term "state tourism department" has been applied to both Indian states and union territories, and it can be translated as "Regional Tourism Organizations" (RTOs).

1.7 The use of Social Media for the promotion and marketing of Tourist destinations

Nowadays, communication has been one of the important mediums for the people or the customers to know about the different products and services the marketers offer for the consumers, this can also be done using the AIDA model of creating the awareness, interest, desire and then leading the customer towards the action of purchase. With the advent of Internet to the people for their personal uses in 1990 and this has given marketing into new destination and new way of communication and reaching to the people in more prominent way. Internet has offered a two-way communication process for the consumer for the more personalized form and this was made easy with the ICT technology called Web 2.0 as web 1.0 doesn't offer one-way communication process (Buhalis, 1997).

Web 2.0 provide a technological benefit to the customers and the freedom to select their tourist destination just by landing on the social media page or the concerned state or country website, which enables the Destination Marketing Organization: DMOs to create for them their destination services and the recommendation for their destination (Molinillo, et. al., 2018) and they can easily communicate with them and they can share their experiences about the destination and can also share the feedback regarding their destination (Sigala, 2010; Howison et al., 2015). With the use of ICT (Information and Communication Technology) has played an important role for changing the marketing strategy with the help of social networking and using it for the E-WOM (Electronic Word of Mouth). With the increasing use of Social media, consumers are now capable of getting the information communicated and also it helps in attracting the customer to

get the different things which customer cannot gain through traditional media as the use of audio-visual, texts, comments, messages, multimedia which attract more tourist towards the destination and new thing which came into existence is about the Testimonials, UGC (User Generated Contents (Lu, Y., Chen, Z., & Law, R. (2018); Kavoura, A., & Stavrianea, A. 2014; Zeng, B., & Gerritsen, R. 2014).

1.8 Digital Revolution: Internet & Tourism Industry (e-tourism)

In every area of life, the World wide web has brought revolution. Since its introduction, Business has provided a level playing field for small and large companies alike by reaching out to clients from all over the world. By making data easier for all companies across the world to see and use, it has helped enterprises to be more competitive and innovative in the development of new and better services for customers. ICT (Information Communication Technology) is a vital component of any organization, be it production or services. This innovative idea for doing businesses is known as E-Tourism. It allows new businesses to access international markets quickly and with lower overall expenses.

Buhalis D (2003) When considering the implications of digitization, it can be said that e-tourism is applicable to all procedures and value - chain in the tourist, leisure, hospitality, and culinary industries. It is strategic in nature, using e-commerce and applied information and communications technologies (ICTs) to optimize the effectiveness and performance of the tourist company.

The expanding need for novel tourism experience, coupled with a desire by more people to acquire tourism-related information, has created unprecedented business potential for less developed nations. ICTs aid destination and national tourism operators in marketing and developing their products all over the world. A system redesign which incorporates new technology, and a strong focus on the marketing of those

technologies, can allow emerging economies to foster their own company image, develop a new product, focus on promoting their tourist facilities, and increase the number of customers from whom they earn tourism dollars, thereby advancing both domestic and foreign growth (UNCTAD, 2005).

Online travel is acknowledged to have quadrupled the revenues of the tourist sector around the globe. The task at hand is to do a comprehensive examination of the business-to-consumer digital environment and the reasons why customers continue to utilise the web. Tourism, like many other businesses, has a propensity to accommodate customers' requirements, opinions, and attitude.

One of the areas that has seen the biggest growth recently is e-tourism. This growth has occurred because of a rise in the user population and the breadth of firms in each category (demographic, advertising, and operations).

When it comes to e-tourism, it has evolved into a position where users could get everything pertaining to their tourism needs in one place, which can be referred to as a "travel Supermarket," in which every provider and need relating to tourism and the tourist are met, as well as providing an integrated approach for a variety of added-value services. This has also had a negative impact on the function of traditional marketers in the tourist industry, which may also be referred to as travel agencies.

64 percent of travellers and 56 % of leisure travelers say search engine crawlers and online sites are their favourite sources of information in making travel arrangements, according to a poll conducted by the Nielsen group of companies on February 26, 2013. Seven out of ten frequent fliers (70 percent) regularly study and plan vacations using search engines such as google, a significant increase from 57 percent in 2010. Travel portals on the internet (33 percent) and online sites (20 percent) are also valuable source of information for travellers. The impact of tour operators has shrunk from 60 percent

to 35 percent, while the dominance of travel companies has maintained at the same level at 31%

With regard to Asia, India placed second for tourism after China, while India has also been included on the World Travel and Tourism Council's list of the twenty quickest increasing travel industries and the second strongest country as a vacation. It has also got the eleventh rank in the list of direct contributors of travel and tourism industry towards the GDP of India. India is also expected to increase by 6.4% annually between 2014 to 2024.

In India online travel industry are using social media to attract the urban young consumer. The Indian Ministry of Tourism has given importance to social media for their promotion of tourist places through their tourist sites in the whole country.

With the emergence of social media and its proliferation in various industries as a means of effective communication and tools, the tourism industry is lagging behind in terms of leveraging social media to create destination marketing, developing its identity, customer feedback, information acquisition and dissemination, and giving favourable E-WOM (electronic word of mouth) through social media advertising Advertisements are prepared on the basis of campaigns, such as

- Incredible India

- Campaigns

- Bharat Darshan

- #uptourism

- #UP Nahi Dekha To India Nahi Dekha

This method of attracting the consumers using social media has increased the visitors in the websites and portals. Social media as come up as effective and efficient tool for tourism destination marketing

Social media platforms enable firms like Action Global to quickly and efficiently contact huge database of potential customers without presenting themselves as overtly promotional in a traditional, paid advertising campaign. In paid advertisements, advertising expenses are reduced by enormous amounts because there are no fixed expenses. You may get high ROI while spending as little as possible on social media by taking advantage of all the leisure time and connections that are often expensive. They would also support other methods of attracting website visitors, especially social media. As traffic to the corporation's community is generated, there will be more information to debate, and Action Global will have the opportunity to cultivate client relationships and spread awareness among those who may not have known about them previously. They would better define their own brands on social media platforms with this. Participants will be trusted and viewed as authentic by customers by participating in relevant discussions on Action Global's behalf.

Web 2.0 is a varied and inclusive society where power is in the hands of the customers. Virtual communities are dynamic, with fresh ideas and continually shifting material. These virtual communities have different position holders. Moderation team help to keep debates organised, professional observers provide analysis, and ordinary participants engage in conversations.

Websites like tripadvisor.com helps to increase the distribution and promotion of tourist services throughout the world by giving suppliers access to a worldwide audience. By using new apps and services, such travel information seeking, travel transactions payment, connecting with individuals from afar, and finding trip colleagues, they've created unique value for their users. Because of the flexible features, ease of use, and interaction that these social networking websites give, clients are able to acquire the information they need to produce sales easily.

Branding itself is always in flux, as is the world wide web. The dynamic nature of marketing provides fresh product, marketplace, and media development options, along with the option to connect with new business associates through digital outlets (Strauss, J., El-Ansary, A., & Frost, R. (2006).

Tourism and the interactions involved with it are unquestionably world wide web. Tourism likewise enjoys higher internet shopping and engagements as compared to other industries. An increasing number of individuals are utilising the internet to book plane tickets, arrange accommodations, and purchase nearly anything digital.

The contemporary context for your current study Tourism has been acknowledged as a catalyst for a country's economic progress. Leisure has been the focal point of governmental policy planning on both national and local levels (Hannam, K., & Knox, D. 2010). The significant ability to produce a wide range of jobs is achieved through tourism. Tourism continues to expand, and along with it, the relationship between businesses and governments becomes crucial in the administration and marketing of attractions. (Hannam, K., & Diekmann, A. 2010).

Seasonal variations, travel and Tourism is challenged, yet on the other hand, this provides a chance to highlight the country as a travel destination because it is a country with 365 days in the year. The specialised goods of India are developed, diversified, and promoted through recognition, expansion, advancement, and marketing. An increase of 9.7% in FTAs and 14% in FEEs occurred in India in 2016. (M.O.T., 2016-17). Domestic tourists to UTs increased by 12.68%, while international tourists to UTs increased by 5.92% in comparison to previous year. The top three regions for domestic tourists in 2016 were Maharashtra, Tamil Nadu, and Uttar Pradesh, whereas international tourists choose to visit these states: Maharashtra, Tamil Nadu, and Uttar

Pradesh. Over the previous six months, there was an upsurge of 22.6% in FTAs (M.O.T., 2016-17).

The ministry also collaborates other ministries to leverage the Incredible India brand in the domestic and global market. By establishing the Ministry of Tourism, the Indian government gave social media users the ability to search for and explore India using these social media sites: Facebook, YouTube, Instagram, Twitter, Periscope, Vimeo, Pinterest, and LinkedIn. This was in order to help the state governments sensitise themselves to using social media to market their destinations. In early September of 2016, the Ministry of Tourism seminar - workshop on digital marketing where they specifically focused on the importance of marketing destinations using social media platforms (M.O.T., 2016-17).

specialty goods, including cruise, adventure, medical, wellness, golf, polo, meetings initiatives, conventions, and exhibitions (MICE), ecotourism, film tourism, and sustainable tourism have been recognised by the Indian Ministry of Tourism (M.O.T., 2016-17). In this perspective, the current research is aimed at informing State/University of Texas Tourism authorities on the benefits of using social media to promote locations.

After running a comparison of all of the state and university tourism departments' Facebook accounts, I found a huge discrepancy in how they are used for destination promotion. Also, there is a dearth of study on the variables involved in destination marketing, such as pages on Facebook, activity on the page, and the advantages of pages for Indian department of tourism departments. A fact not often well-known by state tourism authorities is that Facebook profiles provide their users a lot of benefits. Because of this, study on the use of a Facebook page might also assist state tourism authorities, who may use this information to do future research.

1.9 Use of Social media for promotion and advertising of tourism destination in Uttar Pradesh

The state of Uttar Pradesh is abundant in both ancient monuments and sacred locations. North of the state has Himalayan ranges, while the centre has the Gangetic basin. Numerous steps have been made by the State Government of Uttar Pradesh to promote and support tourism in the state. To promote tourism in Uttar Pradesh, the Uttar Pradesh tourist department is developing the Heritage Arc that runs through Agra, Lucknow, and Varanasi. It goes out of its way to draw attention to and display distinct cultures, artistic work, cultural influences, and cuisines. This storey arc is intricately linked to all transportation options. To market your place of interest, one may use several media, such as websites, billboards, flyers, ads in different media, and engagement in travel symposia and marts that are held internationally and domestically. UP tourism also links to its different social media platforms on its official website. Because of social media, travellers in Uttar Pradesh are far more likely to base their vacations on location than branding. It also serves as a research tool when it comes to finding knowledge about the sights and amenities in Uttar Pradesh. It also helps with marketing when we explore the rest of the world's tourist market.

1.10 Destination Building among generation Y and Z through Social Media

Tourism is an intergenerational business that relies on tourists and workers with several generations under their belts. The "Baby Boomer" generation is stepping aside in the workforce, while the "Y Generation" is joining in significant numbers for the first time. The argument goes that each generation, regardless of location, is assumed to bring certain habits, characteristics, principles, and ideologies along with their special abilities, characteristics, aptitudes, preferences, preconceptions, and favoured way of doing things that are closely associated with their generational placement.

As one of the wide-ranging topics in tourism, marketing fragmentation is researched extensively. Market segmentation has altered throughout time in the way it relates to various holidays, visitor profiles, and socioeconomic information. While there are many ways to target the market, there is no one ideal approach to go about it (Dolnicar, S., & Leisch, F. (2004). In order to target a certain sector, this distinction has to be examined. Demographics is the most commonly used destination management sector, and, in this regard, age is seen as being quite essential (Shoemaker, S. 1989; Horneman, L. et al 2002).

The technologies were given to Generation Y (Gen Y) early and frequently (Immordino-Yang, M. H. et al, 2012). They use various social networking sites (SNS) such as Facebook, Twitter, and LinkedIn to stay in contact with friends, share facts, send messages, and locate relevant data. It is also a good way to get information about destinations, among other things (Benckendorff, P., & Moscardo, G. 2010).

In recent studies about the engagement of Gen Y in SNS, there has been increased emphasis in the sector of tourism, and the vast majority of studies concentrate on customer attitude and determinants (Heikkinen, H. I., Sarkki, S., & Nuttall, M. 2012; Pendergast, D. 2010; Choudhary, P., & Gangotia, A. 2017). Generation Y is the largest and most diverse demographic with significant potential tourists who want to spend their disposable income on travel.

A new generation adult is coming of age while global realities such as climate change, terrorism, and the progress of technology all play an important role. The 'Christened Generation Z' refers to the demographic group that includes all persons born between 1995 and later, which makes them at least 24 years old (Eisner, S. P. 2005; Robinson, V. M., & Schänzel, H. A. 2019).

The generation known as Generation Z is predominantly the off-springs of Generation X and has thus been reared amid the varied shifts in life that are induced by the internet,

cellphones, laptops, and free, ubiquitous networks (Tulgan, B. 2013). They prefer Web search engines to researching on the Web since it is the quickest, quickest, and enables them to get a lot of knowledge on their own (Lipowski, M. 2017). Generation Z may be characterised as consumers on four major pillars: (a) an interest in new technology, (b) a need for a hassle-free experience, (c) a preference for comfort, and (d) a preference for short-term getaway. They look at the numbers and relationships and act quickly and pragmatically; they see consumerism as a statement of one's identity rather than an attachment to objects; consuming is a manifestation of individual freedom. This generation portrays a great deal of self-confidence, displays great team spirit, is confident about their future, and is striving for happiness and individual freedom.

According to Haddouche, H., & Salomone, C. (2018) provide descriptive statement about young Generation Z tourists: They are complex to nurture, difficult to hold on to, and demand a lot from their excursions. Generation Z is a travel profile that breaks with traditional tourism through their choices for where to go, what to do, and how to get there. They also differ from their predecessors by respecting the environment and the local inhabitants. Generation Z Often considered an egocentric age, that seeks to project their "selves" through uploading selfies, Generation Z appears to L Additionally, the cultural element is considered less significant to younger generations.

As critical factors characterising Generation Z's tourist consumer preferences and behavior have been revealed, by Mignon W (2013)

- Decision-making is done on the last – minute note
- They keep on seeking for new opportunity
- The search for services which provide low-cost affordability
- Relies mostly on electronic word of mouth

Table 1.2: List of Generations till date

Generation Name	Birth Year	Birth End Year
The lost Generation	1819	1915
Antebellum Generation	1901	1913
The greatest Generation	1910	1924
The Silent Generation	1925	1945
Baby Boomers	1946	1964
Generation X (Baby Bust)	1969	1975
Xennials	1975	1985
Millennials (Gen Y, Gen Next)	1980	1994
Gen Z/I Gen	1995	2012
Gen Alpha	2013	2025

Source: www.mckinsey.com

1.4 RESEARCH OBJECTIVE

1. To study the role of Uttar Pradesh government in promoting tourism in destination marketing through Online Media/ Social Media

2. To understand the tourist's opinion and needs in accessing internet for searching their destination or when they are planning for their travel in Uttar Pradesh.

3. To identify the contribution and responsibilities of Uttar Pradesh Tourism towards tourism promotion and tourist's satisfaction

4. To determine the importance of Social Media in influencing tourists travelling patterns

CHAPTER 2
PROMOTION AND STRATEGY OF INDIAN TOURISM

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PROMOTION AND STRATEGY OF INDIAN TOURISM

2.1. Introduction

Adequate infrastructure of international standards essential for tourism growth will bring about the end of twisty roads that affect tourism development. Green meadow, birds blowing and twittering, rushing violent rivers, tranquil and delicate high mountains and soul-relieving hymns welcome travellers to India with customary kindness. The whole country extends its arms to provide its best for its lengthy last remembrance. Tourists/visitors find oneself free of worldly troubles in the midst of nature. Their joy is unlimited. Their thoughts, emotions and souls are in the arms of nature. Here are the eternal lines of the romantic poet John Keats 'A piece of beauty is a happiness forever Keats (2018). It goes without saying that India is incredibly wealthy in natural resources that should be made available to the international community after world-class infrastructure and amenities for tourist comfort are built.

2.1.1. Publicity and Marketing by Ministry of Tourism

Tourism in India has been promoted by the Ministry of Tourism department in an integrated manner. For the holistic promotion and marketing activities, different campaigns were conducted in the domestic and international markets by organizing different events in regard to tourism, using the brochures, leaflets, maps, by showing films, distributing CDs etc to the tourist and that contains various themes and destinations, in order to run diverse marketing operations, as well as carry out financial support, the ministry of tourism offers financial help to different providers.

The different promotional activity taken place by the ministry of tourism is initiated by domestic and international markets and now they promotional strategy is shifted to social media in the year 2020.

2.1.1.1. Domestic Market:

The ministry of tourism conducts several events during the financial year 2019-2020, with the goal of disseminating the concept of "look about you, this is India, this is Bharat, together we are one". Aside from this, the tournament was administered in the same manner as Bharat Parv. The different strategies which are used by the ministry of tourism to promote the tourism to the tourist from domestic and international market are mentioned below:

➢ **Events and Exhibitions:**

The Ministry of Tourism kept on organizing different events and exhibitions, so that they keep on motivating the tourist regarding the Indian Heritage and different cultures and traditions related to India. For example, in the recent past, the event organized by the Ministry of tourism was on Republic day with a theme of "Ek Bharat Shrestha Bharat". In keeping with the ethos of "Ek Bharat Shreshtha Bharat", neighbouring booths of paired States/Union Territories were set up. Likewise, cultural programmes from the partnered countries were exhibited one after the other. During this time, the different central and state government officials engaged with tourists and distributed knowledge about particular tourism locations and goods.

Other than this another event conducted on keeping in lieu the pandemic, Ministry of tourism has organized another event on the World Tourism-day held on 27th September 2020 and this event was conducted in an online mode, where the guest were addressed by the Tourism Minister and Minister of Gas and Petroleum through digital mode from the conference hall in transport bhavan. During digital event, the cognitive development was initiated are:

(i)   I the SAATHI application,

(ii)   The film on Dekho Apna Desh,

(iii)   A film shown which was the initiative of an IITFC whose mission is to create job creation and infrastructure development for the tourism industry at the same time named as 'PATHIK,

(iv)   the Promotional film named as ICPB MICE and

India Tourism Statistics at a Glance 2020. The ceremony was held online and was attended by around 1000 people. These events were classified as a major event which are held by the Ministry of tourism.

➢ **Event Promotion done on a Domestic Basis (2020)**

The Ministry of Tourism took part in a variety of activities aimed at promoting tourism. Descriptions of certain significant events are provided below for promotional actions carried out throughout the relevant year.

(i) In January 2020, a radio campaign to promote Bharat Parv will be launched.

(ii) In January 2020, an SMS campaign was launched to promote Bharat Parv.

(iii)Print advertisements will be published in mainstream newspapers throughout India in January 2020 to promote and publicise Bharat Parv.

➢ **Event Promotions done on a Domestic Basis (2019-2020)**

During the fiscal year 2019-20, the Ministry of Tourism organised events such as Paryatan Parv and Bharat Parv with the goal of promoting and promoting the idea of Dekho Apna Desh, Ek Bharat - Shreshth Bharat, and Tourism for All, as well as interesting to learn among the general public in various tourism industry and product lines in the country.

(i) The Ministry of tourism has also organized the second edition of International Trade Mart (ITM) which was organized in the month of September from the date 23rd to 25th 2019 at New Delhi and this event was organized by Federation of Association

in Indian Tourism and Hospitality (FAITH) with the help of Ministry of tourism. Tours by Local Insight, in partnership with the ICSC-TMC Worldwide and an independent jury, has identified over 240 operators from 58 countries to attend in this event. The overall goal of this Mart was to give a forum for a diverse group of Indian stakeholder groups, including as travel c. In the month-long event, the following were of great importance: an exhibition of numerous tourism sites and products, networking events, cultural programs, orientation tours for foreign delegates, and other events. Companies, state governments, and even foreigners, to communicate with one another to help boost tourism and generate economic possibilities.

(ii) Another event organized by the ministry of Tourism was Paryatan Parv, that was organized from 2nd to 13th October 2019 was organized on the National Level and on the state level, the event was organized from 2nd to 6th October 2019 at Delhi. The aim of the event was to be intended to spread the notion of "Dekho Apna Desh", Tourism for All" and "Tourism and Governance" which main aim was to promote the domestic tourism and to increase more tourist penetration.

(iii) the Indian government honours different areas of the leisure, tourism, and hospitality sector with the National Tourism Awards every year. Such accolades are awarded to State Governments and Union Territories, to categorise and/or designate hotels according to their standards, and/or preserve and preserve. Those professionals recognised for excellence in their particular professions have been approved as tour operators, travel agencies, tourists travel agents, and people.

➤ **Event Promotion done on a Domestic Basis (2018-2019)**

During the fiscal year 2018-19, the Ministry of Tourism organised events such as Paryatan Parv and Bharat Parv with the goal of promoting and promoting the idea "Dekho Apna Desh" and "Tourism to all" etc.

(i) The ministry of Tourism has organized Paryatan Parv in the fiscal year 2018 from 16th to 27th September, which was organized at National Level and more than 3150 activities were conducted around 32 states and Union Territories.

(ii) Another major event organized by Ministry of Tourism is Bharat Parv, which was organized on the occasion of Republic Day and it was held from 26th January to 31st January 2018.

(iii)Another event conducted was National Tourism Award: A National Tourist Award which is presented annually to State Governments and participants in the tourism industry to reward their achievement in the tourism industry. On the occasion of World Tourism Day on September 27, 2018, the National Tourism Award ceremony was hosted at Vigyan Bhawan in New Delhi.

(iv)During the fiscal year of 2018-2019, Indian Tourism Mart was organized by the Association of Indian Tourism and Hospitality from 16th – 18th September 2018. The event was organized by Ministry of Tourism and state governments. There were around 200 participants who actively participated, who have set up a communication between exhibitors and government mediator/counterparts. The different tourism-related exhibitions were launched by the Ministry of Tourism such as SATTE, OTM, GITB etc during the fiscal year 2018-2019.

➢ **Event Promotion done on a Domestic Basis (2017-2018)**

During the fiscal year 2017-18, the Ministry of Tourism organised promotional events on the domestic and international level through Social Media platforms. In the domestic market promotional event organized by Ministry of Tourism are as under:

(i) Being an active participant in the GITB (Great Indian Travel Bazaar) which was organized on 24th to 25th September 2017.

(ii) Being an active participant in the International Health and Wellness exhibition, second edition, which was held during 16th to 18th June 2017.

(iii) Being an active participant in an event named as Rising Kashmir which was held at Srinagar from 3rd to 6th July 2017.

(iv) Being an active participant in an event named as North East Calling at India Gate, which was held in New Delhi from 9th to 10th September 2017. The event also witnessed the Sikkim and North East Tourism development council also took an active participation.

(v) Being an active participant in the World Food India, which was held at India Gate Circle, New Delhi dated from 3rd to 5th November 2017.

The different domestic event which are organized by the Ministry of Tourism are mentioned as under:

(i) The National Tourism Award Function was organized on 27th September 2017, which was organized at Vigyan Bhawan, New Delhi, where the awards were given for the previous year 2016-2017. In the award function organised there are other two things which are also included:

- In the award function, the Ministry of tourism has also launched the incredible India campaign 2.0.

- Also launched a project named as "Adopt a Heritage".

- New website was designed and launched for Incredible India.

(ii) Ministry of Tourism in collaboration with other central and state government and different tourism stakeholders organized "Paryatan Parv" nationwide from 5th to 25th October 2017. The main aim of the event is to educated people about the benefits related with Tourism and the cultural diversity related with the Indian

tourism with showcasing the principle of "Tourism for all". The event "Paryatan Parv" has the following characteristics that are mentioned below:

- The first characteristic is about "Dekho Apna Desh", where they promote the people to visit the different tourist places in the country.

- The second characteristic is about "Tourism for All", where they promoted about the different tourism destination across different states in the country.

- The third Characteristic is about the "Tourism and Governance", the communicative session was organized between the stakeholders in forms of conferences and seminar in varied themes.

(iii) The Ministry of Tourism has organized 6th International Tourism Mart (ITM) with collaboration with the North East states held on 5th –7th December 2017, Guwahati, Assam. This event was focused on the India's "Act East Policy" for blooming their amalgamation with ASEAN, so that proper connectivity can be made with the larger east Asian regions.

(iv) The Ministry of Tourism organizes outdoor branding undertaken all over India for the promotion of FIFA U-17 world cup from 5th October- 28th October 2017.

(v) To promote the 2017 International Day of Yoga on June 21,2017 the International Yoga Day initiative ran a radio advertising campaign.

➢ **Event Promotion done on a Domestic Basis (2016-2017)**

The Ministry of Tourism organises different domestic and international events in the fiscal year 2016-2017. The list of the events organized in the fiscal year are mentioned as below:

(i) The ministry of tourism has actively participated in GITB (The Great Indian Travel Bazaar) was held from 17th to 19th April 20156 at Jaipur.

(ii) Actively participated in Kerala Travel Mart organized from 28th to 30th September 2016.

(iii)Actively Participated in Kerala Travel Mart (KTM) 2016 from 28th to 30th September.

(iv)Actively participated in Bharat International Tourism Mart (BITM) held at Delhi in October 4th to 6th 2016.

(v) Actively participated in BRICS trade fair organized at New Delhi, India from 12th to 14th October 2016.

(vi)Actively participated in Meri Dilli Utsav & Vibrant India at New Delhi, from 14th to 16th October 2016.

(vii) Actively participated IITF 2016, held at Pragati Maidan, Delhi from the date of 14th to 27th November 2016.

(viii) Participated actively in 14th Pravasiye Bhartiye Divas Convection at Bengaluru, from 7th to 9th January 2017.

(ix)Actively participated Vibrant Gujarat Global Submit 2017, which was held from 10th to 13th January 2017 at Gandhinagar, Gujarat.

Event organized by the Ministry of tourism in the year 2016-2017 are mentioned as under:

(i) The National Tourism Awards Function was organized on 30th July 2016 at Vigyan Bhawan New Delhi to deliver the awards for the year 2014-2015

(ii) A focal Ministry for the annual event, called Bharat Parv, was assigned to be the Ministry of Tourism by the Indian government and was staged on the Rajpath Lawns, India Gate, and the Parliament building was organized from 12th to 18th August, 2016. This event was conducted on

the auspicious event of Independent Day celebrations. The different themes taken into this event were as follows:

- Azaadi se Azaadi tak, the presentation about the Quit India Movement was given by Subhash Nakashe and his mates

- Another theme was Theme Pavilion, where the different states showcased their different destination places for promoting tourism

- Ministry of Information and broadcast has also brought their foot forward by throwing up the photo exhibition themed "Azadi k 70 saal yaad karo Kurbani"

- Republic day was celebrated as Bharat Parv signifies the glorious years from 26th to 31st January.

    (iii)   There was a merger between the Ministry of tourism and Tourism Finance Corporation of India (TFCI) and Confederation of Indian Industry (CII) in collaboration organized the Incredible India Submit at Vigyan Bhawan, Delhi dated from 26th to 31st January 201. At the summit, the primary goal was to put the Indian tourism sector in a way to promote significant sponsorship from both domestic and international investors.

2.2 Campaigns conducted by Ministry of Tourism for the Tourism Promotion

❖ **The promotional campaigns of 2020-2021**

To encourage development of tourism, the Ministry of Tourism was a part of several activities. Here are a few specifics of several of the significant events that occurred during the year.

- Radio campaign was launched in the year January 2020 for the promotion of Bharat Parv

- Another campaign was introduced where SMS system was used for the purpose of promoting Tourism and named it SMS campaign in 2020

- Ads issued in India's national publications in January 2020 to help promote and publicise Bharat Parv.

❖ **The promotional campaign of 2019-2020**

The campaigns that are launched in the year 2019 are as follows:

- Radio campaign was launched in the year January 2019 for the promotion of Bharat Parv

- Another campaign was introduced where SMS system was used for the purpose of promoting Tourism and named it SMS campaign in 2019

- Ads issued in India's national publications in January 2019 to help promote and publicise Bharat Parv.

- To boost tourism in January 2019, advertise on airline airlines tickets and boarding passes and on railway tickets to advertise and publicize the Statue of Unity.

- Doordarshan and Private Channels announced a TV advertisement to educate yoga to take place in June 2019, to correspond with the International Day of Yoga.

- The TV advertisement on "Swachhta," which was shown on the Doordarshan network and on private channels in June-July 2019, was broadcast in June and July of 2019.

- The initiative of online and web campaign was also broadcasted for "Swatcha Bharat Abhiyaan"

- For the promotion of Paryatan Parv, SMS campaign was held in October 2019.

- For the promotion of Paryatan Parv, Radio campaigns were run in October 2019.

- Ads issued in India's national publications in January 2019 to help promote and publicize Paryatan Parv.

❖ **The promotional campaign of 2018-2019**

The TV advertisement on "Swachhta," which was shown on the Doordarshan network and on private channels in June-July 2019, was broadcast in June and July of 2019.

- TV commercials for the North-East Region and Jammu & Kashmir were launched on Doordarshan and private networks to help stimulate tourism in the area. Besides traditional TV advertisements, a few new television campaigns aired on these networks around diverse themes, including yoga, designated archetypal locations, Swachhta at tourist destinations, and the Statue of Unity.

- The outdoor campaign was organized on a digital platform on Swatchhta.

- An internet campaign for boosting cleanliness at tourist destinations to the North East Region

- Cultivate niche items such as Yoga and popularize the Statue of Unity with a movie campaign.

- A SMS and radio campaign to promote Bharat Parv 2018 and 2019, along with print advertising campaigns.

- Publicizing the Statue of Unity through advertisements on luggage tags and railway tickets.

- Paryatan Parv. was celebrated with the introduction of a "Do You Know" campaign on Doordarshan in tandem with the Paryatan Parv festivities.

- Photo Contest – 'Musafir Hoon Yaaron!' undertaken on Doordarshan to coincide with Paryatan Parv

❖ **The promotional campaign of 2017-2018**

- To encourage tourism to the North East Region, a Television campaign was launched in August and September 2017 on Doordarshan.

- To encourage tourism to the State of Jammu & Kashmir, the Doordarshan-sponsored Television campaign about the state of Jammu & Kashmir was shown in August and September of 2017.

- Accompanying billboard advertisement for the FIFA U-17 World Cup 2017, which is set to begin from October 5th and conclude on October 28th, is taking place pan India basis.

- A radio campaign aimed at raising awareness of the International Day of Yoga, which was held on June 21, 2017.

- A month-long radio campaign known as Paryatan Parv 2017 was launched in October 2017.

- In October 2017, during Paryatan Parv, a television campaign to encourage tourism to the North-East Region was launched.

- A Doordarshan-TV campaign to encourage tourism to the State of Jammu & Kashmir was aired in October 2017, during the state's pilgrimage festival, Paryatan Parv.

- Tourist Customer care and Paryatan Parv programmes to notify the public about the Tourist Helpline and Paryatan Parv programmes that were implemented in October 2017.

- In October of 2017, a tv campaign was executed to help encourage tourism.

- A public campaign to boost tourism is underway in cinemas around the country

- Advertisement campaign that promotes the Tourist Helpline and social awareness messages will be run on the railway tickets.

- The Tourist Helpdesk and Social Awareness Communications are the subjects of an Air India marketing campaign that takes place on the travel documents of the airline.

❖ **The promotional campaign of 2018-2019**

- National Tourism have created a Google+ account, a YouTube channel, a Facebook page, a Twitter account, an Instagram account, a Periscope account, a Vimeo account, a Pinterest account, and a LinkedIn account for the Ministry. Announcements and useful postings appear often on these blogs, such as at big events hosted by the Ministry.

- While bearing in mind the vital role that social media has in building brand and marketing destination images, the Ministry of Tourism organised a Social Media Key Influencers' Campaign known as "The Great Indian Blog Train" in February 2018, which enlisted international bloggers who were each provided a luxurious train ticket to travel throughout the country.

- News of the Ministry of Tourism's involvement in 'FITUR-2018', the world's biggest travel expo, gained wide awareness on social media platforms.

- The "Incredible India" traveling shows, which were held in May 2018 in Myanmar, Vietnam, Cambodia, and Bangkok, have expanded the concept of the Incredible India. New York, Houston, Chicago, and Los Angeles were also visited for a road concert in June 2018.

- June 2018 marked the commemoration of 'International Day of Yoga' on 21st of the monthly, and for the whole period, the subject 'Yoga' was promoted on all social media accounts of the Ministry.

- The Ministry uses several events, including Bharat Parv, Paryatan Parv, and the Worldwide Buddhist Conclave, to get widespread media exposure, in this case via

livestreams to the events, for example, the Bharat Parv, Paryatan Parv, and the International Buddhist Conclave.

❖ **Promotional Campaign for the year 2019-2020**

- With aim of growing domestic visitor arrivals, the Ministry of Tourism carries out various promotional events.

- should make a bigger effort to spread awareness - raising themes and to organise activities which may draw visitors

- India's engagement as a Partner Country in the world's biggest travel expo 'FITUR-2019' in Madrid, Spain was widely publicised via social media platforms of the Ministry of Tourism.

- As part of the month-long commemoration of 'International Day of Yoga' on June 21st, the topic of 'Yoga' was prominent throughout all of the social media accounts of the Ministry. Furthermore, tweets and postings from social media handles of AYUSH pertaining to the commemoration of International Day of Yoga were retweeted and shared.

- WTM 2019 in London, FITUR 2019 in Madrid were boosted on the Social Media accounts of the Ministry by the engagement of the Ministry of Tourism.

- Paryatan Parv 2019, National Tourism Awards 2019, World Tourism Day Festival, and India Tourism Mart will be regular features on the Ministry of Tourism's Facebook page, featuring periodic posts on various events, as well as live coverage.

2.3 Covid- 19 pandemic effect in Indian region

Tourism in India was set to expand in the early part of 2020. In India, the medical crisis known as the SARC-Corona virus infection went unnoticed (COVID-19). The danger started in central China's Hubei province's Wuhan city in December 2019 and has since spread to over 150 nations, claiming over 50,000 lives. (WORLD HEALTH

ORGANIZATION INDIA-2020) The first confirmed case of COVID-19 was detected in Kerala on 30th January 2020, in the Indian state of Kerala, "The Land of God," is famous among foreign tourists because of its scenic beauty. COVID-19 has expanded in virtually all of India's states and union territories since January 2020, while more than twenty people were reported dead, the number of confirmed cases of COVID-19 was estimated to be at least 1000. India's Prime Minister, on 24th March 2020, announced a twenty-one-day lockdown, during which no domestic or international entries or departures may take place by any form of transportation. In addition, the hospitality industry will not accept any new bookings or check-ins. All sections of the Indian tourism industry were affected negatively because of the shutdown in order to cope with SARC COV-2. The merchandise that appeals to tourists and creates money for the tourist industry is consumable and so is a deficit for the industry. This is one of the biggest crises that the Indian tourist sector has ever faced. As word of the virus spread in November, the proportion of rejections in this sector increased dramatically, hit a high of almost eighty percent in March in numerous Indian locales. The risk in this area will be measured in tens of thousands of crores. WTTC (2020) "WTTC data illustrate the current COVID-19 outbreak's harsh impact on the Travel & Tourism sector, with studies currently indicating that up to 50 million jobs are at danger in the sector globally." Tourist industry will be affected, which will result in employment losses. The Indian tourist sector employs numerous people, both intrinsically and extrinsically, and offers a means of survival for them all. The current status quo during which the tourism sector is at its lowest point in the twenty-first century would be impossible to alter by the government.

2.3.1 Covid-19 Initiative by the Destination Management Organization

On January 6, 2020, the latest coronavirus (COVID-19) caused a widespread fear. By March 31, 2020, the epidemic had spread to many individuals worldwide (WHO, 2020). To judge the intensity of the outbreak, one might compare it to prior outbreaks, such as the Severe Acute Respiratory Syndrome (SARS), the Spanish Flu, etc. COVID-19, designated as pandemic on 12th March 2020, severely affects the tourism and hospitality industries (WHO, 2020). The global travel and tourism sector is expected to lose 100 million jobs due to the COVID-19 pandemic (**Statista, 2020**). The epidemic has had a major impact on both the economy and politics and the social sphere as well (**Cohen, 2012**) As the cases regarding the number of infected as the population grows throughout the country, and as a tool for implementing definite policies and interventions such as social withdrawal, society shutdowns, work remotely, remain at home, self - concept or government-mandated containment, and crowding control, stress is produced on the tourism sector, causing it to shut down operations. (**Sigala, M. 2020**); **Gretzel et al. 2020). T**his shift in the present system precipitated the start of the crisis and recession, necessitating a reform of society. As stated by **Lieu et al, 2019** that the tourist business is the most vital industry, since it helps several other sectors such as accommodation, culinary, transit, retailing, and amusement, all of which contribute to global economic and social development and restoration. Tourism growth has consistently outpaced global GDP growth from 2011 to 2017. (WTTC, 2018). Additionally, it has been calculated. that foreign travel has decreased by around 78 percent, resulting in a loss of US$ 1.2 trillion in export income and the biggest reduction in tourism employment losses in history, roughly seven times the impact of the 9/11 tragedy (UNWTO, 2020). Furthermore, the decline in visitor demand has resulted in serious financial difficulties. (**Tsionas, 2020).**

India is a growing country renowned for its distinct traditions, culture, and unmatched hospitality. It is a popular location for many foreign tourists, producing numerous job possibilities and significant tax revenue (**Ahmed & Krohn, 1992).** India's tourism sector may be classified into three distinct segments:

- International Inbound Tourism

- Domestic Tourism; and

- Outbound Tourism.

The Indian tourist sector has generated around 87.5 million jobs, accounting for 12.75 percent of the workforce, and contributing INR 194 billion to India's gross domestic product (GDP) (WTTC, 2018). Additionally, the industry expanded by 3.2 percent from 2018, with 10.8 million international visitors visiting India in 2019 and generating USD 29.9 billion in foreign currencies. India was rated eighth in this category in terms of total direct travel and contribution to tourism of around USD 108 billion **(FICCI, 2020).** Additionally, there is a 66.4 percent drop in international visitor arrivals in March 2020 compared to the previous year (**TAN, 2020).** It is predicted that around 40 million direct and indirect job losses will occur in India, resulting in an annual profit loss of approximately USD 17 billion (**FICCI, 2020; Scroll, 2020)** In many nations, tourism is a significant source of money and labour. It generates jobs, money, tax revenue, and foreign exchange profits. The tourist business has become extremely competitive; as a result, demand prediction of tourism demand is critical for making sound strategic decision. Difficult objectives include preparing for the launch of destinations, modes of transit, lodging, and promotion of local, all of which demand massive expenditure. In comparison, functional considerations include the amount of parking spaces, stewards, bus services, operating hours, and personnel recruiting.

Predicting tourism demand accurately is a difficult challenge. Predicting inbound tourism enables the identification of future patterns that inform policy and design development. Forecasting is critical for tourist planning (**Cho, 2001**). Additionally, accurate prediction requires organisations and professionals to make sound decisions regarding policy formulation, employees and capacity utilization and conservation, resource planning, and pricing models, among other things, during times of distortion, thereby mitigating uncertainty. As a result, tourism prediction is a critical field of research.

2.3.2 Impact OF COVID-19 On Tourism AND Hospitality Sector In India

The hospitality and tourism industries rely on visitor trends, and a tremendous amount of study and practise is devoted to the creation of novel tourist goods in order to boost inflow and enhance the industry's multiplier effect. It is believed that the consumer behavioural research will be impacted by current global events surrounding the epidemic, and that this impact will last for an extended period of time in the foreseeable. This section of the chapter informs readers on the existing epidemic and then summarises the literature in the tourism context and hospitality pertaining to previous health challenges that impacted the industry to varying degrees.

Because to the complete lockdown in India and the danger of COVID-19, a procedure for cancellation of reservations is currently being performed, which could likely result in lost income for the hotel in 2020 and would certainly harm employment in the long term as a cost-cutting measure. COVID-19 hasn't received many recent responses from the hotel group. A truly great time is guaranteed! The drop in sales is expected to be 12-15% in 2020. Intercontinental hotels expect worldwide revenue per available room (RevPAR) to fall by 60 percent over the next decade. According to HVS, hotel price

charts should be maintained during the crisis. It makes sense that during and after this crisis, the hotel business would lose money. According to the HVS research, hoteliers should use pricing schedules to keep room costs up throughout the crisis since when room prices fall, it becomes more difficult to raise them subsequently. (UNWTO-2020) International travel is expected to fall up to 30% owing to the illness. Expected foreign tourist receipts loss is around $300 to $450 billion, over a third of $1.5 trillion expected to be produced in 2019. Tourism is one of the especially hard sectors of the economy because of the COVID-19 threat, as well as the damage to the overall economy. Revenue from the hotel business will be harmed. According to the World Tourism Organization, Europe is the leading zone for accumulating revenue from tourism, with Europe-bound tourists representing the highest number of arrivals worldwide. Italy, France, and Spain are among the hardest-hit countries.

Because of the COVID-19 crisis, having a notable impact on the European tourism industry. In the coming years, a larger number of European travellers will travel to India. Given the stage of development of the Indian hospitality sector, Indian players must do their part to alleviate the issue.

2.3.3 COVID-19 Impact on Travel and Airlines

Travel companies and travel agencies may potentially experience financial difficulties in the near future as the number of tourists visiting India declines. All segments of tourism will be impacted, including inbound, outbound, domestic, and MICE. In the same manner that hotel reservations are being cancelled, travel companies and travel agencies are cancelling itineraries for incoming, outbound, and domestic segments. MICE is a significant income generator for travel companies, however owing to the current economic crisis, all types of events, meetings, and conventions have been

cancelled or delayed. (Business today, 2020). The founders of MakeMyTrip will get no compensation; the company's top management will receive a 50% split. Travel agencies may be compelled to take such action in the near future owing to financial constraints, which will be detrimental to the travel industry. Travel agencies also receive money from airline ticket sales, but for safety purposes, all domestic and foreign travel is prohibited during the lockdown time, according to an advice issued by the Government of India. Airlines are also among the most impacted by the issue, which might result in a financial disaster for the business. (IATA, 2020). Airlines' earnings are expected to fall by 44% in comparison to 2019. This means that half of the income in the aviation business will be lost by 2020, which would be the largest catastrophe for the aviation industry globally. This may jeopardise airline jobs in the foreseeable future. Passenger movement at all worldwide airports in India has been restricted till lockdown time, and passenger flow will be limited in the near future owing to the COVID-19 issue. At the moment, employees in the travel and airline industries are being placed on unpaid leave, which is bad for the sector and will lead to job losses. The economy is becoming unbalanced as a result of the crisis. That would not be incorrect to state that the economy will enter an economic downturn if early steps are not taken by the state and all of its stake - holders, which will have a negative impact on the country's GDP rate, and for India, as a growing economy, this will be a hurdle to overcome in the nearest term.

2.3.4 Recommendation to Overcome the Pandemic Disaster On Tourism and Hospitality Industry

The Indian tourism sector has been the most negatively impacted by the contagious COVID-19 virus. The communicable virus has managed to reach towns and cities all over the nation in a matter of days, negatively impacting the tourism sector, and as a

result, hoteliers and travel agencies have temporarily shut down or lowered their hotel operations and procedure. This damage can be mitigated by implementing urgent, simple terms, and long-term strategies. The government and other stakeholders should provide financial assistance to the tourist business. Tourism businesses should respond promptly to the circumstance, adjusting both long-term and short-term plans in areas such as cost control and staff scheduling. It is critical for tourist businesses to remain competitive while the market is volatile, and to keep a pricing chart all throughout turmoil.

Tourism businesses should take definite actions to safeguard their cash flow in the coming years by delaying unneeded or minor operations and maintenance cost of the proposed, deferring outsourcing payments, and trying to encourage staff to take yearly and severance pay. Additionally, tourism sector stockholders can preserve business by trying to adjust their marketing mix strategies and allocation. The current lockdown period can also be used to facilitate various training and development for staff. These programmes can help businesses grow their hospitality skills or enhance their expert knowledge in the diversified field of tourism, allowing them to acclimate well to the contemporaneous digital world.

severe repercussions from COVID-19 might include decreased hotel bookings, airline bookings, event cancellations, employee reductions as cost-cutting initiatives, and a danger to airlines, hotels, and travel agency jobs in the near future as tourist income is lowered. Half of income might be lost in 2020, despite significant company cuts and expectations that regular usage patterns would take many years to restore. To address this issue and to boost the tourist industry, the government should step ahead; without government action, it will be insurmountable the current financial crisis and scenario.

The government must ease some taxes placed on the tourist sector, or grant certain soft loans with low interest rates, must provide extra money in the coming years for the benefit of the tourism sector.

One thing that has been abundantly obvious as a result of this crisis is the precarious character of tourist businesses and the consequent necessity for preparations for even unforeseen occurrences, since this crisis has shaken the whole global tourism sector.

2.4. Action Plan for The Revival of Tourism in India

The roundtable began with the conclusions of a CMEE-led pan-India research on 'Understanding public opinion during lockdown' in two phases: May 2020 and September 2020. The data suggest that about 79 percent of individuals are nervous, fearful (40 percent), and unhappy (22 percent), owing mostly to the negative economic impact and danger of infection. The symposium indicated that in order to attract tourists, tolerance, cost, availability, and an understanding of the transient face of tourism post-Covid-19 are critical (Sheth and Sisodia, 2012). Agencies representing hoteliers, airports, travel agencies, and government must collaborate to harmonise economic, social, and ecological goals for ecotourism (Romagosa, 2020) when the comparative analysis of the recovery plan was kept in front of United Nations World Tourism Organization (UNWTO) Kriener and ram, 2020 and other researcher as well (Galwani, Lew and Parez, 2020), The discussion and brainstorming leads to the factors that showcased the uniqueness in the emerging market. The results lead to the development of an action plan outlining seven key areas and identifying who is accountable for its implementation in order to resurrect Indian tourism in the aftermath of the Covid-19 epidemic.

1. **The major focus was kept on safety and hygiene of the travellers and tourist visiting the place:** The sub-themes of health and cleanliness recurred all through the debate (Johari, 2010) Reduced travel equates to increasing expenses, which is not sustainable over the long term. Using safety gear on flights and railways, inspecting travelers at terminals and platforms, tracking and assisting passengers with viral infections, preserving the aisle seat free on airlines, and dispensing sanitizers and disinfectants will all promote people to travel. Due to the fact that developing countries such as India are prone to overpopulation and overcrowding, these grave problems are frequently neglected (Nath, 2003). Furthermore, administering the Covid-19 vaccination is critical for increasing trust and confidence in tourism. The World Health Organization (WHO) is encouraging interaction and accelerating activities among many stakeholders, as well as classifier is applied vaccination messages. (WHO, 2021). Nevertheless, people are fearful, and vaccine safety and adverse effects are significant considerations in their selection to be vaccinated (Frontline, 2021). Low tourists in emerging nations mostly during epidemic can also be linked to a lack of openness and a lack of adequate healthcare infrastructure (Gossling et al, 2020). Thus, the state, pharmaceutical firms, and physicians must emphasise the vaccine's effectiveness and address public concerns in order to ensure the vaccination drive's effectiveness. Numerous Bollywood stars (e.g. Amitabh Bacchan and Priyanka Chopra) and sports icons (e.g. Sachin Tendulkar) have attempted to enlighten their followers about the need of sanitation and healthy living in order to stave off this epidemic (NDTV, 2021). They communicated their immunisation via social media, indicating that celebrity endorsement might be a critical technique for popular mobilisation in other nations.

2. **Government assistance (strategic and nonfinancial) to the decreasing tourist sector:** A second critical measure will be to provide liquidity, policy assistance, or

postponed loan payments to tourism-related companies. The judges emphasised that the working capital of the majority of tourism-related businesses has decreased by almost 60%, and by nearly 80% for micro, small, and medium-sized businesses. Additionally, the increased expenditures associated with the new requirements of cleanliness and hygiene add to the financial strain at this time of crisis. The government should encourage investment in hospitality and resort facilities and ease administrative burdens such as the necessity for a Tax Deduction Account Number; it should also enable international visitors to pay in cash for payments over US$ 27. 44 (The Print, 2021). Despite the situation, restaurants have managed to provide meals to quarantine centers for arriving travelers and medical personnel. The government must acknowledge their commitment by enabling them to claim tax benefits for corporate social responsibility (CSR) activities, as Section 37 of the Companies Act does not include such expenditures when assessing firm revenue. The Indian government promised increased funding for tourist buses and trains in its 2021 budget and stressed the need of public–private partnerships with seaports to boost cruise tourism. A total of 4803K US dollars has been allocated for immunisation and infrastructural improvements, which will also impact medical tourism. Globally, further measures of this nature are required to revitalise this flagging industry.

3. Promotion of Local made handcrafts and Art Materials: Covid-19 has forced nations to develop measures for social sustainability in tourism sector (Higinnes-Desbiolles, 2020; Romagosa, 2020). This sector has the potential to safeguard and involve vulnerable populations (artisans, indigenous peoples, and folk groups) while simultaneously decreasing inequality and poverty. Being a voice for the local community establishes a new axis for reviving tourism. (Brouder et, al, 2020). Thus, it is necessary to reimagine tourism from a triple - bottom - line perspective in order to

provide a viable regional economy and to bolster ecological hope and optimism (Ateljevic, 2020; Romagosa, 2020). The government of India mantras of 'vocal for local' and 'Atmanirbhar Bharat' (indigenous India) are novel approaches to encourage domestic tourism and employment creation while taking into account indigenous craftsmen, traditional culture, and local delicacies. To promote indigenous handicraft, nevertheless, strong team members are required. The All India Powerloom and Handicrafts Boards ceased operations in July and August 2020, correspondingly. Other geographies can also initiate comparable programs/policies and foster organisations that act as a link between craftsmen and government in order to create a sustainable environment. For instance, The Blue Yonder, an Indian travel organisation based in Kerala, reimburses artisans for the resources and skills (e.g., traditional jewellery, dresses) they share with travellers, thereby assisting in the preservation of endangered art forms and providing an interactive experience for visitors. Moreover, because major cities are hotspots for Covid-19 infection, governments might develop and offer short rural vacations. For instance, Kabani and Uravu, two social businesses and non-governmental organisations (NGOs) established in India, have built a comprehensive community-based tourism programme in backwaters and rural areas.

4. For the continuous monitoring and auditing; the Guidelines or SOPs (Standard operating Procedure): In October 2020, the Ministry of Tourism and the Quality Council of India collaborated to develop a new initiative called SAATHI. This initiative sought to apply rules and standard operating procedures (SOPs) published in light of Covid-19 to ensure the safety and security of hoteliers, restaurants, and other similar facilities. Governments should develop national standards for tourist and concierge companies, with any violations subjecting violators to commensurate sanctions (Wen Huimin and Kavanaugh, 2005). Mandatory temperatures checks at the

entrance and departure of businesses and institutions, for example, might be implemented. Indian Railways has imposed a charge on passengers and employees who do not wear masks at stations or on trains. Similarly, several Indian governments impose fines for breaching regulations prohibiting the wearing of masks, social distance, and spitting tobacco in public areas. Risk management necessitates the rapid creation of initiatives to mitigate the effect of Covid-19 on tourism, as well as a strong emphasis on audits. In India, internet travel service companies (e.g. MakeMyTrip) are affiliated with an audit company that monitors different standard operating procedures. As the crisis progresses, India's Ministry of Health and Family Welfare rethinks the standard operating procedures (SOPs) for tourism and hotel facilities with respect to service performance and personnel management.

5. **Tour packages that are developing**: such as extended stays in one location, as well as religious, medical, and tourism activities: The debate emphasised the need of the tourist sector encouraging ecotourism, religion tourism, and ecological in order to support demand (Gossling et al, 2020) Tourism that is socially responsible and serves the public benefit should be encouraged (Higgins- Desbiolllles, 2020). Additionally, the roundtable discussion emphasized the significance of tourism destinations. (Ateljevic, 2020) and protracted viability through the integration of providing training and development and transformational tourism. The Indian government allocated 171.70 million US dollars in the 2020–21 budget for 'Swadesh Darshan' (strategy to encourage domestic Indian tourism) to establish tourism destinations circuits in the northeast region, as well as 29.70 million US dollars for Pilgrimage Reinvigoration and Spiritual Intensification Drive (PRASAD) and 'adopt a Heritage'. Thomas Cook and SOTC (a prominent travel and tourism business) are cooperating with several hotel brands in India to provide creative workspaces, health breaks, and inexpensive luxury

vacations. Other regions can implement similar strategies and joint efforts that include complimentary excursions, flexible cancellations, low reservation deposit, quick prepayment, and overall immersing consumer experience. The Indian government and commercial sector are offering unique cultural and religious trips such as the 'Buddhist Circle,' the 'Ramayana Trails,' and the 'Royal Rajasthan tours. Regrettably, certain religious gatherings, such as the Kumbh Mela and the Tablighi Jamaat, reported the breakdown of governmental controls, leading in a huge increase of Covid-19 cases in India (Mint, 2021). Religious groups and mass communicators spoke out to educate people about the dire consequences and urged them to observe festivals safely by remaining home and taking all necessary measures. The public has voiced disappointment at the closure of temples, mosques, and other houses of worship. Priority was given to wellness tourism based on traditional Indian concepts such as yoga, Ayurveda, and ecotourism. This will benefit travellers' emotional and physical well-being, and officials will be able to enforce social distance, safety, and cleanliness measures more effectively. Intriguingly, India is establishing itself as a leading destination for medical tourism in the post-Covid-19 era (Financial Express 2021).

6. **Exponentially growing usage of digital media as a means of communication, deliberation, and collaboration:** Tour operators should include social media into their advertising strategies. Campaigns could use hashtags such as #staysafe, #safetravel, #hygienefirst, and #mindfulconsumption to demonstrate that organizations care regarding the well-being of their customers. Given that sustainably (people, planet, and profit) is the primary strategic objective for revitalising tourism, teaching customers about responsible consumption (reduce, reuse, and recycle) will promote a resilient and secure tourist experience for all (Sheth, 2021). Administrators and regulators must do so by using the potential of digital technology across many interfaces. The Indian

Ministry of Tourism has launched a series of seminars and a large-scale use of digital media to help raise awareness of tourist locations, indigenous art, and culinary (Financial Express, 2021). In partnership with Google, new material is being produced for the Digital India website and mobile app, incorporating tourist-friendly amazing features and tales. Additionally, 360-degree walk-throughs of important World Heritage Sites in India are being produced. With the extensive use of information systems, the NITI Aayog (India's planning body) has emphasised the provision of experience tourism as a characteristic of the Economic development in the post-pandemic period (Hindustan times , 2020). Additionally, organisations have begun to engage with customers via online and mobile channels, indicating a high level of use of artificial intelligence and robots to build better tourism experiences in the post-pandemic period. (Zeng, Chen and Lew, 2020).

7. **Empowering tourist industry employees, agents, and staff members:** Because of their key role in the hotel and tourism sectors, financial support is crucial for contract employees in those businesses. Direct financial support has been offered to tourism in a number of nations, including China and the European Union. In Maharashtra, India's western state, the government awarded industry classification to the health industry (as well as reducing the amount of permits required to open a restaurant from 70 to 10) to encourage investment in the sector, thus moving from multiple clearance processes to a single clearance process. Authorities must establish a thorough training programme aimed at boosting staff and increased efficiencies in order to prevent inefficiencies and personnel trades over time (Kaushal V and Srivastava S, 2021). Throughout the long term, information processing will become the norm in the hospitality and tourism industries. People are scared of beginning to work in various industries owing to health concerns, posing a substantial barrier. Corporations are responsible for keeping a safe

and healthy work environment, providing required medical assistance, teaching employees about crisis management skills, and providing medical insurance. In the interest of creating a safer workplace, many Indian companies, financial institutions, and educational institutions have distributed safety kits to their staff members, which also include surgical masks, sanitizer, a face shield, guidance on Covid-19 sickness symptoms, wellness and immunity-boosting regulations, and contact details for emergency crews. Of prevent the spread of germs, sanitizer is stored at the entrances to businesses and retail locations. Covid-19 vaccination will be required for all qualified enterprises by April 11, 2021, which means the national government ordered it. (Firstpost, 2021). Craftspeople from several enterprises, architects, and other organizations are distributing the contact details for their own gain. Companies and management have realised that if their craftspeople, tailors, and artisans don't succeed, their businesses would also collapse (The wire, 2020).

2.5 Conclusion

A proposal for restoring India's tourist industry is critical for this conference. This method, nevertheless, may not operate as a countrywide standard procedure because of India's extensive socioeconomic and structural variation. It should be understood as a framework for the main initiatives. According with magnitude of the tragedy and the complexity of the obstacles in various areas, the particulars of implementation will vary. Another benefit of using this method is that it reveals some important areas of learning for diverse locations. In India, the aim of their tourism strategy is to promote environmentally aware luxury travel choices, use traditional skills for animal preservation, and raise the number of rural tourists (The shooting star, 2020). Leveraging unique assets to promote environmental ecological sustainability, with the

overall concept of "returning to basics." During the Covid-19 programme, India had specially chartered aircraft from Myanmar for several patients, that had been on the search for diagnosis over almost half year. (Hindustan Times, 2021). A new wave of the Covid-19 virus has been detected in several parts of the world. Some of the sector's most critical challenges are highlighted throughout the roundtable, and the panellists provide some creative ideas for industry participants and government officials. As the outbreak continues, meanwhile, further investigation is required to identify how the pandemic may affect the tourism industry.
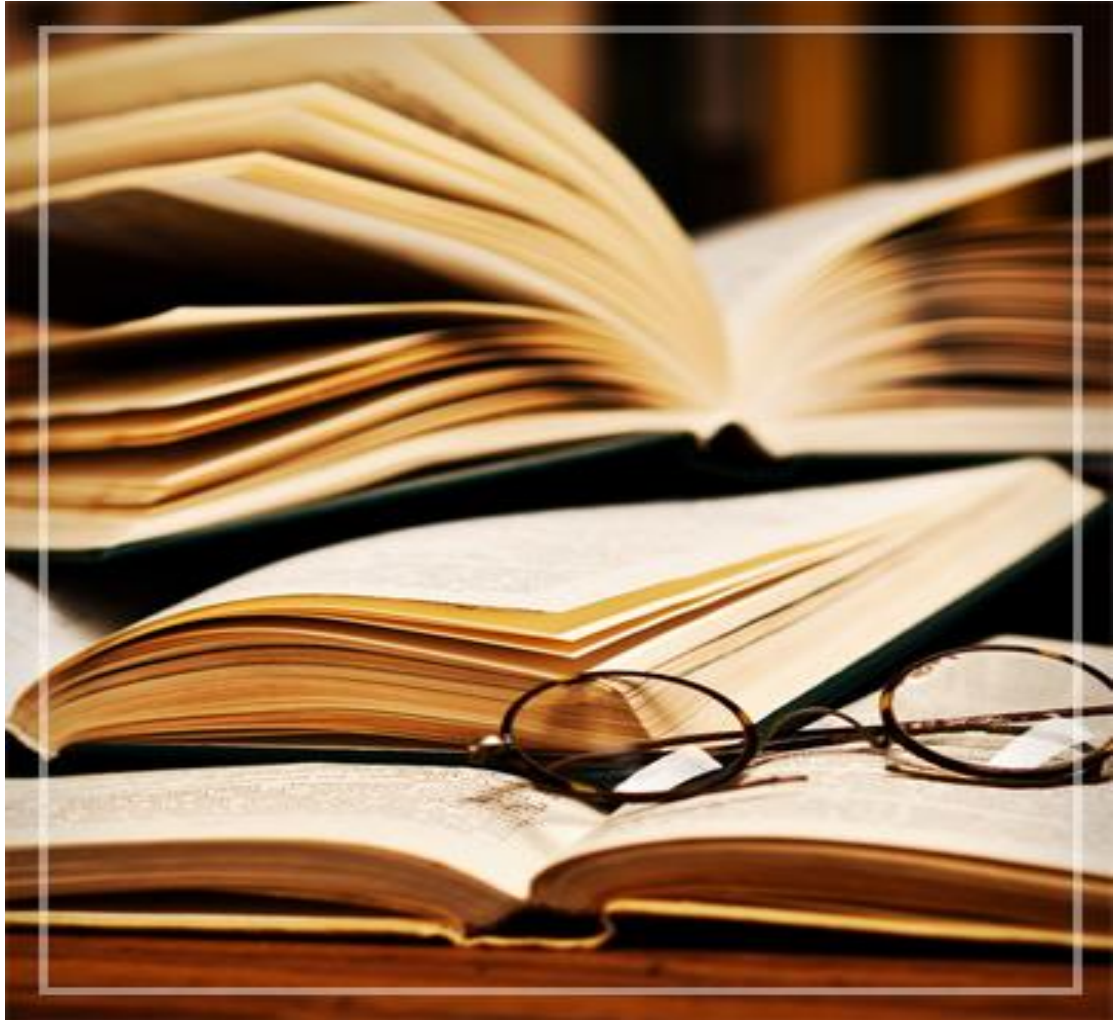
CHAPTER 3

LITERATURE REVIEW

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3.1 Introduction

Review of literature is the process of identifying prior research in order to get insights into a certain field of study. A researcher travels through a series of theories, ideas, and procedures that have been established before by other researchers. This approach facilitated the researcher's development of concepts and techniques for doing research on the basis of existing theoretical considerations. Additionally, it aided in the identification of gaps, the creation of research questions, the study's objectives, and hypotheses.

The current study examines the literatures on Uttar Pradesh Tourism Social Media, official Uttar Pradesh tourism Destination Marketing, Destination Management Organizations, and different social media accounts (Twitter, Facebook, Instagram, YouTube). Recent online media (websites, Instagram, Facebook and Youtube) advances in interaction, analysis, marketing, destination management, and travel-related web search have also been discussed. Since their start, significant journals have been evaluated. In all, a substantial number of research publications from reputable journals were retrieved and examined until the study topic and methodology were complete. Thus, the literature has been evaluated at all stages of the research's growth, as well as its historical context and current state. The chapter has been divided into sections on methodology research, field developments, and identifying the study's underlying aspects.

3.2 Research done in the area of Tourism

A major driver of growth in the services sector in India is the growing contribution of the Indian tourist and hotel industry. With its impressive cultural and historical legacy,

variation in ecology, landscapes, and beautiful landscape dispersed across the nation, India has great potential for development. Tourism may be an important source of new jobs and foreign money for a country, in addition to generating considerable foreign revenue.

There are many topographies, histories, cultures, and customs, and this makes India an excellent place for tourists. On the other hand, unlike nations such as the United States, China, and Australia, who have built powerful domestic tourist industries, China has yet to have such an investment boom for it (Baker, 2013). India has not even begun to tap into its potentially huge domestic tourist sector. It is estimated that worldwide domestic tourist flows are at least ten times larger than international tourism flows, according to WTO estimates.

Furthermore, while international inbound tourism offers many potential tourism opportunities, domestic marketing strategy is a brand-new concept. specific destination promotion (by state government) battles for a share of the rich leisure and leisure tourism bucket. Given that these locations have the same factors, such as natural beauty, history and culture, the challenge is formidable. When it comes to developing a distinctive selling offer, the best course of action is excellent destination branding. a well-researched, realistic, and current concept. Given that these locations have the same factors, such as natural beauty, history and culture, the challenge is formidable. When it comes to developing a distinctive selling offer, the best course of action is excellent destination branding. a well-researched, realistic, and current concept (Morgan et al, 2004). the competition wants and is able to replicate, but they will not be able to outdo or replace you (Morgan et al, 2002; Blain et al, 2005).

According **Bologlu S and McCleary K (1999)** states that the image has been demonstrated to have a significant impact on holiday location choices. On the basis of

prior research in a variety of domains, a model representing the critical factors of destination image creation was established. The article reports on the findings of an empirical test of the model using route analysis. The study's primary conclusion was that a destination's image is shaped by both sensory elements and the characteristics of tourists. The findings of this study have significant significance for strategic image management and may be used to develop and implement marketing strategies aimed at developing and strengthening tourism destination images.

The findings suggest the model's general pattern and demonstrated that the variety (quantity) of sources of information, the type of communication sources, age, and education all had an effect on perceptual/cognitive assessments. These as well as sociopsychological tourist incentives all have an effect on affect. The effects of interoceptive assessments on affect, on the other hand, were much greater than the effects of travel motives.

It is critical to highlight that the postulated model stated that diversity and kind of information sources have an effect on just perceptual/cognitive assessments, whilst sociopsychological motives have an effect on only impact. The correlation matrix revealed a strong link between the diversity and kind of information sources and affect, as well as a significant relationship between sociopsychological motives and perceptual/cognitive assessments. These links were not hypothesised in the initial model and so were not investigated due to a dearth of evidence in the literature. If they'd been examined, it would have been able to compare the influences on effect of a range of information sources and sociopsychological motives. This would provide more evidence for the mediating function of perceptual/cognitive judgments in the relationship between exogenous variables and emotion. Significantly, affect is more likely to influence the total image than perceptual/cognitive assessments and impact

together. In other words, emotion is more likely to act as a moderator between perceptual/cognitive assessments and overall picture.

Tourism destinations must have a deeper grasp of the process by which an image is generated and what factors influence the process. From a practical viewpoint, this study has significant implications for image management and development initiatives at the strategic level. Because the diversity (quantity) of information sources contributes positively to perceptual/cognitive assessments, locations should develop strategies to encourage tourists to use numerous information sources. Countries might conduct an assessment of their promotional channels in order to create more successful promotional campaigns. This study established that various information sources had variable degrees of influence on perceptual/cognitive judgments. The primary source of tourism pictures was word-of-mouth suggestions from friends and family. As a result, locations should bear in mind that delivering a favourable tourist experience has a significant impact on the formation of positive impressions among non-visitors. Sociodemographic characteristics such as age and education must also be addressed, but they have a lower impact than those concerning information.

According to **Beerli A and Martin J (2004**), highlighted the purpose of this study is to build and experimentally evaluate a model that explains the many elements that contribute to a destination's post-visit image. This will entail examining the link between the many components of the perceived picture and the variables that impact its creation, based on a review of the literature. These already include various methods and techniques of information and stimuli that influence the creation of pre / post perceptions and assessments of destinations, as well as motivation, cumulative tourism experiences, and sociodemographic factors.

From an academic standpoint, this work aimed to provide a conceptual framework that would allow for ongoing advancements in the topic of destination image creation in order to facilitate a better understanding of the picture-formation process in individuals' brains. Along those same lines, this paper addresses the need defined differently by different authors for a more in-depth examination of the forces influencing the establishment of images (given the paucity of empirical evidence for this phenomenon) and for assistance in filling a gap in the academic literature regarding the factors influencing the structure and formation of this image. To that purpose, various route models were created and empirically verified in order to gain a better understanding of the dynamics or variables that contribute to the creation of the post-visit image. More precisely, the impact of the following elements was examined: secondary and primary sources of information, motives, prior experience with leisure travel, and sociodemographic characteristics such as gender, age, level of education, socioeconomic class, and country of origin. From a practical standpoint, an accurate representation of the image formation process and the strength of the relationship between the factors influencing image transformation and the destination itself will assist public institutions responsible for sales management in projecting an appropriate image of their markets through the optimal mix of communication.

The effect of primary sources on first-time visitors is evident in the link between the number of visits to destinations' points of interest and the cognitive component of the destination's image of natural and cultural resources. Consequently, it is critical for resorts to conduct marketing to improve visitor awareness of points of interest and thus their visits. This link holds true for repeat visitors, for whom the number of previous trips also has a significant, but negative, effect on the cognitive dimension of the social and natural environment. Thus, the more times a tourist returns to a place, the worse

the perception of that dimension is, as a result of the excessive expansion of tourist infrastructure and the mix of illegal immigrants.

From a methodological standpoint, like with any academic evidence, this study contains limitations that impact the assessment and generalizability of its findings. To begin, its transversal nature precluded measurement of the destination's pre-visit image, which would have enabled assessment of the extent to which secondary sources of information promote the implementation of the pre-visit image and the extent to which primary information sources can alter this image. As a result, longitudinal research examining the process of image creation and modification appear to be useful. Second, and in light of the transversal design of this study, the causal relationships revealed should be carefully evaluated, as the design precludes strict adherence with the scenarios of causality, making it impossible to conclusively establish that changes in the cause result in changes in the impacts. In many linear regressions, causation must be interpreted in terms of statistical association, rather than experimental design conditions.

According to **Kavoura, A. (2014)** states that disputes about the use of social media as a forum for internet research. The author emphasises the relevance of user-generated content (UGC) on social media platforms provided by users from a variety of geographical areas. The research of user generated content (UGC) in virtual social formations may be conducted using tools such as document analysis, archive analysis, online interviews, and content analysis of online imagined communities.

Thus, internet research allows for a better balance of time and money. The author suggests that internet communication provides a valuable platform for doing research on an organization's target audience. Additionally, he notes that Facebook's real-time statistics may aid in the design of an organization's communication.

According to Zeng, B., & Gerritsen, R. (2014) have analysed 279 journal articles on tourism and hospitality's use of social media, networking sites, Web 2.0, and user-generated content. As early as 2007, four articles on social media in travel and hospitality were reported. The authors observed both qualitative and quantitative data gathering approaches in research articles with a large proportion of respondents being social media users or visitors. It was discovered that social media is a growing study subject in the tourist industry, particularly in the areas of information discovery, decision-making, tourism promotion, and consumer engagement. Additionally, the research report demonstrates that social media is mainly focused on interactive relationships between users, consumers, and businesses. Additionally, the authors recommend that further study on social media in tourism is needed in terms of influence, effect, and economic contribution to tourism.

Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013) According to the authors, customers play a critical role in the construction of brand narratives. Additionally, they shared it on social media platforms that are associated with the firm's brand story. Brand stories that are created by consumers are more persuasive and memorable when compared to those created by traditional media. Consumers are motivated by social interaction to create a better world. They also contribute to social media to enhance their self-worth. Social media is a platform where consumers can connect and interact with other consumers. Its purpose is to provide a platform for self-worth enhancement and social interaction.

Pomirleanu, N., Schibrowsky, J. A., Peltier, J., & Nill, A. (2013) highlights the quantity of articles published over the previous two decades demonstrates that internet marketing research has shifted toward a more concentrated approach in recent years.

The quantity of papers released over the previous two decades indicates that internet marketing research has gotten increasingly targeted in recent years.

Patino, A., Pitta, D. A., & Quinones, R. (2012) states that Consumers may connect via social media to share information and evaluate their options. Massive amounts of content are generated on the media as a result of this process. As a result, the availability of shared material becomes a possible substitute for traditional research procedures. The authors suggest that because social media is an open conduit for particular consumer data, organisations may exploit it. Additionally, organisations were discovered to use social media for pattern identification, market research, and consumer engagement at a minimal cost.

Tsiotsou, R., & Ratten, V. (2010) highlights tourism's growing research fields. According to the authors, adaptation of ICTs has benefited tourist firms following the proliferation of social media and social networking sites. While tourism was a pioneer in adopting new technology, a research found that tourist firms misused technological improvements. Tourism customers' search criteria and search behaviour have shifted as a result of Web 2.0. They are not just information consumers, but also information creators. The authors argue that social networking sites have become a significant study issue because they aid users and businesses in content production and tourist decision-making.

Law, R., Leung, R., & Buhalis, D. (2009) have discovered research articles published between 2005 and 2007 that demonstrated an interest in IT applications in the tourist sector. The authors asserted that the web is the most critical and influential determinant of consumer information for informing young and educated visitors. Additionally, customers have expressed a desire for online information in addition to physical information while planning a trip. The authors found that consumers preferred to plan

and online booking when they have visited a place and are familiar with its advantages and disadvantages.

Presenza, A., Sheehan, L., & Ritchie, J. B. (2005) have advocated that a destination be compared to a consumer product. Given the presence of a number of multivariate qualities in both situations, destination may also be viewed as a product (combination of services) at a single place. It has the ability to attract people from far-flung locations while competing with other items.

Several authors agree that DMOs were primarily viewed as marketing destinations. The terms destination marketing organisation (DMO) and destination management organisation (DMO) have essentially become synonyms. Today, digital marketing organisations have emerged as "destination developers" and function as catalysts and facilitators of tourist growth. The rising number of tourists, the competition, and many stakeholders all add to the likelihood of a tourist resort assuming management responsibilities. However, DMOs view marketing as the most important responsibility to perform.

Presenza, A., Sheehan, L., & Ritchie, J. B. (2005) this article emphasises the critical role of the DMOs of the past. in the early days, DMOs were largely involved in promoting destinations, and not in the administration of them. Advertising was done through print, television, radio, and outdoor ads. Also, destination marketing organisations (DMOs) were engaged in the personal sale of destination services, but not with the management of tourist products. Most DMOs consider marketing to be their top priority in management. They had a very minor impact on product management and deployment, which led to the privatisation of such services via the implementation of government's tourist strategy and regulatory framework.

3.3 Social Media

Social media is an extremely influential and vital twentieth century communication medium. It is widely used by several people and organisations for the distribution of information. Social media platforms have vastly magnified the human contact in our current times (**Lange-Faria, W., & Elliot, S. (2012**). These terms are often used interchangeably and represent feature substitutes or additions. Clear difference between concepts is not possible when attempting to define the words (**Fotis, J. N., Rossides, N., & Buhalis, D. (2010); Kaplan, A. M., & Haenlein, M. (2010); Xiang, Z., & Gretzel, U. (2010)**). Different social media terms are used for various purposes such as, User Generated Content (UGC), Online Social Networks (ONS), Social Networking Sites (SNS)and Web 2.0.

As a digital platform, social media allows users to communicate, collaborate, and share audio visual material. It is also considered as an alternate mode of communication that is humorous and colourful in order to improve the customer's experience (**Palmer, A., & Koenig-Lewis, N. 2009**). It has been shown that 54 percent of consumers between the ages of 16 and 24 have an information on the social networking site (SNS) (**Palmer, A., & Koenig-Lewis, N. (2009**). Social media can take the form of social networking websites, virtual communities worlds, virtual gaming worlds, weblog, community of video content providers, and group projects.

The related to social media marketing has focused primarily on the motivating factors for using social media, the apparent interactive elements of social marketing, and the consequences of social media marketing. However, the association among engagement and brand engagement is critical. Among the numerous research conducted on social media, the majority have focused on the social and psychological elements of the medium and their impact on customer behaviour. Furthermore, social networking sites

has been validated as a source of knowledge in regions where tourism-related conversation is popular (**Chung, J. Y., & Buhalis, D. 2008; Inversini, A., & Buhalis, D. 2009; Inversini, A., & Buhalis, D. 2009; Kasavana, M et al, 2010; Parra-López, E et al 2011; Schmallegger, D., & Carson, D. 2008; Xiang, Z., & Gretzel, U. 2010**). The image and attractiveness of locations have also been examined in several research, as they have a direct correlation with the users of social media technologies (**Matloka, J., & Buhalis, D. (2010; Sigala, M et al, 2012).**

Different researchers have described social media in a different way. These are as follows:

As per **Safko, L., & Brake, D. K. (2009)** in their paper social media bible: Tactics, tools and strategies for business success states:

Social media describes the actions, practises, and behaviours of online groups of individuals who use multiple social media platforms to exchange information, ideas, and viewpoints. Social media apps are Web-based tools that enable the creation and easy transmission of material in the form of words, images, videos, and audio content. In the study conducted by **Constantinides, E., & Fountain, S. J. (2008)**, they analysed the use f web 2.0 in different ways for enhancing marketing and direct marketing strategies are as follows:

- **Weblogs:** It comprises online diaries maintained by people and businesses that feature audio or video podcasts.

- **Social Networking Sites:** These are apps that enable users to create a personal website that is also available to users for the purpose of content production and sharing.

- **Brand Communities:** A location for gathering and disseminating material that falls under a specific category.

- **Brand Forums:** Any webpage can have a theme devoted to a particular subject.

- **Content portals:** User-created online content that is accessible via an application.

According to the study conducted by **Turban, J. L et al (2008)** Social media is an internet platform which enables individuals to communicate with one another via text, images, videos, and audio.

3.3.1 Classification of Social Media from different Scholars

The table below shows what different researchers have stated about the social media

Table 3.1: Classification of Social-Media

Sl.No.	Researchers	Social Medi types
1	Kaplan, A. M., & Haenlein, M. (2010)	a) Blogs b) SNS (Social Networking Sites c) Virtual Communities d) Content Communities e) Virtual Gaming
2	Constantinides, E., & Fountain, S. J. (2008)	• Social Networking • Weblogs • Brand Communities • Forums • Bulletin Board Content Portals
3	Fisher and Reuber, 2011	• Social Networking Sites • Blogs • Picture Sharing system • Video Sharing system

Sl.No.	Researchers	Social Medi types
		• Video Sharing System • Social bookmarking • User/consumer Forum • Microblogging • Macro-blogging
4	Kim, W., Jeong, O. R., & Lee, S. W. (2010)	• Social Networking Sites • Social media applications/sites
5	Schmidt, S. M., & Ralph, D. L. (2011)	• Social media applications/sites • Weblogs • Brand Communities • Microblogging • RNS
6	Fuduric, M., & Mandelli, A. (2014)	• Blogging • Microblogging (Twitter, Instagram) • Social Networking Sites (Facebook, LinkedIn, Instagram) • Media Sharing Application (Flickr, Picassa) • Wikipedia • Online communities • Podcast

Due to the fact that social media enables users to interact without regard for geographical barriers, the online community is potentially unlimited, regardless of language differences. It enables methodical investigation for digital communications while maintaining a budget-conscious approach (**Kavoura, A., & Stavrianea, A. 2014; Kavoura, A. 2014**). Additionally, it has an effect on the consumer behavioral elements such as attention, information acquisition, viewpoint, and disposition (**Mangold, W. G., & Faulds, D. J. (2009).**

3.3.2 Shift from Web 1.0 to Web 2.0

Web 1.0 is a phrase used to refer to the early stages of the World Wide Web, which enabled readers to learn and utilise it as an informational gateway. It functioned by aligning website content and linkages. Unlike Web 2.0, users were unable to produce or administer any type of data. From 1989 until 2005, Web 1.0 was the first iteration of the World Wide Web. Tim Berners Lee in his paper "The Internet" created it in 1989. Web 2.0, on the other hand, focused on the concepts of Rich Internet Applications (RIA), Service-Oriented Architecture (SOA), and the Social Web. O'Reilly T introduced the phrase Web 2.0 in 2005. According to Tim O'Reilly (2006), Web 2.0 is defined as:

Web 2.0 refers to the commercial transformation occurring in the technology industry on account of the shift to the internet as a forum and an endeavour to grasp the new network's principles of success. The transition from web 1.0 to web 2.0 has been one of the most profound technology advancements in recent history (**Sigala, M. 2011; Xiang, Z., & Gretzel, U. 2010**) the collaborative aspect of web 2.0 enables users to collaborate with businesses to build applications of their own choosing (**Sigala, M. 2009**) Web 2.0 is characterized as "the 2nd generation of World wide web services to enable individuals to interact and share online information in perceived novel ways

through the use of social networking websites, weblog, wikis, and modes of communication." **(Lai, L. S., & Turban, E. (2008).**

3.4 Role of Social Media and ICT in Tourism Sector:

Fortezza, F., & Pencarelli, T. (2018) explains several of the problems associated with social networking apps. The grounded theory approach has found its way into the creation of research techniques. During the course of December 2014 to December 2016, seven DMOs were investigated, with the use of various semi-structural interviews and case studies. Authors believe that helping social media users become aware of facts, getting customers to identify with the brands, create stories, and develop loyalty to the DMOs are all tough challenges. This study asserts that those who use social media such as Facebook, Twitter, or Pinterest are more likely to both make and publicise great tourist experiences. On this way, DMOs tell stories in social media, creating richer and more satisfying communications for their customers.

Lund, N. F., Cohen, S. A., & Scarles, C. (2018) one research proposal claims that social media storytelling impacts views and visitor purchase behaviour. DMO of Denmark, the Danish Tourist Board, has been examined by authors as a place to investigate the authoring of narrative activities for destination branding. Using a DMO will convince customers to engage with your brand and encourage circulation of your brand tales throughout the media. As noted with regard to Visit Denmark's social media initiatives, these efforts are centred around four concepts: narrative, engagement, subjectivity, and mobility. A conceptual framework has been developed for the DMOs so that storytelling on social media may take place. Authors urge DMOs to breach the barrier between online and offline by quickly acknowledging and thanking visitors on social media and providing them with rapid feedback. Online social media is a useful tool for influencing views and buying decisions at locations. The Internet sites have

sought to illustrate the significance of image target creation. The Internet benefits to sources like friends and stakeholders in tourism by allowing us to get information from all around the world. A consultation resource and a source for virtual depiction of a destination are regarded to be the same thing. Social media offers a virtual platform for DMOs and other travellers to submit information. When we talk about virtual content production, we mean creating information, connecting people, and exchanging ideas, rather than simply searching for it and consuming it.

Authors compared DMO information with that given by tourists and found that it is acknowledged by tourists alone. Because of user-generated material, a destination's image may change rapidly. People participating in the content production via social media assist build an image of a location, with support from the community. Other studies show that crowd-sourced content such as user-generated photographs, videos, and product evaluations on social media platforms may promote a tourist location. The findings also recommend that organisations consider user-generated content (UGC) for effective communication design and campaign marketing. Train staff to use social media to provide information and expertise about locations.

Fuduric, M., & Mandelli, A. (2014) social media standards are being studied. Quality data gathered from 20 global corporations via the convenience sample approach were utilised. Some authors assert that social media channels offer new modes of communication for both consumers and advertisers. Customer involvement strengthens the consumer information system, allowing for stronger communication channels. Although there are authors who believe that marketers favour social media communities, particularly their discussions, above conventional methods, advertisers prefer social media communities for building a social presence among the online community members. Social presence helps encourage conversation and bridge barriers

by facilitating social interaction. Marketers may promote local events on a global scale, and likewise they can advocate global events on a small scale.

Rohm, A., Kaltcheva, V. D., & Milne, G. R. (2013) highlights how it has been debated if different social media themes excite the behaviour of young consumers when it comes to communicating with companies on social media sites. Authors have conducted a content analysis of 58 individuals between the ages of 25 and 35 and used this as the basis for a social media diary of responses.

According to social media use, the five main motives of people are as follows: amusement, brand commitment, timely information, service responsiveness, and product knowledge. Consumer engagements with brands have been proven to promote improved sales, profitability, customer happiness, and overall company competitiveness. According to the author, young customers prefer social media to physical media when interacting with businesses. By allowing companies and customers to connect with one another, online consumer participation improves service offers and delivery.

According to **Bizirgianni, I., & Dionysopoulou, P. (2013)** have concentrated on the use of ICT and social media in tourist motivation A primary study was performed among Greek young visitors who use social media. According to the researchers, social media is engaging more young people, with Facebook showing a 200 percent average yearly rise in registration process. The findings indicate that e-Word of Mouth has changed as a result of ICT and social media usage. Social networking sites provide actual information distribution, active engagement, and the exchange or sharing of ideas. Because young people account for the majority of netizens, marketers should

become involved in their activities and learn about their requirements in order to combine marketing tactics with their aspirations.

In a research of social media platform utilisation, **Hvass, K. A., & Munar, A. M. (2012)** discovered that social media allows for direct connection with consumers in order to monitor their thoughts and assess the services. The use of technology to any work is intended to result in a more user-friendly, timely and cost-saving practice. Information and communications technologies (ICTs) play such a significant role in communication between businesses, stakeholders, and customers. This may make communication both simpler and more challenging, at times. The emergence of interactive platforms on social media, such as Twitter and Facebook, has empowered user-generated content (UGC) and citizen-generated content (FGC) to foster the formation of interactive networks. When we look at how organisations utilise Facebook, we see that they mostly use it as a tool for distributing advertising. However, very few organisations really integrate their sales channels with Facebook.

Pan, B., & Crotts, J. C. (2012) To learn about social media management consequences and future study, has spoken about several theoretical models of social media. While many people credit Facebook and Twitter as two of the most successful social media websites, it has been argued that neither was built with thorough understanding of the social network theory. In reality, these platforms came into being to answer a number of different issues, and not just for commercial objectives. Based on this research, it was discovered that micro theories and macro hypotheses are both beneficial.

Perception authority and socialisation theory go under the category of micro-theories, whereas psychological empowerment and feature integration theory fit in under the broader theory of brand engagement ownership. According to authors, loved ones and

close friends are the most credible, honest, and dependable sources of information with regard to marketing via social media. It is via these connections that a connection with others, interactions with other people and organisations, is developed naturally. Attractive social benefits, such access to opportunities, status, and acceptability on social media, drive social media users.

While Macro theories use social network analysis and McLuhan's multimedia theory, these ideas have a smaller scope. Regardless of location, individuals are viewed as connected actors to plot out the network structure and can make a social network that includes relatives, organizations, and acquaintances. These relationships may be made up of a variety of things including friendships, hobbies, beliefs, and finances. With the work of McLuhan, we can see media theory arguing that with interaction and frequency of interaction, media may influence the individuals and society. As a result, the content of media has been found to be insignificant when compared to the type of media. Additionally, scholars assert that social media awareness is important for DMOs. Social media offers the opportunity to leverage holistic integrated communication methods.

Bruhn, M., Schoenmueller, V., & Schäfer, DB (2012) They have brought attention to the fact that a company's brand equity is positively affected by their use of social media. Data have been obtained from three industries: tourists, communications, and pharmaceutical. By combining online surveys, 393 sets of data have been compiled. The debate over FGC and UGC's influence on brand image and brand equity has been well documented by authors. It turns out that customers are able to distinguish between varied sources. This also means that, because of its enhanced functional image, FGC is better equipped to establish a functional brand image while UGC helps to favourably influence the hedonic image. Relevant material that is created within the organisation will encourage user-to-user contact but won't harm the brand's hedonic image. UGC

thus plays a significant role in comparison to FGC on social media. Authors advise: For firms to attain better brand equity, they should integrate social media in their marketing mix.

Berthon, P et al (2012) highlighted the fully committed to combining the concepts of Web 2.0, social media, and creative consumer into one entity. This article seeks to assist managers in destinations industries with the shifting location of power, engagement, and worth. So, it concentrates on five syllogisms: Social media is a function of technology, culture, and authorities; events that are localised worldwide begin with local celebrations; worldwide events are celebrated and executed locally, while consumers have an influence on the creative process and are, to some extent, indebted to technological advancements.

A recent study found that the site of activity has expanded greatly, as more customers have acquired more access by moving from desktop to web-based websites. In addition, this change has seen the removal of authority from corporations to the person or community. Individuals or communities now have more power because of this, and corporations no longer have the upper hand. The findings validate that customers are now centres of value creation, both carrying and transmitting content across social media channels.

As stated by **Buhalis, D., & Jun, S. (2011)** on the internet, many mediums of communication merge to influence consumer behaviour and the whole market. Authors claim that there is a rising population of social media users, and as a result, these users will exhibit features of offline users. As a result, DMOs are able to utilise social media to provide customers the opportunity to experience the product, facilities, and services

by demonstrating. By connecting social media with traditional marketing, DMOs may build a destination image through text, photos, and videos.

In the study conducted by **Kaplan, A. M., & Haenlein, M. (2011)** showed how many external variables may assist spread word-of-mouth marketing or electronic word-of-mouth. According to the research, viral marketing methods have modest costs, but are able to produce highly circulated and recognised results. It has the ability to affect the attitudes and behaviour of consumers over time. In a review of word-of-mouth and traditional media, authors found word-of-mouth to be nearly twice more impactful. Some people claim that it is beneficial for decreasing decision-making time, minimising risk, increasing buying influence, and improving sales by giving consumers high praise. More than one reproduction rate and being associated with social media apps increases the level of aggressiveness in clickbait. A DMO may, therefore, take use of social media at minimal cost and across a broader audience.

Sigala, M. (2010) in their study states uses of Web 2.0 tools and the influence it has on the tourist sector have both been heavily researched. Since the latest Web 2.0 technical applications empower users to cooperate to generate, consume, and spread information and knowledge, these new technologies might be referred to as "tools of mass collaboration." The study's objective is to identify the influence of UGC and Web 2.0 technologies on how consumers, businesses, and tourist locations conduct their businesses. Publishers say that with Web 2.0 and UGC, customers may build and manage own online communities, and e-WOM that have an impact on customers' buying behaviours and marketing strategies in DMOs. The city agencies have urged DMOs to use instruments of mass collaboration for marketing city.

According to Ka**plan, A. M., & Haenlein, M. (2010)** states that Social media is considered as the foundation stone of knowledge in the field of media. It is based on the theories of media, social presence, and social processes. It is argued that social media enables users to create any image of themselves that they want. This allows them to hide their emotions and attitudes. As per the author social media platforms allow users to self-present and reveal their true self. This phenomenon is referred to as the consumption of content by consumers.

Buhalis, D., & Minghetti, V. (2009) The paper argues that the digital divide between web users and potential users is widely attributed to the lack of access to information and communication technology (ICTs). Remote locations make it hard to access certain places, which in turn make it difficult to attract and retain tourists. This gap can be filled through the use of various ICT tools. The study aims to analyze the impact of digital inequalities on tourism through the use of Information and Communication Technology (ICT). The authors have classified the usage into three different groups: high, medium, and low. Due to their socioeconomic, economical, technical, and political contexts, users might not even fit within these categories. These settings are characterised by their users' psychological, intellectual, physiological, logistical, and monetary characteristics. Additionally, it is discovered that DMOs have an enormous opportunity to leverage ICT technologies to improve their engagement, accessibility, and profitability.

Buhalis, D., & Law, R. (2008) have established the critical role of ICT in tourism by conducting a thorough evaluation of relevant papers. According to the report, "ICTs are evolving into a holistic interconnected system of networked hardware and software that enable efficient data analysis and collaboration for institutional advantage." Consumers acquire insight through the use of ICTs, notwithstanding their diverse choices,

expertise, and motives for tourist products. The author argues that in such a setting, ICT technologies may be used to handle changes in consumer preferences and particular demands via personal contact. Additionally, destination-related facts may be fully conveyed through photographs and graphics, providing a physical impression to people seeking information on the web. Additionally, it has been discovered that travelers spend a lot more time at their location when they get information on the web. The researchers conclude that with the advent of ICT tools and social media platforms, information distribution concerning planning trips and consuming has taken on a different form.

Buhalis, D. (1998) has explored the use of information technology (IT) to the strategic and operational management of the tourist industry. The consequences of ITs on companies and destinations' ability to compete against external actors have already been noted. Additionally, the study proposes a framework for information technology use in tourist enterprises by illustrating IT advances and their impact on the tourism sector. Consumers have developed sophistication, expertise, and a need for specialised, functions and features. Consumer-organization communication adds value to the business. As information is regarded as the industry's lifeline, the author suggests that efficient use of information technology is critical for promotion, circulation, and advertising operations. Additionally, it can be beneficial for customers' planning, browsing, acquiring, and adjusting trips. The author argues that the traditional marketing, which relies on a one-way flow of information, may be replaced by interactive marketing, which leverages information technology to enhance consumption engagement.

Buhalis, D. (1997) in their most recognised study has emphasised the effective use of information technology to enhance tourism services. The purpose of this article is to discuss the economical, sociological, cultural, and environmental advantages of tourism destinations as well as how to maximise them. The authors assert that information technology has transformed and restructured enterprises. As a result, destinations profit from using information technology tools to manage their activities and promote their offerings. The author believes that the implementation of these systems generates profit at the local level and has a macroeconomic influence on tourism. Implementing information technology systems may also assist in mitigating adverse effects on people, cultural, and the environment. Additionally, it is determined that information technology tools may be utilised to administer, communicate, sell, and promote a location.

3.5 Destination Marketing Organization

Essentially, DMO was conceived and managed as a 'Destination Marketing Organization,' with marketing as its primary purpose. Later, with the involvement of numerous private and governmental players in the destination, it assumed management responsibilities. As a result, the organisation is referred to as a 'Destination Operational and Marketing Organization' or basically a 'Destination Management Organization'.

Historically, the term DMO stood for 'destination marketing organisation,' which has been eventually shortened to 'destination marketing and management organisation.'(Gretzel U et al, 2006). A destination is a geographical region wherein amenities and facilities are provided to entice travellers. DMOs are responsible for coordinating marketing efforts within a destination's designated geographical region **(Pike, S. 2004)** DMOs are responsible for promoting a location and attracting tourists, which may be a difficult undertaking on a shoestring budget **(Pike, S. 2004)** Because

the emphasis of this research is on the marketing elements of a destination, the researcher commonly refers to DMO as Destination Marketing Organization. DMO acts in the capacity of boards, tourism organisations, agencies, councils, governments, and authority **(Pike, S. 2004).**

3.6 Role of social media in destination marketing organization (DMO)

Pérez-Vega, R. et al (2018) have paid close attention to the content production and perceived worth of tourist authorities' Facebook pages. There is a correlation between tourism brand communities and travellers' behavioural intentions. The authors suggest, using Social Response Theory, that DMOs' Sites such as Facebook exhibit human-like anthropomorphic features. Social interaction value, aesthetic appeal, and personality appeal are three anthropomorphic aspects on which data was gathered in 2014 from 630 responders via an online questionnaire. The preponderance of respondents between the ages of 26 and 35. Facebook pages, it has been noticed, provide a unique opportunity for DMOs to initiate positive connection between brand and customer.

As a result, DMOs can track the beneficial effects of consumer engagement and hence the financial consequences. The authors urge DMOs to place a premium on deliberate user interaction on their Facebook page. This may be accomplished by recognising people who generate excellent material and engaging them on a fan page with interactive information and graphic postings. The findings may be extrapolated to other locations' Facebook sites.

Uşaklı, A., Koç, B., & Sönmez, S. (2017) the authors examined how European DMOs utilise social media for accomplish its goals and online research. With a sample of 50 European nations, this exploratory study focuses on two social media platforms: Facebook and Twitter. For a yet another period, content analysis was used to study the

two social media websites. The authors have chosen seven areas for metadata analysis: content, primary subject, knowledge type, involvement, interaction, promotional, and client service. This has been noted that the majority of European DMOs utilise Facebook and Twitter to interact and communicate with social media users and consumers. The writers stated that social media is being utilised solely as a conventional medium rather than as a client service tool to answer consumer inquiries, criticism, and grievances.

According to **Mariani, M. M., Mura, M., & Di Felice, M. (2018)** stated have investigated the top ten most frequented country DMOs by foreign visitors who use Facebook as their social media campaign. The content analysis approach was used to determine the causes for user interaction with NTOs via Facebook pages. The authors discovered a substantial difference in tactical usage of Facebook among ten NTOs. Nonetheless, graphic material and weekend postings engage networking sites such as Facebook in the same way across all NTOs.

Ones published in the evening have a lesser impact on users than posts published in the morning. Additionally, it has been claimed that NTOs should give users with greater flexibility and alternatives for creating content via media. Thus, graphic material, weekend postings, and morning updates on Facebook might assist DMOs in promoting locations.

Ben-Shaul, M., & Reichel, A. (2018) in their study analysed the study as the elements affecting the interaction of users on tourist marketing pages on Facebook. Consumers' goals, forms of involvement, and intents of loyalty have been explored using an integrated theoretical model. The authors tried to quantify the amount to which users participate, their level of active contribution, their desire to repurchase, and their

endorsement of a tourist brand. An online poll was used to obtain data from 903 Facebook members. The data were factored using the principal component analysis (PCA) technique.

Additionally, four types of participation motivations are identified: social psychological, operational, epicurean, and incentive motivations. According to the authors, social-psychological motivations are the strongest determinants of consumers' active involvement on tourist branding pages on Facebook, followed by recreational and utilitarian motivations.

Thus, enhancing the user's sense of "active participation" by allowing them to contribute to content creation might increase their proclivity to return to the brand's website for repurchase. Additionally, DMOs are recommended to successfully respond to clients' pleasurable, physiological, and socio psychological demands by offering pertinent information, promotions, and special sales chances.

Mariani, M. M., Di Felice, M., & Mura, M. (2016) have emphasised the strategic use of Facebook by Italian regional tourist organisations for enhance customer satisfaction and user interaction. Big data analysis was used to examine the official Facebook pages of regional DMOs, as well as semi-structured interviews with DMO management, in order to determine the Facebook variables that contribute to high social engagement. The authors identified a "social media split" (substantial discrepancy) in the provincial DMOs' strategic media engagement. In compared to early postings and high frequency posts, visual material and medium long posts have a substantial beneficial effect on user involvement. Few DMOs (Destination Marketing Organizations) utilises Facebook just for information reasons and have an inability to quantify the success and efficacy of Facebook material. The study concludes that administration should solicit content

production from Facebook users. Whilst leader is accountable for posting more visual material in a controlled manner.

Lee, M., Hong, J. H., Chung, S., & Back, K. J. (2021) have examined how Korean local governments are use Facebook to create a smart tourist environment. For seven days, content analysis was performed on 133 Korean local govt's Facebook postings. The authors identified three benefits of a smart tourist network. To begin, it facilitates the convergence of tourist and ICT businesses via the internet, mobiles, laptops, hubs, and social networking sites. Furthermore, it eliminates communication barriers to enable social engagement among and between visitors and the local population through the use of social media to share messages, photos, and destinations. The last attribute, interconnectedness, aids in connecting together key tourism players such as government, business, research institutions, and university.

Chang, Y. T., Yu, H., & Lu, H. P. (2015) have conducted research on the probative value of communications and the thread of social media posts. The quantitative data was gathered from 392 Facebook users and evaluated using AMOS and SEM (Structured Equation Modelling). The authors argue that social media may be an effective marketing medium due to its popular and visually appealing postings. The persuasive nature of such postings encourages people to like or share them on social media. Additionally, it is shown that media customers prefer online information from friends or even acquaintances over more traditional forms of contact. Additionally, the utility of postings has a direct effect on the fan's behaviour. DMOs are encouraged to incorporate beautiful photos, meetings and discussions, and professional information in their postings to appeal to a variety of media users. The authors argue that social media can have synergistic activity if information distribution is good enough to convince customers.

In the study conducted by **Howison, S., Finger, G., & Hauschka, C. (2015)** have focussed on web marketing for a small number of Dunedin and New Zealand tourism companies. Interviews, online questionnaires, and a website design were used to collect data from tourist businesses. Triangulation was used to analyse the data. The authors discovered that Facebook and Twitter are the most popular social media channels, with operators leaving both good and negative remarks. Positive feedback occurs as a result of utilising social media for the purposes of engagement, relationship development, and advertisement. As a result, it demands a deeper grasp of social media apps in addition to a web presence. In the majority of situations, operators lack the skills necessary to leverage social media successfully. As a result, the study discovered a possibility for increased usage of social media to spread awareness of tourism goods.

Increased usage of social media can increase the growth rate of followers on Facebook pages, which was previously seen as a proxy for social media participation by a small number of tourist providers. The authors underlined the need of treating social media as a necessary instead of a discretionary channel for tourist firms' online marketing.

Popesku, J. (2014) has examined how Serbian DMOs are utilising social media as a strategy. The article argues that social media enables like-minded individuals to cooperate on engagements, practises, and attitudes in order to exchange expertise, destinations information, and opinions via social media. The author believes that travellers have a high level of confidence in their social networks since knowledge is created and acquired via the encounters of other travels. The research study demonstrates that NTOs, DMOs, and RTOs in Serbia are facing financial difficulties as they are under pressure to boost visitor numbers and income in compete successfully with their rivals. As a result, they've embraced social media as a moderate marketing

and worldwide penetration strategy. Additionally, the author identified a vacuum in the current research about how DMOS may be used to investigate social media use.

Tsimonis, G., & Dimitriadis, S. (2014) research study is to build a social media account for the brand communities that have been developed. It addresses organisations' rules and methods for utilising brand communities, as well as the consequences and advantages for both businesses and individuals. The authors conducted qualitative and exploratory research. Businesses functioning in Greece that have Facebook fan pages have been chosen for data gathering. The authors discovered that the Facebook platform is advantageous for growing popularity, lowering costs, conducting contests, spreading information about new products, and resolving consumer concerns. Additionally, it is recommended to keep contact with potential customers and attempt to convert them into fans and loyal customers. A satisfied consumer will promote favourable word of mouth among other users. The authors assert that a distinct approach is also necessary for social media, regardless of whether it is used alone or in conjunction with traditional media.

Manap, K. A., & Adzharudin, N. A. (2013) have concentrated on the usage of user-generated material on Malaysian airlines' social media platforms. In comparison with other methods of planning and booking a trip, the findings of this article believe that the authenticity and trustworthiness of user-generated material are less apparent when compared to other modes of arranging and organizing a trip. UGC is seen as a source of knowledge in addition to more established sources. It continues to expand in size through the snowball effect, aided by various internet tools such as internet pages, social media platforms, virtual communities, and travel weblogs. The authors describe UGC as the collection and use of user-generated material on the internet. Additionally, it is suggested that organizations have downplayed the value of UGC. The authors propose

that data from UGC be retrieved, summarised, and re-presented in a preferred manner for decision-making and planning reasons.

Whiting, A., & Williams, D. (2013) in studying social networks acquisition and usage through the lens of the uses and gratifications theory. The authors of this preliminary study identified seven social networking sites elements from the research papers. Additionally, 25 in-depth interviews with Facebook users centred on seven categories were performed. Media concepts such as (a) social engagement, (b) relationship between information, (c) recreation, (d) amusement, (f) leisure, (g) communicative usefulness, and (h) expediency utility all contribute to reaching ultimate pleasure.

Hays, S., Page, S. J., & Buhalis, D. (2013) argues that the uses and satisfaction theory is consistent with the fundamental assumption of discourse analysis. It implies that the consumer desires material that satisfies their requirements for maximum satisfaction. The authors suggest that because social connection and information gathering are the most desired themes among media users, they can assist organisations in making informed social networking site selections. have explored how certain DMOs are utilising social media networks for destination branding. The study's empirical technique aims to achieve the goals of adaptability and social networking sites usage by Destination marketing organizations.

Additionally, it accomplishes the objective of identifying the variables that contribute to and best practises associated with DMOs' usage of social media. The authors collected data using content analysis and semi-structured interviews with DMOs. Facebook and Twitter were chosen as the two social media sites to investigate due to their widespread user base.

The authors discovered that DMOs' top choice for social media platforms of attractions is "Facebook" due to its participatory aspect. According to the survey, the majority of DMOs consider the number of responses to a given post, the frequency of pictures and videos shared, the number of comment threads, and the engagement rate to be indicators of the social media and its impact branding via Facebook. Few DMOs have discovered the need to manage several Facebook accounts, each of which has been allocated to a single employee. Lack of finances and qualified employees is a barrier to DMOs implementing social media as an effective strategy. Additionally, the report identifies social media as a viable instrument for B2C marketing tactics. Measuring the impact of DMOs' social media initiatives has always been a perplexing challenge. It was discovered that DMOs continue to lack awareness of social media usage and the nuances of ROI measurement.

According to the study conducted by **Lim, Y., Chung, Y., & Weaver, P. A. (2012)** has examined the influence of social media on marketing strategy by contrasting user-generated videos with DMO-produced videos. To evaluate the videos accessible on YouTube, a content analysis approach was used. Las Vegas was chosen as the study location because social media was crucial in rebranding it as "What Happens in Vegas Stays in Vegas" from the previous brand "Sin City."

According to the authors, the Internet phenomenon has transformed the promotion mix environment for the benefit of the proliferation of social medias such as Facebook, Twitter, You Tube, and others. Social networking, as one of the most significant and important providers of travel booking information processing, has an impact on the purchasing choice of the customer. Furthermore, the authors assert that customer created material attracts consumers more than DMO-provided content, and that as a

result, both DMOs and community generated content may contribute to the development of destination brands.

Munar, A. M. (2012) has investigated the developing social media tactics used by destination marketing organisations. The DMOs in Denmark, Norway, Finland, Sweden, and the Scandinavian Organizing Committee have all been investigated using qualitative techniques, as has the Scandinavian Tourist Board. The survey demonstrates the growing popularity of social media methods for destination branding, which has been growing in recent years. It also looks at the influence of social networking sites on the administration of a tourism destination as well as the organization 's culture. As part of their social campaign strategy, DMOs post information, promotional films, and provide prizes and rewards in order to promote user involvement on social networking sites. Social networking sites, internet forums, and bloggers, on the other hand, encourage travellers to contribute to the knowledge available about a place. As a result, the locus of control over internet material has migrated away from DMOs and onto visitors. The result is that communications lifestyles have shifted, posing a new set of challenges for organisations.

According to the author **Fotis, J., Buhalis, D., & Rossides, N. (2011)**, DMOs have difficulty in training employees because of the conventional organisational structure that they have in place for dealing with these changes. have demonstrated the importance of eWOM in influencing the choice of a tourism location. The sample data from 296 visitors was gathered using the cluster sampling method, and the results were analysed using the ANOVA method of analysis. Researchers discovered that word of mouth plays an important role in the tourist sector, particularly in cases when the nature of the commodity cannot be predicted prior to consumption.

It becomes much more difficult to evaluate options while making a purchasing decision as a result. In the process of e-WOM, a customer tries to convince somebody about benefits of a product or service that he or she has used and enjoyed. As a result, e-WOM has a significant impact on the decision to visit a certain tourist location. Consumers who are future, current, or previous customers might say either positive or negative things about a product. It is believed that electronic word-of-mouth (e-WOM) can be equally successful in both the online and offline worlds due to the larger reach of the internet among the general population. As a result of their research, the authors have found that online word of mouth has a substantial influence on establishing attitudes about visiting a location and intentions to travel amongst people on social media. offered a different perspective by examining the influence of social media in the lead-up to, during, and after a vacation. The usage of an online survey approach has been chosen for the aim of collecting information from social media users in Russia and other former Soviet Union countries. The authors discovered that social media is especially utilised to share holiday thoughts post-holiday. Additionally, social media has been shown to be capable of influencing modifications in vacation plans when a person accesses media in search of activities.

Additionally, it is established that UGC is a more reliable source than official website, tour brokers, and mass media ads. As a result, social media is proven to have an effect on destination choices. The authors concur that the most trustworthy source of travel advice is relatives and friends. As a result, information obtained via social media may be regarded a supplement to other commercialized pieces of knowledge.

Milano, R., Baggio, R., & Piattelli, R. (2011) have investigated the effects of social networking sites on tourist websites in order to demonstrate how users and web developers interact with it. The research will use Facebook and Twitter as networking

sites. The authors discovered that brand awareness has been turned into brand engagement through the use of web 2.0 or, more specifically, Tourist 2.0 in the tourism sector. have investigated the effects of social networking sites on tourist websites in order to demonstrate how consumers and website designers interact with it. The research will use Facebook and Twitter as networking sites. The authors discovered that brand awareness has been turned into brand engagement through the use of web 2.0 or, more specifically, Tourist 2.0 in the tourism sector. As a result of the breadth and depth of the reviews supplied by UGC, it is more credible than official sources. Additionally, the authors discovered that tourist organizations need to make minimal use of social media technologies.

Bond, C. et al. (2010) in their study states that as a result of the breadth and depth of the reviews supplied by UGC, it is more credible than authoritative sources. Additionally, the authors discovered that tourist organizations need to make minimal use of social media technologies. The authors discovered that by gaining an understanding of customer behaviour, Facebook enabled companies to tackle new obstacles and capitalise on new possibilities. It was discovered that users' involvement was influenced by their connection to and contact with other social media users, community leaders, and information sources. Users need social connection and informational efficiency, which may be supplied via new platforms and community engagement on social networking sites.

The authors assert that people have embraced social networking sites as a valuable medium for communicating with companies and are inclined to acknowledge prior consent for marketing and membership in a brand's fan base. The majority of consumers prefer to stay informed about new products and services by like and supporting their favourite company sites on social media. The authors recommend that brands engage

in two-way contact with customers by responding to user-generated content. The true effects of social networking sites on marketing and advertising operations, on the other hand, is yet to be determined.

Xiang, Z., & Gretzel, U. (2010) have investigated the prominence of social networking sites in search results for commute queries. Data gathering was used to locate search results for places in the United States. The data were analysed using content analysis and multivariate analysis techniques. The study concentrated on two distinct facets of social media networking sites. Firstly, on social networking websites such as Facebook, where user-generated material is available in a variety of formats; and secondly, on websites that allow users to exchange media assets, such as YouTube and Flickr. The authors discovered that various media outlets were beneficial in presenting, recreating, and remembering tourist excursions. According to the authors, a sizable portion of results are social media links that drive users to social media platforms. This demonstrates the rising effectiveness of social media platforms in the web search for travel - related information. Additionally, they claim that travel information is given by two distinct entities: the tourist business and internet customers who may get it from any location. As a result, social media play a crucial role in disseminating travel-related content.

 Elbe, J., Hallén, L., & Axelsson, B. (2009) have highlighted the varied character of tourism destination participants and the integrated marketing process dubbed holistic destination management. The author conducted an in-depth case study approach, focusing on the southern Swedish region of Smaland. Additionally, semi-structured interviews with members of Destination marketing organizations (DMO's) in Smaland were conducted. The authors suggest that these DMOs (Destinationa Marketing Organizations) serves as the focal point for destination marketing efforts aimed at

promoting tourism and attracting tourists to a certain area. The tourism industry is divided among small, medium, and big businesses, government agencies, and non-profit enterprises. Thus, DMOs function as a liaison between stakeholders, gathering them together like a single platform to assist visitors.

Ross et al. (2009) have conducted a critical examination of the personalities and motives behind Facebook use. A convenience sample of 97 students from Southwestern Ontario University with an average age of 21 years was obtained. The authors discovered that social networking platforms help persons with similar hobbies or social goals form communities. Agreeableness and extroversion are proven to promote participation and socialisation through groups. As a result, it aids in the maintenance of social ties online and the development of stronger relationships. The authors concur that Facebook has grown to be amongst the most popular social media sites.

Elbe, J., Hallén, L., & Axelsson, B. (2009) have investigated methods of destination marketing and resource mobilisation among participants. This research study presents the implementation of comprehensive destination branding with all order to provide recommendations. have investigated methods of destination branding and resource mobilisation among participants. This research study presents the implementation of comprehensive destination branding with all order to provide recommendations. Typically, DMOs are discovered to be financially strapped and forced to operate on a shoestring budget. As a result, they have an incentive to identify the most premium channel for marketing the destinations. The authors encourage DMOs to expand their destinations marketing efforts by pooling the capabilities of all stakeholders.

In the study conducted by **Miguéns, J., Baggio, R., & Costa, C. (2008)** have analysed user-generated material on TripAdvisor to ascertain how travellers construct their

perceptions of a locale. The content analysis included forums recommending Lisbon as a destination.

The findings revealed that DMOs (Destination marketing organization) rely heavily on user produced content when ranking hotels. It has been determined that online social networking sites are the most famous websites online because they serve as a gathering place for individuals who share a common involvement and are endowed with a variety of digital sound communication methods such as pictures, text messages, video files, conversation, and emails.

In the study conducted by **Buhalis, D. (2000)** sought to describe the notion of destination as well as destination management and management approaches. Until 2000, the author discovered a dearth of attraction marketing material. Alongside harmonizing the goals of all stakeholders to ensure the sustainability of locally available materials, the author highlights the need of leveraging internet technology to guarantee the effectiveness of destination branding. It is suggested that the deployment of ICTs may boost visibility, reduce costs, and strengthen local collaboration, all of which contribute to enhanced competitiveness. Additionally, the author describes destinations as assemblages of independently created tourism attractions, activities, and a diverse array of public goods. Thus, because DMOs promote both the work and social interests of all stakeholders and the surrounding community, promoting and managing their goals becomes a challenge. To address this problem, the author proposes using appropriate media to raise awareness and encourage destinations goods and/or services very early in the location's life cycle.

As the study conducted by **Kumar, P., & Mishra, J. M. (2019)** states that the destination marketing organisation (DMO) is critical in promoting and managing

tourism destinations. Attributed to the prevalence of both governmental and non - governmental parties, it is frequently a complicated process due to competing interests. A comprehensive examination of India's Destination Marketing and Management Organizations (DMOs) illustrates the evolution and current idea of DMOs in light of their formation in other nations. The purpose of this study is to look into the future growth of the Ministry of Tourism as a DMO or NTO organisation. Data obtained from the government sites of the tourist industry of the concerned states and the Ministry of Tourism, India were documented and analysed in order to truly comprehend the importance of the Ministry of Tourism, India as a National DMO and the role of State/Union Territory Tourism Departments as Regional Tourism Organizations in the country (RTO). DMOs are organised somewhat differently in India, compared to other countries. To promote India as a tourist destination, the Ministry of Tourism works through the National Tourism Organisation (NTO). According to research, the State and Union Territory Tourism Departments in India are found to be functioning as DMOs under the Ministry of Tourism. Some state and university tourism departments try to market the regions where they're located, which might make them Regional Tourism Organizations (RTOs). These findings show that DMOs have diverse organisational structures throughout the world.

According to the study conducted by **Satghare, H. R., & Sawant, M. (2019)** seeks to assess the official Maharashtra destination website, which leads India's tourist market, using user perspective. The researchers developed the tool, which is known as the "Destination website evaluation scale", to fulfil their study aim. The webpage performance was measured by obtaining information from website visitors on five important success elements (quality of information, ease of use, personalization, engagement, and trustworthiness- and identification elements). Thus, in order to

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establish a reliable standard for evaluating websites as destinations, the research study also sought to design a user-centered scale that was reflective of prior studies. The research offered the observations and addressed the ideas for enhancement of the website of Maharashtra as a tourism destination. It was found that apart from "identity- and trust-building elements," there is a large gap (enormous difference) amongst various website qualities in terms of relevance and effectiveness. Finally, improvements to the identified essential success elements of the website were proposed. The findings will benefit destination marketing organisations in determining e-consumer behaviour and their web - based information demands.

3.7 Conclusion

The chapter will analyse significant research articles in order to establish the theoretical and methodological framework for the current study. The researcher generated parameters and their associated assertions with the assistance of accepted theoretical knowledge. The evolution of interaction paradigm and the global expansion of internet connections have transformed social media into a desired medium for meeting new people and interacting in novel ways. Together with conventional marketing efforts and tourist authority webpages, travellers prefer to depend on their social media networks for extensive first-hand activities and knowledge. Travelers place a higher premium on other travelers' opinions and thoughts on social media. As a result, tourist agencies must solicit travellers' experiences, comments, and ideas.
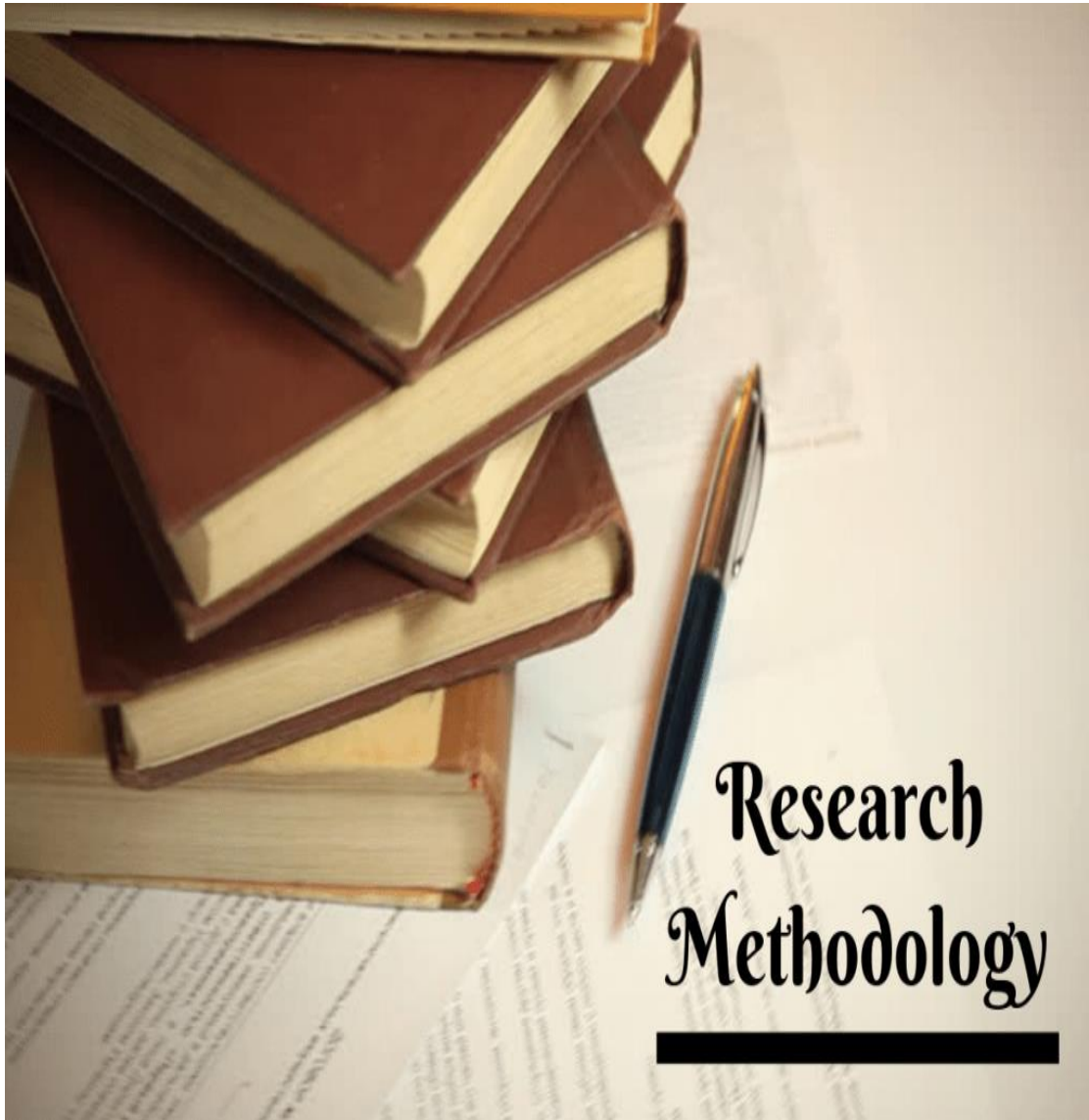
CHAPTER 4

RESEARCH METHODOLOGY

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4.1 Introduction

The chapter describes the methodology used for the analysis of the data for analyzing the factors that are responsible for describing the strategy by the Uttar Pradesh Government in switching the tourism promotion and marketing from the traditional method to the social media marketing of the Uttar Pradesh Tourism.

This chapter is arranged as follows. Section 4.1 discusses the research paradigm, which includes methodology, epistemology, and ontology, as well as other approaches. Section 4.2 addresses the different sorts of research methodologies and the technique that was utilized in the study. Section 4.3 discusses the different social media platforms used by the Uttar Pradesh Tourism for their marketing and promotions. Section 4.4 discusses about the different sampling technique used by the study, as the focus of the study is the paradigm shift in the tourism to social media in Uttar Pradesh Tourism websites and other social media sites. For the data analysis primary and secondary data analysis is used, where for the primary data questionnaire survey was conducted among 300 respondents and Uttar Pradesh Tourism websites and social media sites were analyzed as Facebook, Instagram and Twitter.

Section 4.5 discusses about the different social media individually and how the engagement has been created for the customers to visit different places in Uttar Pradesh that is

- Facebook

- Instagram

- Twitter

- YouTube

Section 4.6 is dedicated to the content analysis method and how content analysis os performed, Section 4.7 is about the different statistical tools used for the finding the result of the research objectives and analyzing the framed hypothesis. Later in Section 4.6, we will address the study's ethical validity, as well as the study's method and conformity. Section 4.7 assesses the data collection's resilience and practicality, as well as the trustworthiness and validity of the Uttar Pradesh websites and social media sites. The methods used for analysis are:

- Content Analysis
- Multiple Regression and Annova

4.2 Research Paradigm

Through its hypotheses and ideas, research paradigms direct scientific discovery. Evaluating paradigm-specific hypotheses sheds light on the quality of findings underlying scientific investigations and identifies limitations in the generation of compelling evidence.

The study examines positivism as a research approach, analyzing its definitions, origins, and preconceptions (ontology, epistemology, axiology, methodology and rigor). Positivism is consistent with the hypothetico-deductive model of science, which relies on conceptualizing variables and measurements to check a best approaches and experiments; the findings of hypothesis testing are utilized to guide and progress research.

When evidence-based outcomes from large sample sizes are desired, studies guided by positivism often focus on establishing explanatory connections or causal links by using quantitative techniques. This article explains the many criteria for evaluating the quality of positivist research.

When it comes to scientific research, you have a variety of study paradigms at your disposal.(Creswel JW, 1994) There are several research paradigms, known as philosophies of science, that serve as the foundations of science.(Varpio L and Mac leod A) They encompass six primary components: ontology (how the world is perceived), epistemology (how expertise is conceptualized), axiology (the objectives of the design process), methodology (the paradigm dictates how to perform science), and rigor (the criteria used to justify the quality of research in the paradigm). 3,4

4.2.1 The Hypothetical- Deductive Model

The hypothesis-deductive paradigm of science is linked to positivism. Hypothetico-deductive positivism can serve as a helpful tool in understanding the foundations of positivism. The hypothetico-deductive method is a linear procedure that starts with literature-based theory in order to

(1) develop empirical evidence,

(2) conduct experiments by implementing variables (i.e., classifying variables to modify and measure via formative assessments), and

 (3) perform an epidemiological investigation experimentation.

Finally, the data from such research are utilized to develop theory and contribute to the existing body of knowledge, concluding the continuous process (theory hypotheses Implementing variables ⟶ experimental theory. ⟶

The empirical findings of this study are preferred; in this sense, generalized conclusions, repetition of conclusions, and supervised experiments have been determining factors of positivist research. The article discusses criteria for judging the quality of positivist research. A case study from health professions education is used to illustrate how positivist thinking may be used to study implementation. contribute to the strengthening or refining of theory; for example, a hypothesis confirming the

efficacy of an educational technique with a fresh set of learners can contribute to the informing and refining of theory. (Ponterotto JG, 2005; Cacioppo JT et al, 2004; Mc Grath JE and Johnson BA, 2003)

4.2.2 Positivism

Positivism employs the hypothetico-deductive approach to validate a priori assumptions, which are frequently presented numerically, and from which functional connections between causative and descriptive factors (independent variables) and consequences may be inferred (dependent variables). 8 However, positivist research does not necessarily employ quantitative methodologies. For instance, a qualitative analysis of an experimental research assessing the impact of an intervention falls within the positivist paradigm. (Chua IS et al, 2019)

A fundamental objective of positivist research is to develop explanatory connections or causal links that may be used to anticipate and regulate the occurrences under consideration (Sciarra D, 1999; Gergen KG, 2001). In its purest form, positivism is founded on the following ideas, as enumerated by Mill in his seminal work A System of Logic: (Mill J, 1843).

Key Factors affecting Positivism

1. **Science's objectives** should be to uncover rules that aid interpretation and forecasting.

2. **Methodology:** Both natural and social sciences should follow the hypothetico-deductive paradigm of knowledge (theory, hypothesis, operationalization, experimentation).

3. Natural laws: Natural laws, derived through duplication and synthesis of scientific findings and ideas, claim the existence of a single true and observable reality.

4. Scientific evidence for law: Natural laws are deduced from empirical data.

5. Selection and inference: larger samples show more generalisations patterns, causes, and the essence of reality than smaller, individualistic samples.

On the basis of these ideas, positivism tries to find natural laws and to describe them through theoretical explanations. These theories are based on the hypothetico-deductive paradigm and emphasize interpretation and anticipation.

This emphasis emphasizes the importance of large sample sizes over small sample sizes (i.e., objective data collected across a large sample are superior to data gathered through smaller samples). Larger samples enhance the validity and reliability of data and the portrayal of demographic features, allowing for more accurate generalisations about the origins of natural occurrences. Additionally, repetition of findings through systematic and controlled studies is favored in order to make stronger assertions about generalizations. (Picho K, 2016) Thus, positivist research is concerned with confirming hypotheses. (Hnasen J, 2004)

4.2.2.1 Research Ontology

Ontology is defined as the science and study of existence (Crotty, 1998). The Ontological principles address the nature of reality and the determination of what is actuality. Researchers must take a position on how they believe things truly are and operate.

The positivist paradigm is predicated on the premise that there is a single physical reality-one that can be comprehended, recognized, and quantified. This enables explication and predictions to occur naturally within such a causal paradigm, since inferences rely on (1) chronological precedent (i.e., for X to cause Y, X must occur prior to Y in time), (2) affiliation (i.e., X and Y are connected), and (Bunnis S, 2003) the absence of confounding variables (i.e., no other factors besides the identified factors affect the outcome; X is the only cause of Y within the space identified). (Hoyle R et al, 2009; Cambell D et al, 1964)

4.2.2.2 Epistemology

Positivists argue that knowledge can and must be created objectively, independent of the researchers' or respondents' values. When information is properly formed, it is truth-it is definite, consistent with reality, and correct. To create truth in an acceptable manner, there should be strict withdrawal between the study researcher and the participants. To accomplish this division, positivists employ dualistic and subjectivity. (Hansen J, 2004; Firestone J, 2008). In all the other words, positivist philosophy maintains that participants and researchers may be effectively segregated (dualism). Additionally, by adhering to precise standards, the investigation is able to analyze the explanatory or causative links between the variables used in this study, much as natural sciences do. As such, the positivist paradigm favors experimental methods, including quasi-experimental designs (Cambel D et al, 1963). Experiments are used to validate or refine ideas, which might generate new hypothesis and research topics.

4.2.2.3 Rigor

A primary objective of positivist experiment is to segregate and regulate the impact of all variables in order to study just the critical variables of interest (e.g., only X could have caused Y). In this sense, positivist researchers are primarily concerned with the study's internal validity-the degree to which the study's design and data collection support infringements claims. Internal validity, which is concerned with causation, should not be confounded with evaluation validity, which is concerned with the adequacy of measurement of a specific concept (e.g., educational assessment, psychological measure). In the positivist paradigm, rigor is measured in terms of the researcher's ability to reduce risks to qualitative research, specifically in statistically focused social scientific research (Cook D et al, 2010).

These risks include, but are not limited to: (1) growth and development: the physiological changes that occur in individuals over time; (2) history: events that occur mostly during investigation that impact the outcomes; (3) percussion: problems relating to the measurement of the concept (i.e., evaluation validity); (4) statistically regression: the propensity for scores to regress toward the mean in subsequent measures; (5) testing effect: testing has an influence on future measures. (6) classification: prior participant differences, (7) morbidity: participating member attrition, and (8) selection-maturation communication: Distinctions between groups can result in groupings changing at varying rates. The positivist paradigm makes references to these risks to internal validity and works to develop study methods that allow for the management of confounding variables.

It is a firmly held belief that mathematical foundations based on statistical inference are critical to the rigor of the positivist research paradigm. His quantitative orientation necessitates a large sample size and adequate power to identify relevant impact sizes using suitable statistical procedures. While other research philosophies may not place a premium on high sample sizes, the positivist researcher's use and reliance on statistical principles necessitates a thorough examination of study designs that establish a priori predicted effect sizes.

4.3 Research Methodology

The term "research methodology"; refers to a methodical approach to doing research that is organized. There are many different techniques that may be utilized in different types of research, and the term is generally used to refer to the phases of study design, data collecting, and analysis that take place throughout these phases. In research methodology, the goal is to educate the reader on why a study was done, how the research subject was established, and how and why the hypothesis was developed.

Typically, when we discuss research technique in connection to a research topic or inquiry, we address the following issues: how data were acquired and analyzed, why a certain type of data analysis was chosen, and a host of other issues of a similar nature. Most scientific research use techniques to examine hypotheses or ideas, which are generally accepted.

As a consequence of a sound design, the researcher should be able to gather data that is both valid and reliable in the sense that it clearly tests the hypothesis and eliminates extraneous elements, as well as valid in the sense that it regularly provides accurate findings.

A component of the theoretical technique is connected with the methodology used in the investigation. This is called the study design, and it frequently includes doing research using surveys, interviews, observation, and/or experiments.

The methodology of research, which instructs researchers on how to do their work, is often comprised of the procedures they must follow in order to gather and analyze data. Statistics are frequently used to explore relationships and assess the results' statistical validity.

In a nutshell, research approach is used to shed light on why a researcher does research. To plan efficiently and enhance the research activity, the researcher's methodology offers the essential framework for defining the study task and establishing solid plans. Additionally, the research approach urges the researcher to get involved and active in his or her area of study. Often, the research goal and study topic will alter according on the study's objectives and flow, however this may be performed via the use of an acceptable technique. As a result, the study's objectives were identified:

1. To study the role of Uttar Pradesh government in promoting tourism in destination marketing through Online Media/ Social Media

5. To understand the tourist's opinion and needs in accessing internet for searching their destination or when they are planning for their travel in Uttar Pradesh.

6. To identify the contribution and responsibilities of Uttar Pradesh Tourism towards tourism promotion and tourist's satisfaction

7. To determine the importance of Social Media in influencing tourists travelling patterns.

The approach leads the researcher throughout the research process, from subject selection through study implementation. Thus, the aforementioned aim aided the researcher in developing the appropriate technique for the study. The research approach as a whole is founded on the concept of suitable technique.

The research approach as a whole is founded on the concept of suitable technique. Additionally, the external environment helps to the research through research technique by giving an in-depth knowledge of how to establish an acceptable research aim, followed by a review of the literature. Based on the review, data will be obtained through interviews or questionnaires, and the research will conclude with a message.

4.3.1. Types of Research methodology

Qualitative and quantitative research methods are widely characterized, creating a schism between researchers, notably in the social sciences (Leech, N. L., & Onwuegbuzie, A. J. (2020). Numerous articles on research techniques have emphasised the contrast between these two approaches Howe KR, 2012: Neuman D, 1995). According to Myer DR (2009). Qualitative research is defined as an in-depth investigation of social and cultural concerns with a focus on literature, whereas quantitative research is defined as an investigation of general population demographics with a focus on statistics. Whereas, according to Huberman, A. M., and Miles, M. B. (1994), qualitative research is concerned with an in-depth examination of study issues.

Whilst Harrison J.E (2001) asserts that quantitative design allows a thorough understanding of the topics under investigation.

As recognised researchers of methodological methods have stated, there are two major types of research procedure. There are two types of methodologies: quantitative and qualitative.

1- Quantitative research approach refers to the procedure for determining the significance of a hypothesis, or in other words, how you reply to assertions. Quantitative research approaches are frequently systematic and largely reliant on figures.

2- On the other hand, a qualitative technique is one that relies on your observations and descriptions. It is a subjective and descriptive work; it contains no facts.

4.3.2. The Justification for the research

Two forms of argumentation are used in this section, deductive and inductive. The word "reasoning" refers to the research's framework, the purpose of the pre-existing body of knowledge gathered during the literature review, and the method in which

Conclusions are reached by researchers. Deductive research entails developing a conceptual and theoretical framework prior to empirically examining it (Loose K, 1993). Consequently, deductive research usually begins with an analysis of relevant literature, i.e., studying published research works in the field in order to establish a frame of reference for the research, and continues with the identifying and formulation of a randomly selected problem, resulting in the exclusion of the major research question(s) for the study.

which may be inadequate in light of existing knowledge (gaps between current ideas or results, unexplained paradoxes, or novel scenarios for understanding previously found discoveries). This is frequently followed by the development of a hypothesis, which

may be accompanied by a series of supporting hypotheses. The hypothesis may require some time to develop.

The hypothesis took the form of a theoretical framework and was constructed in order to address the stated problem(s) through the use of a proposed set of further activities to verify the hypothesis.

Inductive research uses a "less structured" technique to collect richer and deeper data in order to better comprehend the processes being investigated. Instead of establishing a hypothesis, inductive researchers focus on keeping their minds open to any potential result but offer more data gathering as a means to attempt to discover the problem under investigation. The grounded theory method discourages the researcher from doing a literature review early on since this method naturally incorporates prior knowledge into the process (Coleman S et al, 1978).

The study adopts the deductive approach. the deductive method follows when supported by hypotheses, which have been proven to be correct with the theory's premises. Essentially, deduction involves deduction from premises or assertions. The hypothesis formulated for the study is mentioned below:

H.1 The distinctiveness of Uttar Pradesh website unquestionably impacts the tourist complete destination decision making

H.2 Service Quality Provision by Uttar Pradesh website significantly influences Tourist complete trustworthiness with the website.

H.3 Tourist's trust in Uttar Pradesh tourism website and other social media accounts significantly leverage a tourist's satisfaction and loyalty with the website.

4.3.3. Research Design

Contend that explanatory research may use a quantitative methodology, which means that researchers will gather quantitative data to be sure that the conclusions are objective

and trustworthy (Zikmund 2000; 2009; Blackie 2003). stipulate that a quantitative method may be used in explanatory research, i.e., the use of statistical data for the collecting of objective and correct outcomes. Additionally, qualitative data (i.e. data described in words) may yield extra insight. More recently, this study has found that when integrating qualitative and quantitative approaches, the findings are more durable and meaningful (Canvana, 2001, Creswell, 2007; Hair et al, 2007). According to Zikmund (2000) states quantitative and qualitative approaches may operate alongside one other to acquire useful data, as can be shown in this research.

For this study the primary concern for the study is to investigate the promotional and marketing strategy of Uttar Pradesh Tourism for attracting the tourism through the Social media marketing through their website promotions and through the different social media applications such as Instagram, Facebook, Twitter and YouTube and different ways how the Uttar Pradesh Tourism official websites are attracting their consumer engagement towards Uttar Pradesh and also to do their swot analysis in comparison to other websites and private players in the tourism market. For the analysis the study adopts content analysis for analysis of the websites and other social media sites.

The beginning of the research the data was gathered in two different manner that is through the real travellers and tourist and getting data regarding the comparative analysis between formulating their travel related issues and for their travel purposes they either adopt for the government websites and get the details from their and form their itinerary or they search for the private websites and which shows their inclement and trust towards the different websites and secondly the content analysis will be taken into consideration for analysing the Uttar Pradesh Tourism Website, Their official Instagram handles, Facebook and Twitter account.

Inclusion: The researcher has included Uttar Pradesh Tourism for the research study as the gap analysed from the literature review that many studies have been conducted on different state tourism websites, but Uttar Pradesh was never included in the study, being the fourth largest state in population and Third largest for in Inbound tourism. Therefore, the study included Uttar Pradesh Tourism as a part of the research.

Exclusion: As the study focus on the Uttar Pradesh Tourism, therefore, the complete focus of the research was on the paradigm shift of promotional strategy of the Uttar Pradesh Tourism from traditional way of marketing to social media or new media, with the use of Uttar Pradesh Tourism website and to include the tourist and visitors who are active participants of social media towards them by engaging them through their social media handles such as, Facebook, Instagram, YouTube and Twitter and making their website promotion able.

4.4 Sampling

A key principle of doing research is to gather a diverse group of subjects who are relevant to the investigation at hand. In order to help those persons in the research sample, study is completed. When considering the greater size of the population, researchers know that they can examine every individual because of the cost and time restraints. When it comes to making judgments, the usage of sample techniques is important.

When you refer to people in the general population, you term it "validity" to refer to all of the people who match various requirements, of whom everyone is important to the research. The target population is a well-defined and exact collection of people or things recognised to have common characteristics. Even though they belong to distinct populations, most people have a common quality.

All frequencies of a given feature of an array of things, persons, or specimens can be found in a population. Such a particular set of objects can be characterised as a universe

of items. The obvious truth is that numerous populations may survive inside a single universe. A population's size depends on your point of view. A confined population has a known number of things, as opposed to a limitless population. a finite population is defined by the medium of instruction taking a website data.

In the case of a machine designed and manufactured to function continuously under the same circumstances, a limitless population develops. The subset that the sample reflects is typically referred to as the population. The society sample concept was formed after the researchers realized they couldn't have access to everyone in the selected community. To ensure the sample accurately represents the population being investigated, the sample should be large enough to allow statistical analysis.

The primary purpose of the sample is to provide researchers with the data necessary to conduct study on a specific population of units in order to produce conclusions that can be applied to the full population. The agreement is more of a considered-donation type of deal. When you combine the people with the sample, then the findings and observations obtained from the sample data.

4.4.1. Different Type of Sampling

The word sampling refers to the statistical analysis approach of selecting and evaluating the features of a limited number of things from a large population of comparable items in order to make statistically sound judgements about the characteristics and the population as a whole. The study studies are one-of-a-kind incidents involving a certain set of people. Normally, however, researchers seek to answer a broad question about the whole population of responders rather than a specific subgroup.

Thus, the primary goal of every psychological investigation is to develop new judgements and generalisations and then to generalise their findings beyond the participants. As a result, when doing research, the methodology used is essential. Yes,

it is obvious that the researchers cannot gather data from every individual part of the society in issue and of interest, since this would be prohibitively expensive and likely take an unreasonable amount of time! As a result, they use a relatively tiny sample size, referred to as a sample size.

Typically, the sample is selected from the population to be exemplified. Additionally, researchers use sampling techniques to choose individuals for their sample - these strategies greatly lower the study's cost while enhancing the study's conclusions and transferability.

Sampling Techniques can be further segmented into following types:

1. **PROBABILITY SAMPLING:**

Everyone person of the population is contacted, and each has a distinct and equal chance of being picked for the sample. The sample size is determined by a random procedure, which also estimates the likelihood of each participant.

a) **Simple Random Sampling:** Simple random sampling exemplifies probability sampling. It occurs when a list representative of the complete population is established and used to choose participants at random. This random sampling technique assures that each participant has an equal and uninhibited opportunity of selection. This approach is very objective, prejudice-free, and simple to execute. Furthermore, there is no guarantee that a sample drawn by simple random sampling would be entirely representative. Cluster sampling is a variation on the standard random sampling technique. This occurs when the sample is formed by picking clusters (pre-existing groupings of persons) at random from a list of all clusters in the sample.

b) **Stratified Random Sampling:** This is the approach that is most frequently used. This stratifies the entire population into distinct yet comprehensive

strata. Each stratum is randomly sampled, with the set of observations proportional to the stratum's size. The stratification is carried out in the same manner, with substantial variety between strata and extremely little variability within each layer. This sampling technique is employed when the population is diverse.

c) **Systematic Random Sampling:** It includes creating an organised sample, generally by the collection of things at periodic intervals. It requires serially clustering all population units. The population's boundaries and confinement should be specified. Then, one unit is randomly selected from the initial group of units. This unit, combined with the succeeding units from the demographic listed consecutively, is a structured sample. This is a quick and uncomplicated technique that requires considerably less time and effort. Nevertheless, this sample requires demographic scale, which becomes more difficult when the populace is used.

d) **Multi-Stage Sampling:** This technique employs a staged approach to sample procedures. The population is thought to be composed primarily of first stage units. Each of these main units is comprised of a number of second phase units, which in turn are made up of a number of third stage units, and so on until we reach the maximum unit.

e) **Cluster Sampling:** This technique divides the population to be surveyed into a number of clusters. These clusters are referred to as primary sample sizes, and the constituents of each cluster are referred to as fundamental research populations. A sample can be obtained using simple random sampling. Cluster sampling is commonly used to determine the number of deaths connected with a sequence of events such as wars or natural

catastrophes. This approach is highly handy for picking a large number of responders in a somewhat random manner; nonetheless, the filtering lacks consistency.

2. Non-Probability Sampling

Individual probabilities cannot be estimated with confidence since the population is unknown in its whole. While rationality or convenience are used to select the sample, considerable effort is made to avoid bias and select the largest possible sample size**.**

a) **Convenience Sampling:** Convenience sampling is a non-probabilistic method of sampling. The sample is formed of readily accessible independent volunteers through the use of convenience sampling. While convenience sampling is a simple method, one downside is that the sample size is almost always insufficient. Finally, quota sampling is another approach that is not based on chance. This is the step at which numerous subcategories are established and responders from each group are chosen for their convenience. For example, if a researcher intends to select a convenience sample of students for a study project but wishes to assure an equal representation of men and women, quota sampling is the right method to use. While this technique of sampling can generally assist in monitoring a convenience sample, it may result in a biased sample that is not representative of the wider survey population under study.

b) **Judgemental Sampling:** The word "purposeful sampling" is another way of saying "judgmental sampling." This sampling procedure is used by researchers to pick a sample from a population that they feel is representative of the broader population. In tiny investigations or pilot surveys, the researcher's subjective judgement or subjective judgement, or both, can be used to collect a fraction of the population in order to establish the value judgement and achieve a final

decision. In these cases, the sample is prepared to aid in the inference process. No member of the public is offered the chance to be included in the sample.

c) **Quota Sampling:** is a unique technique for stratified sampling. The proportion of the population to be stratified, referred to as the quota, is predetermined. The research personnel may choose any quota within each stratum at their discretion. To conduct research on the youthful workforce of 15 management units in Lucknow, a certain number of units and sectors must be created in advance, and the workforce must be randomly assigned to competent employees. Random sampling techniques are applicable to all fields of study. This is a widely used approach in marketing research.

For this thesis researcher has opted for stratified sampling and snowball sampling technique for collecting the data from the different tourist and Uttar Pradesh Tourism website and their official social media handles.

4.5 Sample Size and Unit Selection

It must be representative and large enough to be used for research purposes. A random sample reflects the population's many trends and subcategories. A sample is appropriate if it provides demographic characteristics and subgroups. A sample is adequate if it accurately represents the full issue. It is important to remember that the higher the dependability, the larger the sample size and the lower the cost.

When a study's sample is too wide, it's hard to find conclusive results; when the sample is too limited, the findings may be inconclusive. Once the different parameters have been calculated, the sample size may be decided. When discussing Bartern's hypothesis on the most effective sample for a survey, one might argue that he believes "that the optimal sample for a survey is one that fulfils the criteria of efficacy, generalizability, and price-efficiency." excessive inaccuracy in sampling is avoided.

For the sample collection study uses the two different methods:

1. The sample is collected from the tourist who visited different cities in the state of Uttar Pradesh. Most of the data are collected from the famous tourist destinations in Uttar Pradesh such as, Lucknow, Varanasi, Prayagraj, Kushinagar, Mathura, Agra, Gorakhpur during the 2019 time period. Also, the researcher has adopted for the snowball sampling for gathering survey questionnaire from the real tourists. Other than the survey was conducted to find out whether the tourist rely on the government websites and social media sites to gather information and plan their itinerary for their travel needs.

2. Secondly, the researcher has adopted for the content analysis to find out the strategy and the engagement created by the Uttar Pradesh government tourism websites and in their social media handles.

As the study is done on Uttar Pradesh Tourism only, therefore what other state are doing as per their strategy was not analysed, as the reason of the study is what strategy should be used by Uttar Pradesh by showcasing their Heritage, pilgrimage, wildlife etc towards the visitors and attracting them accordingly. The comparison was drawn with the private website a what they are offering to the tourist/visitors for Uttar Pradesh as customized packages, accommodation, rentals etc, which can also be included in the Uttar Pradesh website. Also, the use of testimonial which allow the credibility and trust among the users.

4.6 Data Collection

In order to discover data on different theories, we need to establish a core definition and investigation language for the hypotheses to be examined, describe the overall environment in which the data will be collected, and design measurement procedures to acquire that data. In order to collect data, we need to have a range of analytical

techniques in mind. At the beginning of the collection method, emphasis must be placed on removing all of the sources of an under- or overstated number of various characteristics.

To ensure that the data is error-free, it must be perfect. The collection of data must be relevant to the researcher's subject matter. Data collecting must be handled by supervisors who are capable of executing the plan. The process of gathering data is a key element in every research project.

your findings will be unable to draw conclusions if the researcher was unable to obtain the essential data The completion of data collection is a challenge that demands careful organisation, intense labour, an extended amount of tolerance, a great deal of devotion, and a huge amount of additional effort to accomplish effectively.

Beginning with a determination of the kind of data necessary, together with a selection of a specific population to serve as a sample, this process gets underway. After then, the researcher will use a special tool to gather data from the selected sample.

4.6.1 Sources of Data Sample collection

The two main sources of information are as follows:

- Primary Data

- Secondary Data

Data received from primary sources is primary data, and data obtained from secondary sources is secondary data.

- **Primary Data**

Raw data is also known as primary data. Information is obtained from original sources, which may be controlled or uncontrolled. When the researcher controls a few variables, an experiment is a closed environment. At the same time, data collected in an

uncontrolled environment might include instances of data gathered via observation or questionnaire surveys.

Different approaches might be employed based on the type of study being conducted. Questionnaires, observations, online sources (websites, publications), and interviews are among the most used approaches.

the data on the Uttar Pradesh Tourism website, as well as social media websites will be used for the study (YouTube, Facebook and Twitter)

- **Questionnaire**

A questionnaire is a research instrument in which several queries and others are used to get information from respondents. Data collecting is typically the main goal of their formation, although that doesn't always happen. A questionnaire is a main data collecting source that may be used for both qualitative and quantitative research.

This requirement analysis can be counted on to be reliably interpreted by all responders. Using questionnaires in descriptive or explanatory research is standard practise. An accurate analysis of different scenarios may be completed by doing descriptive research, which involves employing mentality and viewpoint questionnaires as well as surveys on company practises. They use a number of different measurement scales to obtain data from respondents. By using the nominal scale (labels such as gender and age that do not require many equations), we are able to collect personal information from the respondents. We may utilise an ordinal scale to assess individuals and elicit their preferences, which can help us build a relationship.

- **Observations**

Observation is the practise of documenting respondents' and subjects' behaviours and lifestyles without questioning or engaging with them. It can occur in a laboratory setting or in a natural environment. There are two forms of observation in general: participatory

and non-participatory. In a non-participatory observation, the researcher disregards the subjects' aims. He just maintains and retains a database of all interactions between persons, including their deeds and behaviours, as well as anything else worth keeping. On the other hand, using a participation observation technique, the researcher participates fully with the subjects, with the explicit goal of comprehending the data gathered, the intents, and practises of all persons investigated.

- **Interviews**

An interview is a face-to-face meeting among individuals, generally for the purpose of consulting. It is a discourse in which a question is posed, and an appropriate response is given. In general, the phrase "interview" refers to a face-to-face or two - way communication contact between two persons, with one acting as the interviewer and the other as the interviewee. An interviewer conducts the interview. While interviews frequently contain data transmission from the respondent to the interviewers, which is the primary goal of the interview, knowledge transfer occurs in both directions continuously.

- **Content Analysis**

Content analysis is a type of research technique that is used to uncover themes in recorded conversation. To do content analysis, you gather data in a systematic fashion from a collection of texts, which can be written, spoken, or visual:

- Through books, newspaper, magazines
- Through Speeches and interviews transcripts
- Web Content and Social Media Post
- Photographs and Films

Quantitative content analysis (centred on counting and measuring) and qualitative content analysis are both possible (focused on interpreting and understanding). Both

methods need you to classify or "code" words, ideas, and concepts included within the texts and then evaluate the findings.

- **What is content analysis is about**

Content analysis is used by researchers to ascertain the objectives, meanings, and consequences of communication content. Additionally, they may infer information about the authors and intended audience of the materials they examine.

Content analysis can be used to determine the frequency with which specific words, phrases, themes, or concepts appear in a collection of contemporary historical writings.

 quantitative content analysis

To investigate the prominence of employment concerns in political campaigns, you might examine speeches and interviews for the recurrence of phrases such as unemployment, jobs, and work and then do statistical analysis to determine whether there are changes over time or across candidates.

Additionally, content analysis would be used to determine qualitative information about words and concepts by examining their interpretation and semantic relationships.

Qualitative Content Analysis.

Qualitative knowledge about political campaign employment concerns may be found by locating the word unemployment in speeches, identifying other terms and phrases that come next to it, and then investigating the implications of these links.

Because content analysis may be applied to many different kinds of text, it is frequently employed in academic areas including marketing, media studies, anthropology, cognitive science, and psychology. Some of the possible aims are:

- Analysing similarities and connections between ideas
- Knowing what individuals, groups, or institutions want can help you accomplish your goals

- o   We may look for propaganda and prejudice in communication to identify it.

- o   Various circumstances reveal different types of communication

- o   considering the results of the content of communication, such as how much information flows or how well the audience responds

Advantages of Doing Content Analysis

completely non-invasive data gathering

Researchers can do social analysis and communication study without involving the subjects directly, so their participation doesn't affect the results.

Exhaustive and easily reproducible

Content analysis can be effective when it is executed according to a reliable process that can be reproduced by other researchers, which yields results with high reliability.

very malleable

At any time, in any location, and for a very small investment, you may do a content analysis.

Disadvantages of Content Analysis

Reductive

Understanding individual words or phrases without taking context, complexity, and ambiguity into consideration can often be simplistic and reductionist.

There is always a degree of subjectivity when doing subjective content analysis, which might influence the results and conclusions.

complex and time-consuming

In order to properly automate huge quantities of text, manual coding is inefficient and hard to implement.

Steps for Conducting Content Analysis

Following are the steps involved in doing content analysis are as follows:

1. **Step 1: Selecting the content for the analysis**

To get answers to your study question, identify texts you want to investigate. You have to choose a choice:

- The method of delivery (e.g. books, lectures, internet) (e.g. opinion pieces, political campaign speeches, or marketing copy)

- All application conditions must be met (e.g. newspaper articles that mention a particular event, speeches by a certain politician, or websites selling a specific type of product)

- Those details include the range of dates, location, and so forth.

- You could evaluate all of the phrases if there are only a limited number of them that match your needs. You can choose a sample if there is a big amount of texts.

- In order to examine how male and female politicians are represented in the media, you determine to study printed newspapers over the time period of 2017–2019. In this case, because this information is rather vast, you pick three of the largest national newspapers and look solely at their Monday and Friday editions.

2. **Units and Categories need to be classified**

Following that, you must decide on the level of analysis for your chosen texts. This entails the following:

- The coding unit(s) of meaning. For instance, are you planning to track the frequency of use of specific words and phrases, the characteristics of individuals who wrote or appeared in the texts, the existence and placement of images, or the presentation of common themes?

- The classification scheme that you will use to code. Categorizations might be based on concrete criteria (e.g. female, 40-50 years old, lawyer, mother) or on

more abstract concepts (e.g. trustworthy, corrupt, conservative, family oriented).

3. **The set of coding rules need to be specified**

- Coding entails categorising the codes and categories. It is critical to explicitly establish the guidelines for what will and will not be included in order to ensure that all texts are coded consistently.

- Coding guidelines are critical when several researchers are engaged, but even if you are coding all of the material alone, documenting the rules makes your technique more visible and trustworthy.

4. **Coding the text according to the specified rules:**

You will go over each paragraph and categorise all pertinent information. This can be accomplished manually or with the use of computer tools such as QSR NVivo, Atlas or Diction, which helps in the process of counting and classifying words and phrases.

You evaluate each newspaper item in your sample using your coding rules. You keep track of the features of each politician discussed, as well as the phrases and words used to define their reliability.

5. **Data Analysis and derive Conclusion**

Once the data collection is complete, it is analysed to uncover trends and develop conclusions about your study issue. You can apply statistical analysis to discover correlations or patterns, discuss your interpretations, and draw conclusions about the texts' authors, context, and audience.

3. **Secondary Data**

After data gathering is complete, it is analysed to identify trends and draw conclusions regarding the subject of your study. You can use statistical analysis to identify

connections or trends, debate your interpretations, and draw judgments about the authors, context, and audience of the texts.

1. Federal, state, or municipal government publications

2. Publications released by governments or international organisations from other countries

3. Journals of technology and commerce

4. Public data and statistics, as well as historical papers and other published items, are all accessible.

5. Publications such as books, journals, and newspapers

6. Organization publications and reports

7. Reports on a range of issues by various scholars, universities, and others.

8. Internet-based resources

Secondary sources should be investigated only after the research has already been done. Secondly, desk research is known as secondary search. It is, of course, because of all of the reasons stated here.

It may be possible to find secondary evidence that is appropriate, adequate, and acceptable to derive conclusions and answer the issue. Sometimes, preliminary research is unneeded.

It is significantly less expensive to collect secondary data than to get primary data. for the same amount of money spent on research, comprehensive secondary research gives more knowledge than a major data gathering effort.

- Information in secondary sources is significantly more reliable than information from the primary sources. Although this is not accurate, the results of government or worldwide organisations conducting large-scale surveys will

almost certainly be more exact than the results of smaller-scale surveys that are performed on an ad hoc basis.

- Not to be overlooked is the use of secondary data during the exploratory phase of this research, when the aim is to define the study topic and generate hypotheses. size of the sample.

- Not to be overlooked is the use of secondary data during the exploratory phase of this research, when the aim is to define the study topic and generate hypotheses. size of the sample.

- Secondary sources help define the population. Secondary data may be extremely useful for both establishing the sample size and constructing the sample.

4.6.2 Advantages of Secondary Data in research study

- It is the least expensive to obtain. After identifying the main papers, periodicals, and documents, we may simply acquire findings from secondary data generated by another party.

- Secondary data is also easily accessible, which saves considerable effort.

- Additionally, it extends the database from which scientific generalisations may be made; for example, governments' reports on public sector performance can quickly reveal an universal pattern in how key sectors operate.

- Secondary data may easily be utilised to corroborate primary data-based conclusions. It meets the criteria for new empirical evidence without difficulty.

4.7 Data Analysis

The data for the study was analysed using different methods, for analysing te promotional strategies of Uttar Pradesh Tourism, Uttar Pradesh Tourism official website was explored and then its official handles to find out how the government is promoting their different tourism destinations for the different types of tourist and according to their different needs. This was analysed by doing the content analysis for the websites and their different official social media handles such as Twitter, Facebook, YouTube and Instagram and later the SWOT analysis was performed. After the content quantitative data collected through social media handles that is the likes, comments, views and share were analysed in the Phyton software and later ANOVA and Multiple Regression analysis was done on the data to find out the impact of dependent and independent variables over the engagement of the posts on the target customers. A survey questionnaire was done among the respondents to find out the comparative analysis between the different private websites and Uttar Pradesh Tourism websites and which is more used among the consumers in terms of reliability and trust while choosing their destination and then a survey was conducted to know the use of social media and its effect on people while choosing the destinations. For this ANOVA and PCA (principal component analysis) was performed with the help of SPSS and SEM software to find out the better results.

4.7.1 Technique used for Quantitative Analysis

It is subdivided further into descriptive and inferential statistics. In empirical studies, descriptive analysis generally contains frequencies, percentages, means, and variance, as well as diagrams to describe the variables. Additionally, it covers analysis of content, forecast, concurrently, criteria, and regression.

i. **Frequencies:** Frequencies assist in counting the number of answers associated with particular values of a variable, which may be represented as a percentage (Field R 1971) The goal was to tally the answers associated with particular values of the significant factors. In percentages, the relative frequency of distinct values of the variable may be represented. This produces a frequency distribution table with percentages and frequencies converted to percentage and cross tabulation for all values connected with that variable.

ii. **Regression Analysis:** Regression analysis enables us to comprehend and investigate the effect among one or more relationship between the independent variable on one or more dependent variables. In this data analysis, regression analysis analysis was performed to examine the association between two or more variables.

iii. **Reliability Analysis: Cronbach's Alpha Statistics:** The scale's overall reliability was examined, including for each component (Allen, N. J., & Meyer, J. P.,1996). Most researchers will agree that, during the process of creating a measuring scale, they must stress the necessity of the scale being trustworthy. That is, do the observations maintain coherence and are they consistent? Cronbach alpha is commonly used for calculating the dependability of a scale (Cortina, J. M. 1993; Gliem, J. A., & Gliem, R. R. 2003; Spector et al, 1993). A scale's Cronbach's Alpha value of 0.70 or higher has been observed to indicate that the scale is reliable.

Cronbach's Alpha is a reliability assessment used in research. The extent to which questionnaires provide quantitative data for each variable is called consistency. Reliability is quantified by values near 1, with Cronbach's Alpha values of 0.7 or above typically being desirable for data analysis use.

iv.   **ANOVA**: ANOVA is a kind of hypothesis testing in which the experimental findings are determined by evaluating the variability of the population sampling groups. It is often used to determine the outcome of a dataset.

ANOVA is a statistical approach that is used to assess if the means of two or more groups are significantly different. It compares the means of many samples to determine the influence of one or more factors. When there are two randomly sampled, we use the t-test to determine the mean between them; however, the t-test is not as accurate when there are more than two samples; thus, we utilise ANOVA.
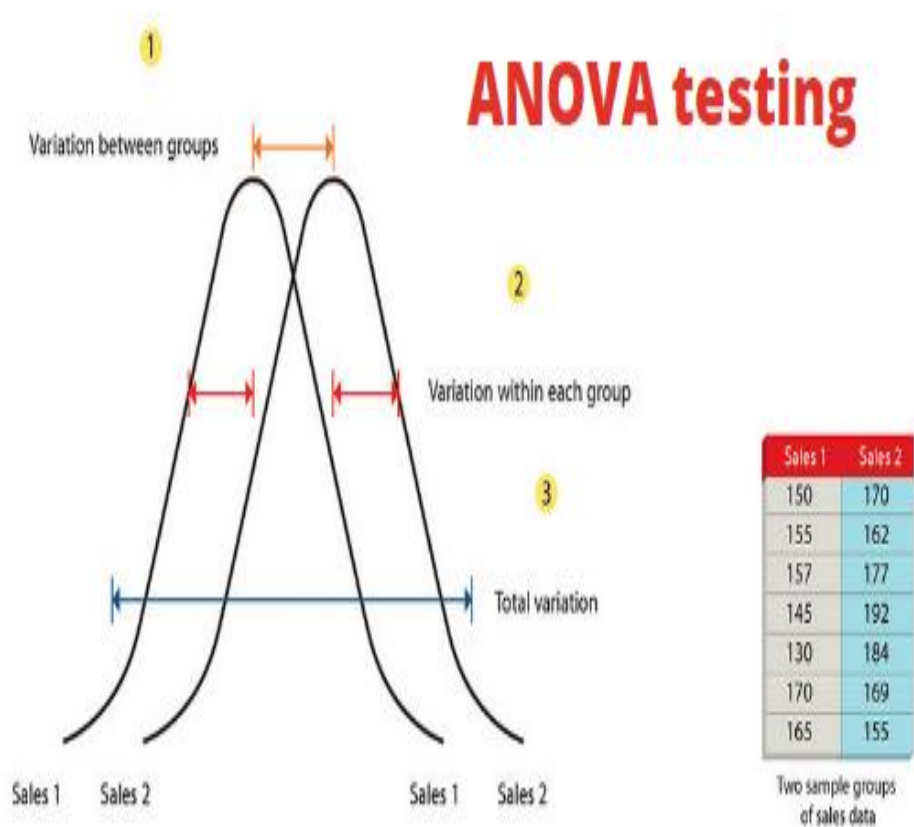
Figure 4.1: ANOVA Testing Diagram

\Why do we perform ANOVA tests?

The primary challenge in machine learning is picking the optimal features or characteristics for training the model. We require just those characteristics that are strongly reliant on the response variable in order for our model to be capable of

predicting the eventual result following training. ANOVA is used to determine the outcome when the response variable is categorical, and the goal feature is categorical.

Mean:

In ANOVA, we employed two distinct sorts of means.

The mean of each sample

The grand mean is the average of all observations.

Hypothesis testing

Hypothesis Testing is a type of statistical analysis used to examine the presumptions about population characteristics. In hypothesis testing, there are two sorts of hypotheses.

- Alternative hypothesis

- Null hypothesis

	Group 1	Group 2	Group 3	Group 4
Sample Size	n_1	n_2	n_3	n_4
Sample Mean	$\bar{X}_1$	$\bar{X}_2$	$\bar{X}_3$	$\bar{X}_4$
Sample Standard Deviation	s_1	s_2	s_3	s_4

Figure 4.2: ANOVA Grouping Table

Hypothesis in ANOVA is

- H0: $\mu 1 = \mu 2 = \mu 3$ …

- H1: Means are not all equal.

where k = the number of independent comparison groups.

Types of ANOVA

- **One way ANOVA**

- **Two- way ANOVA**

- **One – way ANOVA**

The one-way ANOVA is used to determine the statistically significant difference in mean values between many independent groups. It is more precisely utilised to test the null hypothesis. If one-way ANOVA produces a significant result, we hypothesis and accept the alternative, which states that the combination of multiple groups are not equal.

- **Two- Way ANOVA**

The influence of two nominal predictor variables on a continuous outcome feature is determined using a two-way analysis of variance. It examines the influence of two independent factors on the anticipated outcome using the expected result.

F- value for ANOVA

The F-value ANOVA is a statistical technique that enables you to assess whether or not the dispersion between the combination of various samples is substantially different. The ratio of between and within groupings. Additionally, it assists us in determining the p-Value. The P-value indicates the likelihood of obtaining the outcome at least at the point at which the null hypothesis should be true.

THE FORMULA FOR F VALUE

$$F - VALUE = \frac{Mean\ Between\ the\ Groups}{Mean\ Within\ the\ Groups}$$

ANOVA is a statistical procedure for determining the significance of a difference between two or more means. The F-value is used to quantify the magnitude of effects

by analyzing the ratios of the means of the samples/groups. A greater f-value indicates a strong influence, whereas a smaller f-value indicates no effect. We reject the null hypothesis when we observe no effect, and vice versa.

 v. Partial Least Square**:**

  vi. Multiple Regression Analysis:

Applied research, on the other hand, is study that aims to give answers to social or practical problems, as well as an analysis of the results (Cavana N et al., 2001). To convert a research topic into an activity requiring the collection of raw information, the research design should specify the techniques followed. Raw data cannot be utilised to make judgements or make consensus until it is turned into knowledge that enables decision-making or reaching conclusions. (Zikmund W, 2000).

  vii. **Principle Component Analysis:** Principal Component Analysis, or PCA, is a dimensionality reduction technique that is frequently used to decrease the dimension of big data sets by converting a large set of samples into a smaller subset that retains the majority of the information contained in the larger set.

While lowering the number of variables in a data collection inevitably reduces accuracy, the idea with dimension reduction is to trade off some accuracy for simplicity. Because smaller data sets are easier to examine and display, but also because machine learning algorithms can analyse data much more easily and quickly when there are no superfluous variables to handle.

Step by Step Analysis of PCA

Step 1: Standardization

This phase aims to normalise the range of continuous starting variables so that they all make contributions to the analysis.

More precisely, the reason why standardisation is important prior to PCA is that the latter is extremely sensitive to the variances of the initial variables. That is, if the ranges of starting variables are significantly different, variables with greater ranges will dominate over those with smaller ranges (for example, a variable with a range of 0 to 100 will dominate over a variable with a range of 0 to 1), resulting in biassed outcomes. Thus, converting the data to equivalent scales helps avoid this issue.

This may be accomplished numerically by subtracting the mean from the standard deviation for each value of each variable.

$$\mathbf{F-VALUE} = \frac{\mathbf{Value-Mean}}{\mathbf{Standard\ Deviation}}$$

After standardisation, all variables will be scaled to the same value.

Step 2: Computation of Covariance Matrix

The purpose of this phase is to determine how the characteristics in the input data set deviate from the mean in relation to one another, or in other words, to determine if they have any connection. Because variables might become strongly linked to the point that they contain duplicate information. As a result, we construct the covariance matrix in order to identify these relationships.

The covariance matrix is a p p symmetric matrix (where p is the dimension count) that contains the covariances for all possible combinations of the starting variables. For instance, if a three-dimensional data set contains three variables x, y, and z, the covariance matrix is a 33 matrix constructed as follows:

$$\begin{bmatrix} Cov(x,x) & Cov(x,y) & Cov(x,z) \\ Cov(y,x) & Cov(y,y) & Cov(y,z) \\ Cov(z,x) & Cov(z,y) & Cov(z,z) \end{bmatrix}$$

Because the covariance of a variables with itself equals its variance (Cov(a,a)=Var(a)), we really have the variations of each initial component on the diagonal elements (top left to bottom right). Additionally, because covariance is commutative (Cov(a,b)=Cov(b,a), the covariance matrix's elements are symmetrical with regard to the main diagonal, implying that the upper and bottom triangular parts are equal.

Step 3: Computation of Eigenvalues and Eigenvectors of the covariance matrix to analyse the principal components

The terms eigenvectors and eigenvalues refer to the linear algebra concepts that must be computed from the covariance matrix in order to discover the data's major components. Before delving into the details of these notions, it's necessary to define what we mean by "major components."

Principal components are new variables created by linearly combining or mixing the basic variables. These permutations are made in such a way that the new variables (i.e., principal components) are uncorrelated and the majority of information contained in the original variables is condensed or squished into the first components. Thus, 10-dimensional data produces ten principal components, but PCA attempts to place the largest volume of information possible in the first component, then the maximum amount of residual information in the second, and so on, until the result looks like the scree plot below.

Applied research, on the other hand, is study that aims to give answers to social or practical problems, as well as an analysis of the results (Cavana N et al., 2001). To convert a research topic into an activity requiring the collection of raw information, the research design should specify the techniques followed. Raw data cannot be utilised to make judgements or make consensus until it is turned into knowledge that enables decision-making or reaching conclusions. (Zikmund W, 2000).
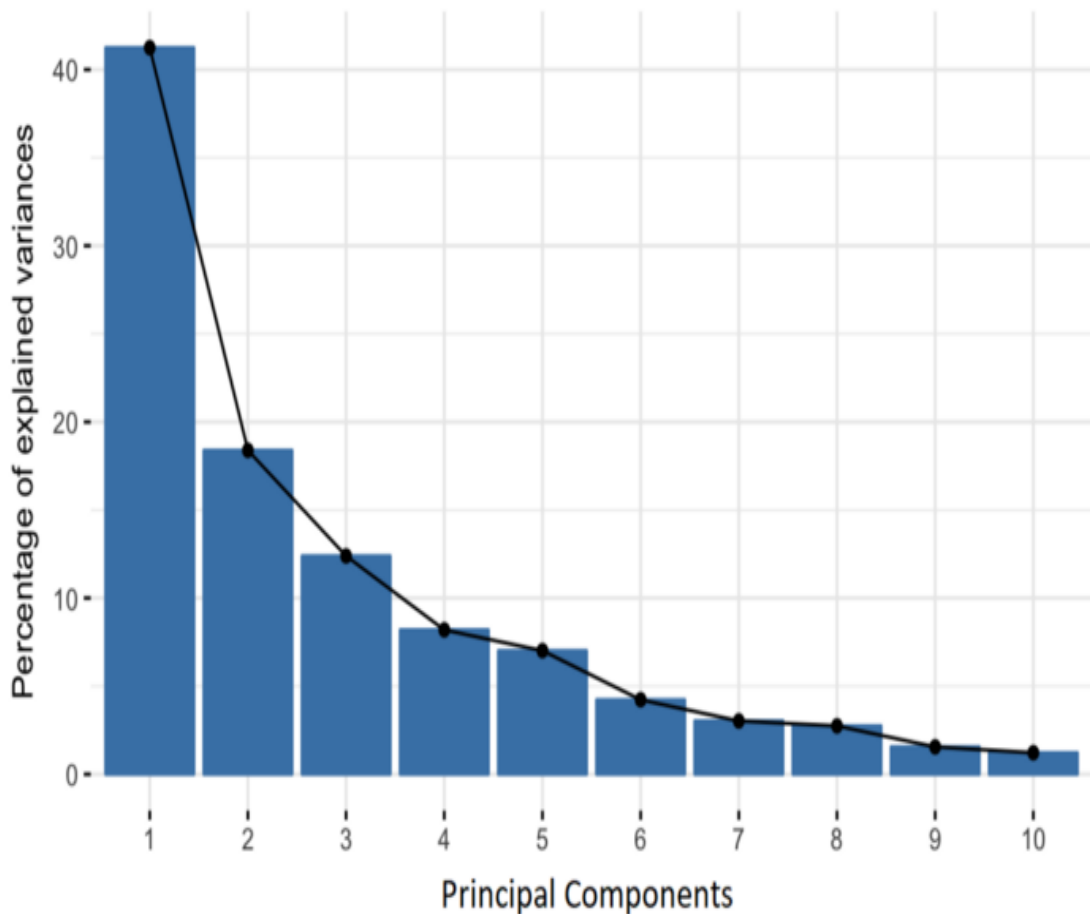
Figure 4.3: Percentage of Explained Variance

Principal components reflect the directions of the data that account for the greatest amount of variation, that is, the lines that capture the most information in the data. The link between variance and information in this case is that the more variance a line carries, the greater the dispersion of the data points along it, and the greater the dispersion along a line, the more information it has. To summarise, consider of main components as additional axes that give the optimal perspective for seeing and evaluating data, emphasising the contrasts between observations.

Step 4: Vector Featuring

The preceding step, computing the eigenvectors and sorting them according to their eigenvalues, enables us to discover the primary components in ascending order of relevance. What we do in this phase is decide whether to preserve all of these elements

or to reject those with low eigenvalues and create a matrix of vectors called Feature vector from the remaining units.

The preceding step, computing the eigenvectors and sorting them according to their eigenvalues, enables us to discover the primary components in ascending order of relevance. What we do in this phase is decide whether to preserve all of these elements or to reject those with low eigenvalues and create a matrix of vectors called Feature vector from the remaining items.

Step 5: Recasting of data along the component matrix

Apart from normalisation, the preceding stages make no modifications to the data; they simply pick the major components and construct the feature vector, but the input data set stays constant in terms of the original axes (i.e, in terms of the initial variables).

The final step is to utilise the feature vector constructed from the covariance matrix's eigenvectors to reorient the data from the original axis to the ones indicated by the main components (hence the name Principal Components Analysis). This may be accomplished by multiplying the original input set's transposition by the attribute vector's transposition.

The last step involves reorienting the data from the original axes to the ones indicated by the main components using the feature vector constructed from the covariance matrix's eigenvectors (hence the name Principal Components Analysis). This may be accomplished by calculating the data set's transposition by the feature vector's transpose.

$$FinalDataSet = FeatureVector^T * StandardizedOriginalDataSet^T$$

viii. **Structural Equation Model:** Because of its applicability and versatility, structural equation modelling (SEM) has grown in popularity across several fields over the last two decades. SEM includes a wide range of statistical

techniques, including path analysis, confirmatory factor analysis, causal mapping using latent variables, and even analysis of variance and multiple linear regressions. Structural equation models (SEM) support both confirmatory and exploratory modelling, making them appropriate for theory hypothesis generation building. SEM is used to investigate 'complex' connections between observable (measured) and undiscovered (latent) variables, as well as relation between different or more latent constructs.

ix. chi Square: The chi-square test is a technique for testing hypotheses. The chi-square test is a non-parametric test in which no strict preconceptions about the demographic are required. The chi-square test is employed as an independent test in this study to explain whether two qualities are linked or not without revealing the degree or direction of the association.

Pearson chi-square, likelihood-ratio chi-square, and linear-by-linear association chi-square are shown with degrees - of - freedom and significant value when the SPSS 23.0 software is used for the chi-square test.

4.8 Reliability of Study

SPSS and Phyton was used to validate the data in order to investigate descriptive methods. To be real, a measuring instrument must be capable of measuring what it is meant to measure. The validity of an instrument is defined as the degree to which the data obtained in a research study accurately represent the phenomena being studied, as Cavana et al. (2001) and Creswell (2003) have demonstrated.

A researcher may find themselves in a pickle if the testing method does not accurately measure what it is meant to measure. This indicates that validation is debatable since it has an effect on the researcher's confidence in the study's findings. Despite the fact that there are several validity tests accessible, three have the highest prevalence.

1) **Content Validity:** is a metric for determining how well items or queries convey a concept (Zikmund W, 2000). Additionally, it accurately measures what it was designed to measure. Prior research was utilised to identify possible scale items, and then the measuring approach was tested on a set of respondent's representatives of the population under investigation to determine whether any modifications were necessary before updating the assessment. On the basis of rigorous pre-testing and adjustment, it is believed that a level of trust in the content validity has been established.

2) **Criterion Validity:** The term "correlate"; serves as a measure of the same constituent (Zikmund, W. (2000).; Creswell, J. W. (2003)). In criterion validity, the researchers looked at previous studies or theoretical standards to evaluate how the variables will work in practise (Cavana, R et al, 2001)

3) **Construct Validity:** It may be used to determine the relationship between a theoretical underpinnings and test results (Creswell J.W, 2003). The empirical evidence is used to determine whether or not a hypothesis is true. Construct validity, as articulated by Zikmund W (2000), is the capacity of a measuring to validate a network of related questions or propositions produced from the findings of a conceptual literature review. While the evidence is being analysed and examined using statistics, this type of validity happens.

4.9 Validity of the study

Both reliability and validity are required in an effective data analysis assessment approach (Zikmund W, 2000; Cavana R et al., 2001; Cresswell J.W, 2003). The capacity of these evaluation tools to accurately and legitimately investigate the hypothesis or research problems is one of its most important features. Likewise, the researcher may give an incorrect response to a research aim, accept or decline a study

hypothesis, or use technique incorrectly (Cresswell J.W, 2003). It's as easy as that: trustworthiness is related. A test can be valid, but it must also be trustworthy. To put it another way, valid information must be reliable, but this is not a necessary condition for validity (Canvana R et al, 2001). As a result, the validity and reliability parameters were carefully evaluated in this study, as reliability is a prerequisite for validity, and only dependable and valid equipment generate accurate findings.

4.9.1 Validity

As per the study conducted by (zikmund W, 2000) deliver outcomes is defined as the capacity to provide accurate findings over time and in different circumstances. The precision and reliability of a measurement equipment influence its dependability (Parrant, D. J. (2006). That is, the degree to which observations are error-free and, as a corollary, generate accurate evidence throughout time and over a wide range of factors (Creswell J.W, 2003), When an investigator employs a device to measure something, two factors are at play: the amount to which the researcher considers something but the degree to which the equipment impacts the real evaluation of something (Zikmund W, 2000). To investigate recurrence, both the repetition test (also referred as the test-retest technique) and the simultaneous methodology can be employed. This study employed the test-retest reliability approach, which is frequently used in social science.
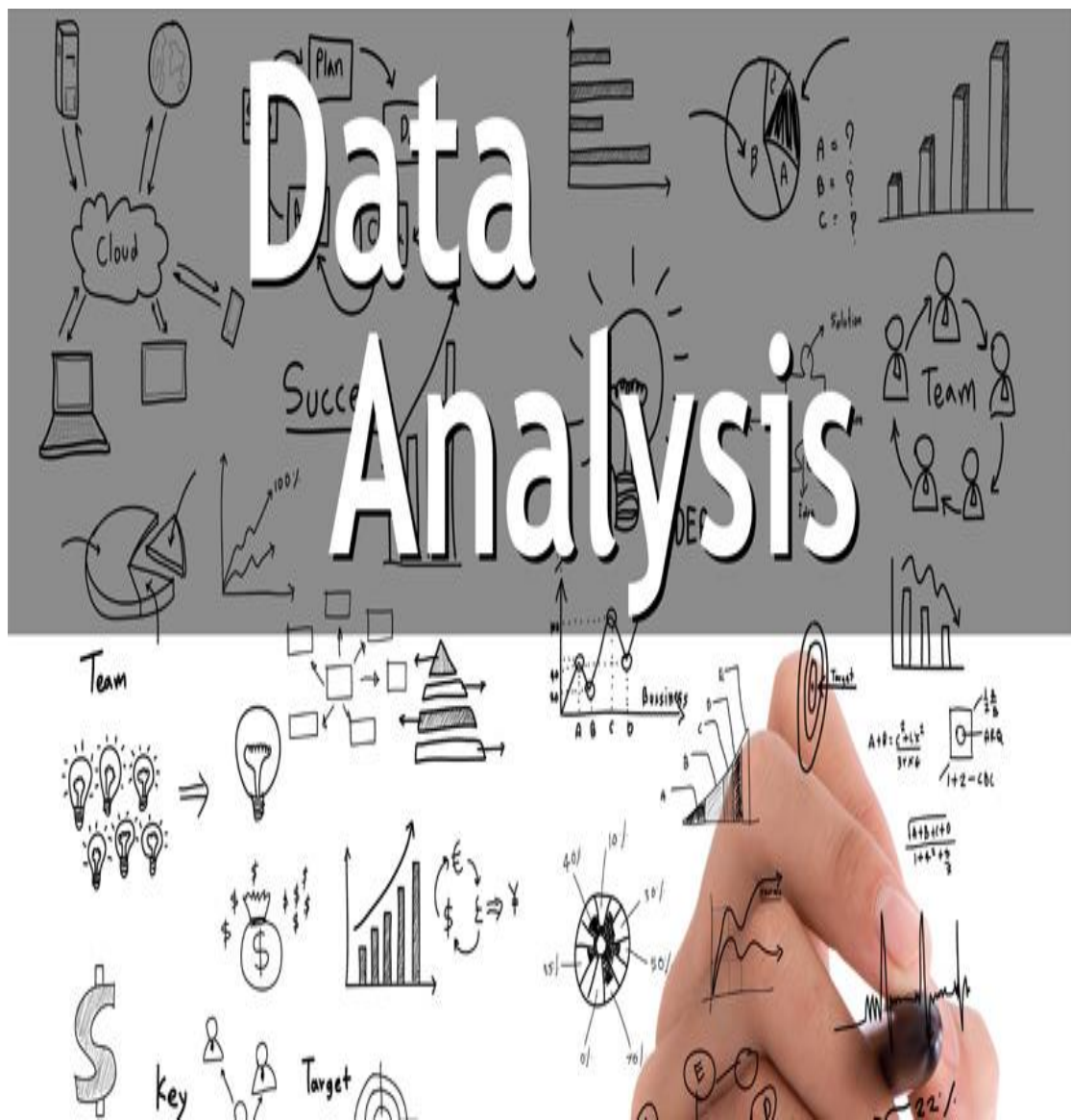
CHAPTER 5

DATA ANALYSIS

CHAPTER 5

DATA ANALYSIS

5.1 Introduction

The following chapter discusses data analysis. Data analysis delves deep into the methodologies and statistical tools employed, as well as helps conceptualise the data in order to accomplish the research aim and objectives. Additionally, the data have been rationally analysed and explained in tabular format for ease of comprehension.

Both quantitative and qualitative data was obtained through a questionnaire and Uttar Pradesh Tourism websites and their social media account are analysed. For the Qualitative data collection has been done with the help of questionnaire. Through questionnaires, we collect quantitative data and analyse it using statistics like Percentage Analysis, Cross-Tabulation, Factor Analysis, and Multiple Regression Analysis. An examination of Facebook material generated by Uttar Pradesh Tourism website visitors and users of social media has also been undertaken.

5.2 Demographic Analysis

5.2.1 Gender of the Respondents

Table 5.1 Gender of the respondent

Gender	Percentage
Male	52.4
Female	47.6
Total	100
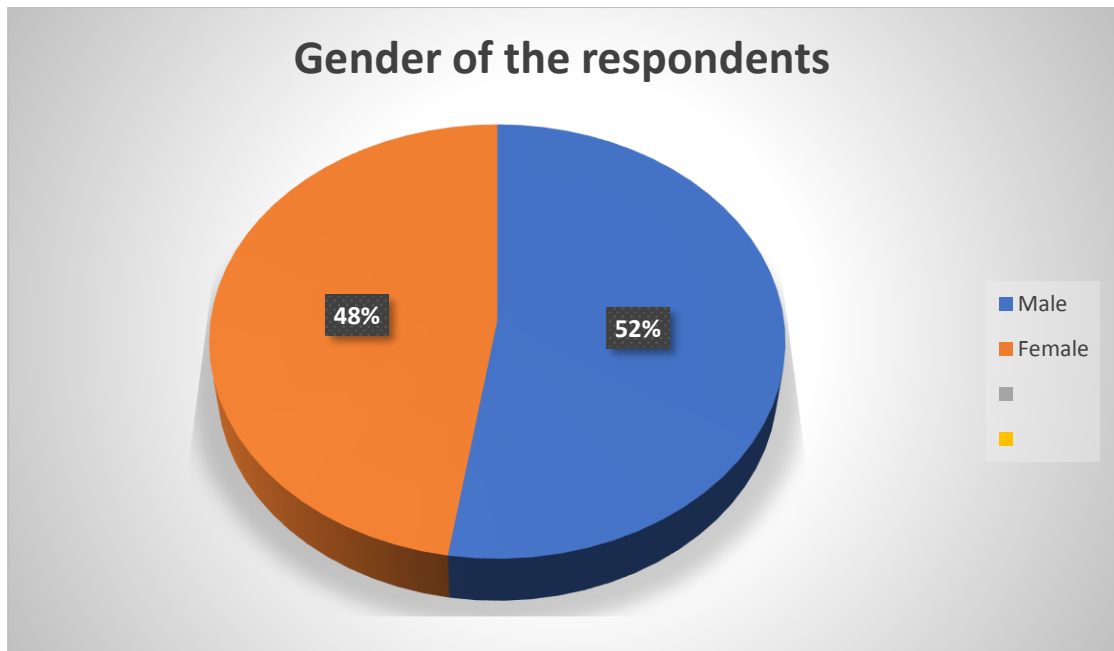
Figure 5.1 Gender of the respondent

Interpretation:

The above-mentioned data defines about the tourist gender who visited or are interested in visiting Uttar Pradesh as a tourist destination, where the number of male respondents was 52% and female respondents are 48%. The data was collected from the period of Jan 2019-Octoboer 2019.

Conclusion: According to the data, it shows that both the male and female are almost in a similar percentage and because of the various tourist attraction are available for both the female and male tourist, which led to the equal interest in tourist.

5.2.2. Age of the Respondents

Table 5.2: Age of the respondents

Age of the Respondents	Percentage
Less than 20 years	6.8%
21-35 years of age	59.2%
36-50 years of age	17.5%
Above 50 years of age	16.5%
Grant Total	100%
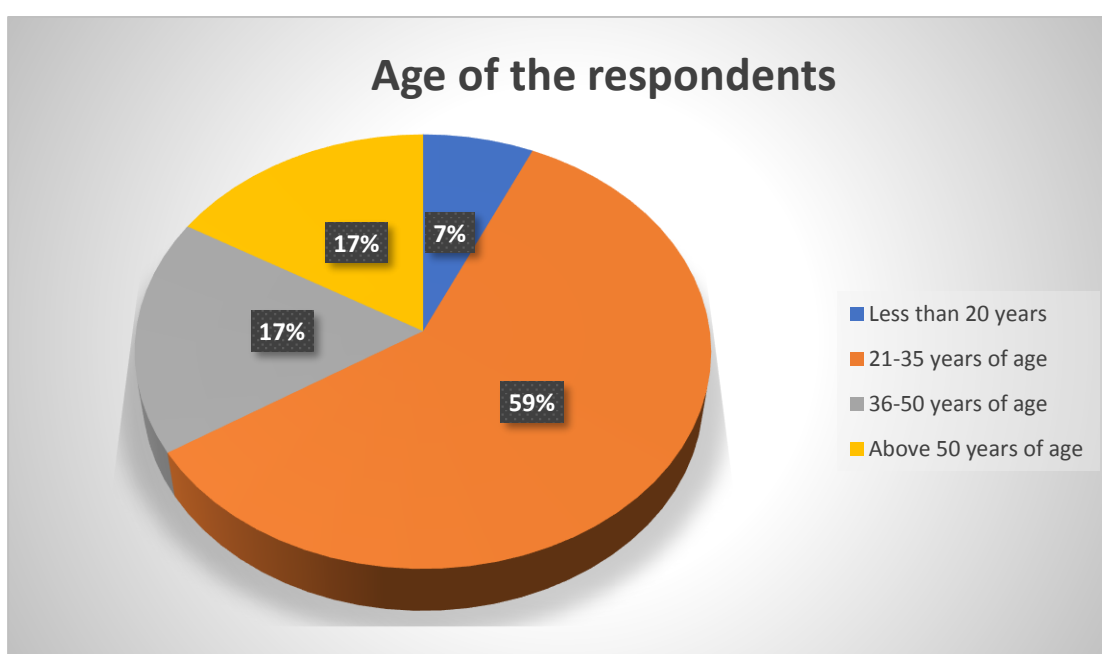
Figure 5.2 Age of the respondents

Interpretation:

The age of the respondents was taken according to the adult age that is 18 and considering this age was because as this according to the India is the age when the person attained the age of adulthood. According to the data collected from the tourist or the respondents of the age less than 20 were only 7%, age group from 21-35 are the most which range from 59% of the total sample of respondents, 36-50 age group 17% and same percentage of 17% lies for the age group above 50 years.

Conclusion:

It has been shown that age is a critical component in tourism, and as such, it should be researched extensively. It was discovered from the study that middle-aged people who are between the ages of 21 and 35, the age group that comprises the majority of visitors, are the most motivated and interested in planning a new trip.

5.2.3 Qualification of Respondents

Table 5.3 Qualification of Respondents

Qualification of Respondents	Percentage of Respondents
High School	0.9%
Intermediate	12.6%
Graduate	34%
Post-Graduate	37.9%
Higher than Masters (Ph.D. or others)	14.6%
Grand Total	
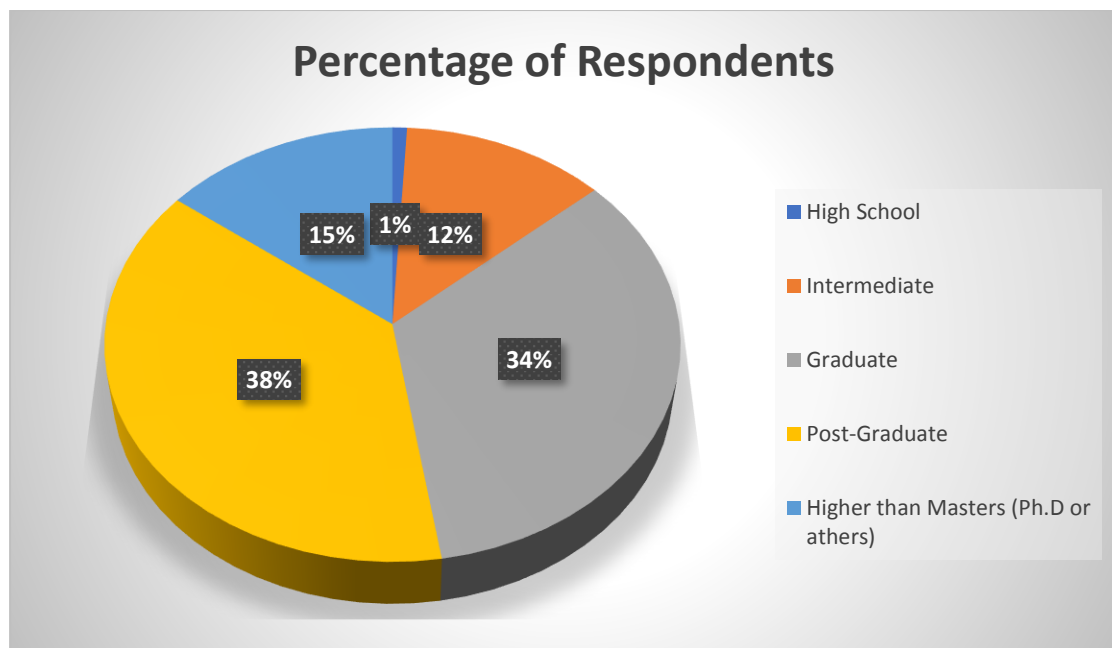
Figure 5.3 Qualification of respondents

Interpretation

Qualification wise data was shown in the above table and representation. From the above data it can be analysed that the people who have attained a qualification post-graduate are 39% and graduate 34%, Intermediate are 12%, Qualified above than post-graduation are 15% and high school were 1%.

Conclusion

From the above data it can be concluded that tourist are mostly are either graduate or postgraduate and this means that nowadays the qualified people like to make their itinerary and select their destination accordingly. As Uttar Pradesh is offering different types of tourism, which leads to the higher educated tourist. Whereas, the people of minimum qualification, such as high school and intermediate and higher qualification such as, more than post-graduate are also found less.

5.2.4 How often the internet is used by the respondent

Table 5.4: Internet usage by the respondents

Internet Usage	Percentage of usage
On a Regular Basis	79.6%
Often	16.5%
Regularly	3.9%
Grand Total of the usage	100%
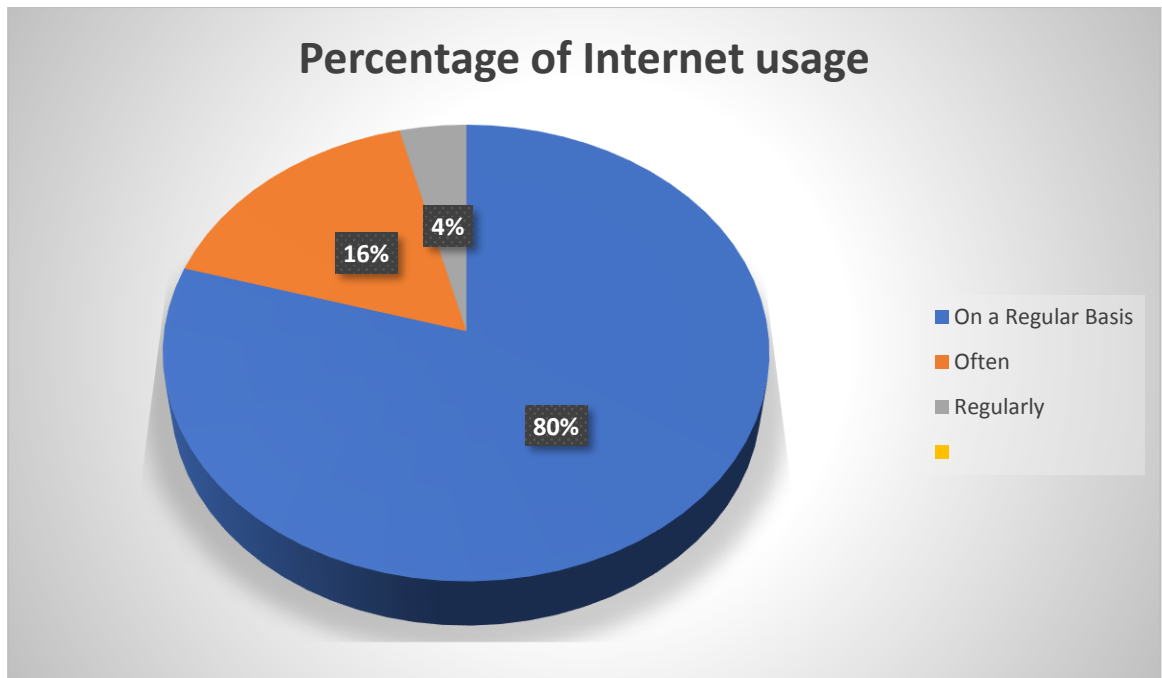
Figure 5.4: Internet usage by the respondents

Interpretation

According to the above table and interpretation it can be interpreted that the respondents using the internet on a regular basis are around 80%, respondents using oftenly are 16% and rarely are 4%.

Conclusion

From the analysis it can be concluded that respondents are mostly using the internet for planning their itinerary and most of them are active using internet will also help the strategist to prepare their online marketing strategy for attracting their consumers towards their travel websites.

5.3 Social-Media (website Analysis according to Tourist Needs)

This part of the analysis is about the respondents take Uttar Pradesh Tourism website in different context and features of the website

5.3.1 Respondents who search websites for planning their destinations.

If you search websites for travel planning , please, answer the questions below. Indicate your
choice by marking the appropriate answer alternativ...tant at all" and "10" stands for "Very important"):
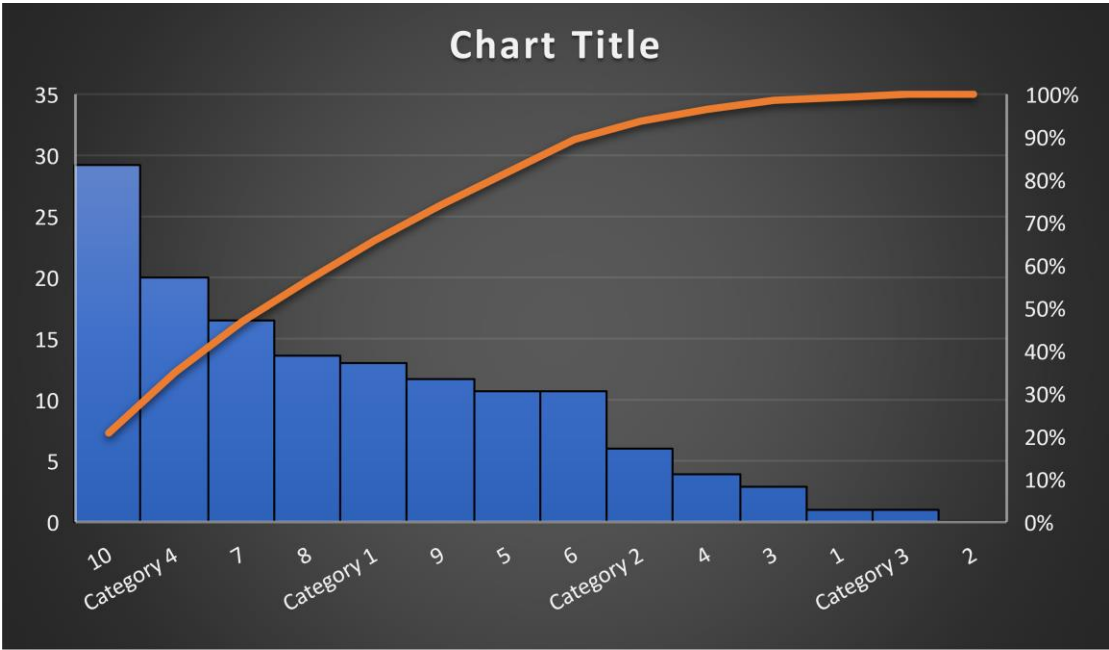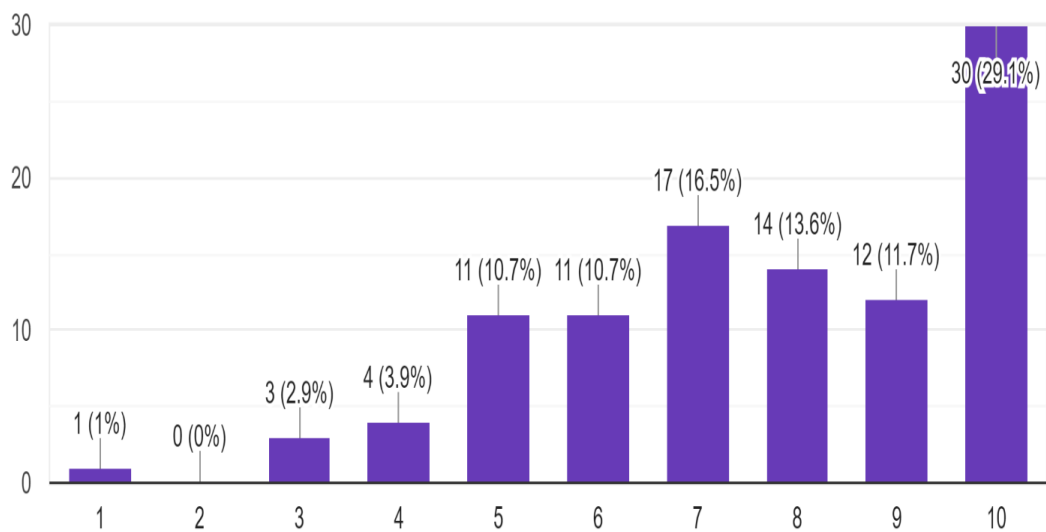
Figure 5.5: Respondents who search websites for planning their destinations.

Interpretation

From the above graph it shows the number of respondents interested in searching their destination plan through the websites as highest number if people that is 29.1% are interested in searching through website, then 11.7% people rated 9 as searching their destination through websites, 13.6% people rated 8, 16.5 people rated 7, 10.7% people rate 6, 10.6 people rate 5, 3.9% people rated 4, 2.9 people rated 3 and none of them rated 2 and 1% respondent rated 1.

Conclusion

According to the above graph it can be interpreted and concluded that most of respondents like to visit the websites first to make their travel plans or search their destination. As from the data around 300 respondents 90 of the respondents are more likely to make their decision through website search. This may help the Uttar Pradesh Tourism website to prepare their strategy according to attract more tourist towards their website for taking decision regarding their travel plans.

5.3.2 Gathering in-depth information about tourism services provided by the website
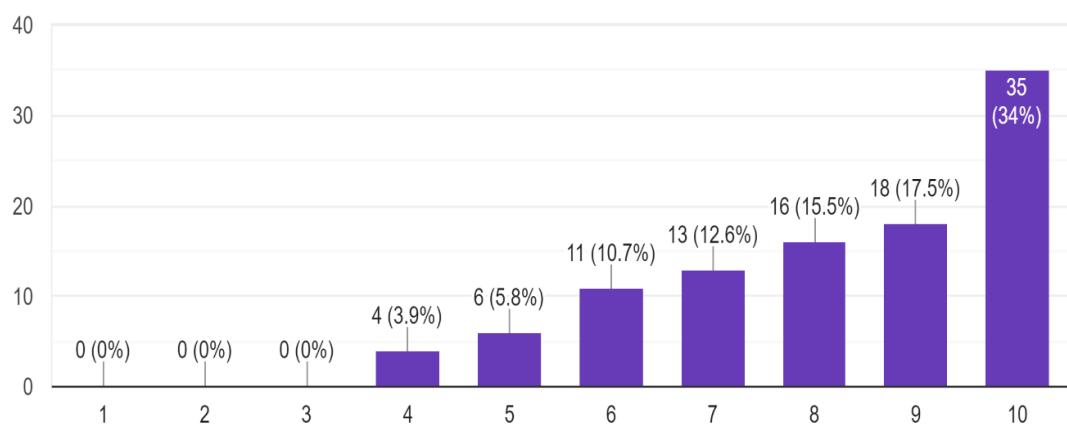
Figure 5.6: Gathering in-depth information about tourism services provided by the website

Interpretation

The above graph mentioned regarding the preference and the in-depth information gathered by the tourist about the services provided by the website as such about the accommodation, travel needs etc and according to the data gathered and that was measured on a scale of 10 where 10 is most likely about the website and 1 is least liked about the website. In the above interpretation it was found that among all the respondents 105 respondents are more likely like to search the information they need to gather through websites that leads to 34%, 54 out of 300 respondents rated 9 which comprises of 17.5%, 48 out of 300 respondents rated 8 which comprises of 15.5%, 38 respondents rated 7 which comprises of 12.6, 33respondents rated 6 which comprises of 10.7% , 18 rated 5 which comprise of 5.8%, 12 respondents rated 4 which comprises of 3.9%, none of the respondents from all rated 1, 2 and 3.

Conclusion

From the above interpretation and data, it can be concluded that most of the respondents like the website features and they get the required information through the website while planning their destination to Uttar Pradesh. This also help the Uttar Pradesh Tourism website to focus more on the different features of providing information to the tourist regarding the accommodation, location mapping, cab services, tour packages according to their need and requirement.

5.3.3 Tourist Testimonials and reviews on the website

Opportunity to communicate with other customers via the website and learn about previous customer experiences.
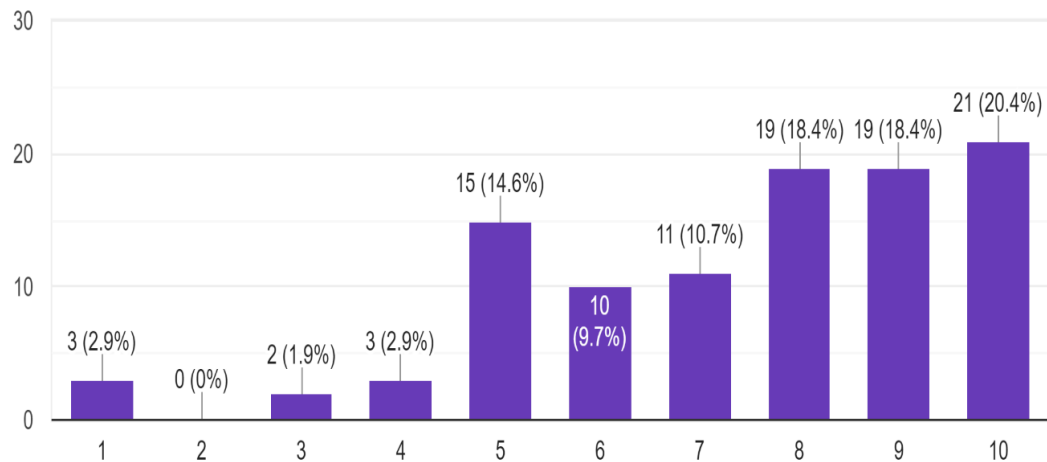
Figure 5.7: Tourist Testimonials and reviews on the website

Interpretation

From the above data it can be interpreted that respondents are interested in searching information from the website where they can interact and get the reviews from the real tourist or visitors who have visited the destination, in the current data respondents were asked to rate their experience with the website in the scale of 10 where 1 is where they are not satisfied or liked the interaction and 10 is where they are highly satisfied with the content. It was found that 63 respondents with 20.4% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 10, 57 of the respondents with 18.4% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 9, 57 of the respondents with 18.4% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact

with other users or visitors and rated 8, 33 of the respondents with 10.7% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 7, 30 of the respondents with 9.7% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 6, 45 of the respondents with 14.6% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 5, 9 of the respondents with 2.9% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 4, 6 of the respondents with 2.9% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 3, 9 of the respondents with 2.9% responded that they like to have the feature provided by the website for the testimonials of the visitors and where one can interact with other users or visitors and rated 1.

Conclusion

From the data the interpretation can be drawn that tourist search for real information from the co tourist or the tourist who have visited earlier, so that they can have the information about the websites through the testimonials and the reviews gathered through the different tourist or users of the particular website. Accordingly, Uttar Pradesh tourism website also start initiating for the testimonials and reviews about the services and features given by the website to the users, which help in developing interest among the users to make the travel/destination decisions through websites only.

5.3.4 Customized packages provided by the websites

Customized packages provided by the websites
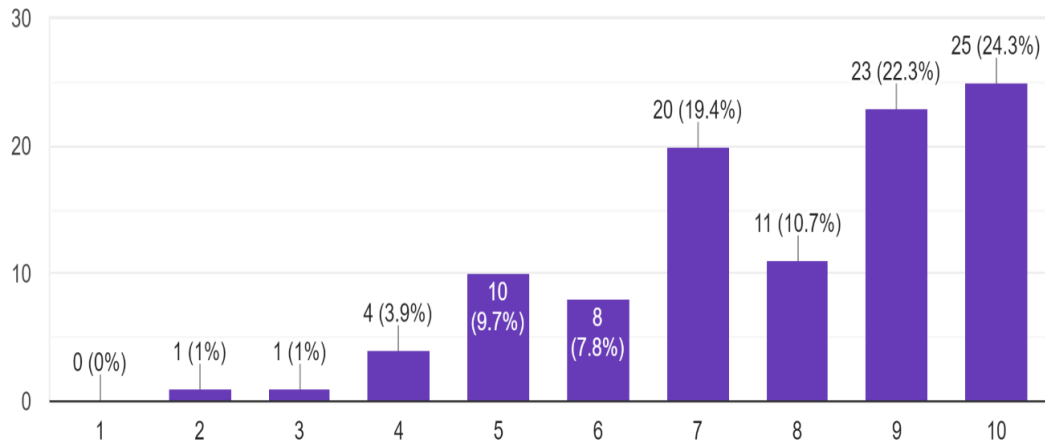
Figure 5.8: Customised packages provided by the Website

Interpretation

The above data is collected to find out to what extend the respondents/ tourist like to

have a customized package from the website for their travel needs. The respondents

were asked to rate according to the customization they need from the website for their

travel needs, the 1 is highly unlikeable and 10 is highly likeable packages offered by

the website. 75 respondent that is 24.3% rated 10 in the scale whereas 69 respondent

that is 22.3% rated 9 in the scale, 33 respondent that is 10.7% rated 8 in the scale, 60

respondent that is 19.4% rated 7, 24 respondent that is 7.8% rated 6 in the scale, 30

respondent that is 9.7% rated 5 in the scale, 12 respondent that is 3.9% rated 4 in the

scale. 3 respondent that is 1% rated 2 in the scale. None of the respondents rated 1

that is highly unlikely in the scale of 10.

Conclusion

From the above interpretation it can be concluded that most of the respondents like that

to have the customized packages from the website, so that their travel made easier and

enjoyable, this strategy is also adopted by the Uttar Pradesh website is also providing the customized packages according to their pocket their time and days available for vacations.

5.3.5 Ability to communicate via Help Desk/Chat Assistance, etc through website.

Ability to communicate via Help Desk/Chat Assistance, etc through website. For Example: you can communicate with the personnel via "contact us" lin...ility, chat with the company's representative, etc.
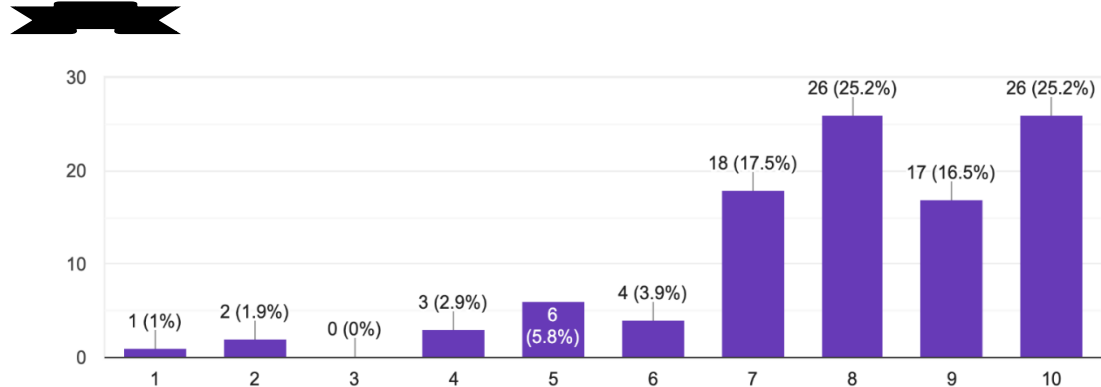
Figure 5.9 Ability to communicate via Help Desk/Chat Assistance, etc through website.

Interpretation

The data collected from the respondents regarding their views and availability of help desk/chat assistance or the tab "contact us" is how much liked by the respondents and respondents were asked to rate the in the scale of 10 from which 78 respondents which comprise of 25.2 % of population rated 10, 51 respondents which comprises of 16.5% of the respondents rated 9, 78 respondents which comprises of 25.2% of population rated 8, 54 respondents which comprise 17.5% of population rated 7, 12 respondents comprises of 3.9% of the total sample population rated 6, 18 respondents which comprises of 5.8% rated 5, 9 respondents which comprises of 2.9% of sample population rated 4, 6 respondents which comprises of 1.9% of sample population rated 2 and 3 respondents which comprises of 1% of the population rated 1.

Conclusion

According to the data gathered and analyses made it can be concluded that most of the respondents that is 158 has rated 10 and 8 on the feature provided by the websites regarding the help desk, contact us and can take up their query and get the solution through there. This also led the marketers ti make their strategy accordingly where they can provide the tourist help desk and chat facility.

5.3.6 Ease of doing payment through the website and secured transaction

Provision for secured online reservation and payment (you can book the service and choose to pay for it directly on the website).
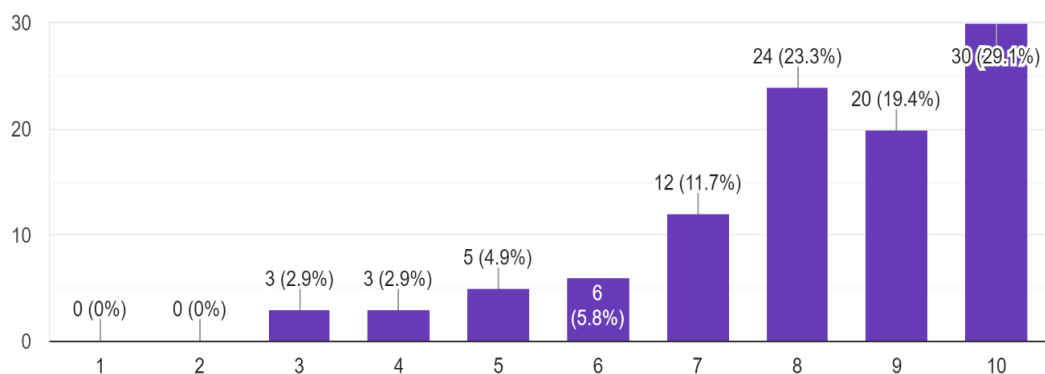
Figure 5.10: Ease if doing payment through the website and secured Transaction

Interpretation

The data was collected to analyse how respondents take the payment through website directly for their travel and bookings done through website and how they feel its is secured to do the payment through the website. The respondents were rate the website feature on the scale of 10 where 10 is highly satisfied and 1 is not satisfied at all. Among the whole sample population 90 respondents which comprises of 29.1% of the population rated 10, 60 respondents which comprises of 19.4% rated 9, 72 respondents which comprises of 23.3% rated 8, 36 respondents which comprises of 11.7% rated 7,

150

18 respondents which comprises of 5.8% rated 6, 15 respondents which comprises of 4.9% rated 5, 6 respondents which comprises of 2.9%, rated 4 and 3.

Conclusion

From the above interpretation it can be concluded that most of the tourist prefer hassle free transaction as well as secured transaction assurance from the website so that they can plan their travel/ destinations prior. From the above data almost 162 people feel free to trust the website for their payment for their travel before from the website itself. It is also observed that there are none of the respondents who are unsatisfied or who don't want the feature if pre- payment or through website payment from where they are taking the services.

5.3.7 Website Informative Tabs
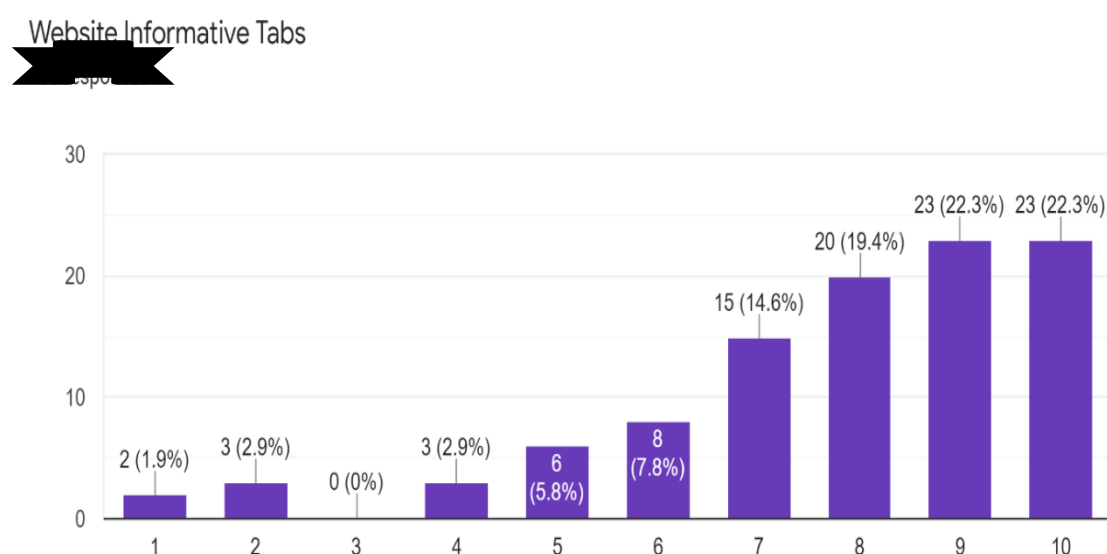
Figure 5.11 Website Informative Tabs

Interpretation

The data was gathered to find the information regarding the informative tab features which is provided by the website regarding the assessment of different information regarding the company, features and navigation and what are the different features provided by the organization. The respondents were asked to rate the informative tab

provided by the website on a scale of 10 where 10 is when the respondents are highly satisfied with the feature and 1 is highly unsatisfied with the website or no feature available on the website. 69 respondents out the whole selected sample population which comprises of 22.3% rated 10, 69 respondents out the whole selected sample population which comprises of 22.3% rated 9, 60 respondents out the whole selected sample population which comprises of 19.4% rated 8, 45 respondents out the whole selected sample population which comprises of 14.6% rated 7, 24 respondents out the whole selected sample population which comprises of 7.8% rated 6, 18 respondents out the whole selected sample population which comprises of 5.8% rated 5, 6 respondents out the whole selected sample population which comprises of 2.9% rated 4, 9 respondents out the whole selected sample population which comprises of 2.9% rated 2, 6 respondents out the whole selected sample population which comprises of 1.9% rated 1.

Conclusion

From the above interpretation it can be concluded that almost 140 respondents like the feature of informative tabs in the websites, which provide them the necessary information and accordingly they have rated the tab from 8-10 which shows they are highly satisfied but some of the respondents consisting of 12 respondents are highly unsatisfied with the informative tab feature, which can be changed by adopting the strategy and promotion for those less number of respondents to attracting them towards the websites features.

5.3.8 Website navigation and finding out current location feature

Website's feature to show your current location within the website.
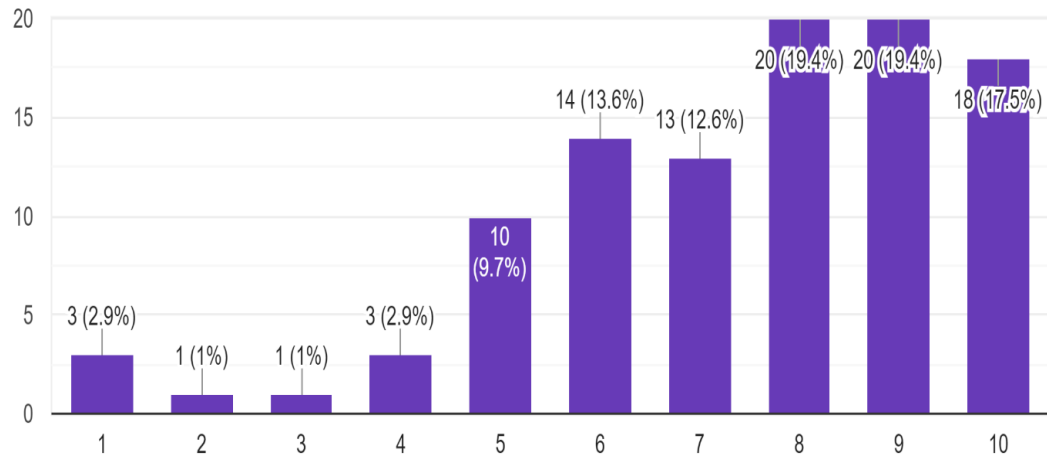
Figure 5.12: Website navigation and finding out current location feature

Interpretation

The current location finding by the website was analysed among the respondents that whether they like the feature of the website in tabbing and searching user's current location so they can suggest the destination according to their current location. The respondents were asked to rate their current location tracking on the scale of 10 where 10 is highly appreciating and 1 not at all likings. 54 of the total number of respondent which comprises of 17.5% rated this feature as 10, 60 of the total number of respondent which comprises of 19.4% rated the feature as 9, 60 of the total number of respondent which comprises of 19.4% rated the feature as 8, 39 of the total number of respondent which comprises of 12.6% rated the feature 7, 42 of the total number of respondent which comprises of 13.6% rated 6, 30 of the total number of respondent which comprises of 9.7% rated the feature 5, 9 of the total number of respondent which comprises of 2.9%, 3 of the total number of respondent which comprises of 1% rated

the feature 2, 9 of the total number of respondent which comprises of 2.9% rated the feature as 1.

Conclusion

From the above interpretation it can be concluded that respondents have a mix approach towards the current location tracking feature of the website, some of them take this feature as an important feature for helping them to plan their destination from their current location and some feel it is interfering in their privacy and they can find by themselves where they want to plan their itinerary.

5.3.9 Local search engine on the website

Local search engine on the website, which allows you to search on keywords in order to quickly locate the specific information and pages on the website.
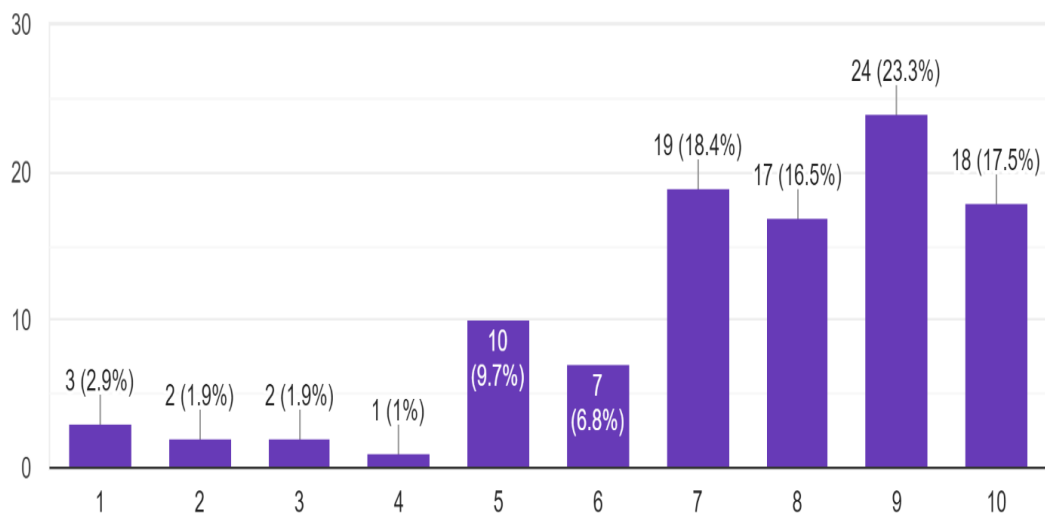
Figure 5.13: Local search engine on the website

Interpretation

The survey was conducted among the respondents to analyse whether they can locate anything on the website from their local search engine feature, which allows the respondent to search on keywords in order to quickly locate the specific information and pages on the website. The respondents are asked to rate on the scale of 10 where

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10 is highly appreciate the feature whereas 1 is the least interested. From the responses it can be analysed that 54 of which corresponds 17.5% and rated 10 as they appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it. 69 of which corresponds 17.5% and rated 9 as they appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it. 51 of which corresponds 16.5% and rated 8 as they appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it. 57 of which corresponds 18.4% and rated 7 as they appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it. 21 of which corresponds 6.8% and rated 6 as they appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it. 30 of which corresponds 9.7% and rated 5 as they appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it.3 of which corresponds 1% and rated 4 and as they don't appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it. 6 of which corresponds 1.9% and rated 3 and 2 as they don't appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it. 9 of which corresponds 2.9% and rated 1 as they appreciate the feature that is search through a keyword on the website and they are unbale to find the required data/information out of it.

Conclusion

According to the data interpreted it can be concluded that most of the respondents rated 7-10 on a scale of satisfaction while searching the website local engine and searching

through the website by using keywords to find the different features or details on the website. Many of the respondents has reported a medium approach while searching for a information in the website using the local search engine.

5.3.10 Visually pleasing and entertaining appearance of the website

Visually pleasing and entertaining appearance of the website, its graphical interface (choice of layout, fonts, colors, etc.).
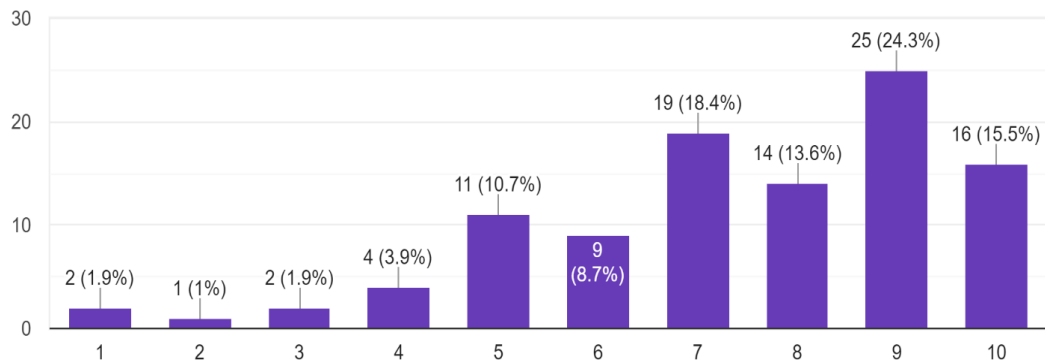
Figure 5.14 Visually pleasing and entertaining appearance of the website

Interpretation

From the data collected it can be interpreted that respondents like the visual representation of the website and that was asked to rate under the scale of 10, where the respondents need to give the rating of 10 if they highly like the visual representation of the website by using different colours, textures and graphical representation

It was found that 75 respondents rated 9 which comprises of 24.3%, 57 respondents rated 7 which comprises of 18.4%, 48 respondents rated 10 which comprises of 15.5%, 42 respondents rated 8 which comprises of 13.6%. 33 respondents rated 5 which comprises of 10.7%, 27 respondents rated 6 which comprises of 8.7.

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Conclusion

From the above interpretation it can be concluded that there is a mix liking of the respondents regarding the visual appearance regarding colour, textures and multimedia graphics which are shown on the website to attract more consumers. Respondents and tourist are not much satisfied with the visual appearance as mostly rated is 9 and other have rated from 6-10, which implies that the marketers need to focus more on the website designing with the colours which they use to attract the consumers towards the website and plan their destinations.

5.3.11 Newsletter and Subscription from the company

Subscription to the company's mailing list to receive personalized information about offers, campaigns, news, etc.
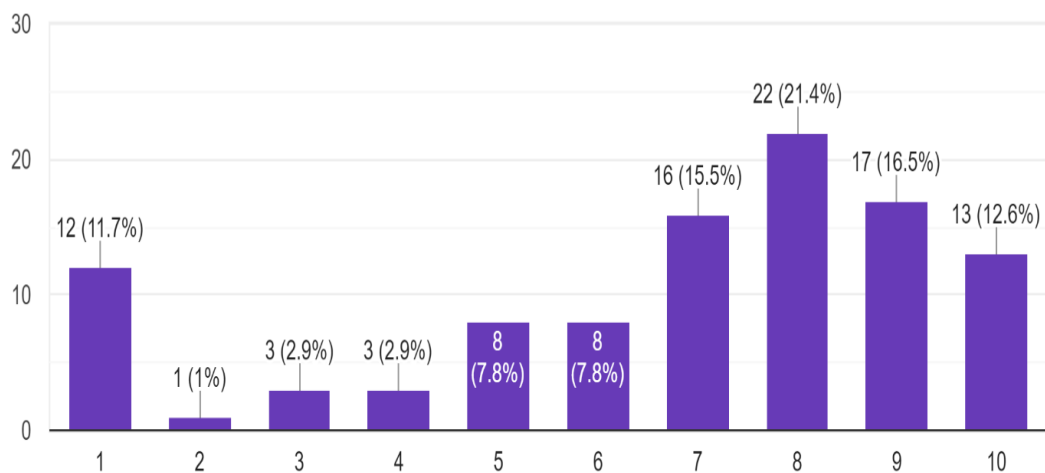
Figure 5.15 Newsletter and Subscription from the Company

Interpretation

From the above data it can be interpreted that how much the respondents like to have the newsletter or subscription or update from the website about the new things launched or new packed or any information related to visitors or tourist. The rating was done on the scale of 10 where 10 stands for they like to receive the newsletter and like to subscribe to the mailing list of the website and 1 stands for least interested in getting information or subscription in the mailing list. 66 respondents rated 8 out of 10 that they somehow lie to get the mail regarding the website information or new offers whereas most of respondents ranging to almost 51 respondents in between 7-9 which comprises of 16.5% and where 45 people do not like to have any information or mails or new offers from the website.

Conclusion

From the above interpretation it can be concluded that most of tourist don't want to have any information regarding the new offers, customization from the website and they like to opt for subscription and information or want to be in contact or mailing list of the websites.

5.4 Partial least square measurement using PLS – SEM

Measurement of questionnaire data was done using the Partial Least square and the data generated is as follows
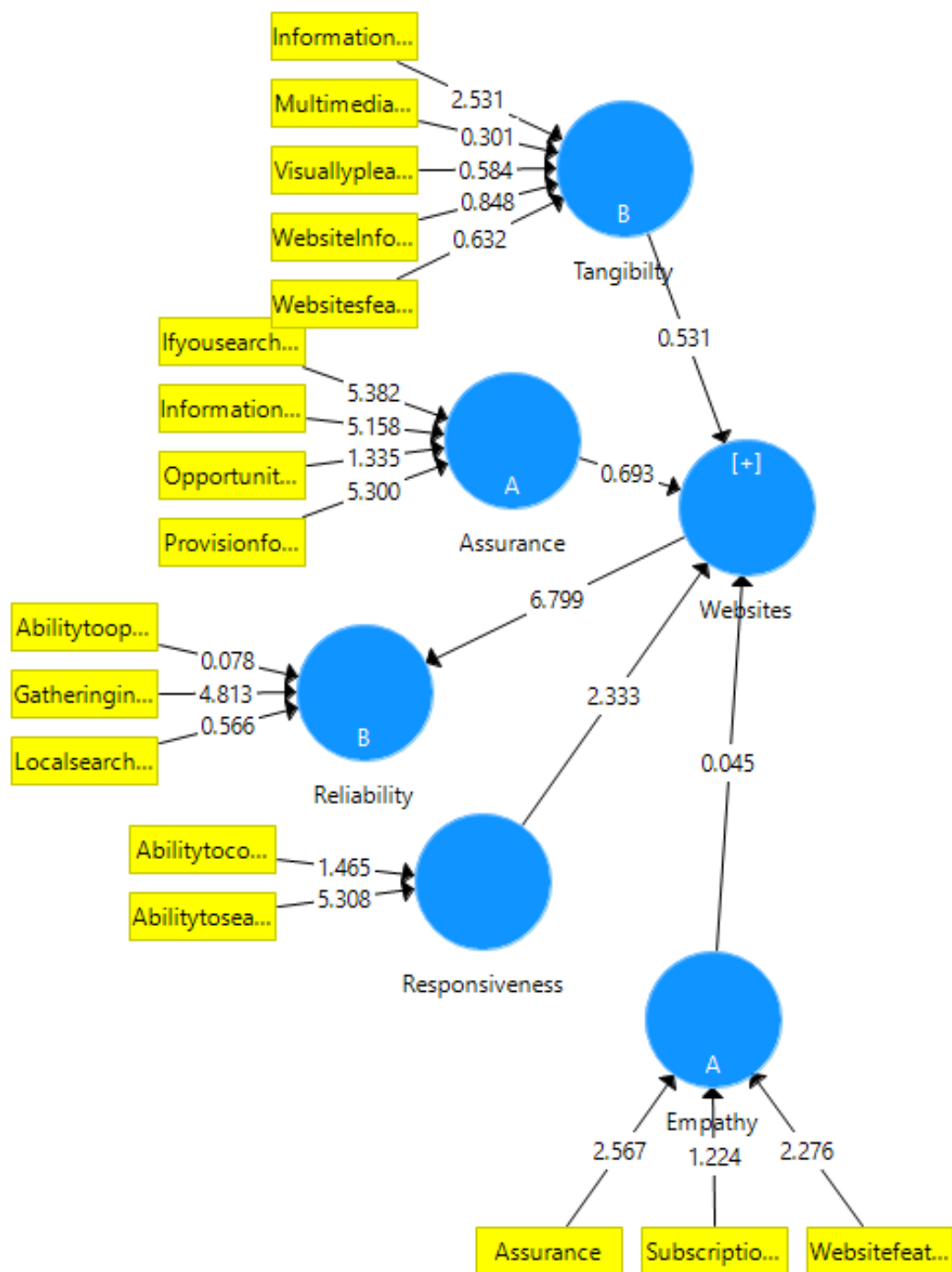
Figure 5.16: Partial least square measurement using PLS – SEM

Table 5.5 Internal Validity Construct Table

Constructs	Scale type	Loadings	AVE	CR
First order factors				
Attitude (ATT)	Reflective		0.717	0.910
ATT1		0.848		
ATT2		0.845		
ATT3		0.872		
ATT4		0.821		
Customer satisfaction (CS)	Reflective		0.752	0.924
CS1		0.867		
CS2		0.877		
CS3		0.893		
CS4		0.833		
Intention to use (IU)	Reflective		0.702	0.904
IU1		0.827		
IU2		0.852		
IU3		0.830		
IU4		0.843		
Service quality (SERQ)	Reflective			
Responsiveness (RP)			0.760	0.863
RP1		0.893		
RP2		0.849		
Reliability (RL)			0.801	0.890
RL3		0.894		
RL4		0.897		

Internal Validity Construct Table

Constructs	Scale type	Loadings	AVE	CR
Empathy (E)			0.755	0.860
E1		0.880		
E2		0.858		
Information quality (INFQ)	Reflective			
Promptness (P)			0.800	0.889
P1		0.898		
P2		0.891		
Completeness (C)			0.706	0.906
C1		0.811		
C2		0.865		
C3		0.846		
C4		0.840		
Applicability (AP)			0.743	0.896
AP1		0.865		
AP2		0.875		
AP3		0.845		
Security (S)			0.761	0.905
S1		0.849		
S2		0.890		
S3		0.876		
System quality (SYSQ)	Reflective			
Navigation (N)			0.681	0.895
N1		0.767		
N2		0.840		
N3		0.846		
N4		0.847		

		Loadings	AVE	CR
Response Time (RT)			0.691	0.900
RT1		0.841		
RT2		0.848		
RT3		0.818		
RT4		0.818		
Website design (WD)			0.689	0.898
WD1		0.762		
WD2		0.852		
WD3		0.888		
WD4		0.813		

Constructs	*Scale type*	*Loadings*	*AVE*	*CR*
Second order factors				
Service quality (SERQ)	Reflective		0.507	0.860
Promptness(RP)		0.797		
Reliability (RL)		0.807		
Empathy(EM)		0.828		
Information quality (INFQ)	Reflective		0.511	0.926
Timeliness (TL)		0.736		
Completeness (CP)		0.916		
Relevance (RV)		0.848		
Security (SC)		0.752		
System quality (SYSQ)	Reflective		0.523	0.929
Navigation (NV)		0.918		
Respond Time (RT)		0.863		
Web Design (WD)		0.837		

Note: Other factors included in the different elements were reduced because of low factor loading

Additionally, they are operationalized as second order structures. As seen in Table, all INFQ factors (promptness, completeness, applicability, and security) and SYSQ dimensions (navigation, response time, and website design) have a significant loading on their second order constructions.

Table 5.6: Weight of first order construct over a second order construct

Second order construct	*First orderconstructs*	*Weight*	*T statistics*
SERQ	RP	0.7970	20.8446*
	RL	0.8072	23.4254*
	EM	0.8284	24.7413*
INFQ	TL	0.7361	15.5569*
	CP	0.9158	74.6173*
	RV	0.8478	35.7560*
	SC	0.7519	16.0928*
SYSQ	NV	0.9178	62.0793*
	RT	0.8633	34.3361*
	WD	0.8373	23.1011*

Note: Significant at $p < 0.01$ based on 5000 bootstraps. SERQ = Service Quality; INFQ = Information Quality;

The weights of the first order constructs on their corresponding second order constructs are very considerable, suggesting that these measures are suitable and well-fit. As a consequence, the conclusion drawn from our data verified its convergent

validity.

The term "discriminant validity" denotes to "the ability of an element on one scale to be differentiated from a construction on another scale." (Mak, B. L., & Sockel, H. (2001). and is obtained when the square root of the AVE is greater than the correlation

coefficients of the two variables (Teo, A. C., Tan, G. W. H., Ooi, K. B., & Lin, B. (2015).

Table 5.7: Discriminant validity Test

	ATT	CP	CS	EM	IU	NV	RV	RL	RT	RP	SC	TL	WD
ATT	*0.847*												
CP	0.499	*0.840*											
CS	0.648	0.606	*0.867*										
EM	0.343	0.556	0.544	*0.869*									
IU	0.654	0.520	0.748	0.481	*0.838*								
NV	0.548	0.680	0.618	0.443	0.547	*0.825*							
RV	0.553	0.722	0.588	0.481	0.544	0.710	*0.862*						
RL	0.437	0.513	0.456	0.497	0.422	0.397	0.423	*0.895*					
RT	0.454	0.559	0.515	0.458	0.455	0.718	0.562	0.371	*0.831*				
RP	0.329	0.428	0.475	0.513	0.418	0.503	0.453	0.450	0.493	*0.872*			
SC	0.413	0.560	0.558	0.507	0.465	0.648	0.480	0.454	0.561	0.429	*0.872*		
TL	0.381	0.607	0.392	0.460	0.380	0.557	0.524	0.450	0.413	0.308	0.445	*0.894*	
WD	0.495	0.617	0.475	0.451	0.444	0.671	0.641	0.281	0.540	0.355	0.428	0.489	*0.830*

Notes: Diagonal elements (italics) are the square root of the AVE for each construct. Off-diagonal factors demonstrate the inter-correlations. ATT = Attitude; CP = Completeness; CS = Customer Satisfaction; EM = Empathy; IU = Intention to Use; NV = Navigation; RL = Reliability; RP = Responsiveness; RT = Respond Time; RV = Relevance; SC = Security; TL = Timeliness; WD = Web Design.

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As per the study conducted by Deng, Z., Mo, X., & Liu, S. (2014) According to the data in Table, "the square roots of each construct's AVEs were greater than their corresponding correlation coefficients with those other variables." Discriminant validity is achieved when an indicator's loading value on a structure surpasses all of its cross-loading values on other structures. as stated in the instructions of the discriminant validity test, which appears in Table (Venkatesh, V., Thong, J. Y., & Xu, X. (2012). The measuring capacity has significant discriminant validity.

Table 5.8: Perception on Social Media Aspects on Tourism Services

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.881	.890	19

Table 5.9: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
If you search websites for travel planning, please, answer the questions below.	84.50	136.154	.534	.885
Gathering in-depth information about tourism services provided by the website. Example: information about hotel location, local tour packages; information on special offers	84.50	140.051	.435	.887

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
and discounts, etc.				
Opportunity to communicate with other customers via the website and learn about previous customer experiences.	84.27	142.461	.293	.891
Customized packages provided by the websites	84.10	141.477	.458	.887
Ability to communicate via Help Desk/Chat Assistance, etc through website. For Example: you can communicate with the personnel via "contact us" link on the website, online queries, online feedback function, complaint ability, chat with the company's representative, etc.	84.20	143.241	.310	.890
Provision for secured online reservation and payment (you can book the service and choose to pay for it directly on	84.32	137.815	.524	.885

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
the website)				
Website Informative Tabs	84.82	138.917	.506	.886
Local search engine on the website, which allows you to search on keywords in order to quickly locate the specific information and pages on the website.	84.98	142.538	.313	.890
Visually pleasing and entertaining appearance of the website, its graphical interface (choice of layout, fonts, colors, etc.).	84.85	140.541	.468	.887
Subscription to the company's mailing list to receive personalized information about offers, campaigns, news, etc.	84.73	140.102	.489	.886
Ability to open and operate the website without any problems in other than Internet Explorer browser, for example, in Chrome, Opera, Mozilla or Safari.	84.60	136.708	.608	.883

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Information regarding Safety and security on the website. Example: information regarding safety of online transactions, information about company's privacy policy and rules that apply to storing and processing personal customer data.	84.27	139.128	.525	.885
Multimedia features. Example: the website's ability to offer the presentation of the service/tourist destination with moving pictures, sounds, clips, etc, using augmented reality and 360 degree view hotel room, photographs slides etc.	84.80	133.908	.612	.883
Ability to search for a product/service based on the pre-selected criteria. Example: you can search for a tourism service based on the price, duration (of the trip/visit), week day, etc.	84.60	137.579	.586	.884

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Your primary intention for using the tourism website	84.52	138.717	.512	.885
When being a traveler or tourist, while planning for a travel, do you browse through internet a related website for tourism related services, for example, destination search, hotel, booking tickets (Railways/Flight/Buses) or other	84.27	137.076	.505	.886
While searching for Tourism websites, which you prefer the most	84.35	137.515	.551	.884
Among all the travel websites, which is your favorite or you visit every time you plan your travel.	84.37	135.676	.596	.883

Interpretation:

As per the result generated it can be ascertaining that all the Cronbach's Alpha values (Inclusive of the average value) are greater than 0.7, which is standard significance value of calculating Cronbach's Alpha. The statistical data recommends that the internal consistency which is measured has a good consistency and scale is reliable for the sample.

Conclusion:

It can be concluded from the above data that the strategy to formulate the customer experience towards the website can be attained by engaging more users towards the website and more promotion need to be done for the Uttar Pradesh Tourism in social media.

5.5 Content Analysis of the Uttar Pradesh Tourism Social Media Handles

The following social media handles are used by the Uttar Pradesh tourism for the promotion of their destination and engaging people in different ways.

5.5.1 Twitter (Uttar Pradesh Tourism Official Handle)

Tweets		cont.	Retweet	like
0	Quiz: Guess the place? Jhansi	1	10	52
1	Bateshwar, where everything is spiritual	1	12	63
2	Independence Day (smarak)	2	25	162
3	indeoendence day (Flag Hosting)	2	15	115
4	Congratulation GIF	3	14	130
...	...	...	...	...
243	Rahila Sagar Surya Mandir, Mohaba	1	31	139
244	Fatehpur	4	77	435
245	Banda	2	22	129
246	Treveni Pushp Prayagraj	1	6	47
247	Budha Purashashev	2	36	304
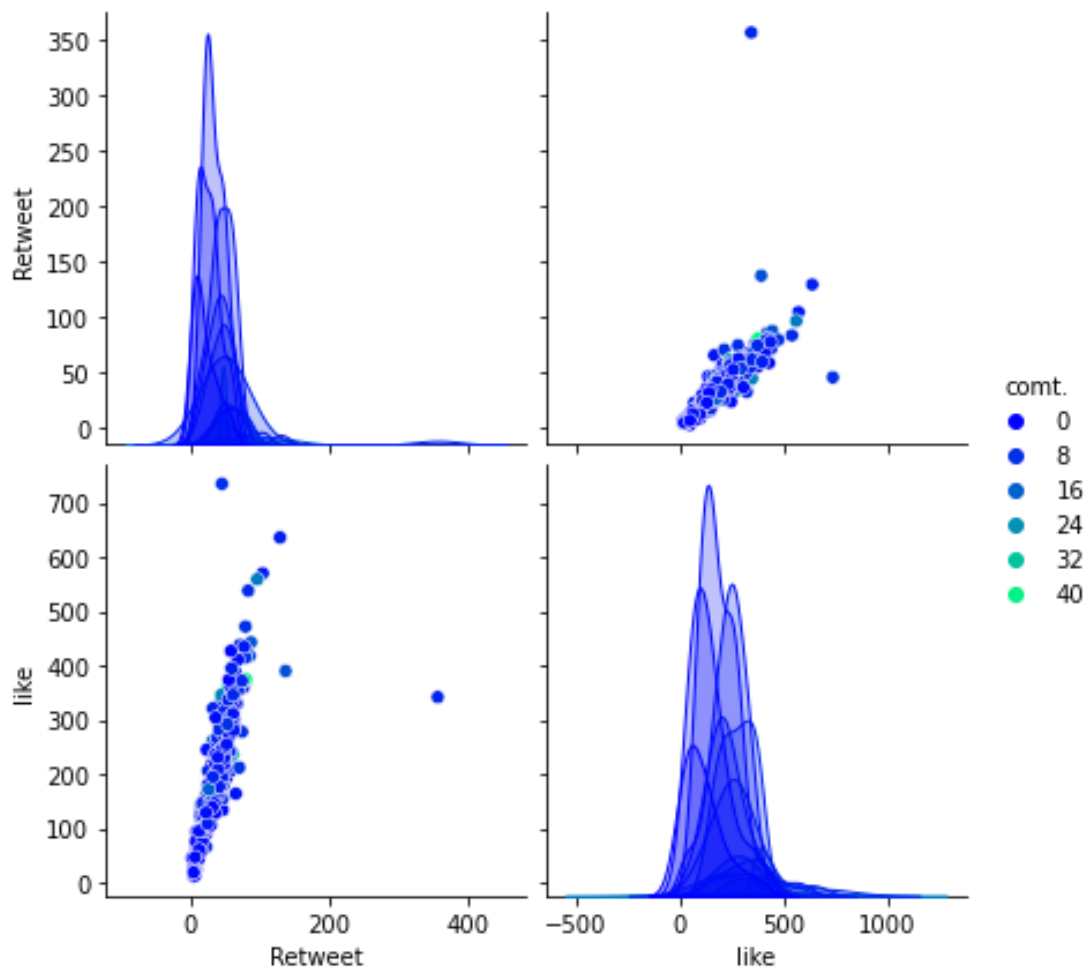
Figure 5.17: Use of Uttar Pradesh Tourism in Twitter Handle

Table 5.10: Standard Deviation

	comt.	Retweet	like
count	248.000000	248.000000	248.000000
mean	4.665323	41.125000	218.596774
std	5.865297	29.714234	118.899333
min	0.000000	2.000000	12.000000
25%	2.000000	24.000000	135.000000
50%	3.000000	39.000000	209.000000
75%	6.000000	54.000000	288.250000
max	42.000000	357.000000	735.000000

F_onewayResult(statistic=647.348327267684, pvalue=2.4516374371740314e-163)

Interpretation

The above data was collected through a round year tweet posted by Uttar Pradesh Tourism to attract the tourist towards Uttar Pradesh different destination and in these 365 days of post many data was deleted as those data were duplicated by the tourism department, so after removing the duplicate data, 247 data was gathered which was later statistically tested through multiple regression and ANOVA.

From the collected data it was interpreted that the relation between like and retweets to comments. Here we can see that if maximum comments are around 0 to 8 if the retweets are around 0 to 150 and if likes are around 0 to 470. From the table the maximum number of posts which are commented are 42, retweeted is 357 and liked are 735., whereas the post which are minimum commented 0, retweeted are 2 and liked are 12. The mean of the twitter post was found to be commented post 4.66, retweeted 41.12 and liked 218.59. The standard deviation for the total number of comments is 5.855297, retweet 29.714 and likes is 118.899.

Conclusion

From the above interpretation it can be concluded that Uttar Pradesh tourism is doing hard promotion and even in the twitter none of the post remain uncommented and unliked or un twitted, but Uttar Pradesh Tourism need to opt for more promotional ideas for encouraging tourist and visitors to view their post.

5.5.2 Facebook (Uttar Pradesh Tourism official Handle)
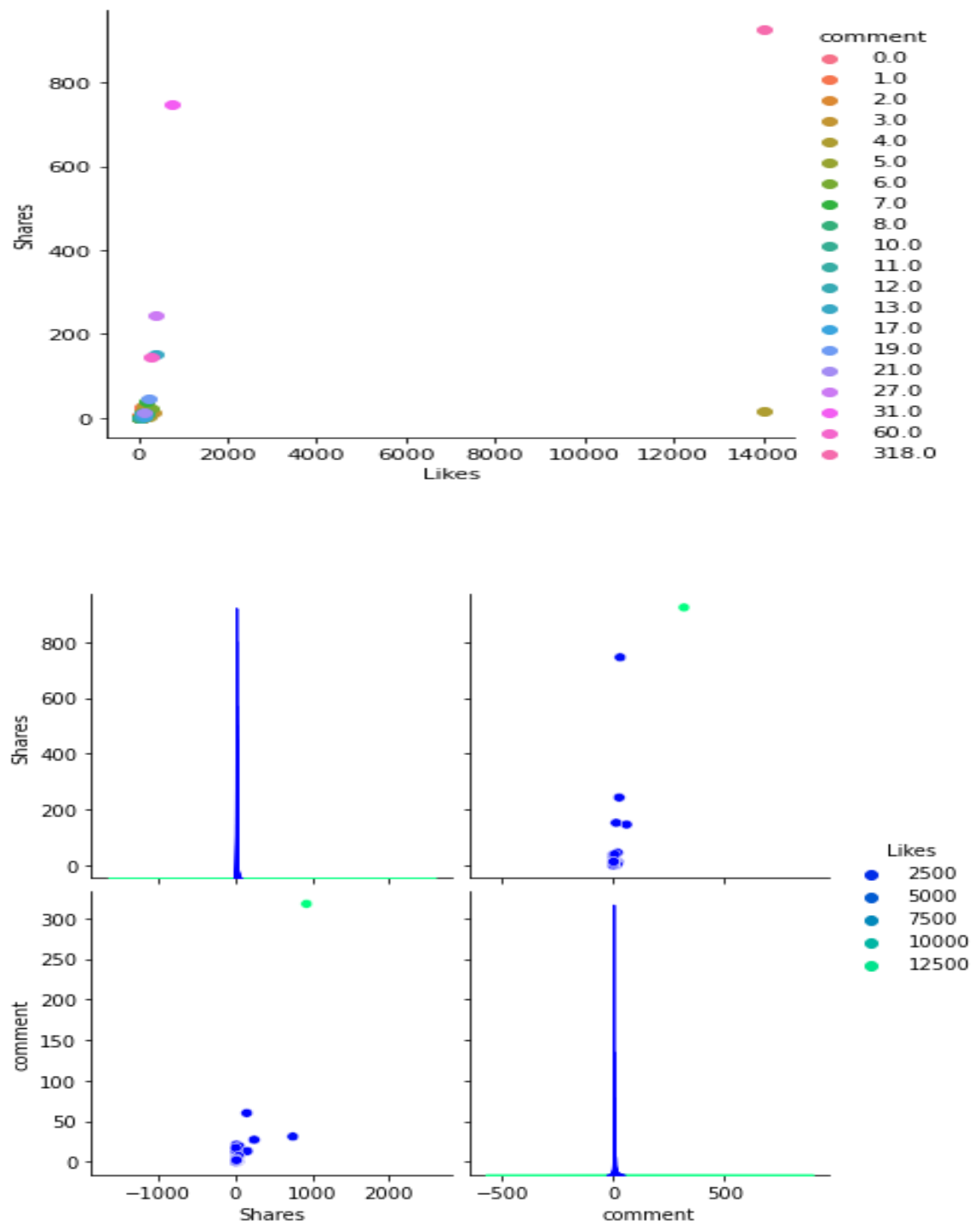
Figure 5.18: Uttar Pradesh Tourism Facebook Analysis

Table 511: Facebook Post standard Deviation chart

	Likes	Shares	Comment
count	236.000000	236.000000	236.000000
mean	212.220339	16.377119	3.822034
std	1279.345628	79.200082	21.289546
min	7.000000	0.000000	0.000000
25%	56.750000	3.000000	0.000000
50%	77.500000	6.000000	1.000000
75%	111.500000	10.000000	3.000000
max	14000.000000	925.000000	318.000000

Interpretation

Here we can see the variations of the share and comments in comparison of likes. Here we can see that if any posts have around 0 to 100 shares then it will have around 0 to 50 comments and likes on this types of posts are mostly around 2500 to 5000.

From the data collected and from the above table the post is collected from 365 days, where the duplicate data was removed from the data collection for any duplicity. From the above table the mean, which is found from the post 212.22, standard deviation 1279.34 and maximum value goes 1400, whereas the minimum value 7 for the comments on the post and 925 maximum shares of the post, whereas minimum shares of the post were 0 and maximum likes were 318 and minimum likes were 0.

5.5.3 Instagram (Uttar Pradesh official Handle)

Type of posts	Types of Post	Likes	
c0	Sanskriti k Rang	370	1
1	Gorakpur (where everything is poetic)	289	2
2	Chambal Nadi Etawa	586	1
3	araura Ghati, Mirzpur	694	7
4	Quiz, Monument of Jhansi	214	6

Table 5.12: Standard Deviation for Instagram (Uttar Pradesh Tourism official Handle)

	Likes	comt.
count	227.000000	227.000000
mean	462.295154	4.651982
std	237.740351	4.501478
min	1.000000	1.000000
25%	334.000000	2.000000
50%	410.000000	4.000000
75%	532.500000	6.000000
max	2181.000000	36.000000
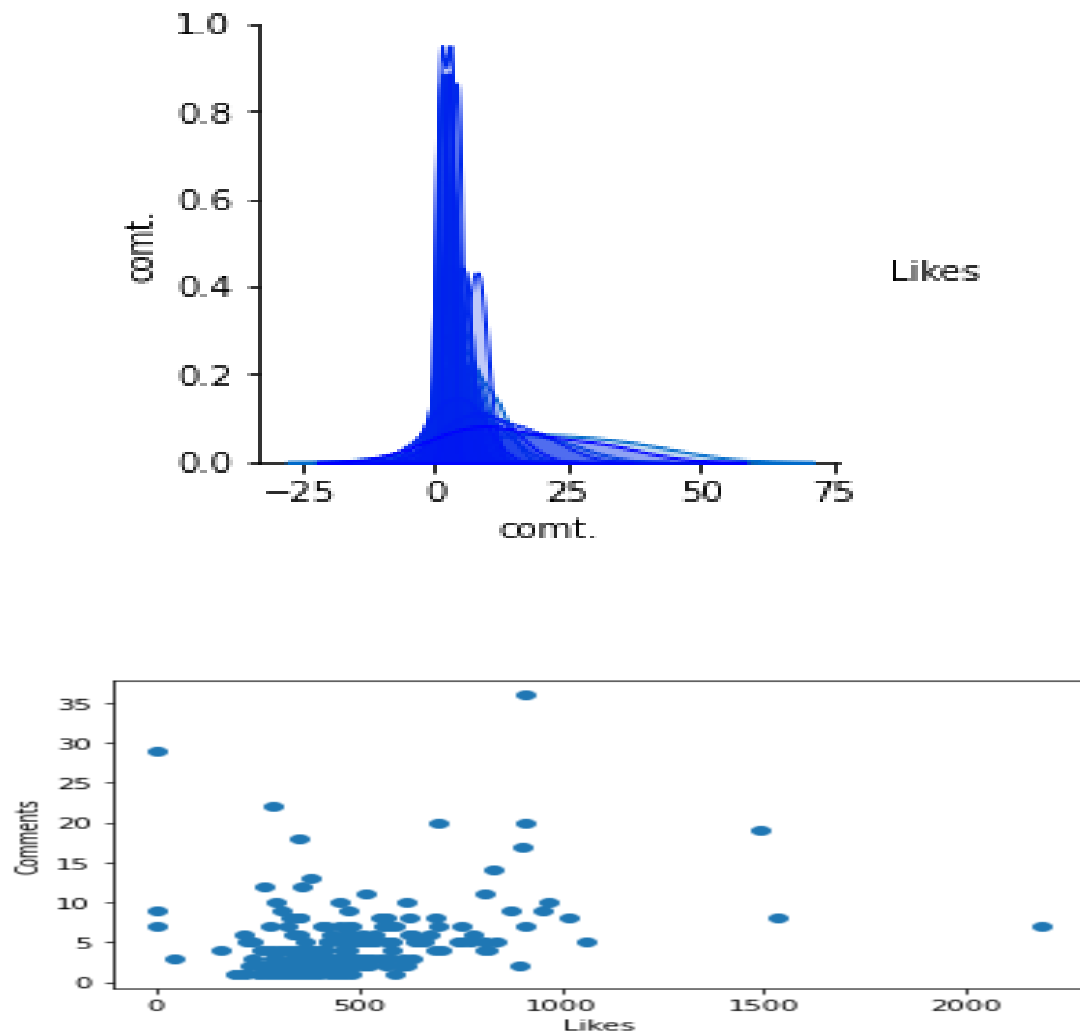
Figure 5.19: Instagram Post analysis of Uttar Pradesh Tourism Official page

Interpretation

The above data is collected from the official Instagram handle of Uttar Pradesh Tourism where the one complete year post was analysed, and the duplicate post were removed. From the above table it may be interpreted that from all the post the mean that is calculated is 462.29 for the likes and 4.65 for comments. The minimum liked post 1 and minimum commented post were 1, whereas maximum liked on the post were 2181 and maximum comment on a post were 36. The standard deviation on likes is 237.74 and on comments are 4.50.

From the plotted chart it is interpreted that every post has in an average 462 likes and 4 comments.

From the second chart it can be interpreted that most of the posts has 0 to 10 comments and most of the 0 to 10 comment posts has 250 to 750 likes.

Conclusion

From the above data it can be concluded that Instagram is the most used social media sites for fetching up the information from the Instagram, which was utilized by the Uttar Pradesh Tourism by posting and engaging tourist and users through photos of different spots, news and new update regarding the tourist destination and with the quizzes they try to attract the tourist and also by showing different attractions of different places and their speciality to attract the users.

5.6 Content Analysis of Uttar Pradesh Tourism Website

The analytical unit of this research is the webpage of the specific website. i.e. Uttar Pradesh Tourism (up tourism.gov.in) Information availability, ability to navigate, and completeness make up the research objects (in number of secondary page information). Content analysis is however used on the homepage's primary page.

For the analysis the categories selected for coding are seven which constitutes 66 different indicators, and each category is calculated in percentage form and also the calculation is done by the number of indicators available for each categories which are obtained by dividing the total number of indicator which are available for measuring to Uttar Pradesh website. The detailed analysis was mentioned in the table 5.13.

Table 5.13 Coding Sheet

Dimension	Categories	Value	No. of Indices
Aesthetic (AS)	Destination Image Projection	20%	11
	Website Design	18%	9
Informative (IT)	Authenticity	10%	3
	Online Booking	7%	9
	Experience	10%	10
Interactivity (IC)	E-Travel Planner	25%	4
	Customization	10%	16
	Total	100%	66

Interpretation

The first category is destination Image Projection (AS1) This area will evaluate the webpage ability to provide an attractive backdrop for visitors, the use of colour and images, the destination logo and motto, video, newsletters, and online flyers. This category has eleven indicators and accounts for approximately 20% of all indicators.

The second category, homepage design (AS2), will be evaluated on how well the Uttar Pradesh tourism website has readable text, a clutter free web page, a convenient web address, a table of content and structure, a site map, a home button, search navigation, and the most recent update. Each category will receive 18% of the total points.

The third category, information uniqueness (IT1), which comprised specialised travel excursions, language proficiency, and sufficient knowledge for travelling, accounts for 10% of all categories and having 3 different indices.

The fourth category will provide visitors with knowledge about the destination's online booking (IT2), which includes travel packages prices, accommodation rates, food and

beverage rates, transport costs, special festivals and events prices, and touristic attraction fees, which account for 10 percent of the categories.

The fifth category, Experience (IT3), accounts for 10% of all categories and contains information on tourist attractions and activities in the destination, weather information, insider advice from local authorities, and cultural information.

The sixth category is concerned with the website's role as an interactive media for travellers to plan their trips. E- Travel Planner (IT1) are the most valuable categories in the tourist website assessment, accounting for 25 percent of all categories. Included among the categories were details on hotels and other lodging, information on specific attractions, details on restaurants, a link to a travel agent, relevant data on car rentals at the tourist attraction, details on happenings and festival reservations, contact details for non-tourism organisations, and maps of major attractions at the tourist attraction destination.

The seventh category consist of social media handles of Uttar Pradesh Tourism website (IT2) on the information about the different social media handles for information sharing, for asking about the destination, for showing new places and untouched destination of Uttar Pradesh and to keep online community of tourist in a single platform of their social media handles.

Additionally, a recommended percentages range is included to assist in the rating procedure for each website. The criterion serves as a tool for determining a website's competitiveness level. A value composed of 51 percent to 100 percent indicates that the website is performing well and falls into the top category. 11-50 percent represents medium website performance, while less than 10% represents the worst website performance.

The website's performance is evaluated using four methods to the presentation of tourist websites: (I) aesthetic component (AS), (ii) informative component (IT), and (iii) interactivity component (INT). The coding sheet is generated in accordance with the guidelines, and the resulting conclusion contains an in-depth evaluation. This section of the study will discuss about the content analysis done on the Uttar Pradesh Tourism website.

Four sections were made for discussion, each featuring a different kind of analysis pertaining to aesthetics, informative and interactive dimensions of category. Last section was dedicated to comprehensive analysis of the Uttar Pradesh Tourism Website.

A. Result for Aesthetics Dimension (AS)

As per the content analysis of Uttar Pradesh Tourism Website, the average of the analysis pertained to 82% from 18-20 indicators for the aesthetic dimension of the Uttar Pradesh Tourism website which constitutes destination image projection and website design.

a. Destination Image Projection (AS1)

From the content analysis of Uttar Pradesh Tourism Website a background, a complementary colour, and allowing the photographs of their destination to be seen to help boost the image of their region were all used to improve the presentation of their photos, not only of destinations but the famous sweets of the destination were also projected, to give a clear picture of the destinations different destinations postcards were made as well as short video gallery portraying different destinations were also shown. The page also shows the top destination in the Uttar Pradesh to be visited. To attract the attention of the tourist the website background colour was kept red and green as portraying the colour of Uttar Pradesh Flag. state-specific indicators (i.e. maps) are available for online brochure application and are available to everyone who visits a

website. Appearance of logo and slogan of Uttar Pradesh was visually visible on the website.

b. Web design (AS2)

Clear and understandable indications were used to display Uttar Pradesh Tourism websites. These included such characteristics as the distinction between the backdrop and text and keeping the page clutter-free. About the Uttar Pradesh Tourism official website, the information is provided on available of the Home button. Search engine practise for Uttar Pradesh website does not use tables of knowledge on websites. If the provided number is connected with another surfing data indicators on the website or the site map.

It is best to assume that the website is upgrading the local tourist data all the time and to expect new website or updated versions at all times. This is evidence of a site manager that knows how to appropriately handle their destination updates and their responsibilities. It was discovered that Uttar Pradesh Tourism website use easy-to-remember indications of the internet URL name (uptourism.gov.in).

B. Result of Informative Dimension (IT)

Performance indicators in the Uttar Pradesh Tourism website 20-7%, Authenticity is lacking in regard to being distinctive. Online Booking on the worth of the facility, Experience. At the same time, all tourism offices don't have up-to-date, cultural promoting categories.

a. Authenticity (IT1)

Based on a content study of Uttar Pradesh websites, it is discovered that each website focuses on offering information on travelling to certain locations and various types of tourism attractions. Tourism website showcasing a nature trip location close to home.

When it comes to tourist-specific categories of attention, websites have a correct sequence. For example, the cuisine tourism.

Additionally, the book offers access to public transit, including stop and position data to the destination, as well as tourism information, including figures on local tourism. The website offers two languages that is Hindi and English on the website.

b. Online Booking (IT2)

When it comes to calculating the output of tourism, one economic issue to take into consideration is the price range of various aspects of the tourism destination. This section includes all websites that have information on the infrastructure standard pricing in a tourist area. In this regard, around 90% of the tourist websites in Uttar Pradesh don't provide any details on the price range for accommodations, restaurants, attractions, and festivals, as well as how to get to the location using public transit and any special offers for visitors.

c. Experience (IT3)

The Uttar Pradesh tourism official websites have introduced local culture to tourist visitors so they can experience the culture of Uttar Pradesh. In furthermore, because of things to do in the location, the website includes accurate information about places to visit. What is also included in promotional campaign of the tourist location is textual material as well as the photographs of tourism attractions.

Furthermore, crucial information about the local environment, such as visas, customs, and excise regulations, is in place for the international tourist are missing. An important piece of knowledge or inside insight is conveyed to tourist. The experience of visiting the region was written on a medium owned by the official Tourism website

C. Results of Interactivity (IC)

In the interactivity dimension the indices are from 10% to 25% which constitutes 4-16 components. As a result, staying current on destination-specific information is critical.

a. **Interactivity (IC1)**

Useful resources, such as interactive information, to help visitors make itineraries. According to the critical examination of this category, has been providing information on tourism attractions in the area, including website links and contact numbers. Uttar Pradesh websites display the volume of information they host on special events, the number of visitors for that event, and contact details for the state tourism department. When people can get detailed information about hotel accommodations through URL link or phone number, the number will go down. This category should incorporate elements such as tour guides, travel agents, travel operators, and rental vehicles, as they all help with the trip planner party.

b. Customization (IC2)

The content analysed in the exploration are the Heritage Arc and top destination to be explored in Uttar Pradesh, the website provide the information regarding the different destination and also help the visitors to find out their kind of itinerary and destination according to their interest, time and money, they can also opt form different types of destination whether MICE, wild-life sanctuaries, religious tourism, heritage tourism, weekend destinations and they can also plan their customized destination plans. They can also find the hidden treasure and fates and festivals and traditional fairs. The tourist can also get the information reading the cuisines and food from the different cities of Uttar Pradesh.

5.7 Conclusion

Through online tourism, every facet of the tourist industry in Uttar Pradesh would be available to the tourism participant, from tourism events and activities to locating information about the location. Tourists will have no choice but to go to the tourism location if their website is effective, informative, and fascinating. Due to the tourist's valuable knowledge in pricing and special promotions, tourists will provide greater value to the location. An company should provide numerous possibilities to the destinations in order to maintain loyal visitors. They do this through connecting with visitors, putting their marketing in front of customers, and getting customers more involved.

Because of this, it is possible to manage a tourism location that includes the prospect of improving consumer loyalty. It also provides information for the policy makers and tourist organisations, who may use the results to improve their practises. This content will certainly serve as supplementary information for the Uttar Pradesh tourism website. As a matter of fact, the destinations of a Uttar Pradesh tourist website is a picture depiction of a state of Uttar Pradesh

CHAPTER   6
FINDINGS AND CONCLUSION

CHAPTER 6

FINDINGS AND CONCLUSION

6.1 Introduction

Holistic development is taking place in many aspects of life thanks to the new media transformation. It is essential to have a strategic management style in the Indian tourist industry. Applying new media in all facets of corporate management is on the rise. In addition, the emergence of new media has helped promote more interactive engagement and advancement in the current day. Without applying advances in information and communication technology in different processes, such as customer relationship management, the tourist industry remains incomplete. The modern media have the ability to connect the many stakeholders involved in public policy, tourism, and service delivery. We now have the 'real world' making an appearance in the majority of national and global life thanks to the emergence of web 2.0. New media offers humans several benefits. Personalized and l\

cation-based tourist services are provided through the new media. The present study was carried out in Uttar Pradesh state to examine the role of new media in tourism promotion since Uttar Pradesh state has the potential to generates a good amount of income through tourism sector. In the following chapter, all the study's objective, hypothesis, research limitations, implications of the study, and future research will be discussed.

6.2 Findings of the study

The finding of the study is categorised as under

    A. Categorization according to objective criteria

    B. Hypothesis Testing

6.2.1 Objectives of the study

The study was based on the four different objectives that are mentioned as below:

I.   To study the role of Uttar Pradesh government in promoting tourism in destination marketing through online media.

II.   To understand the tourist's opinion and needs in accessing internet for searching their destination or when they are planning for their travel in Uttar Pradesh.

III. To identify the contribution and responsibilities of Uttar Pradesh Tourism towards tourism promotion and tourist's satisfaction

IV.   To determine the importance of Social- Media in influencing tourists travelling patterns.

Findings are per Objective 1:

To study the role of Uttar Pradesh government in promoting tourism in destination marketing through online media.

- As a result of the new media intervention, the visitors now understand the many tourism locations and their various options.

- New media interventions have aided in the establishment of connections between tourist promotion from the Uttar Pradesh government website and their social media handles.

- By the use of new media involvement, the Uttar Pradesh Tourist Government website has helped to enhance tourism variation.

- Ecological tourism promotion has been enabled by the introduction of new media technologies in the Uttar Pradesh Tourism website

- With the use of new media engagement, Uttar Pradesh tourism has had a significant impact on tourist development that is sustainable in nature

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- With the use of new media interventions, Uttar Pradesh official tourism website have helped to foster more international understanding for pilgrimage tourism.

- New media interventions have helped to the promotion of history tourism by promoting the monuments and buildings of interest to the public.

- Adventure tourism is the formation of adventurous young due to the recent rise in the use of online media.

- Using new media has helped grow the tourism economy for company expansion prospects with the help of promoting MICE tourism

- With the use of Uttar Pradesh Tourism website has contributed to the wildlife tourism (by showing different wildlife sanctuaries)

- Uttar Pradesh official tourism website offers customized tour packages and service for attracting the tourist towards the Uttar Pradesh.

- The acquisition of foreign money by means of tourism has been aided by new media by shoeing the different cultural attraction through their website and official social media handles.

Findings as per Objective 2:

To understand the tourist's opinion and needs in accessing internet for searching their destination or when they are planning for their travel in Uttar Pradesh.

- These social media platforms generate a range of new and growing sources of information on the web that are developed, launched, distributed, and used by customers with the goal of educating one another about goods, companies, services, and concerns.

- As per the research study it can be formulated that after the introduction of web 2.0, many of the tourist are taking help of internet, especially the social media for preparing their itinerary.

- Tourists plan their destination by seeing others post and they want real pictures of the destination, which motivate them to visit that destination. For this Uttar Pradesh create an engagement among the users of different social media handles by organizing competitions and putting up the pictures from the tourist itself, to attract the tourist.

- Tourists plan their destination through searching for internet for customized packages and offers for accommodation, tickets and other things related to travel destination.

Findings as per Objective 3:

To identify the contribution and responsibilities of Uttar Pradesh Tourism towards tourism promotion and tourist's satisfaction

The Indian government understands the country's capability for tourism and has put the country on the map as a global tourist destination by implementing numerous initiatives. A number of steps have been implemented by the Uttar Pradesh government to help in the promotion of tourism in the state, a few of which are listed below:

- The state has promoted eco-tourism with videos designed to promote it

- This is done in order to plan schedules more efficiently, and Eco-tourism locations have been formally acknowledged.

- When agencies are formed for the appropriate preparation, development, and implementation of the proposal, successful proposals are feasible.

- For the aim of making all of them happy, the Uttar Pradesh tourism attraction is provided with sophisticated telecoms services.

- Places like Sarnath are designed with tourists in mind by taking into consideration amenities, cleanliness, and food.

- An e-book with all of the tourist statistics from the state has been released by the Uttar Pradesh government.

- To support the quality of tourism in the state, all of the hotels and restaurants in the state were categorised as five-star, five-star, and three-star establishments, all of which provide high quality equipment.

- To keep the historic places secure and to conserve their significance, the state of Uttar Pradesh has treated them especially.

- Although UP is well known for its architecture and traditions, the truth is that, by itself, it does not have enough publicity recreation and leisure to be attractive to spiritual persons. Culturally and architecturally, the state of Uttar Pradesh should place greater emphasis on the state of Uttar Pradesh.

Findings as per objective 4:

To determine the importance of Social-Media in influencing tourists travelling patterns.

- A vacationer almost always decides on a place on his or her own. Information from several different sources genuinely influences travellers who have decided to go on a scheduled holiday. Generally speaking, one's network of family and friends, and, in certain cases, media (print or electronic) are all sources of information and knowledge.

- As a result, tourists obtained trip ideas from various media, including newspapers, magazines, social media, and websites.

- Every tourist begins their journey by asking several questions regarding their itinerary and according to the study conducted, tourist first priority is to gather information from social media.

- With the touch of a button, from anywhere in the world, tourist may search the internet for information.

- It was discovered that most Indian and foreign visitors (who came to the State of Uttar Pradesh) obtained information about the state from friends and family and then wrote about it on social media.

- To an extent, the amount of tourism that comes into a city is dependent on the media; because in general the tourists that desire to travel and explore location will look for the knowledge about that location on the media, which include print, electronic, and social media as well as word of mouth.

6.2.2 Hypothesis Testing

To accomplish the objectives of the study, the following hypothesis have been developed for research study

• **H.1 The characteristics of Uttar Pradesh website significantly influence a consumer's overall impact on consumer destination decision making**

• **H.2 Service Quality Provision by Uttar Pradesh website significantly influences a consumer's overall trust in the site.**

• **H.3 Tourist's trust in Uttar Pradesh tourism website and other social media accounts significantly influences a consumer's satisfaction and loyalty in the site.**

Testing of Hypothesis 1:

The characteristics of Uttar Pradesh website significantly influence a consumer's overall impact on consumer destination decision making

For the website to be attractive to the users visiting the website the website should have the following things that attract more and more users towards it. This was also utilised by Uttar Pradesh Tourism website. The factors are mentioned as below:

- **Website Agility**: is defined as the skill of quickly reacting to information demands from consumers. The research that evaluated the Uttar Pradesh website discovered that the website is attempting to engage with its consumers via forms, where they attempt to learn their needs and trip plan and reply accordingly. However, in comparison to private websites, they are quite cautious about how they respond to consumer inquiries, something that the Uttar Pradesh Tourism website must also consider.

- **Website Attractiveness**: is a collection of interactive components that piques customers' interest and simplifies interaction, accessibility, and usage in order to create a long-term relationship. According to the study of the Uttar Pradesh Tourism Website, the website was designed to be simple to use, with simple navigation tabs and features that would readily assist clients in creating itineraries that fit their time and budget. Attractiveness of a website is a collection of interactive elements that catch users' attention and make interaction, browsing, and usage simple in order to establish a long-term relationship.

- **Website Resilience:** Resumes regular functionality following disturbances. In one year, they have garnered a large following in Uttar Pradesh tourism by publishing useful information on their official website.

Testing Hypothesis 2

Service Quality Provision by Uttar Pradesh website significantly influences a consumer's overall trust in the site.

A comprehensive website analysis was carried out by David Gravin, who devised eight factors for quality and strategy, which was examined through the Uttar Pradesh Tourism website. It is important to set the following parameters:

- Performance: Product operation is characterised by how well it does in relation to other products. In order to measure the traits, we'll be looking at each person's brand to see how well they're known inside their industry. Uttar Pradesh tourism is also increasing their performance by continuously promoting their state tourism by picture video and introducing different places to explore which was not heard by tourist as a part of destination management. They also keep on engaging the tourist by their social media handles and also ask for feedback about comments, suggestions and feedback about the website.

- In order to attract more tourists, they have their social media handles in all the popular social media sites that are Facebook, Instagram, Twitter and Youtube and also have their official blog where the tourist can get desired information regarding the Uttar Pradesh sites to visit.

- **Feature:** Attracting customers or users to a product or service enhances the qualities that add to that product's or service's overall attractiveness. Uttar Pradesh website is full of attractive colours which also represent the colour of Uttar Pradesh, with the use of flash player they try to attract the traffic in their website by showing the different attract in Uttar Pradesh, as Agra was considered in UNESCO as one of the world heritage site, the picture f taj mahal attract the user attention towards it, for wildlife lovers, they have placed

different pictures of different life sanctuaries in Uttar Pradesh, they also represent different flavours of different cities to attract the foodies towards the state. They are also offering accommodation for the tourist at different places and also helping them to formulate their tour packages and guiding them the feasible way to travel to that destination.

- **Reliability:** Reliability is defined as the percentage of time a product will not fail over a given length of time. If the functioning of this component is compromised, users will be very unhappy. In the Uttar Pradesh Tourism website, as being the official website and official social media handle, so the information provided by the government will be authentic which will increase the reliability and trust in the Uttar Pradesh tourism website.

- **Conformance:** Meeting criteria of quality is a sign of conformance. Uttar Pradesh tourism is also following the similar path of conformance, whereby providing the right information, bringing the new places and their attraction to public and tourist, engaging users with the help of quizzes, games and competition and providing quality packages and information to the users planning their destinations in different part of the state. For maintaining quality, they are adhering to all the guidelines for booking and accommodation, security of the tourist who are visiting different parts of Uttar Pradesh.

- **Durability:** The product's longevity is known as product life cycle longevity. Uttar Pradesh tourism has maintained the consistency and to be staying in competition for long run they are posting new themes and new pictures and video on their social media handles. Other than that, they also keep on sharing the information regarding the work in progress for providing the information of the new development as sharing Vidhyanchal corridor construction and rope way for easy journey of the tourist were shared, the new infrastructure whether

- new or transforming airports or constructing new hotels for accommodation, bringing customized packages for the tourist were done by Uttar Pradesh Tourism.

- **Serviceability:** The pace at which the service disintegrates, as well as the expertise level, both affect the serviceability of the product. This can also be seen through the Uttar Pradesh Tourism official website, where the use can put their query through the help desk and contact us feature, other than providing the website the feature of dual language provision, that the user if not comfortable with English can switch to Hindi language as well. They also provide the screen reader assess which is The Uttar Pradesh Tourism Department conforms to the W3C's Web Content Accessibility Guidelines (WCAG) 2.0 level AA guidelines. Assistive technology, such as screen readers, will make it possible for those with visual impairments to use the website. Visually impaired visitors can get the information on the website using screen readers. Uttar Pradesh website also provide the users to download the U.P tourism application on their phone through Android and IOS as well.

- **Aesthetics:** Aesthetics refers to the subjective response an individual has to a product. It is an expression of unique taste. Uttar Pradesh has planned their website and social media sites aesthetically with the use of navigation tabs, so that it makes easy for the users to search according to their interest and plan their itinerary accordingly.

- **Perceived Quality:** On the basis of indirect measurements, perceived quality is defined as the qualities given to good or service-based products. Uttar Pradesh website has tried to provide different attribute related to providing quality and empathy to their travellers by providing different types of products and services according to the taste and preferences of the users.

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Testing of Hypothesis 3:

Tourist's trust in Uttar Pradesh tourism website and other social media accounts significantly influences a consumer's satisfaction and loyalty in the site.

This hypothesis can be stated with the help of SWOT analysis and content analysis performed on the Uttar Pradesh Tourism website and other privately owned website

- **S- Strength:** Being the government owned website Uttar Pradesh Tourism website to create customer trust, satisfaction and loyalty on their website are catering to create more engagement on their social media platform by sharing different information with the tourist and also showing different places to visit as well as major attraction were also shown on the website. Another strength of the Uttar Pradesh Tourism is they have all the destinations, from pilgrimage, to adventure sports, wild-life sanctuaries, bird life sanctuaries, historical monuments and many more to attract the tourist towards them and with the easy navigation of the site user can easily search their required destinations.

- **Weakness:** The weakness of the Uttar Pradesh Tourism is after being the fourth largest state and Third largest in tourism, now in the last 2 years government has taken initiative to attract the tourism through their sites by showing them different destinations and places to visit with the use of videos and pictures and have started to plan their itinerary, whereas the sites such as make my trip and Yatra. Compare providing them the immense number of services rights from their leaving from home to visiting the tourist sites and returning back to their places, made them more reliable and trustworthy then the government portal, This was not only analyzed by the content analysis but also with the survey done on the real tourist and they preferred more of the private website to design their tour rather than the government websites.

- **Opportunity:** The Uttar Pradesh Tourism has immense number of opportunities as can be seen through the result that only the features were not liked much by the tourist by scrolling the website in comparison to privately owned website but in the last one-year Uttar Pradesh Tourism has attracted a immense number of tourist before the pandemic.

- **Threat:** Threat are the private owned DMO's where the public are more inclined to plan their destinations.

6.3 Implication of The Study

There should not be any doubt now that a tourism industry uses internet/social media as a tool for the promotion of the destinations. The result obtained will seek those tourists whether the tourist rely on the information of the official website/ website/social media platform of the destination before visiting the tourist destination. It is therefore crucial that the official website/social media pages should meet all the needs of its users and should convince users to travel to the destination. Other than that, the official government websites should not only provide reliable information, but also provide information regarding hotel booking according to the need of the tourist, cab and packages if provided on the website will engage more and more customers/tourist towards their website rather than trusting on private websites. With the use of E-SQ (electronic service quality) and using all its dimensions, researcher will help the policy makers to formulate the service quality for providing better services to the customer and can increase customer satisfaction and customer engagement.

In the new millennium, new media has reached widespread adoption. New media have had a major impact on facilitating open communication, leadership, and growth in nearly every country on the planet. It allows continual connection between visitors and service providers using the web 2.0 application. New media has greatly enhanced the

process of developing tourism nowadays. The study's ramifications are outlined in the following ways.

6.3.1 Role of Government

There are significant market possibilities in the tourist sector and long-term employment in emerging nations. Fulfilling the fundamental necessities, improving infrastructure and facilities, hosting fairs and festivals, and commemorating local events and cultural heritage are also major contributions by the government. An increased passion for local and international tourism has emerged during the previous decades. Tourism development in the current era should be dominated by the Indian government. Tourism niches, infrastructural facilities, upkeep of public spaces and natural assets, gathering of local heritage, and support for festivals, events, and tourism promotion should all be funded by the government. In order to effectively link tourism destinations all over the state, the government should play a key process communication that assists local communities and companies in making the connection. To promote successful strategic tourist management, governments and destination management organization should embrace information and communication technologies.

6.3.2 Role of DMO's (Destination Management Organization)

The key driver for tourism development is the customer happiness, regardless of the size and timing of their experience. providers play a vital role in maintaining high-quality lodging, care, transportation, security, and regulatory compliance. Customer happiness, client security, reliability of availability of services, the credibility of the service suppliers, and sustainable tourist growth are all largely handled by DMO (Destination management organization). Norms and rules enforced by the government should be enforced and DMO (Destination management organization) required to comply with them immediately. It is of critical importance that tourists have the highest

levels of enjoyment and security by way of high-quality services. Tourism development processes should be enabled to include eco-friendly regulations and sustainability ideals. In order to optimise the success of tourist management, environment management and audit methods should be applied. To boost the quality of tourism infrastructure, DMO's should also supply best equipment and easier-to-use services. Additionally, supplier conformity with established worldwide standards and protection of the interests of visitors should be enforced through skill development programmes for experts and rewards for maximum performance.

6.3.3 Role of Social- media

In the future, the role of social media in society will continue to increase. Media and tourism are both inclusive. Social media involvement is essential in the promotion of tourism since they help to educate and enlighten the public about the industry. In addition to the benefits that the media and tourist sectors each provide to the other, tourism also has a significant impact on the media organizations because of the advertising activities. For new locations and tourism activities, the media plays a critical role. For example, a journalist may make a name for an archaeological site, a historical site, or a tourist destination. Tourist attractions can be activated by the social media. To act as a competent intermediary between the tourism sector and society, the media organisations are necessary. These social media communications technologies let people from all across the world get together, learn about one another, and make deals with one another to boost the flow of tourists to their countries. For tourists, the media promotes and facilitates relationships between service providers and travellers. An extensive investigation and publication of tourist issues and concerns is now possible thanks to social media and other new media technologies. Although most visitors rely on media material for information about a place and service, tourism is largely

dependent on media attention. Fostering the socially responsible tourism methods and strategic tourist management is an important responsibility for the social media in order to foster tourism that is both positive and sustainable.

6.4 Limitation of The Study

The researcher while doing the research faced some limitations such as:

6.4.1 Impact of Covid-19:

As covid- 19 hit the nation in the late 2019 and 2020 was witnessed as a lockdown, so many data cannot be collected by the tourist both national and international tourists and it is also not possible to gather data from the Uttar Pradesh Tourism Official about the strategy they were formulating for increasing the tourism growth in Uttar Pradesh.

6.4.2 Selection of Uttar Pradesh Tourism

As for the study Uttar Pradesh tourism was selected but it is not possible for the researcher to move at every city to gather data from the tourists. Other than this because of the financial constraint of the researcher it is not possible to travel at all parts of the state.

6.4.3 Minimum Software were used

As per the financial constraint with the researcher, it is not possible to purchase every software for the study, therefore the study was done on the trial version of some of the software's which leads to some constraints on the software.

6.4.4 Limitation in Uttar Pradesh Website

The website doesn't not have the feature of augmented reality and virtual reality, which is the new artificial intelligence phenomenon used by the websites for attracting visitors to show them the places in real forms.

6.5 Suggestions

The Plan-Do-Check-Act or PDCA cycle is also known as the PDSA cycle. It is a continual process, which is cyclic in nature, meaning that one element is always present and must be treated in tandem with the other. This model was a valuable asset in helping to verify overall quality standards.

Plan: It is necessary to create an action plan for the website of Uttar Pradesh Tourism before stating one's objectives. Identifying and resolving issues is done by using analysis and evaluation to identify and evaluate the present process, and by implementing the proper plans to the correct challenges. Having an expertise on the market will provide you a better understanding of your target market's quality and sorts of clients.

Planning is followed by implementation. A manager should attempt one of two things: work on a trial basis or in a full-time capacity. When implementation is complete, process managers should accurately document all the modifications that have been implemented in the trial phase. The study of this record assists in analysis and repairs at the future implementation.
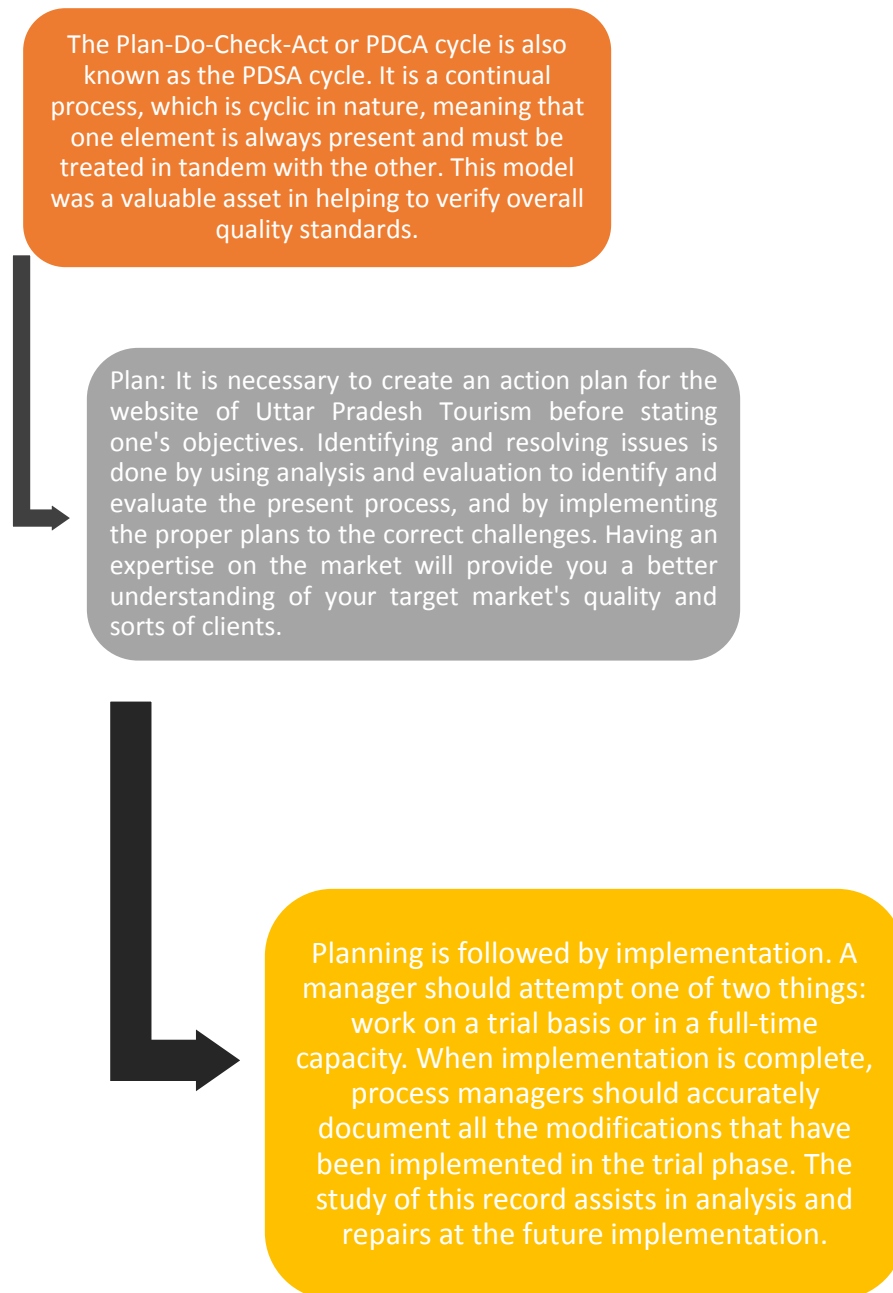
Figure 6.1 PSDA and PCDA of Uttar Pradesh Tourism Website

6.6 Scope for Future Research

❖ It would be relevant to include the interviews (focus group and in-dept interviews) for both the tourist, DMO's and government officials, to get more clearer picture about the development of the state tourism.

❖ Different types of tourism can be analyzed more closely by moving to those places and taking the insights from the people, accommodation, security provided there for the tourist.

❖ The study can also be done as an comparative analysis among the two different states of same population and sites and examination can be conducted.

❖ Thus, further study will be accomplished by taking note of these traits and nuances of other related groups, including local businesspeople, public officials from the Department of Transport and Communication, Tourism Department, Archaeology Department, etc.

6.7 Conclusion

The study was set out to depict a clear picture of the techniques used by Uttar Pradesh state tourism departments to promote travel destinations on their different social media platforms (Website, Facebook, Instagram, Twitter, YouTube and blogs) . The goal of the thesis was to examine the role of DMOs in generating social media material, as well as the value for both tourist and DMOs. Therefore, primary data was collected through the tourist from visiting to some of the renowned destinations of Uttar Pradesh and by doing content analysis of Uttar Pradesh Tourism website, Instagram handles, Twitter handles, Facebook handles and YouTube handles.

DMOs joining social media was shown to be tied to research on variables that promote their participation. These key elements are getting the word out, sustaining user engagement, processing communication quickly, using low-cost channels, supporting

research, and increasing exposure. Along with social media's characteristics, motivation, goal, engagement, anticipation, authenticity, and benefits, factors affecting destination marketing for social media posts were discovered, such as: Although Factor Analysis had shown new dimensions, it was found to be research, connecting, and engagement platform for tourism-related material, as well as a tool for improves performance.

Results may be communicated with the Tourism Department of Uttar Pradesh, who will help to increase their interaction with tourists. The study found that DMOs in India and their present methods for improve its performance both dates back to DMOs in India and practices that are similar to those from the DMOs in India This is also the first time a study of this sort has been done in which the Uttar Pradesh Tourism Department has been accepted as a study participant. Social media in general and social media in specific, thus, provide a framework for future study on destination promotion in Uttar Pradesh.

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APPENDICES

U.P Tourism Survey Form

Questionnaire related to tourist websites

* Indicates required question

1. Name *

   _____

2. Gender *

   Mark only one oval.

   ◯ Male

   ◯ Female

3. Age *

   Mark only one oval.

   ◯ Less than 20

   ◯ 20-35

   ◯ 35-50

   ◯ More than 50

4. Highest Education obtained *

   Mark only one oval.

   ◯ High School

   ◯ Intermediate

   ◯ Graduate

   ◯ post Graduate

   ◯ Higher than masters (PH.D. Candidate, Ph.D or other

5. How often you use internet? *

Mark only one oval.

◯ On a regular basis

◯ Often

◯ Rarely

6. How will you characterize yourself as a internet users? *

Mark only one oval.

◯ Beginner

◯ Intermediate

◯ Advanced

7. How often you use Internet for your planning your travel destinations?

Mark only one oval.

◯ Every-time

◯ Often

◯ Rarely

◯ Very Rarely

8. When being a traveler or tourist, while planning for a travel, do you browse   *
   through internet a related website for tourism related services, for example,
   destination search, hotel, booking tickets(Railways/Flight/Buses) or other.

Mark only one oval.

◯ Yes   *Skip to question 9*

◯ No

◯ Sometimes   *Skip to question 9*

Tourism Website

if yes then continue otherwise submit ur response> thanku

9.   While searching for Tourism websites, which you prefer the most *

Mark only one oval.

◯ Government Websites

◯ Private Websites

◯ Both

10. Among all the travel websites, which is your favorite or you visit every time you *
     plan your travel

Mark only one oval.

◯ State Government Websites

◯ Make My Trip

◯ Yatra.com

◯ Cleartrip.com

◯ Ibibo.com

11. If you search websites for travel planning , please, answer the questions below. *
     Indicate your choice by marking the appropriate answer alternative and
     respond to all the statements ("1" stands for "Not important at all" and "10"
     stands for "Very important"):

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10
Che	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

12.   Gathering in-depth information about tourism services provided by the website *
       .Example: information about hotel location, local tour packages; information on
       special offers and discounts, etc.

Mark only one oval.

         1   2   3   4   5   6   7   8   9   10

         ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯

13.   Opportunity to communicate with other customers via the website and learn   *
       about previous customer experiences.

Mark only one oval.

         1   2   3   4   5   6   7   8   9   10

         ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯

14.   Customized packages provided by the websites *

Mark only one oval.

         1   2   3   4   5   6   7   8   9   10

         ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯

15.   Ability to communicate via Help Desk/Chat Assistance, etc through website.   *
       For Example: you can communicate with the personnel via "contact us" link on
       the website, online queries, online feedback function, complaint ability, chat
       with the company's representative, etc.

Mark only one oval.

         1   2   3   4   5   6   7   8   9   10

         ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯   ◯

16.   Provision for secured online reservation and payment (you can book the   *
service and choose to pay for it directly on the website).

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10
	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

17.   Website Informative Tabs *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10
	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

18.   Website's feature to show your current location within the website. *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10
	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

19.   Local search engine on the website, which allows you to search on keywords   *
in order to quickly locate the specific information and pages on the website.

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10
	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

20. Visually pleasing and entertaining appearance of the website, its graphical interface (choice of layout, fonts, colors, etc.).   *

Mark only one oval.

1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

21. Website feature enable you to store your personal information, history of your previous travels with the company. Example: travel itineraries, personal profile and preferences   *

Mark only one oval.

1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

22. Subscription to the company's mailing list to receive personalized information about offers, campaigns, news, etc.   *

Mark only one oval.

1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

23. Ability to open and operate the website without any problems in other than Internet Explorer browser, for example, in Chrome, Opera, Mozilla or Safari.   *

Mark only one oval.

1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

24. Information regarding Safety and security on the website. Example: information *
regarding safety of online transactions, information about company's privacy
policy and rules that apply to storing and processing personal customer data.

Mark only one oval.

1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

25. Multimedia features. Example: the website's ability to offer the presentation of *
the service/tourist destination with moving pictures, sounds, clips, etc, using
augmented reality and 360 degree view hotel room, photographs slides etc.

Mark only one oval.

1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

26. Ability to search for a product/service based on the pre-selected *
criteria.Example: you can search for a tourism service based on the price,
duration (of the trip/visit), week day, etc.

Mark only one oval.

1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

27.   Your primary intention for using the tourism website: *

Tick all that apply.

☐ I am interested to purchase this company's services.

☐ I am interested to visit specific region/tourist destination and seeking for information

☐ I am looking for information about the specific tourism service I am interested in.

☐ I am looking for information regarding the tourist destination.

☐ I am just browsing the website without any specific intention.

☐ Other: _____

Thank You for your participation

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Sl.No.	Paper Published in Conference	Title of the Paper
1.	Krishi Sanskriti (Advances in Economics and Business Management)	Social Media: A Germane Search for Tourist Destination in Kushinagar
2.	ICSSR International Conference on Rethink, restrict, Restructure, reinvent	Mobile Augmented Reality: In reference to UTAUT perspective in relation to smart Tourism
	Paper Published in Journal	**Title of the Paper**
1.	Youth Voice Journal	The Impact of Self-Construal on Youth Towards the Use of Social Media for Tour Destination Search: Using
2.	Bhartiye Shiksha Shodh Patrika	Scrutinizing Uttar Pradesh Tourism Website using E-SQ

Social Media: A Germane Search for Tourist Destination of Kushinagar

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Abstract—*Nowadays Tourism has been one of the favorite recreations of people of India. It has come as the most important aspect of man's contiguous behavior towards exploring new destinations and places to visit and his need to explore has given new dimensions and advancement to tourism industry. This has not only increased the tourist in India but also increased the prospective customers as a tourist whether domestic and international this has led in the growth of tourism industry which is not only acknowledged by government but also by the private sectors. As the world is becoming global, so does the tourist destination websites are and this is made easy with the help of Social Media. It refers to a aid for discovering new channels open for public disseminating their ideas and sharing their thoughts on a common platform. This paper help to analyze how social media helps the customer to find their destinations through different portals and select their destinations and also plan for the same through the offers provided by the different social media platform through the interaction based on the Organization Generated Content (UGC) and Destination Management Organizations Generated content (OGC). It focuses on the different social media platforms such as Facebook (Social Networking) and Instagram (Micro Blogging). The methodology used in the study is survey and content analysis of the social media websites.*

1. Introduction

With the advent of internet, tourism has been transmuted into the way the tourist search for the information and dispersed it in a way the people want and want to consume their travel needs (Buhalis & Law, 2008).In the recent years two mega trends has made their copious on internet accentuated the trends prevailing in tourism system with the Consumer generated content(CGC), such as blogs, virtual communities, wikis, social networks, collaborative tagging and media files shared on sites like YouTube and Flickr has become one of favorite online tool for searching tourist (Gretzel, 2006; Pan, MacLaurin, & Crotts, 2007). Many of these social media websites help the people to connect with the different communities and can share their experiences through blogs, comments and sharing their pictures, opinions and travel experience which can further prove as a information for others. This context has been supported by Thomas Friedman (2006)

In his "world is flat" where he determined that the sharing of information and content among the consumers as the internet use is becoming flat or easily available among the consumers of any place. On the same time social media is also becoming one of the powerful mediators between intervening of information and tourist can portray their trip and experience (Pudliner, 2007; Tussyadiah & Fesenmaier, 2009).

Internet has made it possible to explore from the large amount of information which is available and enable the travelers to search according to their needs and wants. In a way search engines are acting as a powerful gateway or channel through which the tourism company can provide related information to customers and same time tourist can find their desired information (Google, 2006; Xiang, Wo¨ber, & Fesenmaier, 2008).Thus, the influence of social media has become as catalyst for tourist in searching for their travel need and travel destination search and related search with their travel.

With the help of this prodigy, we can say that Instagram and Facebook has become of the medium for creative promotion of travel destinations all over the world. This research is meant to find out the potential of Instagram and Facebook for promoting Kushinagar as the tourist destination and how it has helped the tourist worldwide through photographic contents and enable the destination for branding and promotion. The following section will elaborate the theoretical background and methodology which is based on photo elicitation and travel photography.

2. Theoretical background

With the presence of ICT's as Social media and web 2.0 provide ample amount of information search for their travel need such as flights booking, ticket availability, hotels and places to visit and restaurants (Litvin & Hoffman, 2012). With the advent of web 2.0 and with that social media the marketing and promotion of destinations has been speed up in comparison to the traditional media where the matter or content of delivery is the utmost important and time taken for the traveler to view that message (Munar, 2012).The same argument for kept forward by Trusov et al. (2009) on the same

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The Impact of Self-Construal on Youth Towards the Use of Social Media for Tour Destination Search:

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Abstract

Numerous studies have identified that self-construal (social identity and self-esteem) determining youth behavior towards the online tourism and destination searches. This research focuses on the impact of social media specifically on young consumer (Gen Alpha (2010-2024) behavior through self-construal (independent and interdependent self-construal) towards their online tourism searches. The objective of the paper is to elucidate the antecedents of the youth behavior while searching for tourist websites in the context of social media communication, the study was done on 550 college going students. The results highlights that there is a significant sway of self-concept and merriment in suing social media for travel information search. In addition to this the different variables of Technology Acceptance Model (TAM) on user's attitude and intention of use were examined. For the study a conceptual model is framed. The result drawn from the study is the importance of social media destination searches among the youth and their behavioral changes related to different factors, where it has been found that social identity, ease of use, perceived usefulness plays an important role for youth during their social media usage, whereas self-esteem was not an important aspect in social media searches for youths.

Keywords: Social-media, Alpha Generation tourist, Technology Acceptance Model, self- construal, consumer behavior.

Introduction

The tourist industry has been obliged to design new strategies for reaching out to a changing market environment and strengthening its position in a highly competitive world as web-based technologies have advanced and internet connections have become more widespread (Takac., Hinz, & Spann, M. 2011; Weinberg & Berger, 2011; Hamilton, Kaltcheva, & Rohm, 2016; Jiao, Jo, & Sarigöllü, 2017). Furthermore, social media networking sites have helped marketers provide them with new possibilities by providing them with free platforms that permit youth customers to use social media channels to gather information, which in turn will be valuable for them in their decision-making (Di Pietro & Pantano, 2012; Nedra, Hadhri, & Mezrani, 2019).

The ubiquitous use of Internet technology has considerably expanded data and information flow, reshaping how young consumers are informed about events and developments (Anderson & Caumont, 2014). Observing the dearth of meaning defines *social media* as digital technologies that enable the production and dissemination of information, beliefs, professional interests, and expressions through online communities and forums (Obar & Wildman, 2015). Using text messages, video content, blog posts, photographs, and newsfeeds on social networking sites (hence abbreviated as SNS), social media facilitates networking and information flow, such as Instagram, Facebook, and microblogging sites such as Twitter.

As a revolution in information technology, social media has improved youths' ability to communicate ideas. Youths are using social media to communicate their opinions, quick ideas, and encounters with their peers. Youth also use this technology to learn more about businesses and their offerings before purchasing. They feel emboldened to express things they have always wanted to convey but have yet to have the chance to (Caton & Chapman, 2016). As a result, businesses must comprehend young consumers' habits on social media to obtain a competitive advantage by developing effective strategies to engage youth towards benefits from social networking sites.

Consumer behaviour through social media is researched through various conceptual theories and frameworks, such as the uses and gratification theory (Whiting & Williams, 2013; Gan & Wang, 2015); the social capital theory (Utz & Muscanell, 2015; Dubos, 2017; Steinfield, Ellison & Lampe, 2008); and the theory of motivation (Ma, Zhang & Ding, 2020; Oh & Syn, 2015; Hosen et al., 2021; Forest & Wood, 2012; Seidman, G. 2013).

Conversely, this study presents a unique viewpoint: Customers participate in diverse social media behaviours because they may perceive customer value. The gap identified from the previous research is the cause and effect of consumer value in decision-making on social networking sites. This study fills this gap. We construct a value creation model in social media, taking youth (Gen Alpha) value, including its determinants and ramifications, to provide a more in-depth understanding of customer behaviour on social media and recommend appropriate marketing techniques. The model or construct tries to define the relationship between self-construal theory by examining its parameters: interdependent and independent self-construal, social values, self-esteem, social identity, and psychological well-being. This study incorporated self-construal theory and the TAM model to understand the use of social media by Gen Alpha towards tourism websites. Furthermore, this study defines TAM (technology acceptance model) as the skills and expertise oriented towards a potential customer (Odden, 2013). As a result, the cognitive value should be regarded as a disembodiment of information towards need identification and pre- and post-decision making. Social media plays a crucial role in the diffusion of content and required information among young tourists and can persuade and change their attitudes towards tourism website offerings. (Pantano, Servidio, & Viassone, 2011). These offerings include tourism-related products such as tour packages, tickets, accommodations, and others regarding future destination planning since social media promotes information transparency, involvement, engagement, sharing, connectivity, innovation, liberty, cooperation, and interdependence (Constantinides & Fountain, 2008; Kaplan & Haenlein, 2010; Kalpan, 2015; Brake and Safko, 2009).

Considering the importance of a technology's perceived benefits and ease of use in affecting a user's attitude and perception towards a particular technology, which is mainly focused on the TAM (Technology Acceptance Model); as a result, the perceived value of user-generated information available on social media for travel purposes by visitors might influence its adoption. According to the TAM model by Davis (1987), perceived benefit is the extent to which an individual feels that employing that technology will enhance his/her competence. Therefore, the system's usefulness indicates a positive association between consumption and the user's productivity. Perceived usefulness is the likelihood that using a specific technology would enhance how the individual accomplishes a given activity.

Social identity and self-esteem, being co-determinants of cognitive well-being, are considered essential attributes using the study's TAM (Technology Acceptance Model). The relationship between individual social identity and self-esteem is a continuum process by which the individual's self-identity tends to adapt

to self-esteem when an individual seeks themselves in a group and categorises themselves by a preconceived notion of self as a separate individual (Turner & Reynolds, 1987). The study tries to construct a model to identify how self-construal directly impacts customer perceived value and how decision-making is influenced by cognitive well-being, social identity, and the need for identification as mediators in the social media milieu. Psychological well-being is more closely linked to satisfaction (Mehmood & Shaukat, 2014; Ostic et al., 2021; Luo & Hancock, 2020). As a result, it is critical for marketing executives who want to improve consumer happiness and engagement. This model provides a valuable basis for future studies and marketing managers concerned with this subject within the social media framework.

Figure 1
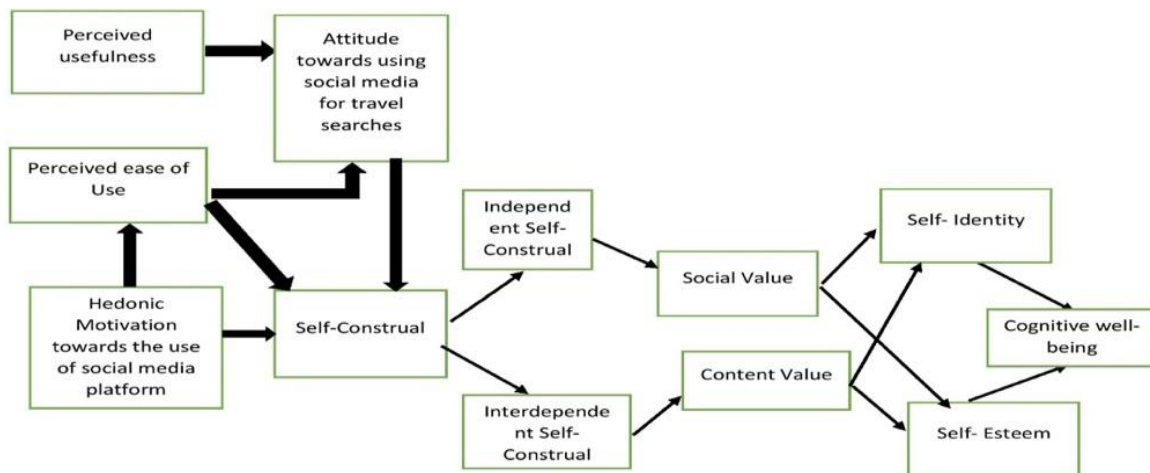
Customer retention is a critical facet of the tourism industry. Therefore it is essential to examine the factors determining youth's inclination towards social media platforms for their travel searches. Fig. 1 shows the conceptual model to determine why and how youth adopt social media as a hedonic motivation towards using technology. The model formulates how to define youth intention through perceived usefulness, perceived ease of use, and hedonic motivation, which further defines individual self-construal through interdependent and independent self-construal through social identity, self-esteem, and reaching

consumers towards cognitive well-being by using social media for tourism planning. Youth with a higher degree of autonomous self-construal are more likely to report higher perceived benefits with the use of content value, which contributes to a greater level of cognitive well-being through improving social identity and self-esteem.

Background of the Study and Hypothesis

TAM and its perceived usefulness among young customers

There was substantial evidence in the literature that depicts the importance of perceived usefulness on the behavioural intentions of consumers (Gen Alpha). (Fauser, Wiedenhofer, & Lorenz, 2011; Pantano, Tavernise, & Viassone, 2010; Davis, 1989; Venkatesh, 2000; Venkatesh & Morris, 2000; Cha, 2011). Moreover, perceived utility is a significant aspect in shaping the acceptance of online impact among young travellers. Perceived usefulness, applicability, attitudes, and behavioural purpose for accessing online information are seen as beneficial.

The perceived usefulness of tourist content in this research is the extent to which a tourist feels that browsing information online will bring significant advantages while choosing a tourism location. Access to this information arises via interactions among travellers, knowledge exchange, and web reviews. Furthermore, perceived ease of use significantly predicts consumer engagement with web-based technologies. Previous research also suggested that perceived ease of use is the degree to which the individual believes that adopting this approach would be freely available to them. Zeithaml et al. (1990) noted that perceived ease of use is the extent to which an invention is easy to comprehend or implement. As a result, the perceived ease of use, which comprises a mix of ease given, quick internet connection, private and secure transactions, high quality of operation, and a vast variety of services, determines the drivers of development in the tourism industry (Kiráová & Pavleka, 2015).

Hedonic motivation among young consumers towards tourist destination search and social media

As the previous research underlined, the importance of features available on Instagram was considered a hedonic factor during the usage of Instagram (Pantano, Servidio, & Viassone, 2011; Hess, Lang, & Xu, 2011; Pantano, Tavernise, & Viassone, 2010; Loureiro & Sarmento, 2019; Saxena &Kumar, 2020). In contrast, by employing the hilarious tools given by the social media platform, customers may

obtain information entertainingly, favourably impacting behaviour with hedonic features and satisfaction from the influence of social networks on young visitors (Balouchi et al., 2017). The extent to which a consumer considers such technology to be the pleasure of using technology is defined as perceived happiness. Pleasure is an emotional state or an internal motive that might encourage people to repeat such behaviour patterns (Kim & Han, 2011; Heijden, 2004). As a result, there may be an essential link between beliefs — such as usefulness and ease of use — and performance expectancy. Therefore, the study proposes the following hypothesis:

H₁a: The perceived usefulness of social media positively influences youth behaviour towards tourism planning.

H₁b: Hedonic Motivation and usefulness have a positive influence on youth's attitudes towards tourism planning through social media.

Self-Construal and Youth Behaviour

How individuals view themselves in relationships with others is called self-construal (Markus & Kitayama, 1991). As per Markus & Kitayama (1991), individuals cohabit with two types of self-construal: independent and interdependent. Individuals with interconnected self-concepts are more inclined to value connectivity and group membership. They like cohesiveness because they see themselves as part of a broader community. As a result, people with interdependent self-construal likely want to attain their social cohesiveness objectives in certain social circumstances. (Ybarra & Trafimow, 1998; Cross, Morris, & Gore, 2002; Cheng, Cheung, & Chung, 2021). Consumers with autonomous self-construal, on the other hand, are more inclined to appreciate their distinctiveness and authority because they see themselves as having a distinct identity distinct from the community. Although youths (Gen Alpha) with interdependent self-concepts have more opportunities to receive helpful content by communicating with others, they primarily use social media to be socially linked to others (Kietzmann et al., 2012), increasing their social value. According to Fulmer et al. (2010), interconnected self-construal is linked to social motivations (they want to communicate with relatives and friends) for utilising social networking sites (SNS). On the other hand, youths with independent self-construal dedicate themselves to participating, producing, consuming, sharing, and distributing their created content (Constantinides & Fountain, 2008; Kaplan & Haenlein, 2011; O'Reilly, 2005). As per Hoffman, Novak, and Stein (2012), youths (Generation Alpha) with independent self-construal are more likely to accomplish their content (users interact with interest-relevant information) intentions in social media scenarios. The study defines the relationship between

youth's perception and the correlation between the benefits they acquire from social media while searching for their tourism-related needs and the sacrifices they have made related to the cost, time, and stress they have incurred (relation between perceived usefulness and hedonic motivation) (Weinstein, Johnson, & Barrett, 2004; Leroi-Werelds, 2019). Although social media users engage, communicate, share, collaborate and produce, distribute, receive, and share information generated, customer value in social media is divided into two categories: social value and content value. Hence, in the context of social media tourism searches, the study proposes the following hypothesis:

H₂a: Youth's interdependent self-construal positively affects the social value of using social media for tourism planning.

H₂b: Youth's independent self-construal positively affects the content value of using social media for tourism planning.

The concept of self-concept as a cognitive well-being factor and youth behaviour

"Self-concept" refers to how an individual thinks about or views themselves. The term self-concept can be explained through two components: social identity and self-esteem (Rubin & Hewstone, 1998; Houston & Andreopoulou, 2003; Barker, 2012; Wang, 2017; Fujita, Harrigan, & Soutar, 2018; Latif et al., 2021). Social identity refers to individual cohort attributes, which may also identify them as distinctive, while self-esteem refers to one's unique attributes. According to Turner & Onorato (2014), the link between social identity and self-esteem has been defined as a spectrum around which social self-perception seems to vary from self-perception. Whereas "self-esteem " refers to an individual's entire psychological estimate of his or her value and a judgement of themselves (Hewitt, 2009; MacKinnon, Newman-Taylor, & Stopa, 2011).

Social identity among youth towards tourism planning through social media

The notion of "self-identity" is precious for understanding people's views towards themselves and others (Tajfel & Turner, 2004). The importance of social identity in understanding interpersonal and group connections and behaviours has been well-acknowledged in social psychology (Hornsey, 2008; Hogg, Abrams, & Brewer, 2017). It describes people's self-images, which are influenced by their social groups (Zhang, Pearce, & Chen, 2019).

Social identity has previously been employed to address a variety of tourist topics: the identity of host communities (Rather, 2018; Palmer, Koenig-Lewis, & Jones, 2013); Even though socially formed group identities frequently include ongoing interactions between the individual and others (Haslam, Reicher, & Reynolds, 2012), Previous research has frequently focused on people's perceptions of situations that foster a sense of belonging. As a result, the current study contends that the sense of group is formed not only by capabilities and implications but also through relationships between oneself and others. More significantly, because youth represent the desire to build a good self-concept via interactions with others, associating youth and social media with social identity provides a framework for understanding youth tourist behaviour. (Liu & Qi, 2022). Therefore, the hypothesis proposed is:

H₃: Youth social identity has a positive relationship with the use of social media for searching for tourism destinations.

Self-esteem among youth towards tourism planning through social media

Self-esteem is an intriguing social psychology term since researchers have regarded it as an important goal. It might refer to a specific dimension or the entire world. Experience plays a significant role in self-esteem growth among youths (Olsen, Breckler, & Wiggins, 2008). Positive or undesirable life events shape attitudes about oneself, which may be positive and lead to feelings of self-worth or negative and result in thoughts of self-worth (Olsen, Breckler, & Wiggins, 2008). Peer influence, for example, plays a crucial role in developing self-esteem and influencing positive or negative thoughts about oneself.

Youth actively strive to regulate their social surroundings to avoid or limit any deterioration because self-esteem is impacted by a perceived group standing within the social hierarchy (Ellemers, Kortekaas, & Ouwerkerk, 1999). Robinson, Shaver, and Wrightsman (2013) describe self-esteem as the degree to which a person appreciates, accepts, and likes himself; also known as identity, personality, self-love, self-respect, self-efficacy, and subjective well-being (Orth & Robins, 2014; Kim, 2022). It has been observed that self-esteem is a reasonably steady attribute that grows through time and varies in reaction to everyday events and surroundings (Heatherton & Polivy, 1991). Peers significantly impact young individual personalities, particularly when an individual associates their self-worth with being eulogised by others (Rosenberg, M. 1965). The study may conclude that social media positively impacts youth's self-esteem. When it comes to youngsters who seek social worth, peer influence or effective connections among peers will undoubtedly boost their self-esteem. As a result, it is hypothesised as:

H4: Youth self-esteem has a positive relationship with the use of social media for searching for tourism destinations.

Methodology

The study comprises a cross-sectional survey of students, and a quantitative technique is implied. The study took three months to complete the survey from April 2022 to June 2022 from college students from different universities in Lucknow, Uttar Pradesh. The data collection method was adopted from the previous literature (Nadkarni & Hofmann, 2012; Bagozzi, Dholakia, & Mookerjee, 2006; Rodriguez, Peterson, & Krishnan, 2012). The questionnaire was distributed to 600 students, out of whom 20 were identified as duplicates, and the remaining 30 still needed to complete the questionnaire. Therefore, the final data received with the completed questionnaires were from 550 respondents. As the study was regarding the behavioural intention of youth towards their travel searches, the data was collected from the age group of 18–26. The age as mentioned above group was excluded as the study focused on gaining youth perspectives. The sampling technique selected for this study was a convenient sampling method, as the students selected used social media for their travel search purposes. The study was conducted through a quantitative survey using online questionnaires prepared in Google Forms and distributed among the students. Respondents were asked to fill up the questionnaire based on 17 items, among which 12 items comprised questions related to perceived usefulness, hedonic motivation, self-esteem, behavioural intention, ease of use (Assaker, 2020), social identity (Luhtanen & Crocker, 1992), and self-construal (Singelis, 1994). The questionnaire was answered using a five-point Likert scale, with the highest being "strongly agree" and the lowest being "strongly disagree". Five consumer demographic profiling items were answered, including gender, age, income status, social media usage for tourism destination searches, and frequency of their social media usage. The measurement and result analysis description is discussed in the data analysis and result section.

Data Analysis and Results

To evaluate the data, SPSS 23 (Statistical Packages for Social Sciences) was used. The research model was tested for measurement model validation. The researchers evaluated the measurement model's quality using reliability and validity tests. Then, the structural model and hypotheses were evaluated using the standardised path coefficient and a series of other independent parameter analyses.

Reliability Test Measurement

Cronbach's alpha and squared multiple correlations (SMC) to assess the measurement model's dependability were used as metrics for the study. SMC was measured using SPSS 23.0 and AMOS 22.0. If the SMC value is greater than 0.50, it is believed that the measurement model has good reliability based on the evidence (Tomarken & Waller, 2005). A minimum value of 0.70 is widely recognised as the standard for "" (Bernardi, 1994). Whereas, if is greater than 0.80, it indicates that all the reflective latent variables have a higher level of reliability (Lee & Cadogan, 2013). As depicted in Tables 1, the SMC values in all items are equal to or greater than 0.5, whereas Cronbach's alpha values in all its latent variables are greater than 0.70 and greater than or equal to 0.80, which shows that the model is reliable.

Table 1- Test of Measurement Model (II)

Latent variables	Items	SMC	SFL	Latent variables	Items	SMC	SFL
Interdependent Self-Construal (ITDSC)	ITDSC1	0.557	0.662	Perceived Usefulness (PU)	SE1	0.597	0.592
	ITDSC2	0.528	0.521		SE2	0.685	0.713
	ITDSC3	0.574	0.519		SE3	0.663	0.548
	ITDSC4	0.651	0.718		SE4	0.599	0.515
	ITDSC5	0.673	0.724		SE5	0.701	0.671
Independent Self-Construal (IDSC)	IDSC1	0.609	0.669	Ease of Use (EU)	FL1	0.609	0.726
	IDSC2	0.598	0.612		FL2	0.586	0.561
	IDSC3	0.595	0.673		FL3	0.639	0.538
	IDSC4	0.641	0.594		FL4	0.715	0.713
Social Value (SV)	SV1	0.669	0.707	Social Identity (SI)	SI1	0.592	0.562
	SV2	0.571	0.748		SI2	0.609	0.527
	SV3	0.572	0.517		SI3	0.709	0.636
	SV4	0.529	0.508		SI4	0.621	0.523
Self- Esteem (SE)	CV1	0.593	0.558	Psychological Well-Being (PWB)	PWB1	0.607	0.548
	CV2	0.658	0.672		PWB2	0.691	0.629
	CV3	0.557	0.709		PWB3	0.579	0.525
	CV4	0.590	0.551		PWB4	0.698	0.597
	CV5	0.681	0.663		PWB5	0.726	0.729

Standardized Factor Loading is significant at the level of p < 0.05 or p < 0.001

Validity Test Measurement

The SFL (standardised factor loading) and the fit indices Goodness of Fit (GFI), Adjusted Goodness-of-Fit Index (AGFI), Root Mean Square Residual (RMR), Root Mean Square Error of Approximation (RMSEA), and Comparative Fit Index (CFI) values are used to analyse the convergent validity of the reflective items and variables in the model by running in AMOS 22.0. The SFL value is considered at 0.50, and the least

acceptable value is considered at 0.35. It is considered that if the values of SFL are greater than 0.70, it is indicative that the reflective items and variables in the model have a high level of validity. Inferring from Table 2, it can be demonstrated that the items and variables in the measuring model have indicative convergent validity at a significant level of p < 0.05 or p < 0.001, which indicates that the values of all the SFLs are greater than 0.5 (Kline, 2005). Whereas the values of GFI, AGFI, and CFI taken from the indices are increasing by 0.90, suggesting that the model fits well. Usually, the RMR value is considered to be between 0 and 1, the closer the value of RMR is 0, which is a better fit for the model (Kline, 2005). According to Kline (2005), a model is considered to have a good fit if the RMSEA value is below 0.10 and an excellent fit if it is below 0.05. Table 2 shows that all the reflective latent variables in the measurement model have fit indices above the acceptable level, indicating good construct validity and satisfactory goodness of fit.

Table 2-Test of measurement model (I).

Latent variables	A	GFI	AGFI	RMR	RMSEA	CFI
Interdependent Self-Construal (ITDSC)	0.834	0.989	0.992	0.023	0.008	0.991
Independent Self-Construal (IDSC)	0.768	0.978	0.988	0.015	0.008	0.982
Social Value (SV)	0.846	0.986	0.964	0.017	0.007	0.972
Self- Esteem (SE)	0.846	0.953	0.956	0.014	0.005	0.948
Perceived Usefulness (PU)	0.816	0.986	0.984	0.013	0.004	0.982
Ease of Use (EU)	0.857	0.992	0.978	0.017	0.009	0.969
Social Identity (SI)	0.794	0.978	0.969	0.011	0.006	0.978
Psychological Well-Being (PWB)	0.787	0.993	0.974	0.013	0.007	0.961

Hypothesis Testing

The model's hypothesis is proven to be significant at p ≤0.01, or p ≤0.05. Researchers found strong evidence that hedonic motivation and usefulness have a positive influence on youth's attitudes towards tourism planning through social media, hence proving that H1b is significant at p ≤0.01. In contrast, perceived usefulness of social media positively influences youth's behaviour towards tourism planning,

which signifies the p ≤0.01 effect of youths' interdependent self-construal on their social value and the positive influence of youths' autonomous self-construal on their content value. The β value is 0.247, respectively. It can be inferred that both relationships are significant at p ≤0.01, hence, it signifies the relationship between youth and social media for independent self-construal and interdependent self-construal H2a and H2b.

The findings show that youths' social identity positively influences tourism searches through social media. The β value is 0.456. This relationship is significant, which demonstrates that H3 is supported. The findings confirm what was anticipated, indicating that youths' self-esteem is positively impacted by their social media usage for tourism searches, with β values of 0.405 for each. These connections are meaningful at the p ≤ 0.001 level, providing compelling evidence demonstrating that H4 is supported.

The result also implies that youths' use of social media for their travel searches positively impacts their social identity. It can be inferred that both relationships are significant at p ≤0.01. The finding also infers a positive relationship between social media usage among youth towards their tourism destination and their social identity. Whereas there is no positive relationship among youth between their self-esteem and the use of social media for destination planning.

Table 3: Hypothesis Test Results

Hypothesis	Content	Standardised Path Coefficient	Significance Level (p)	Results
H1$_a$	Perceived usefulness of Social-Media positively influences youth behaviour towards tourism planning.	0.456	***	Supported
H$_2$a	Youth's interdependent self-construal positively affects the social value of using social media for tourism planning	0.247	***	Supported
H$_2$b	Youth's independent self-construal positively affects the content value of using social media for tourism planning	0.345	***	Supported
H$_3$	Youth Social Identity has a positive relationship with the use of social media for searching for tourism destination	0.456	***	Supported
H$_4$	Youth Self-esteem has a positive relationship with the use of social media for searching for tourism destination	0.405	***	Supported

Discussion and Findings

The study has concentrated on the impact of youths' interdependent self-construal on their social value, as well as the impact of youths' independent self-concept on their social value. Also, with the help of TAM (Technology Acceptance Model), the study examines the use of social media as a technological advancement towards youth destination needs and searches. Using SPSS 22.0 and AMOS 22.0, the study found that the research model and the hypotheses were supported. The research found that youth can realise their self-construal through two paths: independent self-construal and interdependent self-construal, where they can identify their social identity and well-being and examine more social values that can improve their self-esteem. An explanation for this could be that when youth use social media among

their friend circle, they are not much bothered about their self-esteem while searching for their destination. It has been observed that youth are more positive and focused on the use of social media for their destination searches because of the perceived usefulness, as they can find whatever they need for their destination searches (accommodation, travel, and site-seeing), and hedonic motivation for finding everything at ease in one place.

Theoretical Contributions

The research tries to contribute to the current body of knowledge on social media marketing by providing new theoretical insights. Firstly, the study aims to change marketers' perception of the significance of young consumers' use of social media for travel searches and to further categorise it as social value or content value in the context of social media. Youth can establish a social connection with others (peers, relatives, and friends). At the same time, they can satisfy their social value (Kietzmann et al., 2011) through a sense of belongingness and by fulfilling their desire for cognition among the social connections. These brand communities have similar norms, values, and interests (Gangadharbatla, 2008).

Furthermore, by participating in social media platforms, youth can satisfy their content value by producing, consuming, sharing, and exchanging content (Constantinides & Fountain, 2008; Kaplan, 2015; O'Reilly, 2005; Brake & Safko, 2009). Therefore, when examining customer value in social media marketing, it is crucial to investigate the interconnection between social value and content value.

Secondly, the study examines the impact of self-construal (interdependent and independent) on youth values towards social media destination searches (social value and content value) and its impact on youth self-concept (social identity and self-esteem).

Thirdly, we examine the constructs of the TAM (Technological Acceptance Model). The result implies that youth more into using social media are more influenced in their decision-making towards their tourism destination planning. The convenience of social media and its surroundings encourage users to utilise it extensively to share their opinions and judgements. Our findings suggest that marketers need to create innovative methods to engage users in the social aspect of the webpage and boost product appeal.

Practical Implications

Additionally, this study has numerous noteworthy practical implications for marketing managers. As electronic commerce continues to transition towards social commerce, marketing managers are

utilising social media platforms to maintain close contact with young consumers. Nonetheless, marketing managers may not have fully comprehended the specific kind of value that their young consumers desire. The results from the research could offer them a greater understanding of young consumer behaviour on social media, thus aiding in better business decision-making regarding effective customer relationship management. This can be achieved by delivering social and content value that resonates with younger audiences.

Secondly, the study investigation demonstrated that young consumers are inclined to engage in activities that boost their social value when they possess a more interdependent self-construal. At the same time, they tend to engage in activities that improve their content value when they include a more independent self-construal. As a result, marketing managers can divide the market into groups according to consumers' self-construal and provide relevant customer, social, or content value to each respective group.

Based on the results, marketing managers should generate opportunities and events that involve young consumers with a more interdependent self-construal in social media activities that highlight sharing and connection with others. Meanwhile, marketing managers ought to establish chances and occasions that entice consumers with a more independent self-construal to partake in social media activities that underscore interaction with content that aligns with their interests. thus motivating these consumers to acquire greater customer content value.

Limitations of the Study and Future Implications

The study has limitations that give rise to several new directions for future research. Firstly, the results indicate that self-construal benefits young customer value (specifically, interdependent self-construal positively affects customer social value, while independent self-construal positively influences customer content value).

Secondly, the sample only included the youth market, a demographic more vulnerable to the influence of social networks and others' evaluations. This implies a lack of comparison between age groups (for instance, no comparison between the young and the elderly). Although our research concentrated on specific tourist destinations, various destinations could impact consumers in diverse ways depending on their level of involvement with a particular destination.

Thirdly, the research could aim to broaden the research model by integrating other theoretical constructs and introducing new variables, such as gender diversity or group dynamics. For instance, other studies could examine virtual groups of young individuals and the influence among their members, such as online communities like Google groups, Yahoo! groups, and Facebook groups, to enhance comprehension of consumer group influence. While the results cannot be extended to the youth population, this study highlights the significance of the youth travel market. It underscores the necessity for further investigation of this segment.

Ethical Considerations

The study has been approved by institutional ethics committee. The survey was conducted with the consent of the university authorities in Lucknow, Uttar Pradesh, India. The names of the participating universities are not disclosed and were kept confidential while preparing this manuscript.

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Scrutinizing Uttar Pradesh Tourism Website with The Use of e-SQ

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Abstract

This article investigates the gap in the Uttar Pradesh Tourism website, focusing on the state of Uttar Pradesh, India. The study uses quantitative methodology using the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM). Data collection is done through questionnaires from 300 respondents, and analysis is done by Principal Component analysis andone-way ANOVA. The research reveals that more and more consumers are searching for information and planning their destinations through private websites rather than Uttar Pradesh Tourism Government websites.

Introduction

The integration of web 2.0 in contemporary tourism has transformed the traditional approach of moving between destinations without prior knowledge of language, culture, and places of interest. Travelers now rely on state websites, e-brochures, and various social media platforms to access destination information, emphasizing the pivotal role of websites in delivering high-quality information and maintaining service excellence using e-SQ dimensions and SERVEQUAL and WEBQUAL models. With the new age of technology in e-tourism and the use of e-SQ in the tourism sector, researchers have also focused on the Theory of Reasoned Action (TRA) (Ajzen and Fishbein 1980; Fishbein and Ajzen 1975) and the Technology Acceptance Model (TAM1 and 2) (Davis 1989). With the help of these theories, it will be easy to assess the gap between travellers and the tourism website and their attributes towards customer satisfaction and their revisits to the website.

Framework for website efficacy

David (1995) evaluated the website through eight different parameters that are: control, details, organisation mission and vision, format, Information channels, Proposed format, technical profundity, Price, help desk, or communication method.

Later, a study by Harris (2010) identified eight criteria for evaluating websites, encompassing quality control, customer satisfaction measurement, visitor intent and needs, timeliness, reasonability, misinformation, and global perspectives; these criteria are crucial for both customers seeking information and Destination Management Organizations (DMOs).

This was analysed by Chowdhary and Sharma (2014), delineates crucial factors for effective website operation, including content quality, interactive customer support through a help desk, user-friendly navigation, visitor tracking, multilingual accessibility, and customer testimonials to foster trust.

Technological Compliance:

The Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) is a theoretical model for our study, and TRA is applicable in Information technology and forms the Technology Acceptance Model (TAM) (Davis, 1989). The Technology Acceptance Model (TAM) posits that user behavioral intentions (BI) towards a website are shaped by the user's attitude (A), influenced by the technological aspects and offerings of the website, considering factors such as Perceived Ease of Use (PEoU) and Perceived Usefulness (PU). However, TAM acknowledges that website quality perception involves external factors beyond these two qualities. TAM 3, an extension of TAM, incorporates trust and perceived risk, highlighting their significant impact on users, particularly in the context of tourism websites.

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Figure 1: Conceptual Framework for Uttar Pradesh Tourism E-SQ

Source: Developed by the Authors

Method and Result

Conceptual Construct:

According to Loiacono, Watson, and Goodhue (2007), different elements are discussed as follows:

Website Information: According to Franz & Robey (1984); Good Hue & Thompson (1995), and Su *et al.* (1998), using a tourism website is considered by the user to be fit for providing desired information and content on the website.

Tailored Information: According to Ghose & Dou (1998), the information provided on the website should be tailored according to the in-depth information a customer needs for example, services regarding hotels, tour packages, and other relevant information other than the company profile.

Quality of Information: as stated by Hanna and Miller (1997), the tourism industry's tangible aspects empower customers to choose destinations based on information, emphasizing the importance of authentic, reliable, and sufficient website content, to alleviate concerns about service-related risks. (Bailey & Pearson, 1983; Wang & Strong, 1996; Strong *et al.,* 1997; Katerattanakul & Siau, 1999).

The three pieces of information that are important for the websites are explained in detail:

Accuracy: While visiting a website, a customer is supposed to have accurate information about the services or places he wants to visit. The information provided should be trustworthy, so that customers should not have negative feedback about the website and can re-visit it.

Relevance: With the content of the information provided on the website, the customer could be able to find the solution to the query they have regarding the tourism destination they have selected, and if they need more help, then proper communication can be made with people for help.

Updated Contents: The website should post the content that is updated from time to time so that the viewer can get the right information while visiting the website, and this also enables the creation of trust and satisfaction among the customers.

Trust: The assessment of electronic service quality (e-SQ) often involves the framework of building customer trust through ensuring secure transactions, providing accurate information, and delivering reliable packages on the website. (Doney and Cannon, 1997; Hoffman *et al.,* 1999).

Ease of Use: It is very important for the website that it offers user-friendly informative tabs so that it is easy for the user to generate or search for the information needed on the website (Davis, 1989; Benbunan-Fich, 2001)

Response Time: The duration a website takes to respond to customer queries, known as response time, significantly influences customer satisfaction, quality assessment, and positive customer profiling; a slow response time may prompt customers to seek alternatives. (Kaynama, 2000; Xie, Wang, & Goh, 1998; Kettinger & Lee, 1997; Parasuraman, Zeithaml, & Berry, 1988; Shand, 1999; Seybold, 1998).

Visually Appealing: A website's visual feature is much needed for customer engagement, as if the website is appealing, it will attract the customer to search for it. (Park & Gretzel, 2007). According to Liu & Arnett (2000), visual appeal is an important feature as it makes browsing enjoyable.

Emotional Appeal: The emotional appeal holds significant importance in the context of a state tourism website for Uttar Pradesh, particularly featuring religious and historical attractions, emphasizing the need for emotional connection to effectively address customer needs and provide solutions, ultimately fostering customer loyalty. According to Castaneda and Munoz-Leiva, (2007), emotional appeal also influences the customer to revisit the website.

Competitiveness: The government-operated tourism website prioritized surpassing competitors by adopting a customer-centric approach to outperform private tourism websites in the market, emphasizing the need for more comprehensive and accurate information. (Seybold, 1998; Rogers, 1982).

Safe Online Transaction: Ensuring customer satisfaction in websites is crucial as users prioritize secure online transactions, convenience, safety, reliability, and efficiency, emphasizing the necessity of a secure, user-friendly environment for both shopping and checkout processes.

Research Objectives:

The major factors that contribute to the e-SQ of any website are as follows:

1. Recognition and fulfilment of the wants of online consumers.

2. Website profiling for customer information.

3. Precise evaluation of the e-SQ of the tourism website.

Hypothesis Formulation:

According to Khalifa and Liu, 2002; Khalifa *et al.,* 2002; Khalifa and Shen, 2005; Zeithaml *et al.,* 2002, e-SQ is an important feature to increase the quality of the website by increasing customer engagement and customer satisfaction. Customer satisfaction is all about creating engagement and retention for the online customer (Wolfinbarger and Gilly, 2003; Edvardsson, 1996).

As stated by Grönroos (2000).The available e-services encompass customer information processing, effective communication channels, and ensuring transaction safety, covering user interface, technological assistance, and navigation aspects. Therefore, it can be hypothesised that:

H1: Uttar Pradesh Tourism has a significant positive relation with website e-SQ about their trustworthiness and credibility.

It can be asserted that customer behavior towards the website's e-SQ underlines the need for customer perception towards the digital world and how well consumer needs are met by the tourism website. (Zeithaml *et al.,* 2002; Parasuraman *et al.,* 2005; Iliachenko, 2006; Nandankar *et al.,* 2023). Therefore, it can be hypothesized that:

H2: Customers' perceptual experience is positively affected by the ability to control Uttar Pradesh tourism websites.

Consequently, the assessment of the e-SQ website ought to be determined by the degree to which it satisfies the online requirements of its customers (Zeithaml *et al.,* 2002; Ariff *et al.,* 2013; Rodriguez *et al.,* 2020). Therefore, it can be hypothesized that:

H3: Uttar Pradesh Tourism website customized navigation tool has a positive impact on online consumers.

H4: Customers' emotional experience is positively affected by the ability of the on Uttar Pradesh tourism website to respond promptly.

Sample and Measurement:

Data was gathered from 285 respondents, of whom 15 were found to be duplicates, who provided valid responses to the survey through an online method using Google Forms. To analyze the data, an exploratory factor analysis was conducted to confirm the data's reliability. A reliability test will be done. A test will be conducted to identify potential disparities in perception among the participants, considering their demographic characteristics and browsing habits on the Internet. Furthermore, a regression analysis method was employed to examine whether the identified factors could have an impact on the frequency at which the participants bought tourism-related products online. The methodological steps used for the study are explained in figure (2) below:
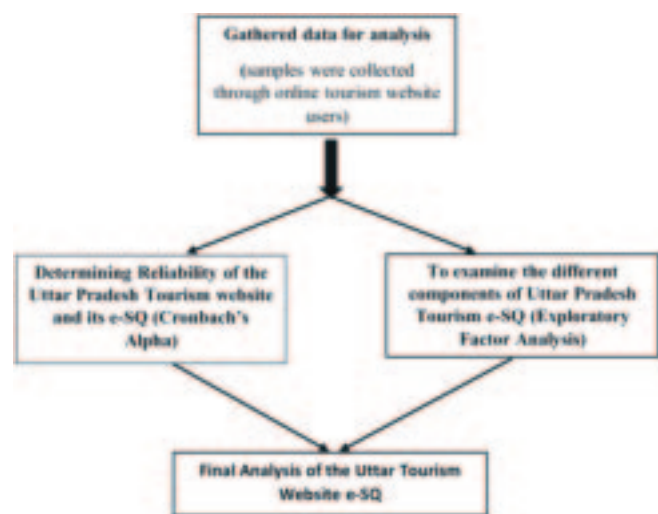
Figure 2: Research Model

Result Analysis

To examine the trustworthiness of the data reliability test using Cronbach's Alpha. To assess the different items which are used for Uttar Pradesh Tourism website e-SQ using Standard Deviation and Mean (Table 1). The online customers' perception for the different navigation tools is analyzed through item total statistics and reliability (Table 2). As Cronbach's Alpha significant value is 0.9139. It can be accessed from table 2, that all the items (Appendix A) have a high internal consistency.

Table 1: Item Statistics

Item	Mean	STD DEV
Uttar Pradesh Information	7.4523	2.2262
Tourist Places recommendation	8.5407	1.8990
Help/Desk/Chat Desk	5.3618	2.3224
Tourism Destination Information	8.1969	1.7800
Connecting to Different Types of Tourism	7.9095	1.9337
Online Booking	7.4573	2.3392
Package Personalization	7.7236	2.3079
Interactive website	7.9397	2.0686
Online Reservation and Payment	7.9397	2.0686
Website Map	5.6432	2.4697
Location Feature	5.9347	2.3891
Local Search engine	7.5678	2.0111
User-Friendly Interface	7.2362	2.2696
Customer Personal Information	5.5276	2.5560
Website Easy Navigation	5.5276	2.3949
Safe Transaction and Credibility	5.6583	2.6312
Browser Efficacy/ Friendliness	5.7839	3.1652
Multimedia Use in Website	7.7387	2.3830

Table 2: Reliability statistics

Item	MEAN IF DELETED	VAR. IF	ITEM-TOTAL CORREL.	ALPHA IF DELETED
Uttar Pradesh Information	133.0012	761.3233	0.3962	0.9145
Tourist Places recommendation	133.5027	766.7038	0.5384	0.9117
Help/Desk/Chat Desk	134.1236	751.0356	0.3718	0.9143
Tourism Destination Information	133.2864	761.5609	0.618	0.9091
Connecting to Different Types of Tourism	133.5728	758.6601	0.503	0.9110
Online Booking	131.5051	739.4893	0.5513	0.9104
Package Personalization	133.7488	736.5779	0.6477	0.9079
Interactive website	133.5427	731.704	0.6344	0.9097
Online Reservation and Payment	133.5327	729.0779	0.6477	0.9097
Website Map	133.8992	727.57	0.6116	0.9095
Location Feature	134.5477	711.0834	0.6517	0.9077
Local Search engine	133.3546	750.624	0.6434	0.9085
User-Friendly Interface	134.2462	721.3580	0.6331	0.9083
Customer Personal Information	134.9548	725.0434	0.6175	0.9087
Website Easy Navigation	134.8548	731.6571	0.5941	0.9091
Safe Transaction and Credibility	134.8241	716.5871	0.5639	0.9099
Browser Efficacy/ Friendliness	134.8985	720.6741	0.4365	0.9119
Multimedia Use in Website	133.8191	730.7247	0.6113	0.9098

Reliability Statistics
Mean Inter-Item correlation = .3779
Cronbach Alpha = .9209
Standardized Item Alpha = .9277

An exploratory factor analysis was used to investigate whether the suggested set of items for the e-SQ of the tourism website can be classified into several larger categories or dimensions. The result of the analysis is shown in Tables 3 and 4.

Table 3: Percentage of Variance

	Factor1	Factor2	Factor3	Factor4
Percentages of Variance Accounted for	22.90751	14.45120	12.31170	11.38761

Table 4: Factor Rotation

ITEM	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
Uttar Pradesh Information	0.77951	0.17902	0.12835	0.00427
Tourist Places recommendation	0.78880	0.12909	0.17508	-0.08134
Help/Desk/Chat Desk	0.67910	0.24797	0.18789	-0.16171
Tourism Destination Information	0.63562	0.10985	0.19551	-0.18569
Connecting to Different Types of Tourism	0.68037	-0.01986	0.14080	-0.42343
Online Booking	0.52905	0.30929	0.28540	-0.19902
Package Personalization	0.48643	0.48553	0.21023	-0.11711
Interactive website	0.26329	0.83115	0.12084	-0.08117
Online Reservation and Payment	0.29018	0.78087	0.17406	-0.13956
Website Map	0.26329	0.83115	0.15134	-0.43469
Location Feature	0.29018	0.78087	0.17406	-0.13956
Local Search engine	0.21152	0.63517	0.05134	-0.43469
User-Friendly Interface	0.08764	0.05527	0.76784	0.15551
Customer Personal Information	0.33998	0.23474	0.70796	0.09491
Website Easy Navigation	0.49803	0.09074	0.63079	-0.18575
Safe Transaction and Credibility	0.48544	0.14477	0.50936	-0.16218
Browser Efficacy/ Friendliness	0.03913	0.46672	0.24897	-0.53912
Multimedia Use in Website	-0.11855	0.13596	0.38597	-0.54366

The results obtained from the factor analysis of the different four factors are determined by 60% of the total variance. The significant value should be greater than 0.5. It can be seen from the table that portal interactivity and website information play a major role. Whereas multimedia use and technicality of the website were kept to the lowest consideration.

To analyse the purchase behaviour of online customers from Uttar Pradesh tourism websites, ANNOVA was used. This will help the researcher in analysing the dependent variable (online consumer behaviour) and independent variable (different dimensions of the e-SQ of the U.P. tourism website). The result of the regression analysis found that there is no significant relationship between the examined variables. However, some of the dimensions, like Tourist destination Information (F-ratio: 4.1578) and website interactivity (F-ratio: 3.3450), The results of the analysis are given in Table.

Table 5.1: Whole Model: Summary of fit

R square	0.013367
Adj R square	-0.01007
Root Mean Square Error	0.989919
Mean of Response	2.147364
Observations (or Sum Wgts)	175

Table 5.2 Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	4	2.16189	0.547989	0.5491
Error	177	173.41507	0.979750	Prob>F
C.Total	181	175.56593		0.6989

Table 5.3 Parameter Estimate

Term	Estimate	Std Error	t Ratio	Prob>|t|
Intercept	2.0546787	0.439318	4.69	<.0001
INTERACTIVITY	-0.037611	0.069128	-0.56	0.5867
WEBSITE DESIGN	-0.011899	0.057722	-0.14	0.9685
INFORMATION	-0.004012	0.06428	-0.16	0.9613
TECHNICAL ASPECTS	0.0734239	0.055217	1.36	0.1843

Out of 17 items loaded for component factor analysis, whose significant value should be <0.5. The four factors that are put forth are website design, website interactivity, perceived information, and technical aspects of the website. From the result, it can be concluded that chat/help desk, multimedia features on the website, and customer information did not load, so they can be eliminated. Overall, it can be suggested that the U.P. tourism website has an acceptable level of validity.

Table 6: Principle Component Analysis: Factor Extraction Matrix

ITEM	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
Uttar Pradesh Information	0.31	.663	.226	-.295
Tourist Places recommendation	.251	.001	.822	-.067
Help/Desk/Chat Desk	.431	.079	.768	.142
Tourism Destination Information	.159	.279	.779	.296
Connecting to Different Types of Tourism	.418	.054	.455	.665
Online Booking	.516	.008	.488	.248
Package Personalization	.697	.312	.366	-.222
Interactive website	.249	.666	.014	-.018
Online Reservation and Payment	.177	.528	.211	.548
Website Map	.033	.922	.133	.117
Location Feature	.177	.813	.028	.268
Local Search engine	.654	.362	.222	.225
User-Friendly Interface	.786	.186	.266	.285
Customer Personal Information	.911	.168	.223	.124
Website Easy Navigation	.911	.167	.322	.278
Browser Efficacy/ Friendliness	.236	.422	-0.81	.299
Multimedia Use in Website	.525	.533	.226	.176

Conclusion and Discussion

The current study investigates the website e-SQ in the context of tourism operations. Tourism is one of the sectors that may benefit substantially from the usage of Internet marketing tactics to find target consumers due to its information-intensive characteristics, and tourist companies have increasingly recognised the necessity of providing better e-SQ to customers (So *et al.,* 2016).

The e-services that potential buyers of tourism services consider most important on tourism websites are related to website interactivity and information. These include tourist destination information, safety and security, customised packages, website interactivity, and direct links to different types of tourism, listed in order of decreasing

importance. The capacity of a tourism website to furnish appropriate and up-to-date information about services and other pertinent details to a consumer is considered a crucial quality standard. The degree to which the visual and design aspects of a website are attractive and enjoyable for the user is known as website design. Informativity, on the other hand, pertains to the website's ability to present information that is pertinent to the user's objectives.

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