**Role of social media in tourism**

**Tourism is an area where media plays a vital role in particularly all the activities related to it. It encourages the tourism in different ways. For example:**

* People are attracted to a destination through the use of media.
* After locating a place of their interest people are helped by media in deciding which airlines to fly.
* They may decide to stay in a hotel whose service and rooms they had seen in a promotional documentary shown by a tour operator.
* They may read about the shopping centers etc. in a news paper supplement.

Different organizations used ‘Media’ to communicate messages that inform, attract attention, create interest, generate desire and persuade others that the communicator and his products are worthy of support and patronage. Such communications through media are known as promotion, which is widely used by different hotels of  tourism departments of different destinations to attract tourists and in it media plays very important role and its idea is to communicate a message to a potential user of tourism services. AU these messages are referred to as ‘advertisements’.Various kinds of media are as follows:

## ****Print Media:****It comprises of daily newspapers, weekly newspapers, periodicals, magazines etc. These carry articles, news items advertisements related to tourism. For example, Athithi the monthly journal of Rajasthan Tourism Department provides information to tourist.

**Broadcast Media:**It comprises of radio and television. They carry spots, sponsored programmes and commercials etc. These days various tourism related documentaries and services showing various tourist destinations etc. are shown on the television. Through them people may choose the destination of their choice and also get other related information’s such as accommodation and transport etc.

## ****Display Media: It comprises of :****

* Hoardings, which are painted and located at public places like busy streets or parks.
* Illuminated signs.
* Wall paintings and posters.
* Panels which are small, painted or printed and attached at various places and vehicles.

[Social media](https://www.entrepreneur.com/topic/social-media) has fundamentally changed the way that many companies communicate with and market to their target demographics. For the [travel](https://www.entrepreneur.com/topic/travel) and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered [travel marketing](https://www.entrepreneur.com/topic/travel-marketing). From the way that travelers research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced [tourism marketing](https://www.entrepreneur.com/topic/tourism-marketing) from start to finish. Here are five ways tourism has been impacted.

**1. Travel research transformed**  
The most profound effect that social media has had on the tourism industry to date is the democratization of [online reviews](https://www.entrepreneur.com/article/288388). Today’s travelers go online to research their future travel destinations and accommodations. When booking travel, 89% of [millennials](https://www.entrepreneur.com/topic/millennials) plan travel activities based on content posted by their peers online

From social sharing sites such as [Instagram](https://www.entrepreneur.com/topic/instagram) to crowd-sourced review sites such as TripAdvisor, people are browsing the Internet for travel inspiration and validation from their peers. There, they can easily find other travelers’ photos, check-ins, ratings and more. This easy-to-attain, real [guest feedback](https://www.entrepreneur.com/article/284762) serves to preview the in-person experience that the destination has to offer from a viewpoint other than that of the [brand](https://www.entrepreneur.com/topic/brand). As you might assume, this social media content is tremendously accessible and influential, and it can serve to either put off potential guests or inspire them to book.

**2. Rise in social sharing**  
 People have always loved sharing photos and videos taken of their travels. What social media has done is to facilitate and expand people’s ability to share travel experiences with a wider audience than ever before. Over 97% of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests.

**3. Enhanced**[**customer service**](https://www.entrepreneur.com/topic/customer-service)

Customer service and satisfaction have also been transformed as a result of social media. The vast majority of brands have a [social media presence](https://www.entrepreneur.com/article/251539) that is being used to become aware of and, when necessary, to provide help to unsatisfied or confused customers. The companies that respond to complaints in a sincere and genuine manner develop a strong reputation among current and potential customers. [American Airlines](https://www.entrepreneur.com/topic/american-airlines) and [JetBlue](https://www.entrepreneur.com/topic/jetblue) are particularly adept at addressing flight issues and providing a human touch to otherwise frustrating experiences.  
   
When Twitter users contact a brand, more than half expect a response. If they are reaching out with a complaint, that number rises to almost 75%. Responding to complaints and questions helps to humanize your brand and to indicate to current and future customers that they are valued.  
 **4. Reshaping travel agencies**  
Social media has also had a major impact on the travel agency model. The availability of information and ease of self-service booking have forced travel agencies to adapt from a brick-and-mortar model to a more digital one. Travel agencies are not obsolete -- they are still responsible for 55% of all airline bookings, 77% of cruise bookings, and 73% of package bookings.

**5. Changing loyalty programs** Social media has altered the landscape of marketing in the leisure and hospitality industry. Most travelers determine their travel plans based on reviews and social media shares, making online customer service a crucial part of building a positive brand reputation. The prevalence of social media has disrupted traditional customer service models -- for hotels and travel agencies alike. By curating positive reviews and encouraging social shares, hospitality brands can leverage social media to build positive brand awareness, increase brand loyalty, and display just how much their accommodations and activities have to offer.

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Social Media Impacting Travel and Tourism

With today’s [technology](https://www.socialsamosa.com/2014/04/social-media-travel/), there is an app for almost everything, especially for hotels, restaurants, tourist attractions and museums. A lot of different surveys showed that a significant amount of people use apps for travel information and to have a better knowledge about a certain place. They may ask a friend, a forum, a family member, or look through different travelling and tourism apps. Owing to these different apps and because of social media, more and more people will find out about a different location. They can read some reviews about the place, or read some blog posts.