

FINAL REPORT 2016-17

SOCIAL MEDIA AS AN INFLUENCER AMONG FOREIGN TOURISTS VISITING INDIA



Submitted by
Indian Institute of Tourism and Travel Management

(An autonomous body under Ministry of Tourism, Govt. of India)

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Submitted to:

Ministry of Tourism, Government of India

C-1 Hutments, Dalhousie Road,
New Delhi - 110001



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The Hon'ble Minister State for Tourism (Independent Charge), Culture (Independent Charge) and Civil Aviation, Dr. Mahesh Sharma had expressed to the press on 29th December, 2014 that the Indian Government has set a target to achieve 1% share in global tourism arrivals in India by 2015.

To achieve this target, a holistic approach was required to be taken to achieve desired results. In this regard, the role played by Social Media to influence the foreign tourist was significant. To analyze the causality between India, as a tourist destination and its presence on social media platform, a research project was assigned to Indian Institute of Tourism and Travel Management, Gwalior titled, "*Social Media as an Influencer among foreign tourists visiting India*" during 2014-15. The main objective of the research project was to study all the foreign tourists visiting India duly influenced by the social media. Therefore, to make an exhaustive research study, the top twelve Indian universities, where the tourism departments are functioning, were included in this research project for research assistance in the domain.

The Project Director as well as the project team acknowledges the utmost efforts of Hon'ble Tourism Minister Dr. Mahesh Sharma, for such an initiative to promote the Indian tourism potential through social media platforms.

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- Ms. Neha Srivastava - Dy. Director (MR)
- Shri Shailesh Kumar - Dy. Director (MR)
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MAJOR FINDINGS OF THE STUDY

- ✓ 42.50% of the respondents have "*sometimes*" while 23.60% respondents have "*mostly*" got the opportunity to know about India as a tourist destination through social media.
- ✓ 89.30% respondents had tried to "*explore more information*" related to India through social media for tourism purposes.
- ✓ 44.50% respondents had explored "*tourist attractions*" through social media while 31.88% respondents had explored the "*accommodation*" option through social media.
- ✓ 32.41% respondents had referred the "*Tripadvisor*" and 26.66% had chosen the "*Facebook*" as social media platforms while making their decision to travel to India.
- ✓ 47.10% respondents had "*Sometimes*" and 29.40% had "*Mostly*" visited the social media platforms to make their decision to travel to India.
- ✓ 45.20% respondents had "*Reasonable*" while 28.90% respondents had given "*Good*", to the travel related information to India has generated through social media sources are concerned.
- ✓ 52.60% of the respondents had not "*confined to a particular source of social media*" to get the varied information related to the travel to India.
- ✓ 64.21% of the respondents had "*listened to their friends or relatives*" to get the desired information on social media platforms for travelling to India.
- ✓ 55.21% of the respondents had used both the platforms, i.e. "*Official social media pages*" and "*Social media pages of local freelancers*" for planning their trips to India.
- ✓ 61.40% respondents had satisfied with the "*official social media sites*" providing the information related to travelling to India for tourism purposes.
- ✓ 53.79% respondents had "*browsed on their own*" while 43.09% had influenced by the "*recommendations from their social networking friends*" for selecting any travel portal through social media.
- ✓ 58.50% of the respondents had "*considered the review blogs*" before planning for their trips to India.



- ✓ 63.60% respondents had agreed to "*take advice from official online customer service platforms*" before travelling to India.
- ✓ 27% respondents had driven by "*customer loyalty programs launched by the travel companies through social media*" whereas 8% of the respondents had "*become the member of this service*" which motivated them to travel to India.
- ✓ 41% respondents had "*half-influenced*" while 18.60% of the respondents had "*too much and above influenced*" by the social media to finalize their trips to India.



INTRODUCTION

1.1 Tourism and Social Media

Tourism is an information-intense industry (Sheldon, 1997; Werthner & Klein, 1999); therefore, it is critical to understand changes in technologies and consumer behavior that impact the distribution and accessibility of travel-related information.

With the enormous amount of information potentially available to travelers, the Internet constitutes an important platform for information exchange between the consumer and industry suppliers (e.g., hotels, transportation sectors, attractions), intermediaries (e.g., travel agents), controllers (e.g., governments and administrative bodies), as well as many non-profit organizations such as destination marketing organizations (Werthner & Klein, 1999). Different technological interfaces, such as search engines, online travel booking sites, and Websites of destination marketing organizations facilitate the information exchange between online travelers and the so-called “online tourism domain” (Xiang et al., 2008).

Particularly, it has been argued that understanding the nature of the online tourism domain, i.e. the composition of online tourism related information potentially available to travelers, provides an important stepping-stone for the development of successful marketing programs and better information systems in tourism (Fesenmaier, Woerber & Werthner, 2006; Xiang et al., 2008).

In present time, social media is playing an increasingly important role as information sources for travelers and potential tourists. Henceforth, social media facilitate the interactions between online consumers have emerged as an important component of online tourism domain.

According to Blackshaw (2006), “social media” can be generally understood as Internet-based applications that carry consumer-generated content which encompasses “media impressions created by consumers, typically informed by



relevant experience, and archived or shared online for easy access by other impressionable consumers”.

Social media includes a variety of applications in the technical sense which allow consumers to “post”, “tag”, “digg”, or “blog”, and so forth, on the Internet. The contents generated by these social media include a variety of new and emerging sources of online information that are created, initiated, circulated and used by consumers with the intent of educating each other about products, brands, services and issues (Blackshaw & Nazzaro, 2006).

The importance of social media is identified and investigated by Xiang & Gretzel (2010) and concluded that the extent to which social media appear in search engine results in the context of travel-related searches. Their analysis showed that social media constitute a substantial part of the search results, indicating that search engines linked the travelers directly to social media sites.

Since more and more travelers seem to tap into this “collective intelligence” available on the Web (Litvin, Goldsmith & Pan, 2008), this will challenge the established marketing practices of many tourism businesses and destinations.

There are different characteristics to social media; nonetheless the supplementary and interrelated key elements are communication media, social interaction and content. Dann & Dann (2011) explained that each of these three factors has to be present in order to place a functional social media structure online. The relation between social interaction, communication media and content can provide various supplementary advantages from a perspective of end-user behavior as correct positioning of social media can form quite a new experience set.



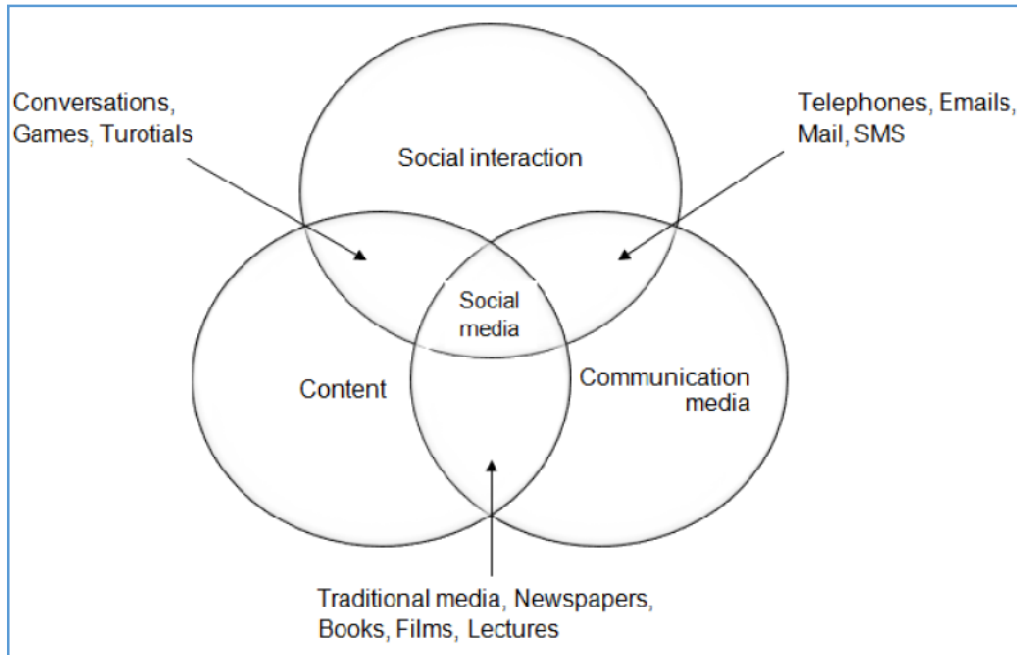


Fig. 1: Social media components

However, social media is more convenient and efficient way of spreading information compared to traditional media and thus, more and more companies are utilizing it as a marketing channel. They are integrating social media into marketing activities as it is growing popularity at an increasing extent.

Furthermore, through media visibility companies are able to create more approachable image, and possibly bring awareness among new customers as well as retain existing consumer relationships.

1.2 Social Media – Indian and International Scenario

In order to encourage and enable Indian government agencies to make use of this dynamic medium of interaction, a Framework and Guidelines for use of Social Media by Department of Electronics and Information Technology, Ministry of Communications and Information Technology, Government of India has been formulated in 2012. These guidelines will enable the various agencies to create and implement their own strategy for the use of social media.



As studied under the global scenario, the social media influenced greatly to the visits of international tourist. A report commissioned by TripAdvisor (December 2013), in order to better understand the importance of review sites in the decision-making process of travelers around the world. The study, conducted by PhoCusWright with over 12,225 respondents, sheds many important findings, echoing some previously reported facts from 2012.

As per the survey, 77% usually or always reference TripAdvisor reviews before selecting a hotel, 50% usually or always reference TripAdvisor reviews before selecting a restaurant and 44% usually or always reference TripAdvisor reviews before selecting an attraction. This shows the importance of social media sites in influencing the tourist for destination choice.

These findings demonstrate how important it is now-a-days, and more than ever, for travel brands to manage their presence on social media and above all review sites where online reputations can be made and undone. Check out the full infographic in Fig. 2.

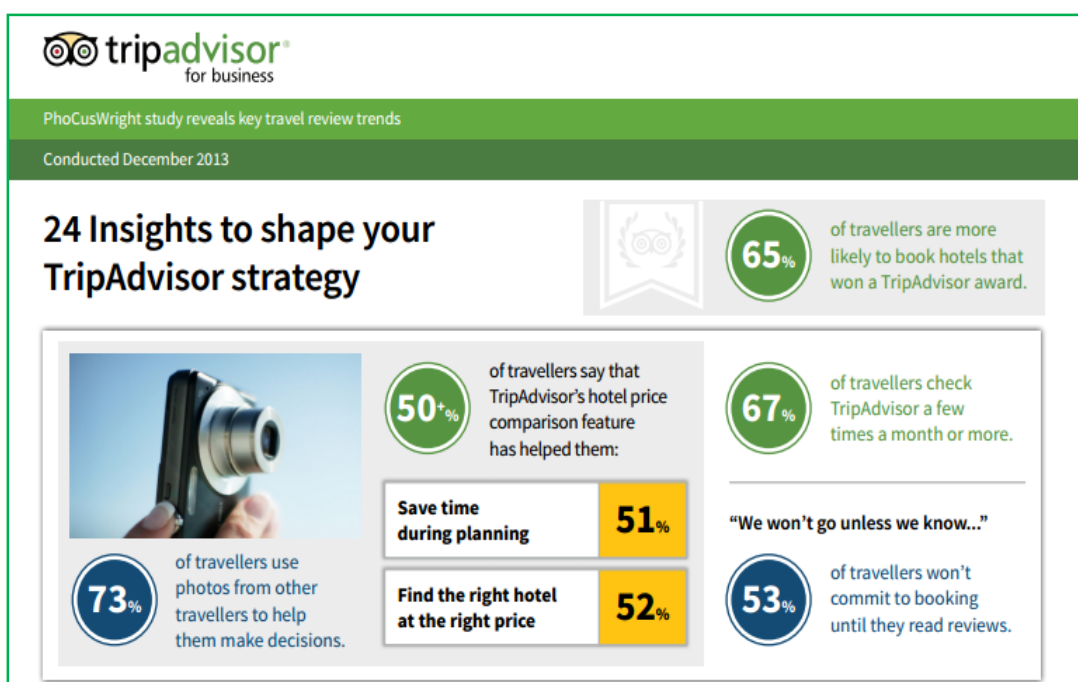


Fig. 2: TripAdvisor Survey Infographic



On the similar note, one of the popular travel social media site Expedia Media Solutions partnered with ComScore during the summer of 2013, surveying over 1,000 US Adults who had traveled in the previous past 6 months, and owned a desktop/laptop, tablet or smartphone. The report *Understanding the role of content in the travel purchase path* sheds some insightful details of how travelers consume and share content prior to, during and after a trip.

Some major findings are Online content consumption is growing at a rapid pace, as consumers are spending 93% more time with online content than they did three years ago. Online travel spending was up 8% YoY (year-over-year), reaching \$58 Billion through the first half of 2013. Total mobile travel minutes have increased by 45% YoY while PC travel minutes have only increased by 2% YoY.

Another interesting point was that content is available and being accessed by consumers across more platforms and channels than ever before. Not surprisingly coming from an Expedia Solutions study, online travel agencies were found to be an important source across all platforms and throughout all stages of the booking process. In this report, also sheds some key insights on the role of social media (Facebook) before, during and after the trip, and what types of content work best, i.e. organic vs paid (Fig. 3).

During the booking process, 26% of travel buyers were exposed to travel-related content on Facebook, with 23% exposed to paid content and 9% exposed to organic. Total 28% of total travel minutes are consumed on mobile devices and 24% of travelers access travel content exclusively on mobile devices. Online travel agencies (OTAs) are visited by 80% of travelers during the booking process and the average number of OTA visits during each phase exceeds that of any other category.



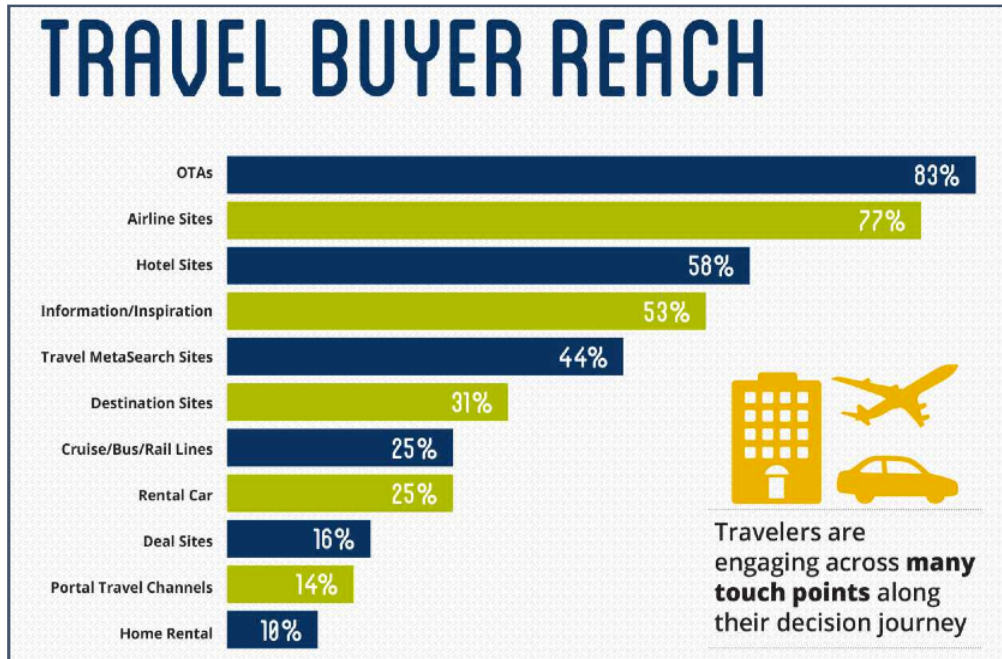


Fig. 3: Travel Buyer Reach

Different types of content resonate with and will be shared by consumers at specific points and on specific platforms throughout the content journey. 55% of travelers seek hotel and accommodation information, and it is the most commonly sought content across all decision stages when taking PC and mobile consumption into account. Weather and climate information, followed by restaurant reviews, are most likely to be accessed on mobile, at 46% and 44%, respectively. Image content is used 37% of the time during the travel decision process, which is more than twice as much as videos, at only 18%. Upon return, 45% of travelers will post travel-related content on social media or write reviews. At 64%, social media photos are most likely to be published from a laptop, followed by smartphones at 45% and tablets at 16%.

It's no wonder destinations, airlines, hotels and most travel marketers are embracing social networks such as Pinterest, but also photo / video applications such as Instagram and Vine, as part of their storytelling toolkit, reaching out to growing crowds of travelers. Expect more photos and videos coming your way from your favorite destination or travel brand in 2014 (Fig. 4).



PICTURES/IMAGES ARE MOST IMPORTANT DURING DESTINATION SELECTION BUT, ALSO PLAY AN IMPORTANT ROLE IN SUBSEQUENT STAGES.

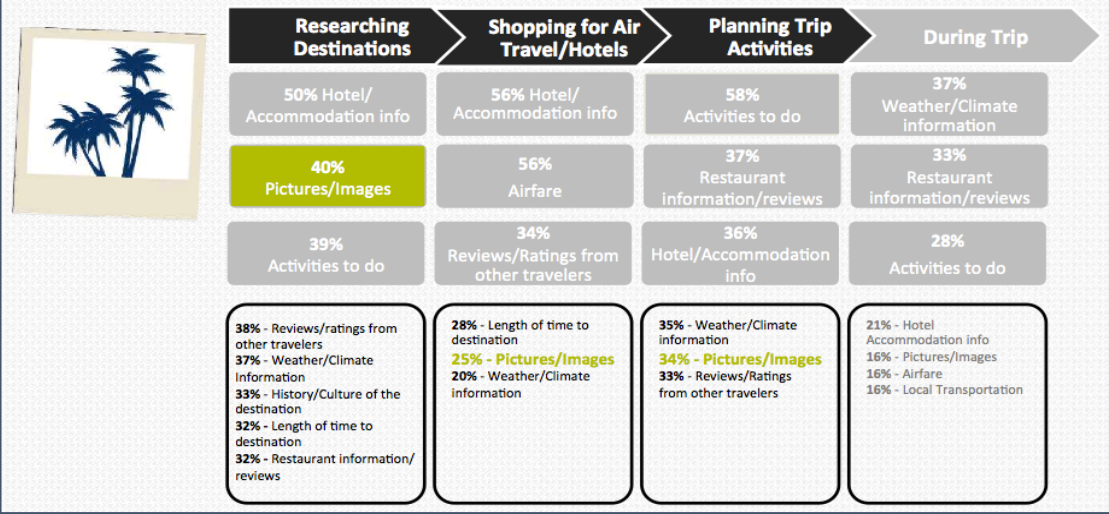


Fig. 4: Important travel contents preferred online by the tourist

By the above discussion, it is proved that the impact of social media, the destination feedback by the tourist and availability of online contents are important parameters to influence the potential tourist for their subsequent destination choices. Hence, the present area of study is the need of the hour for destination promotion in a rapid pace through the channel of social media. To improve the services and to gain the competitive advantage, the destination management organizations and decision makers should analyze the need of the potential tourist when they are analyzing the online travel contents and feedbacks. There is also a need to analyze the various sources of social media, which are influencing the foreign tourist for their travel decision.

This study is framed as per the need of the present time where the impact of social media is increasing day by day to motivate the foreign nationals to visit India for tourism purposes. The insights from the present study will guides the policy makers to analyze the opportunities provided by the social media to generate the curiosity among the foreign tourist to visit the country having incredible tourism resources.

Terms of Reference / Objectives of the study

The following are the terms of reference / objectives of the study:

1. The extent to which social media is used to collect information for planning visits to India.
2. What are the important social media sources used along with their magnitude in decision making of the traveler?
3. What has been the experience with information generated through social media?
4. Are multiple sources used to get varied information?
5. What is the level of confidence in official platforms provided for interaction?
6. Analyze the influence of social media on tourist by assessing the effect on "individual" as well as "overall levels".



RESEARCH METHODOLOGY

3.1 Research Plan

According to Miles and Huberman (1994), a field oriented and applied research is often used non-probability samples which are purposive in nature. In the purposive samples, the participants or respondents are selected according to predetermined criteria relevant to a particular research objective.

As the area of the present research was confined to those respondents influenced by social media directly or indirectly, for travelling to India for tourism purposes, hence the initial filtering was required. The research technique of *focus group interview* was apt for this purpose.

The studies by Prince & Davies (2001) and Marczak & Sewell (2007) has concluded that the focus group technique is a type of qualitative research methodology. They further defined it as a structured and focused discussion with a small group of people, run by a facilitator (moderator) or using a moderating team to produce qualitative data through a set of open-ended questions. Moreover, the term *focus* has an important meaning – it emphasizes that the group will discuss a precise topic of interest rather than broad generalities (Boddy, 2005).

Being a qualitative research tool, the focus group interview approach has provided the information of influence of social media on their choices of tourist destinations, which covered the following areas:

- ✓ How groups of people think or feel about the influence of social media on tour choice
- ✓ Give greater insight into why certain opinions are held for the social media



- ✓ Help to improve the planning and design of new programs related to social media
- ✓ Provide a means of evaluating existing social media channels or programs to influence them for tour choices
- ✓ Produce insights for developing strategies for outreach, social media programs

Similarly, based on terms of references / objectives of the study and considerate the nature of the research sample, the focus group interview approach was applied for the sampling purposes, where one focus group has included 20 to 25 respondents.

As per the nature of the study, following parameters had included for designing the survey instrument:

- Most data requirements had fulfilled through primary sources to get the first-hand responses.
- Similar studies had also been consulted and referred for understanding the various research dynamisms during focus group interview methods.
- The primary and secondary constructs had helped to develop a set of valid and reliable survey instrument in the form of certain related questions based on the terms of reference / objectives of the study.
- These had carried by the interviewer and used as a tool to ask the questions one by one to know the responses during the focus group interviews.

The research methodology has included the designing of a survey instrument for a focus group interview, then based on the responses gathered, a structured questionnaire was developed. Then the structured questionnaire was tested with a pilot survey and as per the responses, after the minor changes, final questionnaire was developed which included the two sections viz. Demographic Profile and Survey Questions, for the purpose of data collection (refer Annexure II).



Table 1: Structured Questionnaire for the survey as per Terms of Reference (ToR)

Terms of Reference (ToR)	Survey Questions
ToR 1:	8. Did you ever get a chance to know about India as a tourism destination through social media?
	1. Never 2. Rarely 3. Sometimes 4. Mostly 5. Always
	9. Did you try to explore more information about it and then plan for the visit?
	1. Yes 2. No
	10. Out of the following, which one or more options were explored through social media?
	1. Accessibility 2. Accommodation 3. Attraction 4. Others, if any _____
ToR 2:	11. While making a decision on your travel to India, which of the following social media sources you considered:
	1. Facebook 2. Twitter 3. LinkedIn 4. Tripadvisor 5. Pinterest 6. You tube 7. Others, if any _____
	12. How many times you had visited to the following sources to make your travel decision:
	1. Never 2. Rarely 3. Sometimes 4. Mostly 5. Always
ToR 3:	13. For what extent the information generated through social media sources is worth taking into consideration for your travel?
	1. None 2. Slight 3. Reasonable 4. Good 5. Very
	14. Do you consider a particular source of social media to get the varied information?
	1. Yes 2. No
	15. If No, then how many other sources you used to get the information?
	1. Print media 2. Listen to your friends or relatives 3. Any other source _____
ToR 4:	16. Which platform you feel was more useful for planning of your trip?
	1. Official Social 2. Social media 3. Both (1) & (2) 4. Any other platform media pages pages of Local freelancers
ToR 5:	17. Are official social media sites providing satisfactory information?
	1. Yes 2. No
	18. What are your criteria for choosing any travel portal through social media?
	1. Browse on your own 2. Recommendations from 3. Any other _____ social networking friends
	19. Have you consider any review blogs like travelogue etc.?
	1. Yes 2. No
	20. Is it worth to take advice from official online customer service platforms?
1. Yes 2. No	
	21. Have you get driven by customer loyalty programs launched by travel



Terms of Reference (ToR)	Survey Questions
	companies through social media? 1. Yes 2. No
	22. If yes, then how? 1. Being the member 2. Participating in 3. Acting as a guest 4. Sharing among your friends contest
*ToR 6:	23. From the planning process to finalizing your visit to India, how much you got influenced by social media? 1. Far too little 2. Too little 3. About right 4. Too much 5. Far too much

*included all the questions from 8 to 23 to fulfill this ToR

3.2 Schedule for data collection

To an addition, the research methodology for this study was based on identification of foreign nationals / foreign tourists on the major places where their presence is expected, in order to gather their responses for the study. The research plan is given as follows which was followed for the study:

- *In the first phase*, field trips had organized between February to April 2015, with a “focus-group approach” on each destination and their outcomes had contributed towards designing a structured questionnaire (refer Table 2).
- While *in the second phase*, as a pilot survey, the data had collected through “structured questionnaire” from August to October, 2015 (refer Table 2).
- By knowing the lean and peak seasons of Indian inbound tourism, the survey was conducted during the peak-seasons to collect the maximum responses.
- Based on the outcomes which had analyzed after the pilot survey, there had several changes inculcated in the “structured questionnaire”.
- Then, the final data collection was carried in two phases, i.e. *phase three* (November to December, 2015) and *phase four* (February to April, 2016) respectively.



3.3 Sample design

As per the report published by Ministry of Tourism, Government of India titled, "India Tourism Statistics 2012", the top 10 Indian States / Union Territories received the maximum number of foreign tourists are given in Table 2.

Additionally, on a special case, it also included the North Eastern state of Assam as compared to other North Eastern states having the highest number of tourists visited and the state of Jammu and Kashmir, in the study.

Table 2: Top 10 State / UTs (plus North Eastern state and J&K) wise Foreign Tourist Visits in 2012

S.No.	Name of the State / UT	Region	Foreign Tourist Arrivals	
			(in numbers)	(in percentage)
1	Maharashtra	West	51,20,287	24.7
2	Tamil Nadu	South	35,61,740	17.2
3	Delhi	North	23,45,980	11.3
4	Uttar Pradesh	North	19,94,495	9.6
5	Rajasthan	West	14,51,370	7.0
6	West Bengal	East	12,19,610	6.0
7	Bihar	East	10,96,933	5.3
8	Kerala	South	7,93,696	4.0
9	Karnataka	South	5,95,359	2.9
10	Himachal Pradesh	North	5,00,284	2.0
11	Assam	North East	17,543	0.08
12	Jammu and Kashmir	North	78,802	0.38

(Source: Indian Tourism Statistics 2012, pp. 87-104)

To identify the maximum availability of foreign tourists in the states / UTs shortlisted for data collection (refer Table 2), the past trends as well as expert opinion had considered. And the cities / circles for data collection had finalized, as given in Table 3.



Table 3: Cities / circles for data collection

S. No.	Name of the State / UT	Region	Cities / Circles
1	Maharashtra	West	i. Aurangabad ii. Mumbai
2	Tamil Nadu	South	i. Chennai ii. Kanyakumari
3	Delhi	North	i. Delhi
4	Uttar Pradesh	North	i. Agra ii. Lucknow
5	Rajasthan	West	i. Jaipur ii. Jodhpur
6	West Bengal	East	i. Kolkata ii. Sundarbans
7	Bihar	East	i. Patna ii. Bodh Gaya
8	Kerala	South	i. Munnar ii. Thrissur
9	Karnataka	South	i. Bengaluru ii. Dharwad
10	Himachal Pradesh	North	i. Shimla ii. Manali
11	Assam	North East	i. Guwahati ii. Tezpur
12	Jammu and Kashmir	North	i. Leh / Srinagar ii. Jammu

As per the Table 3, the sample area has included the followings:

- All ten States / UTs of the country along with Assam and J&K which comprised of all the five regions of the country viz. North, South, East, West and North East.
- The study has included all the major cities / tourism-circles for the sampling.
- In order to receive the maximum responses, major coverage areas have also included like historical monuments, heritage sites, tourist specific areas like tourist village, national parks, shopping areas etc.



- In the meantime, major hotels and other accommodation sites has also included to access the international tourists for gathering their responses.

3.4 Sampling Size

- As mentioned under sample design, the sampling area has included all the five regions and twelve States / UTs of the country.
- The total valid responses had collected as a sample size per city / circle is given in Table 4.

Table 4: Sample Size of the survey

S.No.	Name of the State/ UT	Region	Cities / Circles	Valid responses
1	Maharashtra	West	i. Aurangabad	101
			ii. Mumbai	101
2	Tamil Nadu	South	i. Chennai	105
			ii. Kanyakumari	105
3	Delhi	North	i. Delhi	202
4	Uttar Pradesh	North	i. Agra	111
			ii. Lucknow	101
5	Rajasthan	West	i. Jaipur	100
			ii. Jodhpur	100
6	West Bengal	East	i. Kolkata	105
			ii. Sundarbans	105
7	Bihar	East	i. Patna	45
			ii. Bodh Gaya	45
8	Kerala	South	i. Munnar	100
			ii. Thrissur	100
9	Karnataka	South	i. Bengaluru	101
			ii. Dhanbad	101
10	Himachal Pradesh	North	i. Shimla	100
			ii. Manali	100
11	Assam	North East	i. Guwahati	115
			ii. Tezpur	110
12	Jammu and Kashmir	North	i. Leh / Srinagar	150
			ii. Jammu	50
Total				2351

In total, **2,351 valid responses** had gathered after the data collection from the sampling area.



DATA INTERPRETATION, CONCLUSIONS AND RECOMMENDATIONS

4.1 Survey Questions

4.1.1 Terms of References 1:

The extent to which social media is used to collect information for planning visits to India.

To achieve the objective mentioned in terms of reference 1, the three questions i.e. Q. No. 8, 9 and 10 had finalized and included in the structured questionnaire. The following had the responses:

Q. No. 8:

Did you ever get a chance to know about India as a tourism destination through social media?

The responses of 2351 respondents based on a five-point Likert scale are given in the table 5:

Table 5: To know about India as a Tourism Destination through Social Media

1	2	3	4	5
Never	Rarely	Sometimes	Mostly	Always
0 (0%)	604 (25.70%)	1000 (42.50%)	555 (23.60%)	192 (8.20%)

As per the responses listed in Table 5, there were 1000 (42.50%) respondents have "sometimes" while 555 (23.60%) respondents have "mostly" got the opportunity to know about India as a tourist destination through social media.



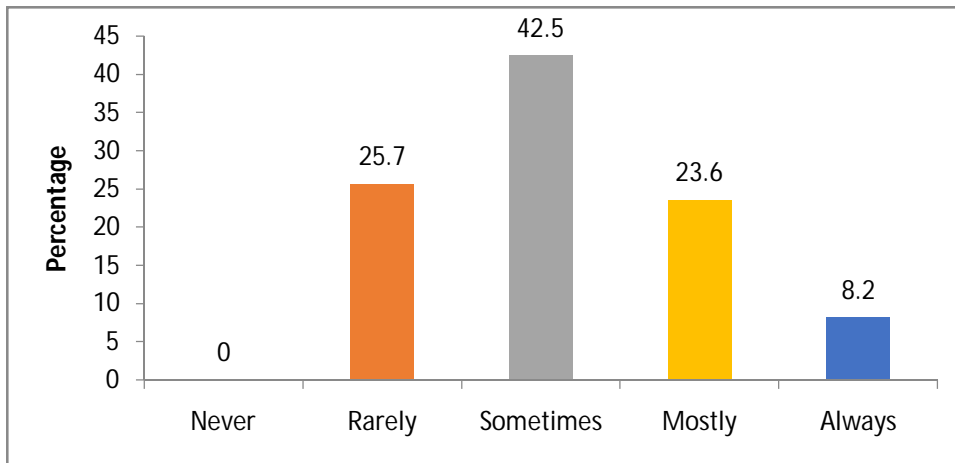


Fig. 5: To know about India as a Tourism Destination through Social Media

Q. No. 9:

Did you try to explore more information about it and then plan for the visit?

This question was a closed one having the option of either “Yes” or “No”. Where, the responses to this statement concluded that 2099 (89.30%) respondents had tried to explore more information related to India through social media for tourism purposes and 252 (10.70%) respondents has not been tried for this purpose.

Q. No. 10:

Out of the following, which one or more options were explored through social media?

1. Accessibility 2. Accommodation 3. Attraction 4. Others, if any _____



The responses are given in the table 6:

Table 6: Options had explored through Social Media*

1	2	3	4
Accessibility	Accommodation	Attraction	Others, if any
16.64%	31.88%	44.54%	6.95%

* Note: The respondents had opted the multiple options, therefore, the results were calculated on the basis of percentage distribution because the responses were exceeding the total number of respondents.

As per the table, 44.54% respondents had explored the tourist attractions through social media while 31.88% respondents had explored the accommodation option through social media. In the other category, the respondents have written the keywords "Climate", "Guide", "Adventure", "Culture", "Lakes", "Nature" and "Wildlife"(refer Appendix XI for the percentage distribution of these keywords).

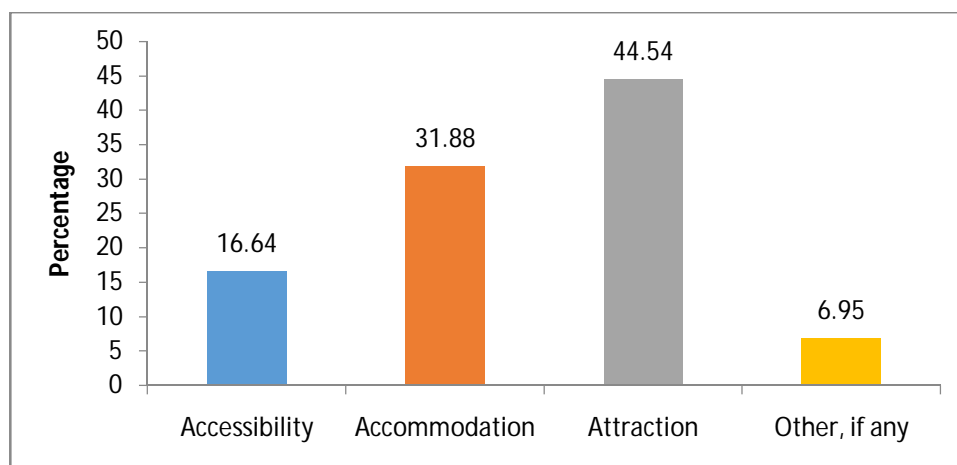


Fig. 6: Options had explored through Social Media

Conclusion & Recommendation

The terms of reference 1 was related to identify the utilization of social media by the prospective or potential tourist to collect the information of India as a tourist destination for planning their visits.



The above three questions were finalized to gather the appropriate responses.

In the stage one, out of 2351 foreign nationals, 42.50% persons sometimes got the opportunity to know about India as a tourist destination through social media. It means there is a need to enhance the presence of India as a tourist destination on social media platforms so that this percentage would be increased in the coming time.

In the next stage, 89.30% respondents had tried to explore more information related to India through social media for tourism purposes, so that they will plan their trips to India. This percentage is huge which indicates the curiosity among the online explorers to know more technicalities related to either know or finalize their trips to India. This stage is crucial due to the preference of the potential tourist for finalization of their trips. Here the need to put more extensive as well as updated information over the social media networks, for facilitates the online explorers. In case of satisfaction after exploring the information, the potential tourist may suggest or at least discuss the experience among their social groups which will ultimately increase the traffic of first time surfers.

And finally, in the third stage, 44.54% respondents had explored tourist attractions through social media, which is higher than 31.88% respondents who had explored the accommodation option through social media. Here it shows the top priority of the explorers which is a tourist attraction. If the apt information will provide over the social media networks, then it will be easy to boost this percentage in threefold or even higher.

After analyzing all the three scenarios, one observation is that the importance of social media during the initial time, when the potential tourist is searching for the information. This information will ultimately landed to the next stage where the decision to choose the destination will arrive. During this stage, all the other competitors' tourism destinations of India will also be compared and hence the role of specific information is vital in the travel decision by the explorers.



4.1.2 Terms of reference 2:

What are the important social media sources used along with their magnitude in decision making of the traveler?

To achieve terms of references 2, two questions i.e. Q. No. 11 and 12 were asked to know the responses.

Q. No. 11:

While making a decision on your travel to India, which of the following social media sources you considered are given in table 7:

Table 7: Social Media sources considered for making a travel decision to India*

1	2	3	4	5	6	7
Facebook	Twitter	Linkedin	Tripadvisor	Pinterest	You Tube	Others, if any
26.66%	11.41%	5.57%	32.41%	3.65%	13.09%	7.19%

** Note: The respondents had opted the multiple options, therefore, the results were calculated on the basis of percentage distribution because the responses were exceeding the total number of respondents.*

As per the responses, 32.41% respondents had referred the Tripadvisor and 26.66% had chosen the Facebook social media platforms while making their decision to travel in India. In the "others, if any," category, the respondents had written the keywords "Baidu.com", "Booking.com", "Google Blogs", "Indostan.in", "Instagram", "Lonely Planet", "Whatsapp", "Triposo" and "Tumblr" (refer Appendix XI for the percentage distribution of these keywords).



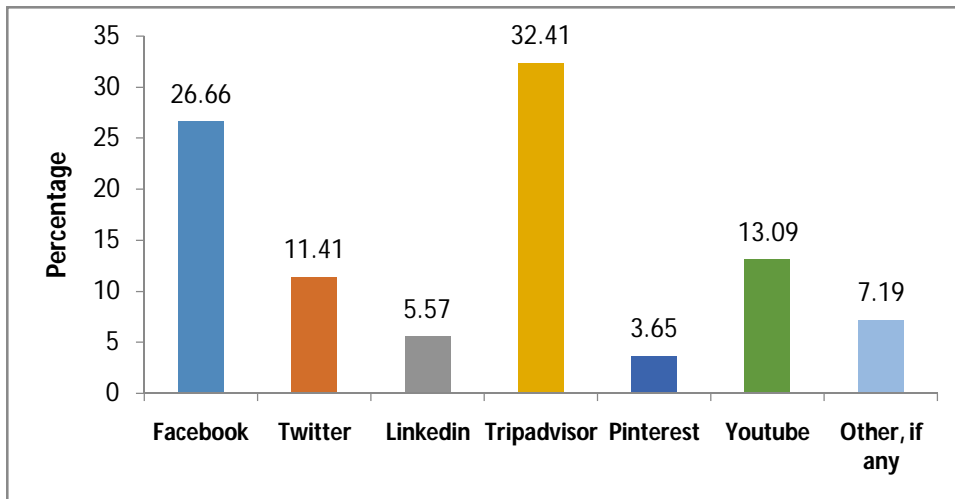


Fig. 7: Social Media sources considered for making a travel decision to India

Q. No. 12:

How many times you had visited to the following sources to make your travel decision?

To know the magnitude or amount during the decision making of the traveler, the responses has been asked on a 5 point Likert scale. The responses are given in table 8:

Table 8: Frequency of visiting the Social Media sources for making a travel decision

1	2	3	4	5
Never	Rarely	Sometimes	Mostly	Always
0	407	1108	691	145
(0.00%)	(17.30%)	(47.10%)	(29.40%)	(6.20%)

Out of the total 2351 respondents, 1108 (47.10%) respondents were chosen “Sometimes” and 691 (29.40%) were opted “Mostly”, for all the social media platforms listed under Q. No. 11.



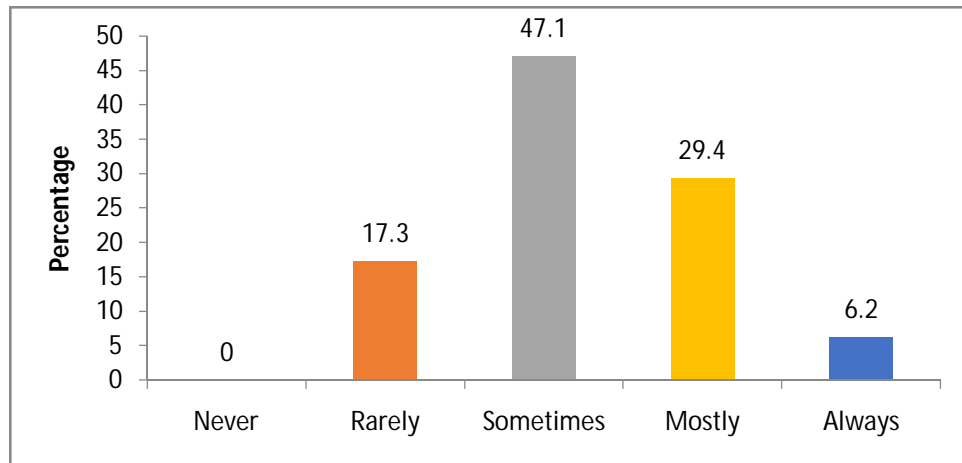


Fig. 8: Frequency of visiting the Social Media sources for making a travel decision

Conclusion & Recommendation

The terms of reference 2 was based to know the magnitude or amount or level of frequent visits to the most popular social media platforms used by the traveler visit especially in India for tourism purposes. Under this category, six most popular social media platform shortlisted were Facebook, Twitter, LinkedIn, Tripadvisor, Pinterest and You Tube. As Tripadvisor got the maximum responses, i.e. 32.41% and Facebook followed it by gathering 26.66%, it is mandatory to show the aggressive presence on these two platforms because combined they had chosen from 59.07% of the respondents for making their travel decision to India.

After the Tripadvisor and Facebook, the other social media platforms, if combined their contribution is also presented a significant level where the second priority would assign to them too. The platforms like Twitter (11.41%), LinkedIn (5.57%), Pinterest (3.65%) and You Tube (13.09%), if combined, comes to 33.73% and presents a significant percentage of the respondents, which needs to be addressed properly.

Moreover, the next question was asked to know the frequency of visits to these social media platforms where the respondents had chosen "Mostly" by 29.40% and "Always" by 6.20%, henceforth, combined this percentage comes to 35.60%, which is



a significant population of online explorers and need to consider it for any future e-marketing decisions for promoting the India as a tourist destination.

4.1.3 Terms of References 3

What has been the experience with information generated through social media?

The terms of reference 3 was included to know the tangible aspect, i.e. satisfaction, when the travelers were explored the information through online / social media platforms. To achieve this objective, three questions viz. Q. No. 13, 14 and 15 were asked from the respondents. The following is the responses related to these questions along with their response rate:

Q. No. 13:

For what extent the information generated through social media sources is worth taking into consideration for your travel are given in table 9:

Table 9: Information generated through social media sources for travel consideration

1	2	3	4	5
None	Slight	Reasonable	Good	Very
0 (0.00%)	478 (20.30%)	1062 (45.20%)	679 (28.90%)	132 (5.60%)

The responses for this question has yielded that 1062 (45.20%) respondents has opted "Reasonable" while 679 (28.90%) respondents has given "Good", as far as the information generated through social media sources is concerned.



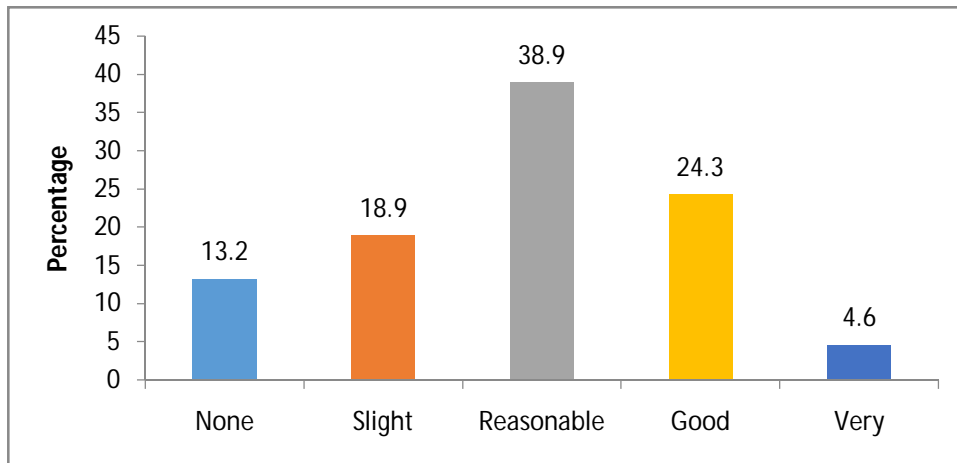


Fig. 9: Information generated through social media sources for travel considerations

Q. No. 14:

Do you consider a particular source of social media to get the varied information?

This question was asked to know the specific choice or preference of the respondents, where 1114 (47.40%) respondents had chosen the option “Yes” and 1237 (52.60%) of the respondents had marked “No”.

Q. No. 15:

If No, then how many other sources you used to get the information?

The next question, i.e. Q. No. 15 was related to those respondents who have chosen “No” in the previous question, so that their further choice will be identified.

In this question, two options were listed while the third option was an open-ended to know the various other sources as their preference to get the desired information are given in Table 10.



Table 10: Other sources to get the information*

1	2	3
Print media	Listen to your friends or relatives	Any other source
26.13%	64.21%	9.66%

* Note: The respondents had opted the multiple options, therefore, the results were calculated on the basis of percentage distribution because the responses were exceeding the total number of respondents.

The responses have concluded that 64.21% respondents had listened to their friends or relatives and 26.13% of the respondents had opted print media to get the desired information.

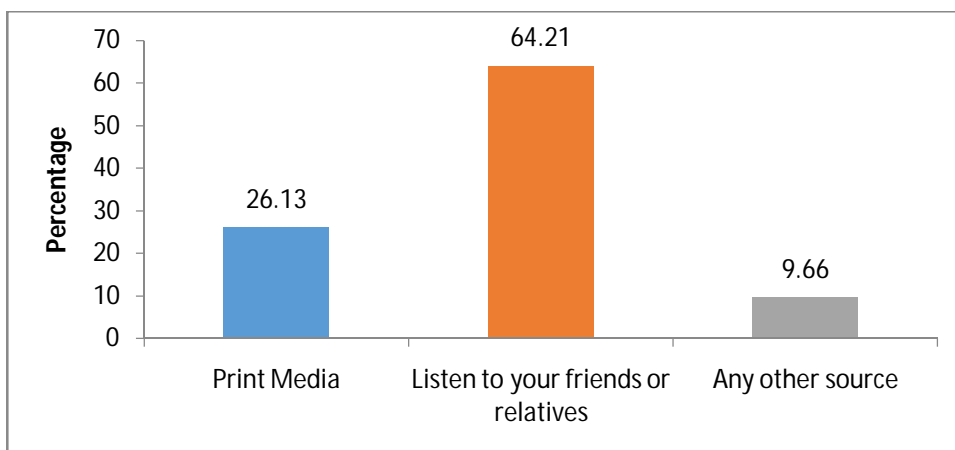


Fig. 10: Other sources to get the information

Under the category, "Any Other Source", which were opted by 9.66% of the respondents. Moreover, they had written the keywords "Travel Books", "Business Magazines", "Travel Guides", "Internet", "Other travelers", "Newspaper, TV" and "TV commercials" (refer Appendix XI for the percentage distribution of these keywords).



Conclusion & Recommendation

The terms of reference 3 was based to know the “experience with information generated through social media”. To achieve this objective, three interlinked questions has asked, which has started from “is the information generated through social media sources is worth taking into consideration for your travel” and then followed by “any particular source of social media to get the varied information” and in case the respondents has chosen “No”, then the next question was asked “to know how many other sources to get this information”.

On the first question, if we combined the responses of top three choices, i.e. “Reasonable + Good + Very”, then the combined percentage comes out is 79.70% which is “extensive result” to give the top priority. It means approximately 80 percent of the time, the information generated through social media will largely impact, first the experience of the traveler and then their choice to finalize the trip to India. Here the role of “what to upload and where to upload” is a crucial one because if this information will catch the eye of the traveler then 68 percent chances are that traveler will book a trip to India.

Furthermore, to know the answer of “where to upload” the information, the next two questions had asked, i.e. “do the traveler, consider a particular source for searching the information and if no, then what are the other sources where the traveler is referring”. Rather than confine the traveler’s options to reply to this question, if the traveler will chose “No”, then there will be an opportunity to glue out the responses to question no. 13, which will ultimately help to achieve the objective of “what to upload and where to upload”.

And it happened, the majority of the respondents 1237 (52.60%) had chosen the option “No” and further mentioned their other preferable sources to get the information. As per the responses of this “No” category of the respondents, 64.21% of the respondents listened to their friends or relatives and 26.13% of the respondents had opted print media to get the desired information.



After analyzing the responses, if the information available on the social media platforms satisfied the traveler, then approximately half of the chances are that the traveler will share it with their friends and relatives. There is an immediate need to continuously revise the information because ultimately from igniting the curiosity of the traveler to share among the peer group and finally chooses the trip, all are dependent on the authenticity of the information.

4.1.4 Terms of References 4

Are multiple sources used to get varied information?

The main objective of terms of reference 4 has been to identify the multiple sources frequently used by the traveler to access the varied travel related information to India. For this, a question no. 16 was asked and got the following responses:

Q. No. 16:

Which platform you feel was more useful for planning of your trip? The responses are given in table 11.

Table 11: Social Media platform to get the information for planning of the trip*

1	2	3	4
Official Social media pages	Social media pages of local freelancers	Both 1 and 2	Any other platform
12.44%	9.15%	55.21%	23.20%

** Note: The respondents had opted the multiple options, therefore, the results were calculated on the basis of percentage distribution because the responses were exceeding the total number of respondents.*



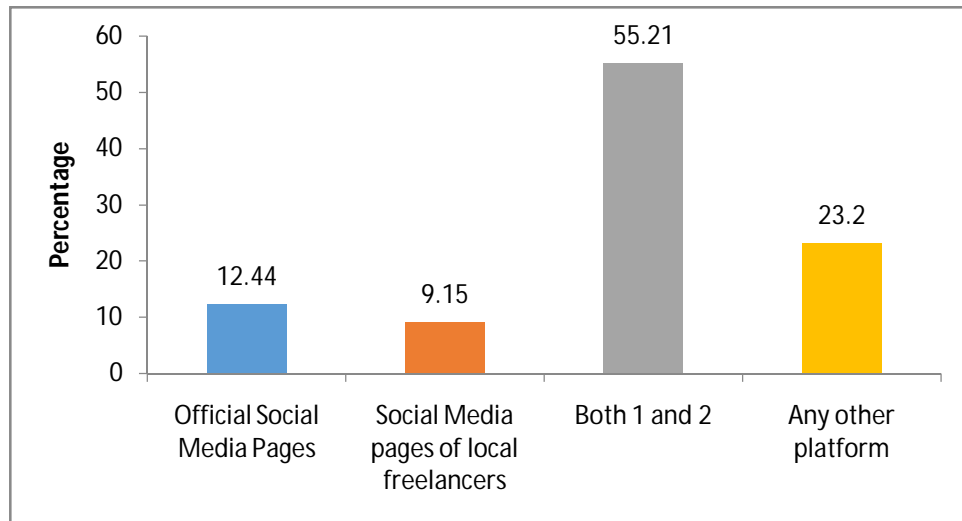


Fig. 11: Social Media platform to get the information for planning of the trip

As per the responses, 55.21% of the respondents had used both the platforms, i.e. Official social media pages and Social media pages of local freelancers. Where else, 23.20% of the respondents had chosen any other platforms. In "Any other platform", the respondents had listed the options like "*Lonely Planet* (a travel guide book)", "*Tourism Organizations*", "*Travel Blogs*", "*Trip Advisor*" and "*Internet*" (refer Appendix XI for the percentage distribution of these keywords).

Conclusion & Recommendation

The terms of reference 4 was all about to know the preferable social media platforms which had useful for planning the trips to India. Under this objective, although one question was asked, but with the several parameters to know their responses.

Two major choices were given to the traveler, but the third option was combined so that it will be identified whether the traveler referred individual platform or both the platforms simultaneously. Even the responses suggested that 55.21% of the respondents had used both the platforms, i.e. Official social media pages and Social media pages of local freelancers.



Additionally, another option was listed as an open end, to know any other platform popular in their native surroundings which utilized by them in planning their trips to India. Where ever, 23.20% respondents were chosen any other platforms like Travel blogs and Trip advisor. The results have shown that the majority of the travelers were chosen the multiple platforms which makes them feel useful in planning their trips to India.

It is mandatory to cover 360 degree e-queries arising at the majority of the social media platforms by providing the information because the travelers are not confined to any particular platform. As per the results, cognitive preferences are pushing them to visit both official platforms as well as unofficial / freelance platforms for either comparing or searching the desired travel related information.

4.1.5 Terms of References 5

What is the level of confidence in official platforms provided for interaction?

The term, “Level of Confidence” was a central objective under the terms of reference 5 where the objective to identify the confidence level in official social media platforms provided for the interaction.

In terms of statistics, the meaning of understanding for Level of Confidence is technical. Like as per the market research expert Devault (2016), a *confidence level* is an expression of how confident a researcher can be of the data obtained from a sample. Confidence levels are expressed as a percentage and indicate how frequently that percentage of the target population would give an answer that lies within the confidence interval. The most commonly used confidence level is 95%.

Here the term, 95% confidence level implies that 95% of the confidence intervals would include the true population parameter.



As per the understanding and meaning of level of confidence, there is a need to establish causality between two or more than two variables. Here the two variables are “Official social media platforms provided for the interaction” and “the travelers exploring the information on these platforms”.

By keeping all these parameters, six questions, i.e. Q. No. 17 to 22, were asked, as the explanations are given as follows:

Q. No. 17:

Are official social media sites providing satisfactory information?

As per the responses, 1444 (61.40%) respondents had satisfied while 907 (38.60%) respondents had not satisfied with the official social media sites providing the information.

Q. No. 18

What are your criteria for choosing any travel portal through social media? The responses are given in table 12:

Table 12: Criteria for choosing travel portal through social media*

1	2	3
Browse on your own	Recommendations from social networking friends	Any other
53.79%	43.09%	3.12%

**Note: The respondents had opted the multiple options, therefore, the results were calculated on the basis of percentage distribution because the responses were exceeding the total number of respondents.*



This question has generated the responses related to the choosing any travel portal's criteria of the respondents. Here 53.79% of the respondents had browsed on their own while 43.09% had influenced by the recommendations from their social networking friends. Under "Any other", the respondents have not given any keywords.

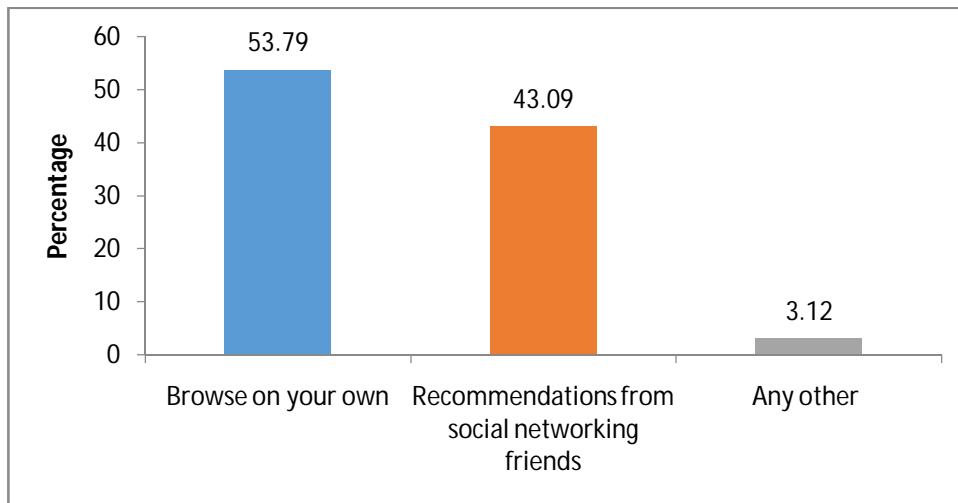


Fig. 12: Criteria for choosing travel portal through social media

Q. No. 19

Have you considered any review blogs like travelogue etc.?

For this question, 1375 (58.50%) of the respondents had considered the review blogs while 976 (41.50%) had not opted it.

Q. No. 20

Is it worth to take advice from official online customer service platforms?

1496 (63.60%) respondents had agreed to take advice from official online customer service platforms while 855 (36.40%) had denied it.

Q. No. 21

Have you got driven by customer loyalty programs launched by travel companies through social media?

The majority of the respondents, i.e. 1716 (73%) had not motivated by any customer loyalty programs launched by the travel companies through social media while 635 (27%) had given priority to this service.

Q. No. 22

If yes, then how?

Furthermore to the previous question, the respondents who has opted the customer loyalty programs launched by travel companies through social media were given their responses listed in the following table 13:

Table 13: Respondents has opted the customer loyalty programmes launched by travel companies through Social Media

1	2	3	4
Being the member	Participating in contests	Acting as a guest	Sharing among your friends
189 (8.00%)	170 (7.20%)	129 (5.50%)	136 (5.80%)

As per the responses, 189 (8.00%) of the respondents became the members of customer loyalty programs launched by travel companies through social media while 136 (5.80%) respondents were shared this information among their friends whereas 8 (0.30%) of the respondents has opted more than two options out of the four options were given to this question.



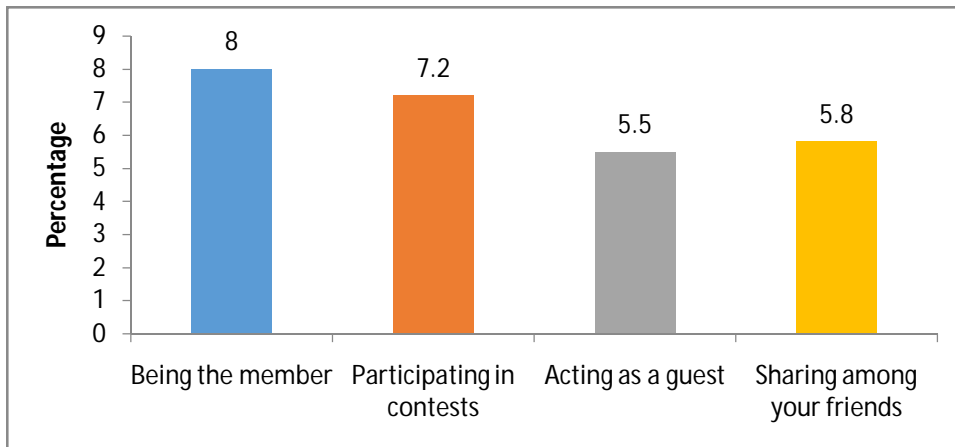


Fig. 13: Respondents has opted the customer loyalty programmes launched by travel companies through Social Media

Conclusion & Recommendation

This terms of reference was all about to know the significance as well as qualitative error existed in official social media platforms available for the interaction to the travelers. For that purpose, six questions, i.e. Q. No. 17 to 22, were asked to the respondents.

In the Q. No. 17, 61.40% of the respondents had satisfied with the official social media sites providing the information.

Here 53.79% of the respondents had browsed on their own while 43.09% had influenced by the recommendations from their social networking friends.

While 53.79% respondents had browsed for choosing the travel portal on their own while 43.09% had influenced by the recommendations from their social networking friends and 3.12% of the respondents have chosen both of the options. Furthermore, 58.50% of the respondents had considered the review blogs and 63.60% of the respondents has been taking the advice from official online customer service platforms. Then, 27% had giving priority to any customer loyalty programs launched



by travel companies through social media where 8% of the respondents became the members of this service.

The variables were considered to know the confidence level provided by the official social media platforms qualitatively, the respondents had partially satisfied. That is why, the respondent has chosen the travel portal either for gathering the information or interaction with their own. The respondents rather than to confine within official platforms, the respondents had referred other mediums like review blogs and taking advice from online support for interaction. A considerable percentage of the respondents had chosen the travel loyalty programs launched by the travel companies through social media.

After analyzing the responses, half of the respondents have not satisfied with the information provided on the official social media platform. Here the confidence level has fallen drastically because the majority is considered the recommendations of their friends or relatives so it might hamper the image presented by the information of India as a tourism destination. There is a need to address this issue on a priority basis.

4.1.6 Terms of References 6

Analyze the influence of social media on tourist by assessing the effect on "individual" as well as "overall levels".

To address this terms of reference, the responses had considered from all the survey questions, i.e. from Q. No. 8 to Q. No. 22 and an additional question of Q. No. 23.

Q. No. 23:

From the planning process to finalizing your visit to India, how much you got influenced by social media? The responses are given in table 14:



Table 14: Respondents got influenced by Social Media to finalizing their visit to India

1	2	3	4	5
Far too little	Too little	About right	Too much	Far too much
175 (7.40%)	773 (32.90%)	965 (41.00%)	356 (15.10%)	82 (3.50)

As per the responses, 965 (41.00%) respondents had half influenced by the social media while 356 (15.10%) of the respondents had too much and above influenced by the social media to finalize their trips to India.

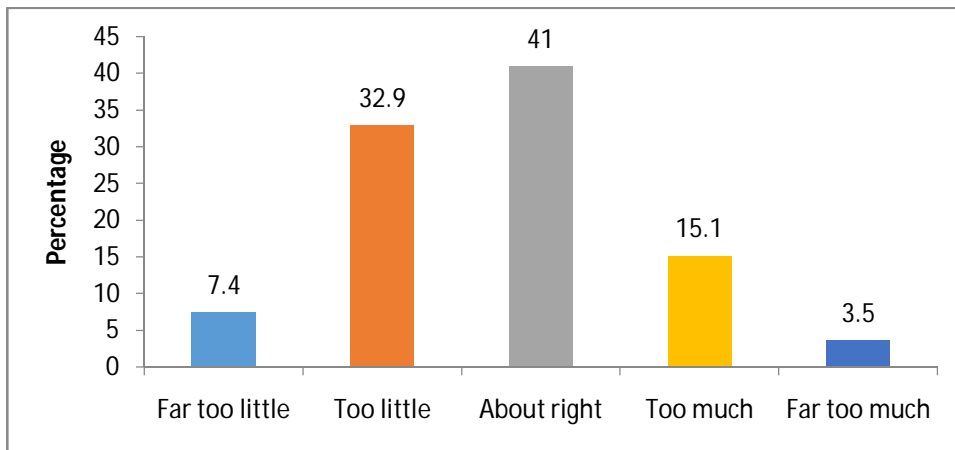


Fig. 14: Respondents got influenced by Social Media to finalizing their visit to India

Conclusion and Recommendation

All the survey questions, has drafted, finalized and then asked to the respondents as a structured questionnaire, in order to identify the “individual” as well as “overall” influence of social media in exploring and finalizing their trips to India.

The followings are some facts concluded from this study, which need to be considered to achieve the overall effectiveness to present India as a competent tourism destination on social media platforms:



- 42.50% of the respondents had “sometimes” while 23.60% respondents had “mostly” got the opportunity to know about India as a tourist destination through social media.
- 89.30% respondents had tried to “explore more information” related to India through social media for tourism purposes.
- 44.54% respondents had explored “tourist attractions” through social media while 31.88% respondents had explored the “accommodation” option through social media.
- 32.41% respondents had referred the “Tripadvisor” and 26.66% had chosen the “Facebook” as social media platforms while making their decision to travel to India.
- 47.10% respondents had “Sometimes” and 29.40% had “Mostly” visited the social media platforms to make their decision to travel to India.
- 45.20% respondents had “Reasonable” while 28.90% respondents had given “Good”, to the travel related information to India has generated through social media sources are concerned.
- 52.60% of the respondents had not “confined to a particular source of social media” to get the varied information related to the travel to India.
- 64.21% of the respondents had “listened to their friends or relatives” to get the desired information on social media platforms for travelling to India.



- 55.21% of the respondents had used both the platforms, i.e. “Official social media pages” and “Social media pages of local freelancers” for planning their trips to India.
- 61.40% respondents had “satisfied with the official social media sites” providing the information related to travelling to India for tourism purposes.
- 53.79% respondents had “browsed on their own” while 43.09% had influenced by the “recommendations from their social networking friends” for selecting any travel portal through social media.
- 58.50% of the respondents had considered the review blogs before planning for the trips to India.
- 63.60% respondents had agreed to “take advice from official online customer service platforms” before travelling to India.
- 27% respondents had driven by “customer loyalty programs launched by the travel companies through social media” whereas 8% of the respondents had become the “member of this service” which motivated them to travel to India.
- 41% respondents had “half-influenced” while 18.60% of the respondents had “too much and above influenced” by the social media to finalize their trips to India.

Based on the above facts, both at “individual levels” as well as “overall levels”, the social media has played its crucial part in terms of generating the curiosities among the potential tourists. Moreover, in traveling to India, all the official e-channels and



freelancers e-platforms have contributed significantly to motivating the tourists for visiting India.



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Annexures

- I. A list of the universities / institute has participated in the project
- II. Structured Questionnaire for the data collection
- III. Demographic Profile of the respondents
- IV. City / circle wise, Gender distribution of the respondents
- V. City / circle wise, Age distribution of the respondents
- VI. Nationality wise distribution of the respondents
- VII. City / circle wise, Educational Qualification distribution of the respondents
- VIII. City / circle wise, Occupation distribution of the respondents
- IX. City / circle wise, Monthly Household income distribution of the respondents
- X. City / circle wise, Marital Status distribution of the respondents
- XI. Percentage distribution of the individual keywords
- XII. Additional Information
- XIII. Project Team



I. A list of the Universities / Institute has participated in the project

S. No.	Name of the State / UT covered	Name of the University / Institute
1	Maharashtra	Baba Saheb Ambedkar Marathwara University, Aurangabad
2	Tamil Nadu	Pondicherry Central University, Puducherry
3	Delhi	Indian Institute of Tourism & Travel Management, NOIDA
4	Uttar Pradesh	Dr. B. R. Ambedkar University, Agra
5	Rajasthan	Mohan Lal Sukhadia University, Udaipur
6	West Bengal	University of Burdwan, Rajbati, Bardhaman
7	Bihar	Vinoba Bhave University, Hazaribag
8	Kerala	Mahatama Gandhi University, Priyadarsini Hills, Kottayam
9	Karnataka	Kuvempu University, Shankaraghatta, Shimoga
10	Himachal Pradesh	Central University of Himachal Pradesh, Dhauladhar Campus, Dharamshala
11	Assam	Tezpur University (A Central University), Tezpur, Assam
12	Jammu & Kashmir	School of Hospitality & Tourism Management, University of Jammu And University of Kashmir, Srinagar



II. Structured Questionnaire for the data collection

INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT

(An Organisation of Ministry of Tourism, Govt. of India)
Gwalior, Madhya Pradesh (India) – 474011

QUESTIONNAIRE

(Respondent No. _____)

Namaskar !!

Greetings from IITTM, Gwalior !!

We are conducting a study on "Social Media as an influencer among foreign tourists visiting India" on the behalf of Ministry of Tourism (MoT), Govt. of India. Kindly spare some minutes from your valuable time to fill-up the questionnaire which will help us to do better planning in tourism promotion and management. All the information collected will be used exclusively for this research study and shall not be shared with any other agency.

Thanks,

Study Team
IITTM, Gwalior

DEMOGRAPHIC - PROFILE

1. Gender

- a. Male []
b. Female []

2. Age (in years)

- a. Below 20 []
b. 20 – 30 []
c. 30 – 40 []
d. 40 – 50 []
e. 50 and above []

3. Nationality (write the name of your country)

4. Educational Qualification

- a. Under Graduate []
b. Graduate []
c. Post Graduate []
d. Any other _____



5. Occupation

- a. Employed []
- b. Not Employed []
- c. Any other _____

6. Monthly Household Income (in US \$)

- a. Below 600 []
- b. 600 – 900 []
- c. 900 – 1200 []
- d. 1200 and above []

7. Marital Status

- a. Married []
- b. Unmarried []
- c. Others []

SURVEY-QUESTIONS

8. Did you ever get a chance to know about India as a tourism destination through social media?

- [] [] [] [] []
- 1. Never 2. Rarely 3. Sometimes 4. Mostly 5. Always

9. Did you try to explore more information about it and then plan for the visit?

- [] []
- 1. Yes 2. No

10. Out of the following, which one or more options were explored through social media?

- [] [] [] []
- 1. Accessibility 2. Accommodation 3. Attraction 4. Others,
- if any _____

11. While making a decision on your travel to India, which of the following social media sources you considered:

- [] [] [] [] [] []
- 1. Facebook 2. Twitter 3. LinkedIn 4. Tripadvisor 5. Pinterest 6. You tube
- 7. Others, if any _____

12. How many times you had visited to the following sources to make your travel decision:

- [] [] [] [] []



1. Never 2. Rarely 3. Sometimes 4. Mostly 5. Always

13. For what extent the information generated through social media sources is worth taking into consideration for your travel?

- [] [] [] [] []
1. None 2. Slight 3. Reasonable 4. Good 5. Very

14. Do you consider a particular source of social media to get the varied information?

- [] []
1. Yes 2. No

15. If No, then how many other sources you used to get the information?

- [] [] _____
1. Print media 2. Listen to your friends or relatives 3. Any other source

16. Which platform you feel was more useful for planning of your trip?

- [] [] [] _____
1. Official Social media pages 2. Social media pages of Local freelancers 3. Both (1) & (2) 4. Any other platform

17. Are official social media sites providing satisfactory information?

- [] []
1. Yes 2. No

18. What are your criteria for choosing any travel portal through social media?

- [] [] []
1. Browse on your own 2. Recommendations from social networking friends 3. Any other _____

19. Have you considered any review blogs like travelogue etc.?

- [] []
1. Yes 2. No

20. Is it worth to take advice from official online customer service platforms?

- [] []
1. Yes 2. No

21. Have you got driven by customer loyalty programs launched by travel companies through social media?

- [] []
1. Yes 2. No



22. If yes, then how?

- [] [] [] []
1. Being the member 2. Participating in contest 3. Acting as a guest 4. Sharing among your friends

23. From the planning process to finalizing your visit to India, how much you got influenced by social media?

- [] [] [] [] []
1. Far too little 2. Too little 3. About right 4. Too much 5. Far too much

.....

Office Use only

Date: _____ Team Leader: _____

Interviewer Name: _____ Scrutiny: Valid [] Invalid []

III. Demographic Profile of the respondents

1. Gender



Out of the total 2351 respondents, 1315 (55.93%) were males and 1036 (44.07%) were females.

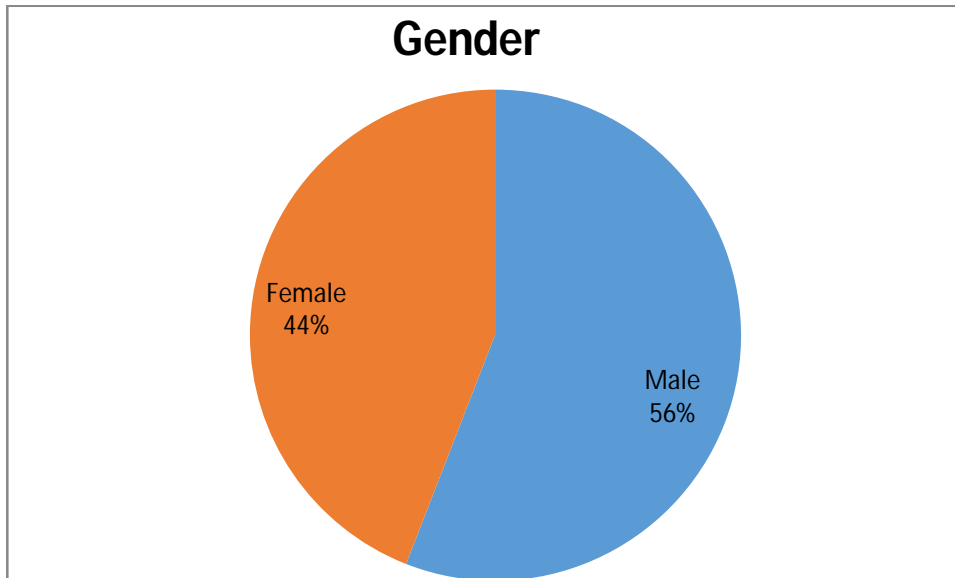


Fig. 15: Gender distribution of the sample

2. Age

Under the age distribution, 141 (6%) respondents were below the age of 20, 715 (30.41%) were between 20 to 30 years of age, 649 (27.61%) were lying between 30 to 40 years, 450 (19.14) were belongs to 40 to 50 and 396 (16.84%) were above the age of 50 years.



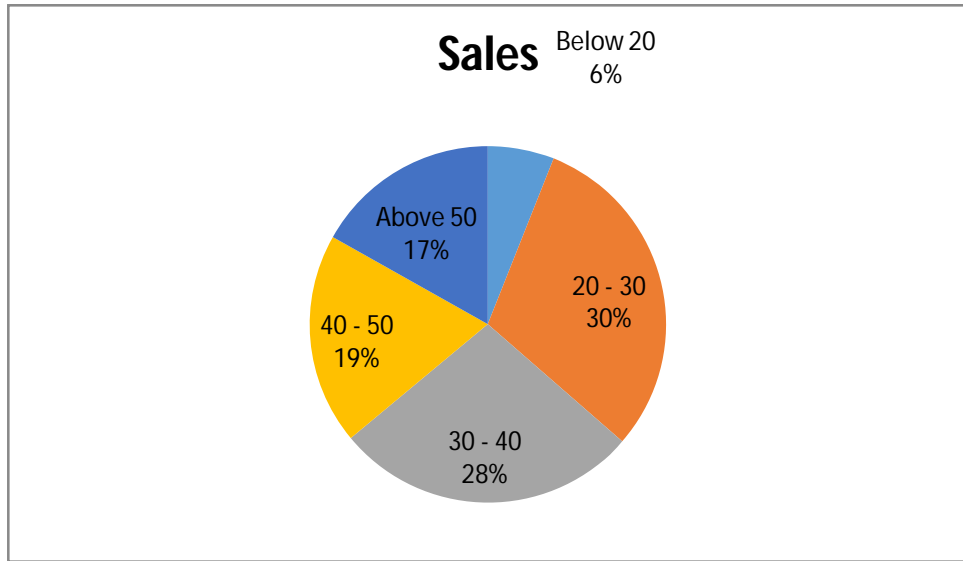


Fig. 16: Age distribution of the sample

3. Nationality

Under the nationality, the top five countries from where the respondents belong were France 279 (11.87%) respondents, UK 247 (10.51%), Germany 229 (9.74%), USA 226 (9.61%) and Australia 121 (5.15%) respectively.

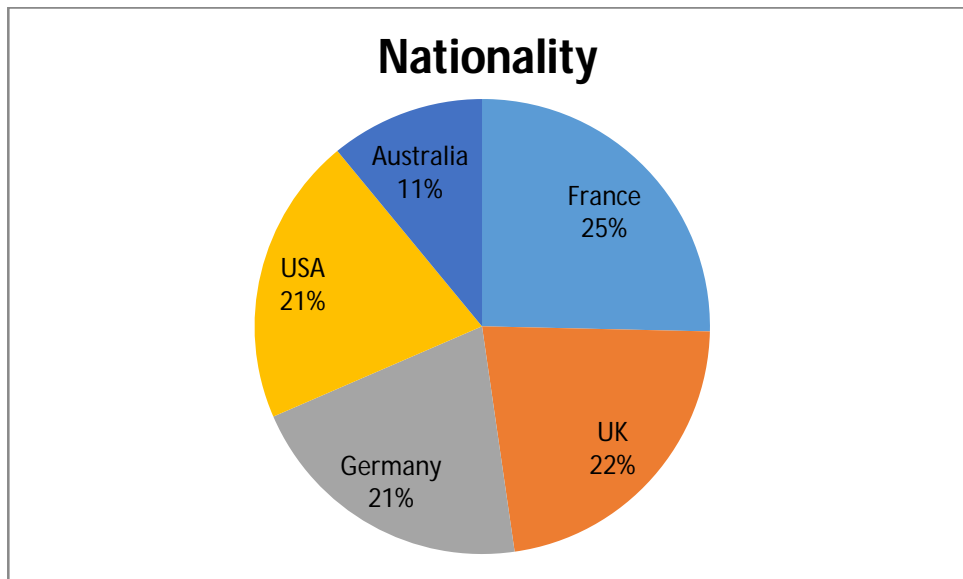


Fig. 17: Nationality wise distribution of the sample

4. Educational qualification

In total of 2531 respondents, 391 (17%) respondents were under graduates, 1011 (43%) were graduates, 837 (35%) were post graduates and 112 (5%) were opted any other educational category.



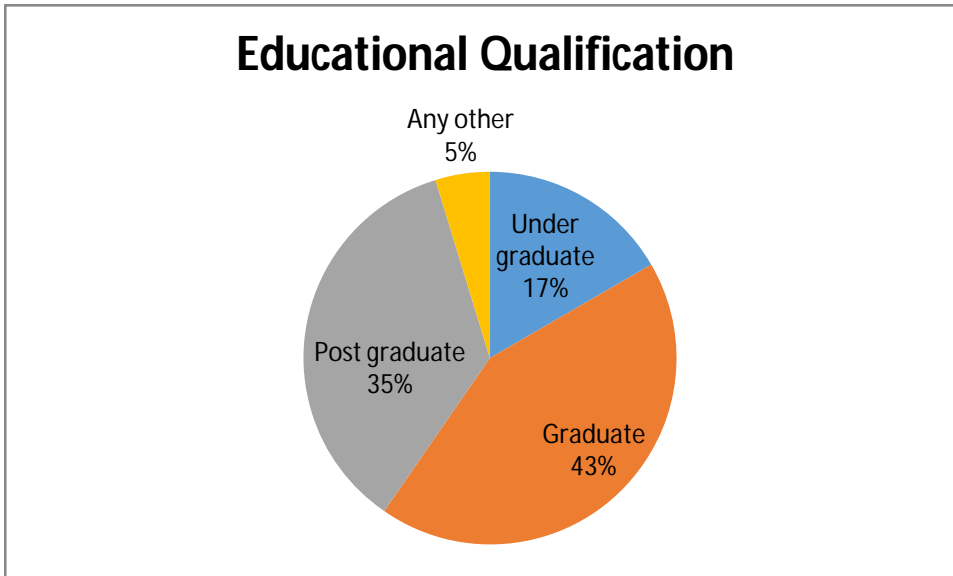


Fig. 18: Educational qualification distribution of the sample

5. Occupation

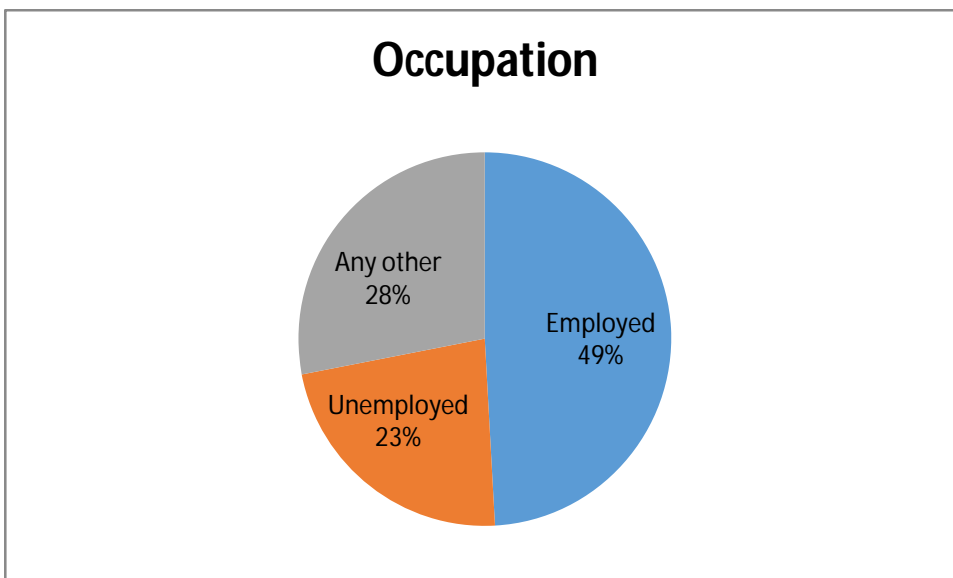


Fig. 19: Occupation distribution of the sample

Out of the total respondents 2531, 1153 (45.56%) were employed, 536 (21.18%) were unemployed and 658 (26%) were belong to any other category.



6. Monthly household income

Out of the total 2531 respondents, 483 (19.08%) respondents has below 600 US \$ monthly household income while 467 (18.45%) has 600 to 900, 544 (21.50%) has 900 to 1200 and 856 (33.82%) has more than 1200 US \$ income per month.

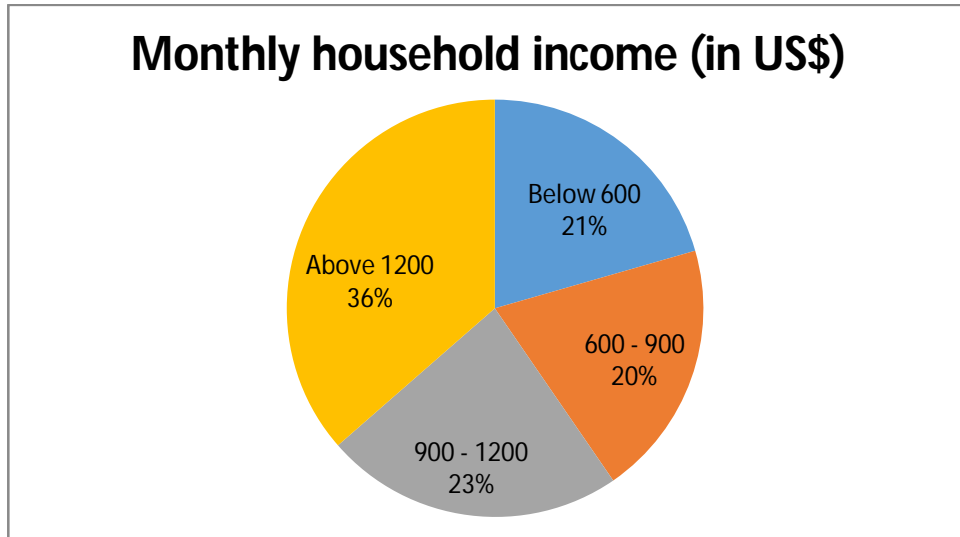


Fig. 20: Monthly household income distribution of the sample

7. Marital Status

Under the marital status, out of 2531 respondents, 1172 were married, 1018 were unmarried and 169 were chosen any other category.

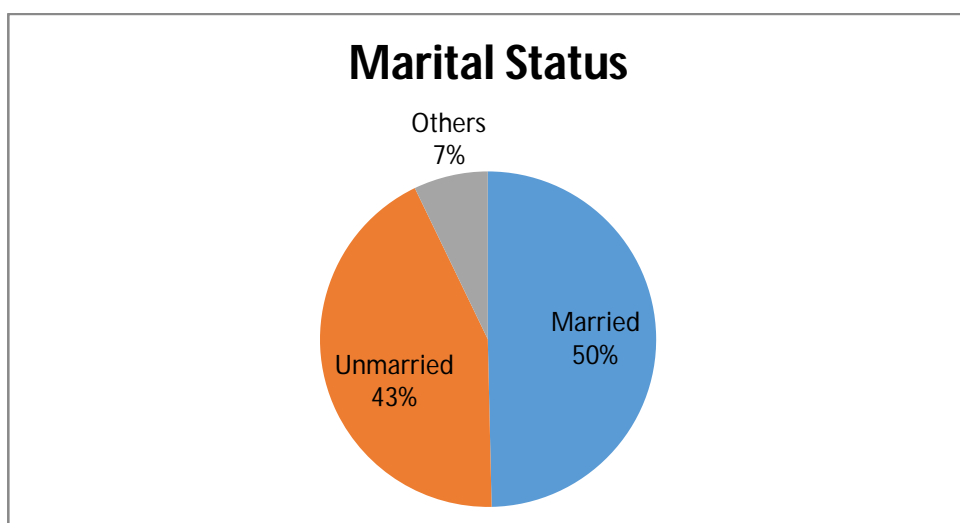


Fig. 21: Marital status distribution of the sample



IV. Region wise, Gender distribution of the respondents

S. No.	Name of the Region	Total Data collected (valid responses)	Gender	
			Male	Female
1	North	812	469	343
2	South	612	328	284
3	East	300	183	117
4	West	402	201	201
5	North – East	225	134	91
	Total Sample Size	2351	1315	1036



V. Region wise, Age distribution of the respondents

S. No.	Name of the Region	Total Data collected (valid responses)	Age (in years)				
			Below 20	20 - 30	30 - 40	40 - 50	50 & above
1	North	812	58	336	211	106	101
2	South	612	38	175	110	124	165
3	East	300	16	46	83	86	69
4	West	402	25	95	145	77	60
5	North – East	225	4	63	100	57	1
	Total Sample Size	2351	141	715	649	450	396



VI. Nationality wise, distribution of the respondents

Respondent's Country	No. of Respondents
France	279
UK	247
German	229
USA	226
Australia	121
Japan	94
Spain	83
Canada	80
Russia	79
Italy	64
China	63
Israel	41
Thailand	38
Netherlands	32
Switzerland	32
New Zealand	30
Bangladesh	29
Sweden	29
Belgium	27
Korea	26
Denmark	24
Bhutan	23
Malaysia	21
Poland	21
Austria	20
Brazil	18
Netherlands	18
Sri Lanka	18
Indonesia	16
Norway	15
South Africa	15
UAE	14
Ukraine	14
Mexico	13
Nigeria	13
Portugal	13
Yugoslavia	13
South Korea	12
Finland	11
Nepal	11
Singapore	11
Philippines	10
Not responded	9
Taiwan	9
North Korea	8
Afghanistan	7
Argentina	7

Respondent's Country	No. of Respondents
Hungary	7
Pakistan	6
Turkey	6
Vietnam	6
Czech Republic	5
Egypt	5
Hong Kong	5
Ireland	5
Cambodia	4
Colombia	4
Jordan	4
Myanmar	4
Scotland	4
Slovenia	4
Tibet	4
Chile	3
Cyprus	3
Kenya	3
Georgia	2
Greece	2
Luxembourg	2
Maldives	2
Mauritius	2
Serbia	2
Tanzania	2
Yemen	2
Armenia	1
Azerbaijan	1
Bahrain	1
Belarus	1
Cape Verde Island	1
Cuba	1
Europe	1
Iran	1
Iran	1
Latvia	1
Lebanon	1
Lima	1
Macedonia	1
Morocco	1
Oman	1
Romania	1
Tajikistan	1
Uruguay	1
Uzbekistan	1
Venezuela	1
Total	2351



VII. Region wise, educational qualification, distribution of the respondents

S. No.	Name of the Region	Total Data collected (valid responses)	Educational Qualification			
			Under Graduate	Graduate	Post Graduate	Any other
1	North	812	140	416	228	28
2	South	612	68	259	252	33
3	East	300	29	91	156	24
4	West	402	140	124	112	26
5	North – East	225	14	121	89	1
	Total Sample Size	2351	391	1011	837	112



VIII. Region wise, Occupation distribution of the respondents

S. No.	Name of the Region	Total Data collected (valid responses)	Occupation		
			Employed	Unemployed	Any Other
1	North	812	417	177	218
2	South	612	310	117	185
3	East	300	155	44	101
4	West	402	113	136	153
5	North – East	225	158	66	1
	Total Sample Size	2351	1153	540	658

IX. Region wise, Monthly Household Income distribution of the respondents

S. No.	Name of the Region	Total Data collected (valid responses)	Monthly Household Income (in US \$)			
			Below 600	600 - 900	900 - 1200	1200 and above
1	North	812	175	163	195	279
2	South	612	112	96	124	280
3	East	300	21	44	61	174
4	West	402	125	53	104	120
5	North – East	225	50	112	60	3
	Total Sample Size	2351	483	468	544	856



X. Region wise, Marital Status distribution of the respondents

S. No.	Name of the Region	Total Data collected (valid responses)	Marital Status		
			Employed	Unemployed	Any Other
1	North	812	413	356	43
2	South	612	301	266	45
3	East	300	150	113	37
4	West	402	184	179	39
5	North – East	225	124	96	5
	Total Sample Size	2351	1172	1010	169



XI. Percentage distribution of the individual keywords

Question no. 10:

The percentage distribution under “Others, if any” along with the keywords had written by the respondents is given below:

S. No.	Keyword (written by the respondents)	Percentage contribution of the keyword
1	Climate	0.042
2	Guide	0.042
3	Adventure	0.085
4	Culture	0.085
5	Lakes	0.042
6	Nature	0.042
7	Wildlife	0.042

Question no. 11:

The percentage distribution under “Others, if any” along with the keywords had written by the respondents is given below:

S. No.	Keyword (written by the respondents)	Percentage contribution of the keyword
1	Baidu.com	0.042
2	Booking.com	0.085



3	Google Blogs	0.170
4	Indostan.in	0.042
5	Instagram	0.042
6	Lonely Planet	0.255
7	Whatsapp	0.042
8	Tripso	0.042
9	Tumblr	0.042

Question no. 15:

The percentage distribution under “Any other source” along with the keywords had written by the respondents is given below:

S. No.	Keyword (written by the respondents)	Percentage contribution of the keyword
1	Travel books	0.127
2	Business Magazines	0.042
3	Travel Guides	0.042
4	Internet	0.170
5	Other travellers	0.127
6	Newspaper, TV	0.042
7	TV commercials	0.085

Question no. 16:

The percentage distribution under “Any other platform” along with the keywords had written by the respondents is given below:

S. No.	Keyword (written by the respondents)	Percentage contribution of the keyword
1	Lonely Planet	0.042
2	Tourism organizations	0.042
3	Travel Blogs	0.127
4	Trip Advisor	0.085
5	Internet	0.127



XII. Additional Information

The followings had included under additional information:

1. Why and how India as a Tourist Destination selected by the Foreign Tourists.
- 2 (a). Total money spent on publicity by Ministry of Tourism, Government of India.
- 2 (b). Out of which, how much spent on Social Media?

1. *Why and how India as a Tourist Destination selected by the Foreign Tourists.*

According to the report titled, "*Study on Tourism in the Overseas Market of Germany (2016)*" published by Ministry of Tourism, Government of India, the respondents were asked to indicate their "*source of information about India (as a tourist destination)*", and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. Websites/Internet	63%
2. Friends / Relatives	10%
3. Magazines/Books	8%
4. TV Serial	4%
5. TV Advertisement	2%
6. Posters / Billboards / Movies	2%
7. Newspaper	1%
8. Any other	10%

In the same study, the respondents were asked to indicate their reason for "*choosing India as a tourist destination*" and they were given the freedom to select multiple options. The reasons are listed as below:

1. Culture	14%
2. Heritage	10%
3. Religious Places	10%
4. Scenic Tourist Spots	10%
5. Variety of food on offer	9%
6. Wildlife /Adventure Sports	9%
7. Beaches	7%
8. Hill Stations and Mountains	6%
9. Yoga, Spiritualism and Meditation	5%
10. Theme Parks	4%
11. Fairs & Festivals	4%



7. Shopping	4%
8. To meet friends and relatives	3%
9. MICE	3%
10. Medical Tourism	1%
11. Others	1%

Similarly, in the “*Study on Tourism in the Overseas Market of Japan (2016)*” published by Ministry of Tourism, Government of India,” the respondents were asked to indicate their “*source of information about India (as a tourist destination)*”, and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. Websites/Internet	28.4%
2. Friends / Relatives	17.5%
3. Magazines/Books	15.9%
4. Consumer Fairs and Exhibitions	6.3%
5. Posters / Billboards / Movies	6.1%
6. TV Serial	4.7%
7. Customer Information Service	4.6%
8. Previous Visit	3.9%
9. TV Channel	3.1%
10. Trade Events	3.1%
11. Newspaper	2.9%
12. TV Advertisement	1.7%
13. TV Documentary	1.6%

In the same study, the respondents were asked to indicate their reason for “*choosing India as a tourist destination*” and they were given the freedom to select multiple options. The reasons are listed as below whereas the respondents were asked to indicate their reason for India visit. The maximum traction (43.3%) for India among these travellers from Japan exists because of the *holidays and leisure activities* that can be done here. The other reasons are given below:

1. Culture	15.2%
2. Heritage	14.9%
3. Hill Stations and Mountains	10%
4. Religious Places	10%
5. Variety of food on offer	8.9%
6. Beaches	8.4%



7. Shopping	4.9%
8. Scenic Tourist Spots	7.6%
9. Yoga, Spiritualism and Meditation	5.6%
10. Theme Parks	3.2%
11. To meet friends and relatives	3.7%
12. Wildlife /Adventure Sports	3.1%
13. Fairs & Festivals	2.6%
14. MICE	0.5%
15. Others	1.4%

Henceforth, the report titled, "*Study on Tourism in the Overseas Market of South Africa (2016)*" published by Ministry of Tourism, Government of India, the respondents were asked to indicate their "*source of information about India (as a tourist destination)*", and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. Friends / Relatives	33%
2. Websites/Internet	19%
3. Previous Visit	17%
4. It is the country where I have my roots	9%
5. Trade Events	6%
6. Customer Information Service	5%
7. Consumer Fairs and Exhibitions	3%
8. Posters / Billboards / Movies	3%
9. TV Advertisement	2%
10. Magazines/Books	1%
11. Newspaper	1%
12. TV Documentary	1%

In the same study, the respondents were asked to indicate their reason for "*choosing India as a tourist destination*" and they were given the freedom to select multiple options. The following were the reasons for choosing India for travel:

1. Yoga, Spiritualism and Meditation	11%
2. Beaches	11%
3. Religious Places	10%
4. Scenic Tourist Spots	10%
5. Hill Stations and Mountains	9%
6. Theme Parks	7%
7. Wildlife /Adventure Sports	7%



8. Variety of food on offer	7%
9. Shopping	6%
10. Fairs & Festivals	5%
11. Heritage	5%
12. Culture	4%
13. MICE	2%
14. To meet friends and relatives	2%
15. Medical Tourism	1%
16. Others	3%

The report titled, "*Study on Tourism in the Overseas Market of Russia (2015)*" published by Ministry of Tourism, Government of India, the respondents were asked to indicate their "*source of information about India (as a tourist destination)*", and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. Websites/Internet	59%
2. Friends / Relatives	11%
3. Posters / Billboards / Movies	7%
4. Magazines/Books	5%
5. TV Serial	4%
6. Previous Visit	1%
7. TV Advertisement	1%
8. Any other	12%

In the same study, the respondents were asked to indicate their reason for "*choosing India as a tourist destination*" and they were given the freedom to select multiple options. The following were the reasons for choosing India for travel:

1. Culture	14%
2. Scenic Tourist Spots	11%
3. Variety of food on offer	10%
4. Hill Stations and Mountains	9%
5. Beaches	9%
6. Wildlife /Adventure Sports	9%
7. Heritage	8%
8. Religious Places	8%
9. Yoga, Spiritualism and Meditation	6%
10. Theme Parks	4%



11. To meet friends and relatives	3%
12. Fairs & Festivals	3%
13. Shopping	3%
14. MICE	2%
15. Medical Tourism	1%

The report titled, "*Study on Tourism in the Overseas Market of Turkey (2015)*" published by Ministry of Tourism, Government of India, the respondents were asked to indicate their "*source of information about India (as a tourist destination)*", and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. Friends / Relatives	14%
2. TV Serial	12%
3. Previous Visit	12%
4. Trade Events	12%
5. Consumer Fairs and Exhibitions	11%
6. Websites/Internet	10%
7. Customer Information Service	10%
8. TV Advertisement	4%
9. Posters / Billboards / Movies	4%
10. Magazines/Books	4%
11. TV Channel	4%
12. TV Documentary	1%
13. Newspaper	1%
14. It is the country where I have my roots	1%

Additionally, in the same study, the respondents were asked to indicate their reason for "*choosing India as a tourist destination*" and they were given the freedom to select multiple options. The following were the reasons for choosing India for travel:

1. Culture	11%
2. Scenic Tourist Spots	11%
3. Heritage	10%
4. Religious Places	8%
5. Yoga, Spiritualism and Meditation	7%
6. Variety of food on offer	7%
7. Hill Stations and Mountains	7%



8. Fairs & Festivals	7%
9. Wildlife /Adventure Sports	6%
10. Shopping	6%
11. MICE	5%
12. Beaches	5%
13. Theme Parks	5%
14. To meet friends and relatives	2%
15. Medical Tourism	1%
16. Others	3%

Similarly, the report titled, "*Study on Tourism in the Overseas Market of United Kingdom (2011)*" published by Ministry of Tourism, Government of India, the respondents were asked to indicate their "*source of information about India (as a tourist destination)*", and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. My roots are in India	43%
2. Friends / relatives	34%
3. Previous visit	10%
4. Any other	5%
5. Websites / Internet	4%
6. Fairs & Festivals (India Stall)	1%
7. Give aways (festivals)	1%
8. Magazines / books	1%
9. Incredible India Road shows	1%

Henceforth, in the same study, the respondents were asked to indicate their reason for "*choosing India as a tourist destination*" and they were given the freedom to select multiple options. The following were the reasons for choosing India for travel:

1. To meet friends and relatives	38%
2. Culture	13%
3. Heritage	9%
4. Official / Business Purposes	8%
5. Shopping	6%
6. Variety of food on offer	5%
7. Hill stations and mountains	5%
8. Fairs and festivals	4%



9. Religious places	4%
10. Beaches	3%
11. MICE	2%
12. Wildlife/adventure sports	1%
13. Scenic tourist spots	1%
14. Yoga, spiritualism and meditation	1%

The report titled, “*Study on Tourism in the Overseas Market of United Arab Emirates (2011)*” published by Ministry of Tourism, Government of India, the respondents were asked to indicate their “*source of information about India (as a tourist destination)*”, and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. Friends / relatives	27%
2. My roots are in India	15%
3. Previous visit	14%
4. Incredible India Road shows	11%
5. Fairs & Festivals (India Stall)	9%
6. Magazines / books	8%
7. Digital (Facebook / You Tube)	6%
8. Give aways (festivals)	5%
9. Websites / Internet	2%
10. Television	2%

Similarly, in the same study, the respondents were asked to indicate their reason for “*choosing India as a tourist destination*” and they were given the freedom to select multiple options. The following were the reasons for choosing India for travel:

1. To meet friends and relatives	23%
2. Culture	12%
3. Shopping	8%
4. Religious places	8%
5. Beaches	7%
6. Heritage	7%
7. Variety of food on offer	6%
8. Hill stations and mountains	6%
9. Fairs and festivals	5%
10. Wildlife/adventure sports	3%



11. Official / Business Purposes	3%
12. Scenic tourist spots	2%
13. MICE	1%
14. Yoga, spiritualism and meditation	1%
15. Others	8%

And as per Ministry of Tourism, Government of India's report titled, "*Study on Tourism in the Overseas Market of Australia and New Zealand (2011)*", the respondents were asked to indicate their "*source of information about India (as a tourist destination)*", and they were given the freedom to select multiple options and followings were the reasons revealed by the respondents:

1. Country of my roots	44%
2. Friends / Relatives	39%
3. Previous visit	8%
4. Websites / Internet	5%
5. Bus wraps / Taxi wraps	1%
6. Any other	1%

Additionally, in the same study, the respondents were asked to indicate their reason for "*choosing India as a tourist destination*" and they were given the freedom to select multiple options. The following were the reasons for choosing India for travel:

1. To meet friends and relatives	38%
2. Culture	11%
3. Official / Business purposes	10%
4. Fairs and festivals	7%
5. Hill stations and mountains	5%
6. Heritage	5%
7. Shopping	5%
8. Variety of food on offer	5%
9. MICE	4%
10. Religious places	3%
11. Scenic tourist spots	3%
12. Wildlife/adventure sports	2%
13. Yoga, spiritualism and meditation	1%
14. Beaches	1%



S. No.	Name of the Country	Top three reasons under "source of information about India (as a tourist destination)"		
		Reason 1	Reason 2	Reason 3
1	Germany	Website / Internet	Friends / Relatives	Magazines / Books
2	Japan	Website / Internet	Friends / Relatives	Magazines / Books
3	South Africa	Friends / Relatives	Website / Internet	Previous Visit
4	Russia	Website / Internet	Friends / Relatives	Posters/Billboards/Movies
5	Turkey	Friends / Relatives	TV Serial	Previous Visit
6	United Kingdom	My roots are in India	Friends / Relatives	Previous Visit
7	United Arab Emirates	Friends / Relatives	My roots are in India	Previous Visit
8	Australia and New Zealand	Country of my roots	Friends / Relatives	Previous Visit

As per the responses mentioned in the above table, *Website / Internet* and *Friends / Relatives* are the prominent source of information about India as a tourist destination, for the foreign tourists.



S. No.	Name of the Country	Top three reasons for choosing India as a tourist destination by the foreign tourists		
		Reason 1	Reason 2	Reason 3
1	Germany	Culture	Heritage	Religious Places
2	Japan	Culture	Heritage	Hill stations and mountains
3	South Africa	Yoga, spiritualism and meditation	Beaches	Religious Places
4	Russia	Culture	Scenic tourists spots	Variety of food on offer
5	Turkey	Culture	Scenic tourists spots	Heritage
6	United Kingdom	To meet friends and relatives	Culture	Heritage
7	United Arab Emirates	To meet friends and relatives	Culture	Shopping
8	Australia and New Zealand	To meet friends and relatives	Culture	Official/ Business purposes

As per the responses mentioned in the above table, *Culture* is the prominent reason for foreign tourists to visit India whereas *Heritage*, *To meet friends and relatives*, *Religious Places* are the other reasons.

- 2 (a). Total money spent on publicity by Ministry of Tourism, Government of India.
2 (b). Out of which, how much spent on Social Media?

As per the information received from Information Technology (IT) Division of Ministry of Tourism, Government of India, a separate social media section was formed (under IT Division) about one and a half years back and during 2016-17 has spent Rs. 47.80 Lakh on social media activities. Whereas, the information received from Publicity Division, Ministry of Tourism, Government of India, during the financial year 2015-16, the total expenditure on social media projects was Rs. 32,75,99,655/-.



XII. Project Team

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The source of the photos displayed on the cover page are:
<http://www.makeuseof.com/tag/6-best-social-media-apps-travelers/>
<https://dribbble.com/shots/1243791-Round-Transparent-Social-Media-Icons-Psd>



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