

Impact of Social Media in Tourism Marketing

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ARTICLE INFO

Received: 18 Nov 2024

Revised: 25 Dec 2024

Accepted: 12 Jan 2025

ABSTRACT

The impact of social media on tourism marketing in Tamil Nadu has been transformative, leveraging the power of digital platforms to boost the state's tourism sector. Social media channels like Facebook, Instagram, and Twitter enable tourism authorities to reach a global audience, showcasing Tamil Nadu's rich cultural heritage, historic landmarks, and scenic beauty through compelling visuals and engaging content. User-generated content, such as reviews and travel experiences, plays a pivotal role in influencing potential tourists' decisions, adding authenticity and relatability to promotional efforts. Additionally, social media facilitates real-time communication and crisis management, allowing prompt responses to tourists' queries and concerns. Overall, the integration of social media into tourism marketing strategies has significantly enhanced the visibility and appeal of Tamil Nadu as a premier travel destination, contributing to the growth and sustainability of its tourism industry.

Keywords: Social Media, Travel, Tourism Marketing, Tourists

INTRODUCTION

The advent of social media has revolutionized tourism marketing in Tamil Nadu, transforming how the state's rich cultural heritage, historical landmarks, and natural beauty are showcased to the world. By harnessing the power of platforms like Facebook, Instagram, and Twitter, tourism authorities can reach a global audience, engaging potential visitors with captivating visuals and interactive content. Social media also empowers tourists to share their experiences through user-generated content, which significantly influences the travel decisions of others. Moreover, these platforms facilitate real-time communication and crisis management, enhancing the overall tourist experience. In essence, social

media has become an indispensable tool in promoting Tamil Nadu's tourism sector, driving growth and fostering a vibrant tourism community.

REVIEW OF LITERATURE

Tafveez (2017) observes that consumers engage with social networking sites to make informed decisions about their travels and share personal experiences from hotels, restaurants, or airlines. Social media, which comprises internet-based applications with consumer-created content, facilitates higher levels of social interaction among travelers. Weber (2009) describes it as an online site for people with similar interests to share opinions, thoughts, and comments. From a marketer's perspective, it serves as a platform for marketers and target audiences to engage in important online discussions for free or partially free (Levinson and Gibson, 2010). For consumers, the value of social media lies in its richness in personal experiences and the trustworthiness of electronic word-of-mouth (Kumar, 2014). The term 'social media' first appeared in 2004 with LinkedIn's introduction of online technology for social networking, allowing users to communicate and share information easily. The extensive use of social media has reshaped tourism promotion.

A study by Fortis et al. (2012) reveals that social media is predominantly used after holidays and significantly influences holiday plans prior to final decisions. User-generated information is viewed as more reliable and dependable than tourism websites, mass media advertising, and travel agencies. Kim et al. (2013) found that social media can significantly affect tourists' emotions and improve their experiences. Similarly, Sahin & Sengun (2015) highlight that the tourism decisions of young generations are highly influenced by personal experiences and comments on social media. Additionally, Constantinides & Fountain (2008) established that social media might influence purchasing behavior, at least as demonstrated by input-processing response models. Yoo, Lee, Gretzel, and Fesenmaier (2009) found that official tourist bureau websites are considered more reputable when user-generated content is included compared to review sites, travel blogs, social networking sites, and content communities. Social media is mainly used before trips, with very little use during and after trips. Tourism is a highly information-intensive sector, and social networking has become a valuable platform for travelers to share their experiences and obtain information (Cox, Burgess, Sellitto, and Buultjens, 2009). Countries and local destinations face competition similar to consumer goods and must differentiate themselves from rivals (Dinnie, 2008).

The main sources for customers' travel and tourism-related information were predominantly controlled by actors within the tourism industry, and these resources tend to largely portray the bright side of destinations and experiences, albeit with inherent bias (Berhanu & Raj, 2020). The rise of digital technologies, particularly social media, has empowered tourists to gather unbiased information to make their travel decisions (Khan, 2017). Social media has been instrumental in reforming the tourism industry by providing novel and creative approaches to communication, information propagation, and information sharing (Oliveira et al., 2020). An increasing number of organizations in the tourism industry utilize these platforms to engage with tourists and influence their purchase decisions. Social media platforms are actively used by hotels, travel agencies, and hospitality companies to share

information, recommendations, and opinions to pursue a competitive advantage. These platforms have become instrumental for tourists to learn about other tourists' travel experiences and ascertain authentic information about tourist destinations. Popular social media platforms such as Facebook, Instagram, Twitter, and YouTube have become the mainstay of tourism-related content, providing affordable, effective, and authentic information to potential tourists across the globe (Gossling, 2021). Tourists' decisions towards a destination are highly influenced by individuals (such as influencers) or organizations while they search for information on social media (Bu et al., 2021). The level of tourists' satisfaction, as well as their intention to revisit the place or positively recommend it to others (such as friends, relatives, peer groups), are influenced by the content created and shared on various social media platforms (Kaosiri, 2019).

According to Chung et al. (2010), the positive effect that had been created by the tourist sector has motivated a number of nations to concentrate their efforts on enhancing the quality of their tourism services. With a particular emphasis on hospitality and tourism marketing research as well as the fundamentals of marketing hospitality and tourism businesses through social media, Bing Pan (2012) highlighted the significance of traditional theories, such as social exchange theory, social penetration theory, and social network theory, in the investigation of the paradigm shifts that have been brought about by social media. According to Drury (2008), the substance of advertising and branding material should deliver relevant value-added information that should be more about the customer than it should be about direct product placement. This is because social media platforms are becoming more popular. When businesses provide assistance to their consumers via various social media platforms, they increase the likelihood of establishing long-term connections with those customers, which in turn supports the development and recognition of the brand.

OBJECTIVES OF THE STUDY

- To analyse the factors behind social media on tourism marketing in Tamil Nadu
- To determine the Benefits and drawbacks in social media on tourism marketing in Tamil Nadu

RESEARCH PROBLEM

The research problem focuses on understanding the impact of social media on tourism marketing in Tamil Nadu. With the widespread use of platforms like Facebook, Instagram, and Twitter, tourism authorities and stakeholders are increasingly leveraging these digital tools to promote the state's rich cultural heritage, historical landmarks, and natural beauty. However, there is a need to comprehensively analyze how social media influences tourists' decision-making processes, engagement levels, and overall satisfaction. Additionally, it is crucial to examine the challenges and drawbacks faced by tourism marketers in effectively utilizing social media, such as managing negative feedback, addressing privacy concerns, and maintaining brand consistency. This research aims to identify the benefits and limitations of social media in tourism marketing and provide actionable insights for optimizing digital strategies to enhance Tamil Nadu's appeal as a premier travel destination.

RESEARCH METHODOLOGY

Research Design: A mixed-methods approach will be employed, combining both quantitative and qualitative research methods to provide a comprehensive understanding of the subject matter.

Data Collection:

Primary Data: Surveys and questionnaires will be distributed to tourists using social media to gather firsthand information on their experiences. 250 questionnaires were distributed to tourists in 10 popular areas in Tamil Nadu famous for tourism. 211 filled in complete questionnaires were returned by the tourists. Remaining 39 (15.6%) were incomplete questionnaires. Hence the sample size for the study was fixed as 211 (84.4%).

Secondary Data: Relevant literature, industry reports, and previous studies on social media and tourism marketing will be reviewed to provide context and support for the primary data.

Sampling: A simple random sampling technique will be used to ensure representation from different age groups, genders, and geographical locations. The sample size will be determined based on the population of tourists and stakeholders in Tamil Nadu.

Area of the study:

Tamil Nadu is a state rich in cultural heritage, historical landmarks, and natural beauty. Some of the prominent geographical locations that attract tourists included in the study are as follows:

Chennai the capital city, known for its beaches, colonial architecture, and vibrant cultural scene. **Mahabalipuram** famous for its ancient temples and rock-cut sculptures, including the Shore Temple and the Five Rathas. **Kanyakumari** located at the southernmost tip of India, it is known for its stunning sunrise and sunset views, as well as the Vivekananda Rock Memorial. **Madurai** renowned for the Meenakshi Amman Temple, a masterpiece of Dravidian architecture, and its bustling markets. **Ooty** a popular hill station in the Nilgiris, known for its lush landscapes, tea gardens, and the Nilgiri Mountain Railway. **Kodaikanal** is another beautiful hill station, famous for its serene lakes, waterfalls, and pleasant climate. **Rameswaram** a sacred pilgrimage site, home to the Ramanathaswamy Temple and the Pamban Bridge. **Thanjavur** is known for the Brihadeeswarar Temple, a UNESCO World Heritage site, and its rich cultural history. **Coimbatore** an industrial city that also serves as a gateway to the Western Ghats and nearby hill stations like Coonoor. **Trichy(Tiruchirappalli)** famous for the Rockfort Temple and the ancient city of Srirangam with its massive temple complex.

Data Analysis:

Statistical tools such as t-tests, ANOVA, and Principal Component Analysis (PCA) will be used to analyze the survey data and identify patterns and correlations between social media use and tourism marketing effectiveness.

ANALYSIS

Table:1. Frequency distribution of Demographic factors of Tourists

Particulars		Frequency (n=211)	Percent
Age	Below 25 years	36	17.1
	25 years - 35 years	65	30.8
	35 years - 45 years	48	22.7
	45 years - 55 years	36	17.1
	55 years and above	26	12.3
Gender	Male	116	55.0
	Female	95	45.0
Geographical Locations	Chennai	42	19.91
	Mahabalipuram	21	9.95
	Kanyakumari	18	8.53
	Madurai	28	13.27
	Ooty	33	15.64
	Kodaikanal	24	11.37
	Rameswaram	15	7.11
	Thanjavur	12	5.69
	Coimbatore	10	4.74
	Trichy (Tiruchirappalli)	8	3.79

Source: Primary data

The table1 presents a frequency distribution of demographic factors among 211 tourists, based on primary data. In terms of age distribution, the highest proportion of tourists falls within the 25 to 35 years age group, accounting for 30.8% of the total sample. This is followed by the 35 to 45 years age group, which makes up 22.7% of the tourists. Both the below 25 years and the 45 to 55 years age groups have equal representation, each comprising 17.1% of the tourists. The least represented age group is those 55 years and above, making up 12.3%. In terms of gender distribution, males constitute a majority at 55.0% (116 individuals), while females account for 45.0% (95 individuals) of the tourists. This demographic breakdown provides a clear view of the age and gender composition of the tourist sample.

Among the surveyed locations, Chennai attracts the highest number of tourists, with 42 individuals accounting for 19.91% of the total sample. This is followed by Ooty, which draws 33 tourists, representing 15.64% of the sample. Madurai comes next with 28 tourists (13.27%), and Kodaikanal follows with 24 tourists (11.37%). Mahabalipuram attracts 21 tourists, making up 9.95% of the total, while Kanyakumari sees 18 tourists (8.53%). Rameswaram is visited by 15 tourists (7.11%), Thanjavur by 12 tourists (5.69%), and Coimbatore by 10 tourists (4.74%). The least visited location in this sample is Trichy (Tiruchirappalli), with 8 tourists, accounting for 3.79% of the total. This distribution highlights

the varying levels of tourist interest across different locations in Tamil Nadu, with major urban centers and popular hill stations attracting the most visitors.

Table:2. t test for Gender of Tourists and Factors behind Social Media in Tourism Marketing

Particulars	t-test for Equality of Means		t-test for Equality of Means		
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Factors behind Social Media in Tourism Marketing	0.042	209	0.000**	0.043	1.045

Source: Statistically analysed data

The table 2 presents the results of a t-test for gender differences among tourists concerning the factors behind the use of social media in tourism marketing. The t-test for equality of means shows a t-value of 0.042 with 209 degrees of freedom (df). The significance level (Sig. 2-tailed) is 0.000, indicating a highly significant difference between male and female tourists regarding the factors behind social media use in tourism marketing. The mean difference between the groups is 0.043, with a standard error difference of 1.045. These results suggest that gender plays a significant role in how tourists perceive the factors behind social media's impact on tourism marketing. The statistically analyzed data underlines this significant difference, highlighted by the p-value being below the conventional threshold of 0.05.

Table:3. One-way analysis for Age of Tourists and Factors behind Social Media in Tourism Marketing

Particulars		Sum of Squares	df	Mean Square	F	Sig.
Factors behind Social Media in Tourism Marketing	Between Groups	93.521	4	23.380	0.407	0.004**
	Within Groups	11840.451	206	57.478		
	Total	11933.972	210			

Source: Statistically analysed data

The table 3 presents the results of a one-way analysis of variance (ANOVA) examining the relationship between the age of tourists and the factors behind social media use in tourism marketing. The analysis compares the variations between different age groups (between groups) and within each age group (within groups).

The sum of squares between groups is 93.521, with 4 degrees of freedom (df), resulting in a mean square of 23.380. The sum of squares within groups is 11840.451, with 206 degrees of freedom, leading to a mean square of 57.478. The total sum of squares is 11933.972. The F-value for this analysis is 0.407, with a significance level (Sig.) of 0.004, indicating a statistically significant difference among the age groups concerning the factors behind social media use in tourism marketing. This low p-value (below the conventional threshold of 0.05) suggests that age plays a significant role in shaping tourists'

perceptions of social media's impact on tourism marketing. The data, statistically analyzed, highlights these differences effectively.

Table:4. Total Variance for Factors behind Social Media in Tourism Marketing

Factors	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.272	22.715	22.715
2	2.031	20.315	43.030
3	1.985	19.851	62.881
4	1.569	15.695	78.576

Source: Statistically analysed data

Extraction Method: Principal Component Analysis

The table 4 showcases the total variance for different factors behind the use of social media in tourism marketing, as explained through rotation sums of squared loadings. It lists four distinct factors and their contributions to the variance. The first factor accounts for a total variance of 2.272, representing 22.715% of the overall variance. The second factor contributes 2.031 to the total variance, making up 20.315% of the variance. Combined, these two factors account for 43.030% of the variance. The third factor has a total variance of 1.985, which represents 19.851% of the overall variance, bringing the cumulative variance to 62.881%. Lastly, the fourth factor adds 1.569 to the total variance, accounting for 15.695%, and the cumulative variance reaches 78.576%. This analysis helps in understanding the importance and impact of each factor in the context of social media's influence on tourism marketing.

Table:5. Principal Component Analysis of Factors behind Social Media in Tourism Marketing

Factors	Particulars	Factor Loadings			
		1	2	3	4
I	Building Community	0.856			
	Influencer Marketing	0.824			
	Visual Storytelling	0.705			
	Authentic Experiences	0.559			
II	Enhanced Visibility		0.883		
	Engagement and Interaction		0.839		
III	Crisis Communication			0.957	
	Targeted Advertising			0.947	
IV	User-Generated Content				0.860
	Real-Time Updates and Campaigns				0.787

Source: Statistically analysed data

Note: Extraction Method - Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Rotation converged in 6 iterations

The table 5 illustrates the results of a Principal Component Analysis (PCA) on the factors behind social media use in tourism marketing, using Varimax rotation with Kaiser normalization.

Factor I is strongly associated with "Building Community" (0.856), "Influencer Marketing" (0.824), "Visual Storytelling" (0.705), and "Authentic Experiences" (0.559). These variables highlight the importance of creating a connected and engaged community through social media.

Factor II emphasizes "Enhanced Visibility" (0.883) and "Engagement and Interaction" (0.839). These factors underscore the role of social media in increasing the visibility of tourism services and fostering interactions with potential tourists.

Factor III is dominated by "Crisis Communication" (0.957) and "Targeted Advertising" (0.947). These factors reflect the significance of using social media for managing communications during crises and targeting specific audiences with advertisements.

Factor IV includes "User-Generated Content" (0.860) and "Real-Time Updates and Campaigns" (0.787). These factors highlight the value of content created by users and the ability to provide timely updates and run campaigns effectively through social media.

Figure:1. Revised Hypothesised model of Factors behind Social Media in Tourism Marketing

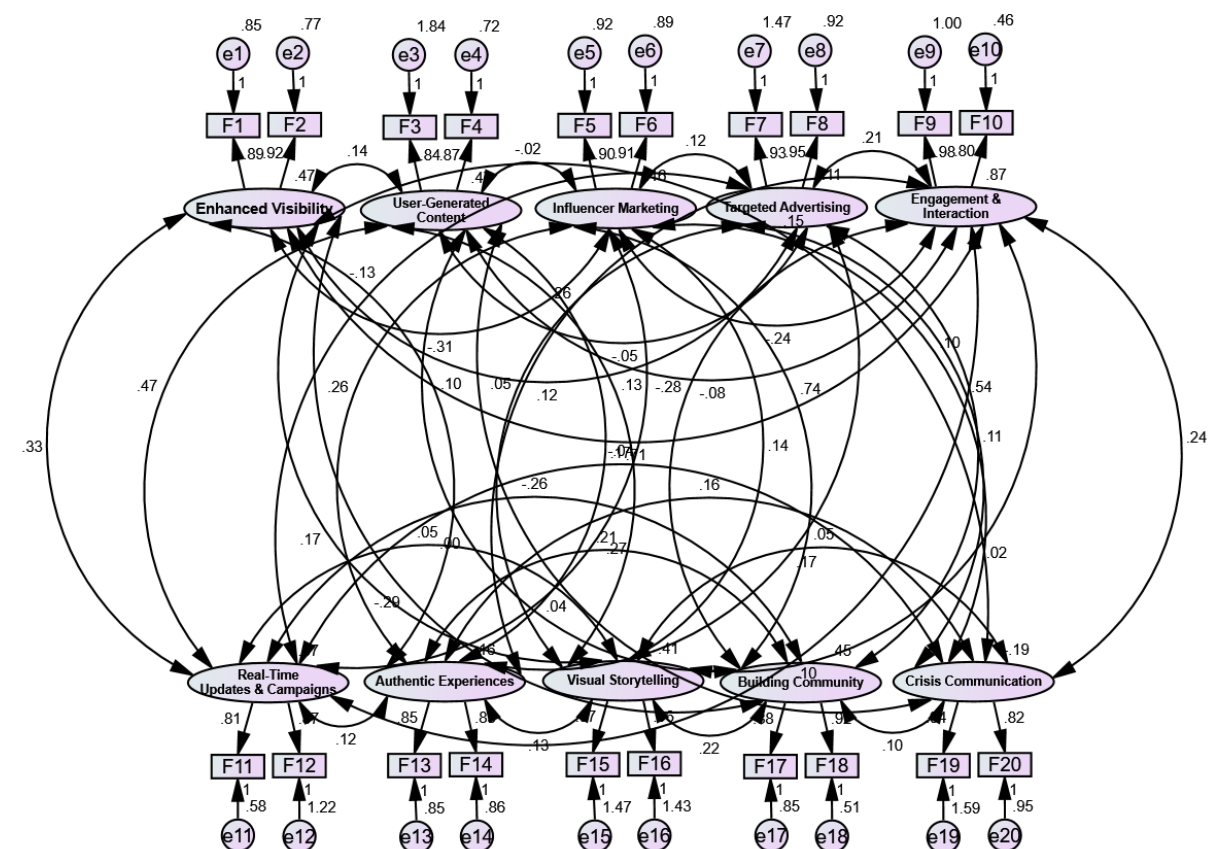


Table:6. Measurement Model of Factors behind Social Media in Tourism Marketing

Item(s)	Factor Item	CFA Loading	Cronbach α (Item wise)	Composite Reliability (CR)	AVE
Enhanced Visibility					
Global Reach	F1	0.890	0.909	0.889	0.799
Visual Content	F2	0.920	0.879		
User-Generated Content					
Authentic Reviews	F3	0.840	0.939	0.906	0.828
Peer Influence	F4	0.870	0.880		
Influencer Marketing					
Influencer Endorsements	F5	0.900	0.923	0.908	0.832
Diverse Audience	F6	0.910	0.901		
Targeted Advertising					
Precision Marketing	F7	0.930	0.881	0.893	0.807
Cost Efficiency	F8	0.950	0.915		
Engagement and Interaction					
Real-Time Communication	F9	0.980	0.895	0.891	0.804
Community Building	F10	0.800	0.898		
Real-Time Updates and Campaigns					
Timely Promotions	F11	0.810	0.888	0.913	0.840
Campaign Flexibility	F12	0.870	0.944		
Authentic Experiences					
Unique Attractions	F13	0.850	0.900	0.878	0.783
Local Culture	F14	0.830	0.869		
Visual Storytelling					
Emotional Connection	F15	0.970	0.927	0.902	0.822
Engaging Content	F16	0.960	0.886		
Building Community					
Fostering Connections	F17	0.880	0.914	0.903	0.823
Loyalty and Advocacy	F18	0.920	0.900		
Crisis Communication					
Rapid Response	F19	0.940	0.877	0.891	0.803
Transparency	F20	0.820	0.915		

Source: Statistically Analyzed Data

The table 6 provides a measurement model for various factors behind social media use in tourism marketing, utilizing Confirmatory Factor Analysis (CFA). It presents the factor loadings, Cronbach's alpha (α) for individual items, Composite Reliability (CR), and Average Variance Extracted (AVE) for each factor.

Enhanced Visibility includes "Global Reach" (F1) with a factor loading of 0.890, a Cronbach's alpha of 0.909, a composite reliability of 0.889, and an AVE of 0.799. "Visual Content" (F2) has a factor loading of 0.920 and a Cronbach's alpha of 0.879.

User-Generated Content comprises "Authentic Reviews" (F3) with a factor loading of 0.840, a Cronbach's alpha of 0.939, a composite reliability of 0.906, and an AVE of 0.828. "Peer Influence" (F4) has a factor loading of 0.870 and a Cronbach's alpha of 0.880.

Influencer Marketing includes "Influencer Endorsements" (F5) with a factor loading of 0.900, a Cronbach's alpha of 0.923, a composite reliability of 0.908, and an AVE of 0.832. "Diverse Audience" (F6) has a factor loading of 0.910 and a Cronbach's alpha of 0.901.

Targeted Advertising comprises "Precision Marketing" (F7) with a factor loading of 0.930, a Cronbach's alpha of 0.881, a composite reliability of 0.893, and an AVE of 0.807. "Cost Efficiency" (F8) has a factor loading of 0.950 and a Cronbach's alpha of 0.915.

Engagement and Interaction includes "Real-Time Communication" (F9) with a factor loading of 0.980, a Cronbach's alpha of 0.895, a composite reliability of 0.891, and an AVE of 0.804. "Community Building" (F10) has a factor loading of 0.800 and a Cronbach's alpha of 0.898.

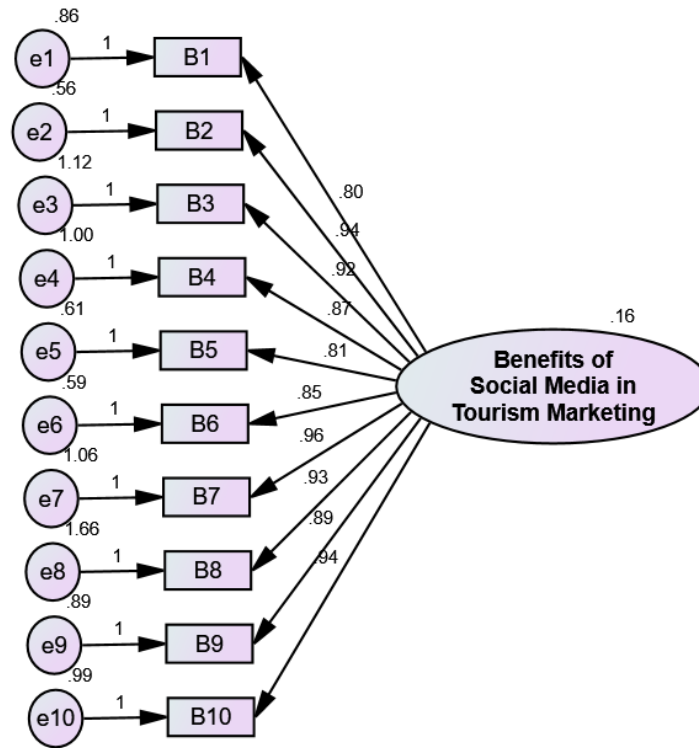
Real-Time Updates and Campaigns comprises "Timely Promotions" (F11) with a factor loading of 0.810, a Cronbach's alpha of 0.888, a composite reliability of 0.913, and an AVE of 0.840. "Campaign Flexibility" (F12) has a factor loading of 0.870 and a Cronbach's alpha of 0.944.

Authentic Experiences includes "Unique Attractions" (F13) with a factor loading of 0.850, a Cronbach's alpha of 0.900, a composite reliability of 0.878, and an AVE of 0.783. "Local Culture" (F14) has a factor loading of 0.830 and a Cronbach's alpha of 0.869.

Visual Storytelling comprises "Emotional Connection" (F15) with a factor loading of 0.970, a Cronbach's alpha of 0.927, a composite reliability of 0.902, and an AVE of 0.822. "Engaging Content" (F16) has a factor loading of 0.960 and a Cronbach's alpha of 0.886.

Building Community includes "Fostering Connections" (F17) with a factor loading of 0.880, a Cronbach's alpha of 0.914, a composite reliability of 0.903, and an AVE of 0.823. "Loyalty and Advocacy" (F18) has a factor loading of 0.920 and a Cronbach's alpha of 0.900.

Crisis Communication comprises "Rapid Response" (F19) with a factor loading of 0.940, a Cronbach's alpha of 0.877, a composite reliability of 0.891, and an AVE of 0.803. "Transparency" (F20) has a factor loading of 0.820 and a Cronbach's alpha of 0.915.

Figure:2. Revised Hypothesised model of Benefits of Social Media in Tourism Marketing**Table:7. Measurement Model of Benefits of Social Media in Tourism Marketing**

Item(s)	Factor Item	CFA Loading	Cronbach α (Item wise)	Composite Reliability (CR)	AVE
Broad Reach	B1	0.800	0.895	0.979	0.826
Cost-Effective	B2	0.940	0.969		
Real-Time Engagement	B3	0.920	0.909		
User-Generated Content	B4	0.870	0.874		
Visual Appeal	B5	0.810	0.921		
Influencer Partnerships	B6	0.850	0.909		
Targeted Marketing	B7	0.960	0.873		
Analytics and Insights	B8	0.930	0.927		
Community Building	B9	0.890	0.916		
Crisis Communication	B10	0.940	0.894		

Source: Statistically Analyzed Data

The table 7 provides a measurement model of the benefits of social media in tourism marketing, using Confirmatory Factor Analysis (CFA)

Broad Reach (B1) has a factor loading of 0.800, a Cronbach's alpha of 0.895, a composite reliability of 0.979, and an AVE of 0.826. Cost-Effective (B2) has a high factor loading of 0.940 and a Cronbach's alpha of 0.969, indicating strong internal consistency. Real-Time Engagement (B3) shows a factor loading of 0.920, with a Cronbach's alpha of 0.909, demonstrating high reliability. User-Generated Content (B4) has a factor loading of 0.870 and a Cronbach's alpha of 0.874, suggesting strong internal consistency. Visual Appeal (B5) exhibits a factor loading of 0.810, with a Cronbach's alpha of 0.921, indicating a strong relationship.

Influencer Partnerships (B6) has a factor loading of 0.850 and a Cronbach's alpha of 0.909, showcasing high reliability. Targeted Marketing (B7) has a very high factor loading of 0.960 and a Cronbach's alpha of 0.873, indicating significant consistency. Analytics and Insights (B8) shows a factor loading of 0.930 and a Cronbach's alpha of 0.927, indicating robust internal consistency. Community Building (B9) has a factor loading of 0.890 and a Cronbach's alpha of 0.916, suggesting strong reliability. Crisis Communication (B10) has a high factor loading of 0.940 and a Cronbach's alpha of 0.894, demonstrating excellent internal consistency.

Figure:3. Revised Hypothesised model of Drawbacks of Social Media in Tourism Marketing

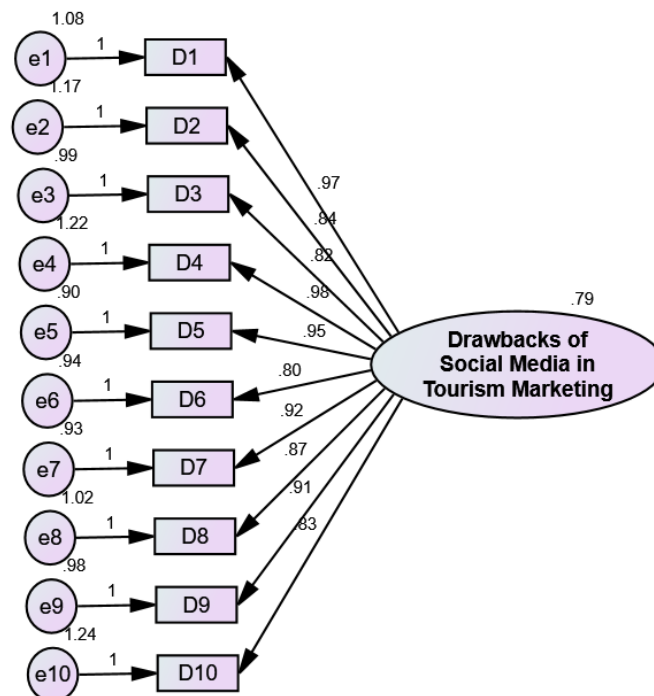


Table:8. Measurement Model of Drawbacks of Social Media in Tourism Marketing

Item(s)	Factor Item	CFA Loading	Cronbach α (Item wise)	Composite Reliability (CR)	AVE
Negative Feedback	D1	0.970	0.894	0.959	0.702
Time-Consuming	D2	0.840	0.802		
High Competition	D3	0.820	0.814		
Fake Reviews and Misinformation	D4	0.980	0.836		
Privacy Concerns	D5	0.950	0.810		
Dependence on Algorithms	D6	0.800	0.810		
Short Attention Spans	D7	0.920	0.865		
Over-Reliance on Visuals	D8	0.870	0.854		
Ethical Concerns	D9	0.910	0.810		
Brand Consistency	D10	0.830	0.876		

Source: Statistically Analyzed Data

The table details the measurement model of various drawbacks associated with social media use in tourism marketing, as analyzed using Confirmatory Factor Analysis (CFA). It lists items along with their factor loadings, Cronbach's alpha (α) for individual items, Composite Reliability (CR), and Average Variance Extracted (AVE).

Negative Feedback (D1) has a high factor loading of 0.970, a Cronbach's alpha of 0.894, a composite reliability of 0.959, and an AVE of 0.702, indicating strong internal consistency and significant impact. Time-Consuming (D2) shows a factor loading of 0.840 and a Cronbach's alpha of 0.802, reflecting its reliability as a significant drawback. High Competition (D3) has a factor loading of 0.820 and a Cronbach's alpha of 0.814, highlighting the competitive nature of social media marketing. Fake Reviews and Misinformation (D4) shows a factor loading of 0.980, with a Cronbach's alpha of 0.836, indicating a high level of concern regarding misinformation. Privacy Concerns (D5) has a high factor loading of 0.950 and a Cronbach's alpha of 0.810, emphasizing the importance of privacy issues.

Dependence on Algorithms (D6) shows a factor loading of 0.800 and a Cronbach's alpha of 0.810, reflecting the reliance on algorithms in social media marketing. Short Attention Spans (D7) has a factor loading of 0.920 and a Cronbach's alpha of 0.865, indicating its significance as a drawback in capturing users' attention. Over-Reliance on Visuals (D8) shows a factor loading of 0.870 and a Cronbach's alpha of 0.854, highlighting the challenge of depending heavily on visual content. Ethical Concerns (D9) has a factor loading of 0.910 and a Cronbach's alpha of 0.810, underscoring ethical issues in social media marketing. Brand Consistency (D10) shows a factor loading of 0.830 and a Cronbach's alpha of 0.876, reflecting the challenge of maintaining consistent branding across social media platforms.

SUGGESTIONS AND DISCUSSIONS

Social media has significantly impacted tourism marketing in Tamil Nadu by enhancing destination branding, increasing visibility, and fostering engagement with potential tourists. User-generated content, such as reviews and travel experiences shared by tourists, plays a crucial role in influencing the decision-making process of potential visitors. Social media also enables real-time communication and crisis management, allowing tourism authorities to address concerns and provide timely information to travellers. Social media has become an indispensable tool for promoting tourism in Tamil Nadu, driving economic growth, and enhancing the visitor experience.

CONCLUSION

In conclusion, social media has profoundly transformed tourism marketing in Tamil Nadu, offering new avenues for reaching and engaging with potential tourists. By leveraging platforms such as Facebook, Instagram, and Twitter, tourism authorities can showcase the state's diverse attractions, from its rich cultural heritage to its stunning natural landscapes. User-generated content, like reviews and travel stories, adds authenticity and influences the travel decisions of potential visitors. The real-time nature of social media also aids in effective crisis communication and management, ensuring timely information dissemination. Overall, social media not only boosts visibility and promotes tourism in Tamil Nadu but also fosters a sense of community among travellers, enhancing their overall experience and contributing to the state's economic growth.

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