

## **Study on Impact of Social Media in Destination Planning**

**Mr. Paras Rughani**

*Research Scholar*

*Gujarat Technological University*

[Rughani.paras@gmail.com](mailto:Rughani.paras@gmail.com)

**Dr. Keyur Nayak**

Laxmi Institute of Management

[keyurdhuya@gmail.com](mailto:keyurdhuya@gmail.com)

**Dr Viral Bhatt**

Sal Institute of Management

[viral.bhatt@sal.edu.in](mailto:viral.bhatt@sal.edu.in)

**ABSTRACT :** Undoubtedly, one of the most vibrant economic sectors in the world is tourism. Businesses have been profoundly impacted by the advances of social media, mostly because they have made new marketing methods possibly easy and more accessible. The tie-in of tourism and social media in today's world is highly synchronised. The way people decide now is very different owing to social media. People rely on other people's reviews to choose whether or not to trust a travel service. From researching destinations to finding accommodations and activities, social media has become an integral part of the travel experience. Hence, social media and its increased dominion in the field of tourism have brought forward various conscious and inadvertent mechanisms of tourist judgment through an affluence of information and analysis. The research conducted here determines the influence of social media in selection of their travel destinations amongst the tourists in Gujarat. Along the lines it also helps in understanding the elements of social media marketing impacting their decision regarding finalizing the destination to travel. Both international and national tourism shall be essential determinants of this study.

**Keywords:** Social Media, Destination Marketing, Destination Planning, Social media, Tourism, Customer behaviour, Destination branding, Technology

**Introduction to Study:** Social media's addition has caused a paradigm shift in communication methods globally by enabling users to connect, observe, and share information. User-generated content (UGC) has dramatically increased in recent years as the knowledge society has developed along with the Internet and social media. Social media is the tool used by destination marketing organisations (DMOs) to promote their locations and build relationships with potential tourists. They disseminate breath-taking images and videos of the nearby sights, activities, and events, inspiring tourists to go there. DMOs interact with passengers on social media by responding to their queries, offering advice, and promoting exclusive offers.

Tourism destination marketing is heavily reliant on social media. Tourists can use it as a platform to share their trip tales, along with images, videos, and opinions about various locations, lodging options, and activities. Because prospective travellers are more likely to believe the reviews and advice of their peers than traditional advertising, user-generated content has a significant impact on the travel industry. In addition, social media influencers with a sizable fan base on websites like Instagram, YouTube, and TikTok have developed into significant figures in the destination marketing industry. In order to reach their following, who are frequently young and daring travellers, DMOs collaborate with these influencers.

In general, destination marketing has changed thanks to social media, becoming more involved and interesting for tourists. It enables both passengers to interact with destinations and share their experiences as well as DMOs to promote their locations and establish more direct and intimate connections with potential visitors. Social media data can be analysed using GIS to identify popular tourist attractions, trending topics, and customer reviews, which can be used to create tailored tourism experiences that cater to the specific needs and interests of different tourist groups. For example, by analysing social media data, tourism planners can identify the most popular tourist activities in a destination and develop tourism packages that combine these activities to create unique and memorable experiences for tourists.

Hence, the tourist sector has long been seen as an engine for local growth since it

generates employment opportunities, boosts consumer spending, and boosts export earnings. Tourism encompasses a range of cultural, social, and economic activities that entail individuals moving from their residential areas to other locations, both domestically and internationally, for purposes such as relaxation, indulging in local cuisine, entertainment, shopping, leisure activities, education, business, spiritual experiences, health and wellness, and visiting friends and family. This involves transportation to the chosen destination and arrangements for accommodation. There are various forms of tourism, including but not limited to, sports tourism, religious tourism, medical tourism, cultural tourism, rural tourism, spiritual tourism, tea tourism, and wine tourism.

The objective of this research was to examine the impact of social network communication on destination selection and its significance for potential tourists. To achieve this aim, an empirical study was conducted using a self-administered online questionnaire that was structured based on previous literature and adapted to suit the study's requirements. The study aimed to determine whether respondents perceived social networks to be effective tools for communication and simplifying the information gathering process when selecting a destination, as well as whether they found the information collected to be helpful and relevant.

The survey was distributed online through Google Forms and shared widely to capture as broad a range of participants as possible. A convenience sampling method was employed, selecting participants who used social networks in Rajkot. A sample size of 150 was taken for questionnaires and were fully completed and deemed adequate for factor analysis. It was crucial to recruit a homogeneous sample of social media users to ensure consistency in the results.

Despite the growing importance of social media in promoting travel and tourism in various locations throughout the world, limited study has been done on the relationship between social media use and travel destination choice. This study tries to evaluate the influence of social media on individuals' choice of travel destinations based on this scant empirical information.

This study will advance our understanding of social media's role in the growth of the tourism industry.

**Literature Review of the Study:** Blackshaw (2006) identifies "Social Media" as internet-based programmes that provide user-generated content, which includes media impressions made by users, often informed by relevant experience, and preserved or shared online for quick access by other consumers with impressionable tastes. In a technical sense, social media refers to a multiplicity of applications that let users "Post," "Tag," "Digg," or "Blog" on the internet. With the aim of educating one another about goods, services, brands, and concerns, customers create, initiate, disseminate, and use a variety of new and evolving sources of online knowledge, which are included in the material produced by these applications (Blackshaw and Nazzaro, 2006).

Social media has evolved into a vital platform for businesses as it enables marketers to maintain effective client relationships. Users write their own reviews on blogs, visual communities, and social networking platforms, creating a platform for sharing any music, video, photo, or other media files on YouTube, Flickr, and the internet (Xiang and Gretzel, 2010; Pan et al., 2007). A destination will be satisfactorily visible, according to Kiráová (2014) and Pergolino et al. (2012), through a well-designed communications plan that focuses on social media. Using this communication plan will enhance brand awareness, brand engagement, online word of mouth (WOM), friends like trust, and social validation.

User-generated content (UGC) has significantly increased in the travel, tourism, and hospitality industries, especially with the explosive growth of online travel reviews (OTRs). For instance, TripAdvisor-branded websites claimed to have the largest travel community in the world with more than 320 million reviews and opinions covering more than 6.2 million attractions, lodgings, and restaurants. Booking.com, Reviews, claimed to have more than 75 million verified hotel reviews from actual guests (TripAdvisor.com, About Us).

There have been many studies on the influence of UGC, and especially OTRs, as types of electronic word-of-mouth (eWOM) marketing of travel-related decisions as well as on the destination image formation. Moreover, to a certain extent, travel-related writings, as travelogues, travel blogs, and OTRs, can and do function as sources of information for visitors of a destination and can be used in ways similar to conventional travel guidebooks (Marine- Roig, E. 2017).

There have been numerous studies on the impact of UGC, and particularly OTRs, as eWOM marketing strategies on both the construction of destination images and travel-related decisions. Moreover, writings about travel, such as travelogues, travel blogs, and OTRs, can and do serve as sources of information for travellers to a destination and can be used in ways that are akin to traditional travel guidebooks (Marine-Roig, E. 2017).

In a study by Xiang and Gretzel, the significance of social media was examined (2010). The authors looked at how frequently social media websites appeared in search engine results while people were looking for travel-related information. Their investigation revealed that social media accounts for a sizeable portion of the search results, suggesting that search engines connected users to social media websites directly.

According to Buhalis (1998), travellers products are bought before being used and far from the point of consumption. As a result, timely and reliable information that is related to tourist needs is essential to ensuring both customer satisfaction and the competitiveness of the destination. It is also important to remember that the tourist sector is leading the way in terms of internet usage and online transactions. Inversini (2019) noted the significance of reputation and the trend towards online reputation in a recent literature review. The research study discovered that real-time reputation assessment has become possible thanks to the aggregation of social media and increasing processing capability of consumers. Also, it has enabled individuals to instantly grasp and comprehend reputational breakdowns.

Yadav and Arora (2012) believe that social media is a crucial instrument for tourist marketing that can improve the reputation of the place. Given the foregoing, travel companies should consider social networking sites an essential component of their marketing plans. When compared to traditional media techniques, Kaplan and

Haenlein (2010) discovered that using social media platforms, tourist destinations can reach out to potential visitors more effectively and at a lesser cost. The research makes it clear that social media serves as a means of engagement with significant cost advantages for all the stakeholders.

According to (World Travel and Tourism Council, 2020), 21.5 million individuals working in the tourism sector have lost their jobs as a result of the three COVID-19 waves that first impacted the nation in early 2020. According to Reddy, the number of visitors to the nation decreased by 93% during the first wave of the COVID-19 outbreak, 79% during the second wave, and 64% during the third. "We have done research on how the pandemic has affected tourism. According to the report, the first wave saw 14.5 million job losses, the second wave had 5.2 million job losses, and the third wave saw 1.8 million job losses "During the Lok Sabha's Question Period, he remarked. Before the epidemic, according to Reddy, 38 million people worked in the country's tourism sector.

Many nations had shut their borders, postponed events and flights, and placed travel restrictions in an effort to stop the virus' spread. As a result, international flights have decreased by more than half, and the travel and tourism sector has temporarily laid off half of its staff. (Gössling et al., 2020). Up to 2.1 trillion dollars in losses and up to 75 million jobs are expected to be associated with tourism in 2020. The biggest hit industries are airlines, hotels, and restaurants, with airlines forecast to lose a record \$84 billion in 2020 and hotels and restaurants closing as a result of fewer tourists. The tourism sector would fall by 50% in 2020, leading to major job losses, making it difficult for it to continue operating during this crisis (Sanjita Jaipuria, et al. 2020).

Several scholars have looked at social media in the context of tourism, focusing on a variety of issues such as the perceived advantages and risks of social media use (Parra-Lopez et al., 2011; Kang, 2011). Importantly, 78% of travellers use social media for travel-related objectives, demonstrating the importance of social media in purchase decisions (Murphy & Chen, 2016). Social media's significance in the communication process has also been studied (Pennington- Gray et al., 2011; Habeeb et al., 2021).

It is stated that prior study does not adequately reflect the current social media environment when it comes to travel planning and decision making because of substantial technology improvements and an increase in communication in recent years via social media. This study focuses on how the use of social networks for information search and communication affects the choice of trip location. The goal is to determine how simple it is to get information on social media and to look at how useful it can be for travellers looking to organise their travels. The goal of the study is to understand how social network users view their use of these platforms, as well as how they communicate with one another and obtain information, all of which have an impact on how they decide where to go on vacation.

**Research Methodology for the Study:** In this study, the SPSS software was used to analyse the data. The primary goal was to investigate the relationship between the various variables-related hypothesis. The researchers used a number of statistical tools, including ANOVA tables and the Inter-Item Correlation Matrix, to accomplish this goal. These methods are frequently used to assess the validity and reliability of the data in social science research.

A statistical technique called the inter-item correlation matrix looks at how each item on a scale relates to all the other items. This aids in determining whether the scale contains any redundancy and whether any items may be eliminated without compromising the accuracy of the scale. This method is crucial for ensuring that the measuring scale is accurate.

Additionally, the ANOVA tables are used to test the hypothesis by contrasting the means of various groups. To see if there was a statistically significant difference between the variables in this study, the researchers examined the means of the various variables. In order to test the hypothesis at a 95% significance level, the researchers used reliability analysis, which had a 5% margin of error.

Overall, the statistical methods used in this investigation were exacting and were intended to guarantee the reliability and validity of the findings. The researchers were able to analyse the data thoroughly using SPSS software, which gave them important

new information about the connections between the variables they were studying. The bifurcation of the statements analysed are mentioned in the annexure below.

**Hypothesis :**

**H1:** The decision-making process of selecting a travel destination is not positively associated with the use of social networks.

**H2:** The decision-making process of choosing a travel destination is not positively influenced by communication within social networks.

**H3:** Information obtained through social networks does not have a positive impact on the decision-making process of choosing a travel destination.

**ANALYSIS AND FINDINGS OF THE STUDY**

**Table 1: Sample Demographic Data**

Features		Frequency	Percentage
Gender	Female	77	51.3%
	Male	71	47.3%
	Prefer not to say	2	1.3%
Age	Under 18	3	2.0%
	18-24	133	88.7%
	25-34	9	6.0%
	Above 34	5	3.3%
Education	Undergraduates	126	84.0%
	Postgraduates	22	14.7%
	Others	2	1.3%
Frequency of social network	Several times a week	34	22.7%
	Once a week or less	7	4.7%



usage	Several times a day	105	70.0%
	Never	4	2.7%

The table presents the frequency and percentage of respondents' characteristics and social media usage. In terms of gender, 51.3% of the respondents were female, 47.3% were male, and only 1.3% preferred not to say. Regarding age, the majority of respondents (88.7%) fell within the 18-24 age group, with only a small percentage (2.0%) being under 18 years old. In terms of education, 84.0% of respondents were undergraduates, 14.7% were postgraduates, and only 1.3% fell into the "other" category. When it comes to the frequency of social network usage, a significant portion of respondents (70.0%) reported using social networks several times a day, while only 4.7% used them once a week or less. A small percentage (2.7%) reported never using social networks.

Table 2: Social Network Usage – Decision Making Correlation Matrix

SNU1	SNU2	SNU3	DM1	DM2	DM3	DM4	DM5	
SNU1	1.000	.607	.653	.313	.352	-.178	-.023	.068
SNU2	.607	1.000	.641	.188	.343	-.049	-.076	.201
SNU3	.653	.641	1.000	.262	.470	-.088	.081	.122
DM1	.313	.188	.262	1.000	.352	-.142	.136	-.022
DM2	.352	.343	.470	.352	1.000	-.083	.001	.033
DM3	-.178	-.049	-.088	-.142	-.083	1.000	.182	-.015
DM4	-.023	-.076	.081	.136	.001	.182	1.000	.200
DM5	.068	.201	.122	-.022	.033	-.015	.200	1.000

The above table inter item correlation matrix of Social Network Usage – Decision Making. The table shows the extent to which scores on one item are related to score on all other items in a scale. The values between .15 to 0.50 depicts a good result, values lower than 0.15 shows that items are not correlated well. The values higher than the 0.50 shows strong correlations between the items.

The value of SNU3 – DM2 is 0.470 which depicts a good correlation between them whereas the value of SNU1 – DM3 is -0.178 which is very less than 0.15 which shows a negative or weak correlation between them.

**Table 2.1: ANOVA**

Sum of Squares	df	Mean Square	F	Sig	
Between People	206.104	149	1.383		
Within People					
Between Items	251.126	7	35.875	55.495	.000
Residual	674.249	1043	.646		
Total	925.375	1050	.881		
Total	1131.479	1199	.944		

The above table shows the Anova test result performed to test the hypothesis. Based on the above table 1.1, it is determined that null hypothesis is rejected as the p value is less than 0.05 significance level. Hence it can be said that the decision making process of selecting a travel destination is positively associated with the use of social network

**Table 3: Communication on Social Networks – Decision Making Correlation Matrix**

CN1	CN2	CN3	CN4	CN5	DM1	DM2	DM3	DM4	DM5	
CN1	1.000	.388	.414	.228	.289	.216	.266	-.158	.173	.150
CN2	.388	1.000	.455	.268	.310	.149	.271	-.102	.135	.072
CN3	.414	.455	1.000	.384	.473	.202	.380	-.172	.021	-.025
CN4	.228	.268	.384	1.000	.326	.199	.341	-.207	.154	.235
CN5	.289	.310	.473	.326	1.000	.135	.385	-.210	-.009	.101
DM1	.216	.149	.202	.199	.135	1.000	.352	-.142	.136	-.022
DM2	.266	.271	.380	.341	.385	.352	1.000	-.083	.001	.033
DM3	-.158	-.102	-.172	-.207	-.210	-.142	-.083	1.000	.182	-.015
DM4	.173	.135	.021	.154	-.009	.136	.001	.182	1.000	.200
DM5	.150	.072	-.025	.235	.101	-.022	.033	-.015	.200	1.000

The above table inter item correlation matrix of Communication on Social Networks – Decision Making. The table shows the extent to which scores on one item are related to

score on all other items in a scale. The values between .15 to 0.50 depicts a good result, values lower than 0.15 shows that items are not correlated well. The values higher than the 0.50 shows strong correlations between the items.

The value of CN5 – DM2 is 0.385 which depicts a good correlation between them whereas the value of CN5 – DM3 is -0.210 which is very less than 0.15 which shows a negative or weak correlation between them.

**Table 3.1: ANOVA**

	Sum of Squares	df	Mean Square	F	Sig
Between People	225.219	149	1.512		
Within People					
Between Items	287.313	9	31.924	50.247	.000
Residual	851.987	1341	.635		
Total	1139.300	1350	.844		
Total	1364.519	1499	.910		

The above table shows the Anova test result performed to test the hypothesis. Based on the above table 1.1, it is determined that null hypothesis is rejected as the p value is less than 0.05 significance level. Hence it can be said that the decision making process of choosing a travel destination is influenced by communication within social networks.

**Table 4: Information on Social Networks Correlation Matrix**

	IF1	IF2	IF3	DM1	DM2	DM3	DM4	DM5
IF1	1.000	.298	.489	.249	.511	.012	-.060	.053
IF2	.298	1.000	.408	.366	.209	-.181	.144	.119
IF3	.489	.408	1.000	.388	.367	-.063	.068	.040
DM1	.249	.366	.388	1.000	.352	-.142	.136	-.022

DM2	.511	.209	.367	.352	1.000	-.083	.001	.033
DM3	.012	-.181	-.063	-.142	-.083	1.000	.182	-.015
DM4	-.060	.144	.068	.136	.001	.182	1.000	.200
DM5	.053	.119	.040	-.022	.033	-.015	.200	1.000

The above table inter item correlation matrix of Information on Social Networks – Decision Making. The table shows the extent to which scores on one item are related to score on all other items in a scale. The values between .15 to 0.50 depicts a good result, values lower than 0.15 shows that items are not correlated well. The values higher than the 0.50 shows strong correlations between the items.

The value of IF1 – DM2 is 0.511 which depicts a strong correlation between them whereas the value of IF2 – DM3 is -0.181 which is very less than 0.15 which shows a negative or weak correlation between them.

**Table 4.1: ANOVA**

	Sum of Squares	df	Mean Square	F	Sig	
Between People	210.137	149	1.410			
Within People	Between Items	237.880	7	33.983	49.825	.000
	Residual	711.370	1043	.682		
	Total	949.250	1050	.904		
Total	1159.387	1199	.967			

The above table shows the Anova test result performed to test the hypothesis. Based on the above table 1.1, it is determined that null hypothesis is rejected as the p value is less than 0.05 significance level. Hence it can be said that information obtained through social networks has a positive impact on the decision making process of choosing a travel destination.

#### **Limitation of the Study:**

This preliminary study aimed to understand the relationships between social network

use, communication, and information that influence the decision-making process of potential tourists when selecting a destination. However, the study has some limitations that must be considered. Firstly, the sample size was limited since the study focused solely on social network users, excluding non-users' opinions. While social network users utilize these platforms for gathering information to plan trips, a certain number of respondents do not use social networks for this purpose, and the reasons for this need to be further explored. To gain a more comprehensive understanding, future research should supplement online surveys with offline surveys to include non-users' perspectives. Additionally, for greater reliability, the study should be conducted over an extended period. Lastly, future research should also explore contemporary issues related to social network services, including user protection, privacy, and content protection that could impact decision-making processes.

**Conclusion:** Social media networks are the go-to medium for marketing communication because they enable users to exchange ideas and experiences, discover new things, and gather knowledge. The enormous volume of unsolicited messages and spam adverts, which consumers can ignore, presents a considerable difficulty, though. Destinations should successfully manage their social media presence and engage with potential visitors to increase business performance and draw more tourists. This study provides tourist marketers with useful recommendations for improving their comprehension of and interaction with social media. As more people utilise social media for travel planning and destination research, destinations must have a presence there. Tourism relies on the conveyance of information, thus destinations should use social media to expand their virtual presence and audience.

The study analysed the correlation between social network usage, communication on social networks, and decision-making in travel destination selection. Table 1 shows that 51.3% of respondents were female, 88.7% were aged 18-24, and 84.0% were undergraduates. Table 2 displays the inter-item correlation matrix, with values between 0.15 to 0.50 indicating good correlation, and values over 0.50 indicating strong correlation. Table 2.1 shows the ANOVA result, which confirms a positive association between decision-making in travel destination selection and the use of

social networks. Table 3 shows the correlation between communication on social networks and decision-making in travel destination selection. A significant correlation was found between communication on social networks and decision-making, with values ranging from 0.072 to 0.473.

In conclusion, this study has found that social networks have a significant positive impact on the decision-making process of selecting a travel destination. The study also highlights the importance of effective communication on social networks, as it positively correlates with the decision-making process. These findings have important implications for tourism marketers and service providers who should consider leveraging the power of social networks to attract and engage potential customers. Moreover, they should focus on improving the quality of communication on social networks to enhance customers' satisfaction and loyalty. Future research should investigate the impact of other factors on travel decision-making, such as personal values, preferences, and socio-cultural factors, to develop a more comprehensive understanding of the travel decision-making process.

#### **Annexure I**

Indicators	Items	Code
Social Network Usage	I use social networks to get ideas about which destination to choose	SNU1
	I use social networks when I am looking for ideas and information about accommodation opportunities	SNU2
	I use social networks when I am looking for ideas and information about excursions and other activities available in the destination	SNU3
	Communication via social media helps you make a decision concerning destination for travelling	CN1
	Communication through social media via	CN2

Communication on social networks	influencers attracts you to visit the destination	
	Your understanding of places has it improved as a result of social media communication	CN3
	I take comments and reviews about destination on social media platform seriously	CN4
	I use social media to communicate with friends and other travelers about my experiences and pictures.	CN5
Information on social networks	Using social networks makes me more efficient in gathering information about destination to visit.	IF1
	On social networks I can get information about destination that can't be found elsewhere	IF2
	It is easier to find information on social networks than from other sources	IF3
Decision Making	The information you gathered via social media will influence your final choice of destination selection	DM1
	Social Media helps in looking for ideas and information about excursions and other activities available at the destination.	DM2
	Social Media platforms help in making people aware about unknown and less discovered travel destinations.	DM3
	How likely are you to change your travel plans based on something you saw on social media?	DM4
	Have you ever changed your travel plans based on negative reviews or comments about a destination on social media	DM5

***Bibliography:***

Blackshaw, P. (2006). The consumer-generated surveillance culture. Retrieved from <http://www.clickz.com/showPage.html?page=3576076>

- Buhalis, D. (1998). Strategic use of information technologies in the tourism industry. *Tourism Management*, 19(5), 409-421. [https://doi.org/10.1016/S0261-5177\(98\)00003-0](https://doi.org/10.1016/S0261-5177(98)00003-0)
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1–20. <https://doi.org/10.1080/09669582.2020.1758708>
- Inversini, A. (2019). Reputation in travel and tourism: A perspective article. *Tourism Review*, 75(1), 310-313. <https://doi.org/10.1108/TR-07-2018-0115>
- Jaipuria, S., Parida, R., & Ray, P. (2020). The impact of COVID-19 on tourism sector in India. *Tourism Recreation Research*. Advance online publication. <https://doi.org/10.1080/02508281.2020.1846971>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kiráľová, A. (2014). Social media as a tool of tourism destinations' marketing campaign. In P. Doucek, G. Chroust, & V. Oškrdla (Eds.), *Proceedings of the 7th international scientific conference on contemporary management "New trends in management of organizations in the current environment"* (pp. 330-336). Ostrava, Czech Republic: VŠB-Technical University of Ostrava.
- Marine-Roig, E. (2017). Online travel reviews: A massive paratextual analysis. In Z. Xiang & D. Fesenmaier (Eds.), *Analytics in smart tourism design: Concepts and methods* (pp. 179-202). Cham, Switzerland: Springer. [https://doi.org/10.1007/978-3-319-44263-1\\_11](https://doi.org/10.1007/978-3-319-44263-1_11)
- Pan, B., MacLaurin, T., & Crofts, J. C. (2007). Travel blogs and the implications for destination marketing. *Journal of Travel Research*, 46(1), 35-45. <https://doi.org/10.1177/0047287507304660>
- Pergolino, M., Rothman, D., Miller, J., & Miller, J. (2012). *The definitive guide to social marketing: A Marketo workbook*. Marketo.
- World Travel and Tourism Council. (2020). Travel and tourism recovery eras 2020 and economic impact from COVID 19. Retrieved from <https://wttc.org/Research/Economic-Impact/Recovery-eras-2020-Economic-Impact-from-COVID-19>
- Yadav, V., & Arora, M. (2012). The product purchase intentions in Facebook using analytical hierarchical process. *A Journal of Radix International Educational and Research Consortium*, 1(4), 26-54.
- Sanjita Jaipuria , Ratri Parida & Pritee Ray (2020): The impact of COVID-19 on tourism sector in India, *Tourism Recreation Research*, DOI: 10.1080/02508281.2020.1846971
- Parra-López, E., Bulchand-Gidumal, J., Gutiérrez-Taño, D., & Díaz-Armas, R. (2011). Intentions to use social media in organizing and taking vacation trips. *Computers in Human Behavior*, 27(2), 640-654.
- Pennington-Gray, L., Thapa, B., Kaplanidou, K., Cahyanto, I., & McLaughlin, E. (2011). Crisis planning and preparedness in the United States tourism industry. *Cornell Hospitality Quarterly*, 52(3), 312-320.
- Murphy, H. C., & Chen, M. M. (2016). Online information sources used in hotel bookings: Examining relevance and recall. *Journal of Travel Research*, 55(4), 523-