

# Social Media Marketing and Its Influence on Tourism and Hospitality Industries in India

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## Abstract

Social media has become one of the most influential communication and marketing channels for tourism and hospitality businesses in India. Tourism destinations, hotels, travel agencies, restaurants, transport operators and government tourism departments increasingly use digital platforms to attract tourists, build destination image, communicate offers, and manage customer engagement. This study examines the influence of social media marketing on the tourism and hospitality industries in India by using both primary and secondary data. Primary data were collected from 147 respondents through a structured questionnaire covering demographic characteristics, platform usage, travel information search behaviour, content preferences, and actual travel decisions influenced by social media. Secondary data were compiled from the Ministry of Tourism, Government of India, Press Information Bureau, DataReportal, WTTC, Incredible India, and selected official tourism websites and social media platforms of Indian state tourism departments. The findings indicate that social media has a strong influence on travel decisions 71.43 percent of respondents either strongly agreed or agreed that posts, reels and videos influence their choice of tourist destinations, and 64.63 percent reported visiting a destination after seeing it on social media. YouTube, Instagram, travel blogs and Facebook emerged as important sources of travel-related information. The research paper concludes that social media marketing is no longer a supplementary promotional tool; it is a central component of destination branding, hospitality marketing, tourist engagement and consumer decision-making in India.

**Keywords:** Social Media Marketing, Tourism, Hospitality Industry, Destination Promotion, Consumer Behaviour, India

## 1. Introduction

Tourism and hospitality are experience-based industries. Before visiting a destination or booking a hotel, tourists usually seek visual, emotional and social proof about the experience. In the past, travel decisions were largely shaped by travel agents, brochures, guidebooks, newspapers, word of mouth and television advertisements. In recent years, this process has shifted rapidly towards social media platforms such as YouTube, Instagram, Facebook, WhatsApp, X, travel blogs and online review platforms. These platforms allow tourists to view destination photographs, reels, vlogs, reviews, live experiences, customer ratings and promotional offers before making travel decisions.

Social media marketing has gained special importance due to the rapid growth of internet users, mobile connectivity and digital payment systems. India had about 1.03 billion internet users and 500 million active social media user identities at the end of 2025, according to DataReportal. These numbers show

that digital platforms provide a very large audience base for tourism and hospitality marketing. As a result, national campaigns such as Incredible India and state-level tourism campaigns now depend heavily on visual storytelling, short videos, hashtags, destination reels, influencer collaborations and user-generated content.

The tourism and hospitality sectors are also closely related to regional development, employment, small businesses, cultural promotion and destination image building. Social media has the capacity to promote well-known tourist centres as well as lesser-known destinations. It can help hotels, homestays, restaurants, guides, transport providers and local artisans to connect directly with tourists. At the same time, uncontrolled viral promotion may create overcrowding, unrealistic expectations, misinformation and pressure on fragile destinations. Therefore, an academic study of social media marketing and its influence on tourism and hospitality industries is highly relevant.

The present study focuses on the influence of social media marketing on tourist behaviour and destination selection in India. It uses primary data collected from 147 respondents and secondary data from government publications, digital reports and official tourism platforms. The paper follows a standard research paper format suitable for journal publication.

## 2. Review of Literature

Digital marketing literature explains that consumers increasingly depend on online information before purchasing services. Tourism is particularly affected because travel products are intangible and experiential. A tourist cannot fully evaluate a destination, hotel or hospitality service before consumption; therefore, images, videos, reviews and recommendations become important decision-making cues.

Kotler and Keller emphasise that marketing communication must reach consumers at the right point in their decision journey. In tourism, social media reaches tourists during the inspiration, information search, comparison, booking and post-visit sharing stages. Buhalis and Law argued that information and communication technologies have transformed tourism distribution and destination competitiveness. Later studies on electronic word of mouth observed that online reviews and user-generated content strongly influence perceived trust and destination image.

Studies on social media and tourism show that Instagram and YouTube are powerful visual platforms because they provide destination imagery, short-form video, travel vlogs and emotional storytelling. Facebook remains relevant for community building and event promotion, while WhatsApp is widely used for sharing itineraries, hotel details and travel recommendations among family and friends. Online travel websites and blogs are useful because they combine personal experience with practical travel information.

In India, Government tourism departments have increasingly adopted social media for destination promotion. Campaigns related to heritage tourism, spiritual tourism, beach tourism, eco-tourism, rural tourism, medical tourism and wellness tourism are promoted through official websites and social media channels. The Incredible India portal and related official social media channels provide national-level digital visibility, while state tourism departments promote region-specific festivals, monuments, cuisine, wildlife sanctuaries, beaches, hill stations and accommodation services.

The review indicates that social media marketing has already become an important factor in tourism promotion, but there is a need for more empirical evidence based on tourist responses. The present study

addresses this gap by combining primary survey data with 2026-oriented secondary digital and tourism statistics.

### 3. Statement of the Problem

Although social media is widely used in tourism promotion, many tourism and hospitality organisations still face difficulty in measuring its real influence on tourist behaviour. Posting attractive photos or videos does not automatically guarantee tourist visits, hotel bookings or customer satisfaction. There is also a gap between the popularity of social media content and its actual conversion into travel decisions. Tourism departments and hospitality businesses require evidence-based understanding of which platforms tourists use, how often they search for tourism information, what type of content attracts them, and whether social media exposure leads to actual visits.

The problem addressed in this study is therefore: How does social media marketing influence tourist destination selection and the tourism and hospitality industries in India? The study is necessary because social media has become a major promotional tool, but its use must be supported by authentic content, responsible destination management, customer engagement and data-based strategy.

### 4. Objectives of the Study

The main objectives of the study are:

- To study the demographic profile of respondents using social media for tourism-related information.
- To identify the major social media platforms used by respondents for travel information.
- To examine the influence of social media posts, reels, videos, reviews and travel content on destination choice.
- To analyse the role of social media marketing in promoting tourism and hospitality services in India.
- To present relevant secondary data on India tourism, digital reach and official tourism promotion platforms.
- To offer practical suggestions for tourism departments, hospitality businesses and destination marketers.

### 5. Hypotheses of the Study

The following hypotheses were framed for the purpose of the study:

- H0: Social media marketing has no significant influence on tourists' selection of destinations and hospitality services in India.
- H1: Social media marketing has a significant influence on tourists' selection of destinations and hospitality services in India.
- H0a: Social media exposure does not lead to actual tourist visits.
- H1a: Social media exposure leads to actual tourist visits.

The hypotheses are examined through descriptive statistical analysis rather than inferential cross-tabulation.

## 6. Research Methodology

### 6.1 Research Design

The study is descriptive and analytical in nature. It describes the usage pattern of social media among respondents and analyses how social media content influences tourist behaviour. The study also integrat-

es secondary data to understand the wider digital and tourism environment in India.

**6.2 Sources of Data**

Primary data were collected through a structured questionnaire from 147 respondents. The questionnaire covered demographic profile, social media usage, preferred platforms, frequency of tourism information search, influence of social media content, content preference and actual destination visit after exposure to social media content.

Secondary data were collected from the Ministry of Tourism, Government of India, Press Information Bureau, India Tourism Data Compendium, Annual Reports of the Ministry of Tourism, DataReportal Digital 2026: India, WTTC reports, Incredible India official portal, and official websites/social media platforms of selected state tourism departments and tourism corporations.

**6.3 Sample Size**

The study is based on a sample size of 147 respondents.

**6.4 Sampling Method**

Convenience sampling method was used for the primary survey. Respondents were selected based on availability and willingness to participate in the study.

**6.5 Tools for Data Collection**

A structured questionnaire was used as the main tool for collecting primary data. Secondary data were collected from official publications, websites, government reports and credible digital data sources.

**6.6 Tools for Data Analysis**

Percentage analysis, tabular presentation, descriptive interpretation and graphical representation were used for analysing the data. Since the available primary data are aggregate category-wise responses, inferential tests such as chi-square and regression were not applied in this paper.

**7. Secondary Data Analysis: Tourism and Digital Context in India**

The secondary data show that India offers a large market base for digital tourism promotion. High internet penetration, large social media audiences and the recovery of international tourism create a favourable environment for social media marketing in tourism and hospitality.

**Table 1: Key Digital and Social Media Indicators of India, 2026**

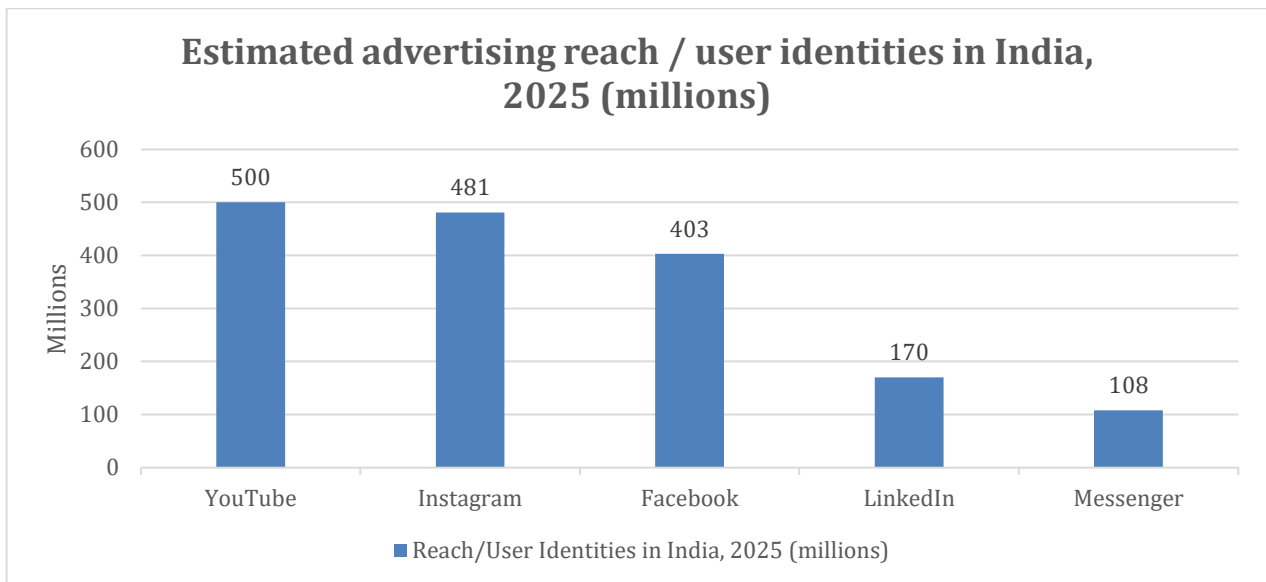
Indicator	Value	Marketing Significance
Internet users in India	1.03 billion	Large digital audience for tourism campaigns
Internet penetration	70.0% of total population	Wider reach for online destination promotion
Active social media user identities	500 million	Mass audience for social media marketing
Social media user identities aged 18+	455 million	Important adult consumer base for travel decisions
Female/male split of social media user identities	35.6% female; 64.4% male	Useful for audience segmentation

(Source: DataReportal, Digital 2026: India, based on Kepios analysis and platform advertising tools, accessed 9 June 2026.)

**Table 2: Estimated Social Media Platform Reach in India, 2025**

Platform	Estimated Reach / Users	Relevance to Tourism and Hospitality Marketing
YouTube	500 million	Travel vlogs, destination videos, hotel reviews and itinerary videos
Instagram	481 million	Reels, photographs, influencer content and destination branding
Facebook	403 million	Community engagement, events, tourism pages and information sharing
LinkedIn	170 million members	MICE tourism, hospitality recruitment, business travel networking
Messenger	108 million	Customer communication and travel query support

(Source: DataReportal, Digital 2026: India; platform advertising resources- monthly active users.)



**Figure 1: Social media platform reaches in India (millions)**

**Table 3: Selected Tourism Indicators Relevant to Digital Promotion**

Indicator	Latest Reported Value	Source / Implication
Foreign Tourist Arrivals to India, 2024	9.95 million	PIB / Ministry of Tourism; recovery of 4.52% over 2023
International Tourist Arrivals for India, 2024	20.57 million	PIB / Ministry of Tourism; 14.85% above 2019
Top five states receiving foreign tourist visits, 2024	Maharashtra, West Bengal, Gujarat, Uttar Pradesh and Rajasthan	PIB / Ministry of Tourism; important states for international digital campaigns
Tourism employment, direct and indirect, 2023-24	84.63 million	Tourism Satellite Account and PLFS estimates reported

RSOPP allocation for overseas promotion and publicity, 2025-26	Rs. 43.48 crore	by PIB PIB / Ministry of Tourism; indicates continuing role of promotion
India TTDI 2024 rank	39th among 119 countries	WEF TTDI reported by PIB; reflects international competitiveness

(Source: Press Information Bureau, Ministry of Tourism releases dated 19 December 2024 and 29 January 2026.)

**Table 4: Travel and Tourism Economic Indicators for India**

Indicator	2024 / 2025 Figure	Marketing Relevance
International visitor spends, 2024	Rs. 3.1 trillion	Higher international revenue potential for digital campaigns
Domestic travel spending, 2024	Rs. 15.5 trillion	Domestic tourists remain a major target segment
Travel and Tourism contribution to Indian economy, 2024	Almost Rs. 21 trillion	Shows macro-economic importance of the sector
Travel and Tourism jobs supported, 2024	Almost 46.5 million	Hospitality and allied employment depend on demand generation
Forecast sector contribution, 2025	Over Rs. 22 trillion	Indicates continued growth opportunity
Forecast employment, 2025	More than 48 million jobs	Digital marketing can support inclusive employment growth

(Source: World Travel & Tourism Council, India International Visitor Spend Soars to Record Highs, 2025.)

**Table 5: Official Digital Promotion Channels Consulted for the Study**

Organisation / Department	Official Digital Platform / Handle	Purpose in Tourism Marketing
Ministry of Tourism / Incredible India	Incredible India official portal and official social media pages such as Instagram and Facebook	National destination branding and international/domestic awareness
Kerala Tourism	Official website and social media channels such as @keralatourism	Backwater, Ayurveda, wellness, culture and responsible tourism promotion
Gujarat Tourism	Official website and social	Heritage, pilgrimage, Statue

	media channels such as @gujarattourism	of Unity, wildlife and festival promotion
Rajasthan Tourism	Official website and social media pages	Heritage, forts, palaces, desert, festivals and luxury tourism promotion
Maharashtra Tourism	Official tourism website and social media channels	Urban tourism, caves, beaches, forts, cuisine and culture promotion
Andhra Pradesh Tourism	Official tourism website and social media channels	Buddhist, beach, temple, eco-tourism and cultural circuits promotion

(Source: Official websites and verified/official social media pages of the respective tourism organisations, 2026.)

The secondary data indicate that social media marketing in Indian tourism operates in a large digital ecosystem. Platforms such as YouTube and Instagram are particularly useful for visual destination communication, while Facebook, official websites and travel blogs continue to support information sharing, itinerary planning and institutional credibility. The national and state tourism departments can use these channels not only to promote destinations but also to guide responsible travel, crowd management, safety advisories and local community benefits.

### 8. Primary Data Analysis and Interpretation

The following analysis is based on the primary survey of 147 respondents. The data are presented in tables with interpretation after each table.

**Table 6: Gender-wise Classification of Respondents**

Respondents	No. of Persons	Percentage
Male	85	57.82%
Female	62	42.18%
Total	147	100.00%

**Interpretation:** The table shows that 57.82 percent of respondents are male and 42.18 percent are female. The sample therefore represents both male and female opinions, with a slightly higher male participation rate.

**Table 7: Age-wise Classification of Respondents**

Respondents	No. of Persons	Percentage
Below 20 years	30	20.41%
21-30 years	50	34.01%
31-40 years	26	17.69%
41-50 years	23	15.65%
Above 50 years	18	12.24%
Total	147	100.00%

**Interpretation:** The largest age group is 21-30 years with 34.01 percent, followed by below 20 years

with 20.41 percent. This indicates that younger respondents form a major part of the sample, which is relevant because younger travellers are generally active users of social media.

**Table 8: Educational Qualification of Respondents**

Respondents	No. of Persons	Percentage
School Level	10	6.80%
Intermediate	20	13.61%
Undergraduate	45	30.61%
Postgraduate	35	23.81%
Ph.D. / Research Scholar	23	15.65%
Uneducated	14	9.52%
Total	147	100.00%

**Interpretation:** Undergraduate respondents form the largest group with 30.61 percent, followed by postgraduates with 23.81 percent. This educational profile suggests that a significant portion of respondents can access and evaluate online travel information.

**Table 9: Occupation of Respondents**

Respondents	No. of Persons	Percentage
Student	30	20.41%
Employee	24	16.33%
Business	26	17.69%
Homemaker	10	6.80%
Tourism Professionals	43	29.25%
Agriculture / Labour Work	14	9.52%
Total	147	100.00%

**Interpretation:** Tourism professionals constitute the largest occupational group with 29.25 percent, followed by students at 20.41 percent. This provides useful insight from both users and persons connected with tourism activity.

**Table 10: Monthly Income of Respondents**

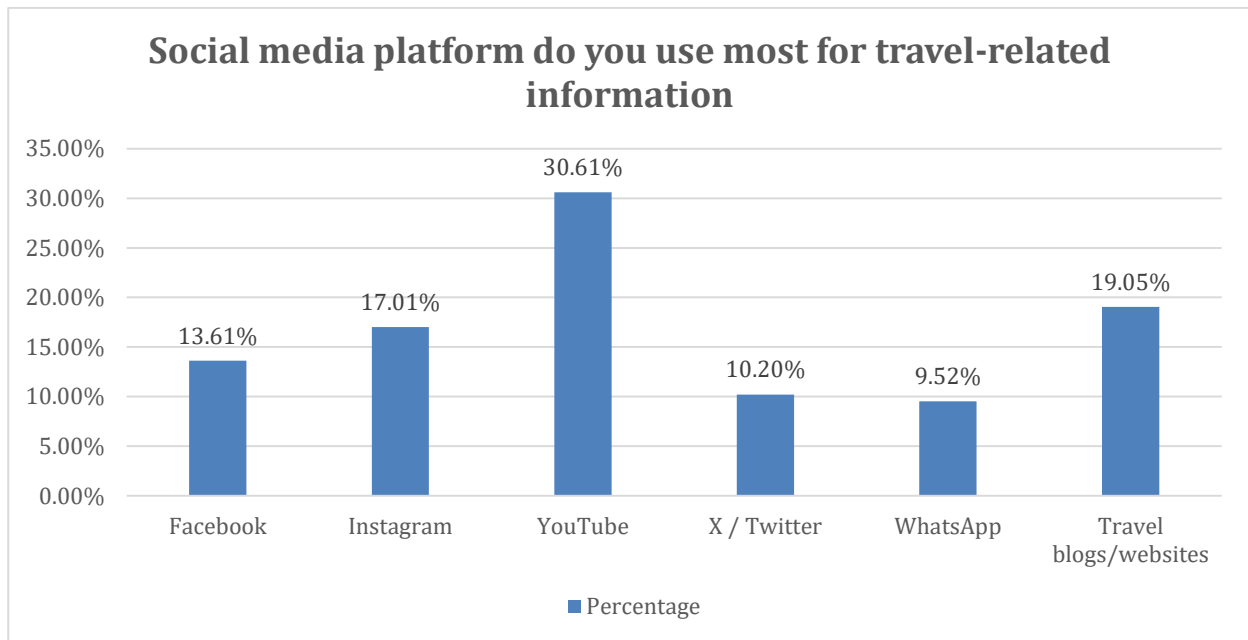
Respondents	No. of Persons	Percentage
Below Rs. 10,000	20	13.61%
Rs. 10,001-Rs. 25,000	30	20.41%
Rs. 25,001-Rs. 50,000	55	37.41%
Rs. 50,001-Rs. 1,00,000	25	17.01%
Above Rs. 1,00,000	17	11.56%
Total	147	100.00%

**Interpretation:** The largest income group is Rs. 25,001-Rs. 50,000 with 37.41 percent. This indicates that a substantial part of the sample belongs to middle-income groups, a key segment for domestic tourism and hospitality services.

**Table 11: Social Media Platform Used Most for Travel-related Information**

Respondents	No. of Persons	Percentage
Facebook	20	13.61%
Instagram	25	17.01%
YouTube	45	30.61%
X / Twitter	15	10.20%
WhatsApp	14	9.52%
Travel blogs/websites	28	19.05%
Total	147	100.00%

**Interpretation:** YouTube is the most preferred platform for travel-related information, used by 30.61 percent of respondents. Travel blogs/websites are second with 19.05 percent, followed by Instagram with 17.01 percent and Facebook with 13.61 percent. This shows that video-based content and detailed travel information sources are both important in tourism marketing.

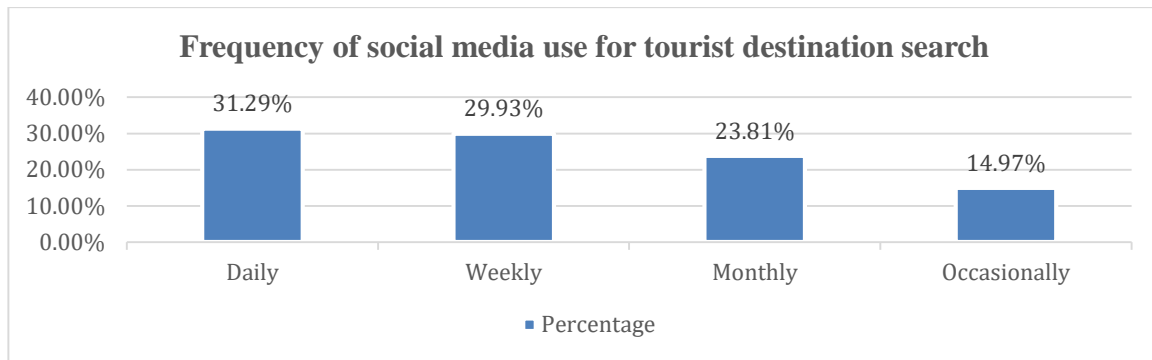


**Figure 2: Platform used most for travel-related information**

**Table 12: Frequency of Using Social Media to Search Tourist Destinations**

Respondents	No. of Persons	Percentage
Daily	46	31.29%
Weekly	44	29.93%
Monthly	35	23.81%
Occasionally	22	14.97%
Total	147	100.00%

**Interpretation:** A total of 31.29 percent of respondents search for tourist destinations through social media daily, while 29.93 percent search weekly. Together, 61.22 percent use social media at least weekly for tourism search. This confirms that social media is a regular information source for travel planning.

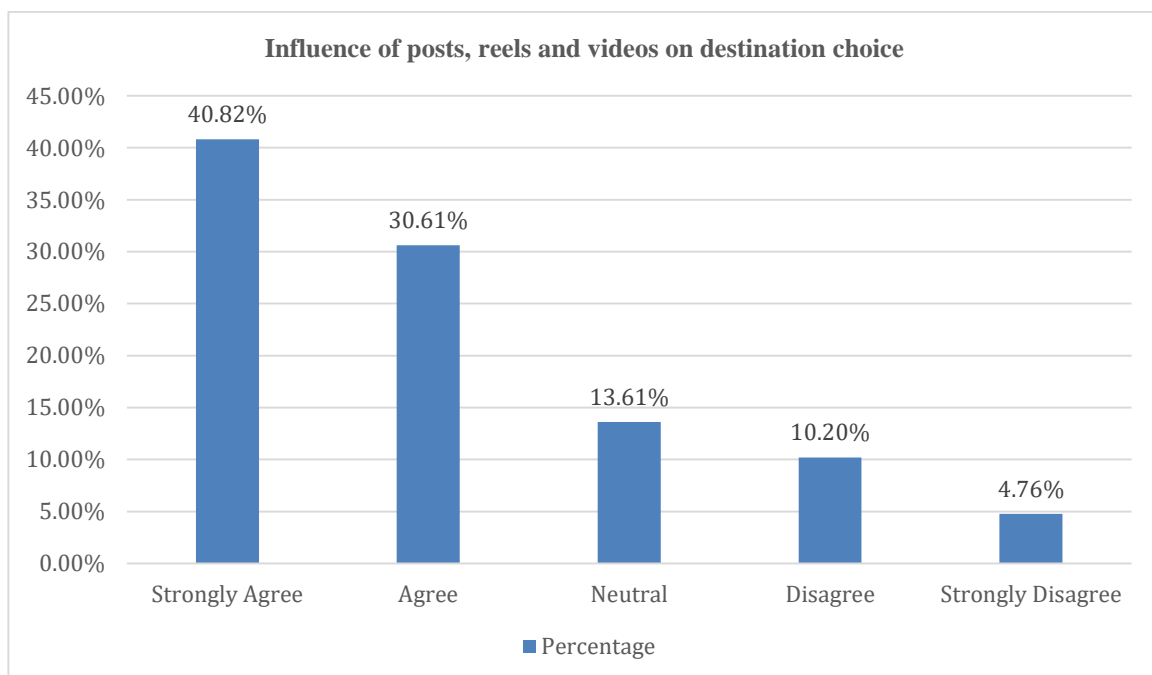


**Figure 3: Frequency of social media use for tourist destination search**

**Table 13: Influence of Social Media Posts, Reels and Videos on Destination Choice**

Respondents	No. of Persons	Percentage
Strongly Agree	60	40.82%
Agree	45	30.61%
Neutral	20	13.61%
Disagree	15	10.20%
Strongly Disagree	7	4.76%
Total	147	100.00%

**Interpretation:** 40.82 percent strongly agree and 30.61 percent agree that social media posts, reels and videos influence their choice of tourist destinations. Thus, 71.43 percent of respondents show a positive influence. This supports the alternative hypothesis that social media marketing significantly influences destination selection.



**Figure 4: Influence of posts, reels and videos on destination choice**

**Table 14: Type of Social Media Content Attracting Respondents While Selecting Destinations**

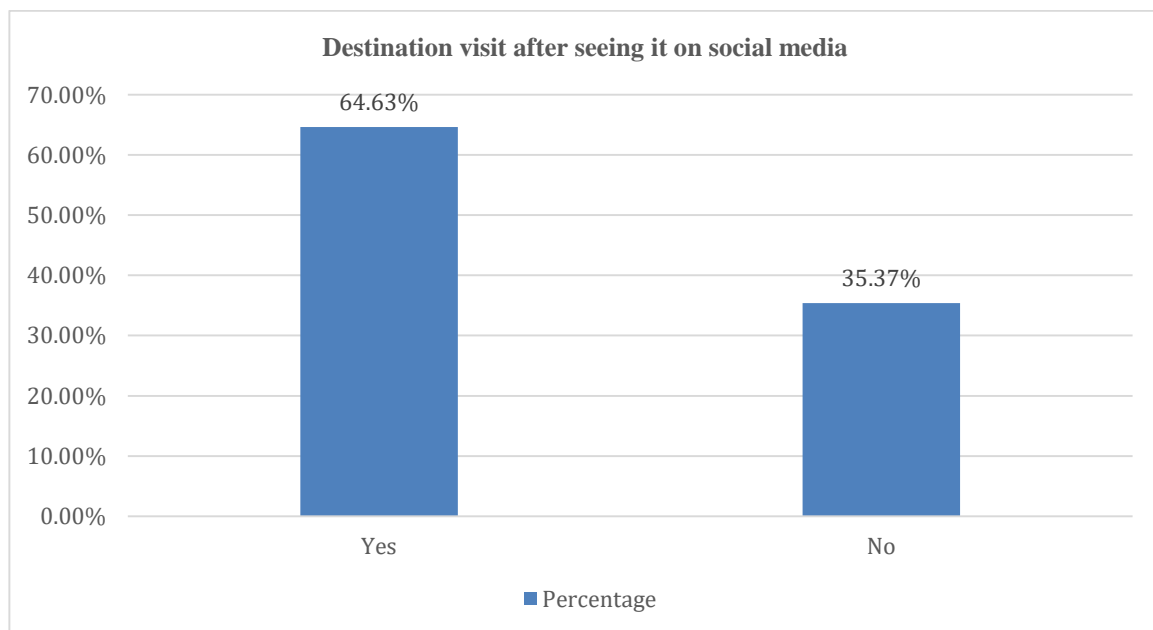
Respondents	No. of Persons	Percentage
Photos	35	23.81%
Short videos/Reels	25	17.01%
Reviews and ratings	19	12.93%
Travel vlogs	27	18.37%
Offers and packages	20	13.61%
Influencer recommendations	21	14.29%
Total	147	100.00%

**Interpretation:** Photos attract the highest share of respondents with 23.81 percent, followed by travel vlogs with 18.37 percent and short videos/reels with 17.01 percent. Reviews, offers and influencer recommendations also influence decision-making. This indicates that tourism marketers should use a balanced content strategy combining visual appeal, authentic experience, review credibility and promotional offers.

**Table 15: Respondents Who Visited a Destination After Seeing it on social media**

Respondents	No. of Persons	Percentage
Yes	95	64.63%
No	52	35.37%
Total	147	100.00%

**Interpretation:** 64.63 percent of respondents have visited a tourist destination after seeing it on social media. This is an important indicator because it shows that social media exposure is not limited to awareness; it can convert into actual destination visits.



**Figure 5: Destination visit after seeing it on social media**

**Table: Hypothesis Testing Results**

S. No.	Hypothesis	Basis of Analysis	Result	Decision
1	H <sub>0</sub> : Social media marketing has no significant influence on tourists' selection of destinations and hospitality services in India.	71.43% of respondents strongly agreed or agreed that social media posts, reels, and videos influence their choice of tourist destinations.	The majority of respondents accepted that social media influences destination choice.	H <sub>0</sub> is rejected
2	H <sub>1</sub> : Social media marketing has a significant influence on tourists' selection of destinations and hospitality services in India.	Table 13 shows that 40.82% strongly agreed and 30.61% agreed regarding the influence of social media on destination choice.	Social media marketing has a clear influence on tourists' selection of destinations and hospitality services.	H <sub>1</sub> is accepted
3	H <sub>0a</sub> : Social media exposure does not lead to actual tourist visits.	64.63% of respondents reported that they visited a tourist destination after seeing it on social media.	The majority of respondents converted social media exposure into actual travel behaviour.	H <sub>0a</sub> is rejected
4	H <sub>1a</sub> : Social media exposure leads to actual tourist visits.	Table 15 shows that 95 out of 147 respondents visited a destination after seeing it on social media.	Social media exposure leads to actual tourist visits among a majority of respondents.	H <sub>1a</sub> is accepted

**Interpretation:** The hypothesis results show that social media marketing has a positive influence on tourism and hospitality industries in India. Since 71.43% of respondents agreed that social media content influences their destination choice and 64.63% visited a destination after seeing it on social media, the null hypotheses are rejected and the alternative hypotheses are accepted. Therefore, the study confirms that social media marketing plays an important role in destination selection, tourist motivation, and actual travel behaviour.

## 9. Discussion

The primary data and secondary data together show that social media marketing is a strong influence on tourism and hospitality in India. The primary survey reveals that respondents are not passive viewers of tourism content. They actively search, compare, evaluate and respond to social media content. YouTube is the most used platform among respondents, which indicates the importance of long-form and short-form video in travel planning. Instagram and photos also play an important role because tourism is visually consumed before it is physically experienced.

The finding that 71.43 percent of respondents agree or strongly agree about the influence of social media content on destination choice is significant. It means that destination images, reels, videos and vlogs can shape tourist imagination and travel intention. The result that 64.63 percent visited a destination after

seeing it on social media further shows that social media content can move consumers from awareness to action.

For hospitality businesses, this has direct implications. Hotels, resorts, homestays, restaurants and travel agencies must maintain updated digital profiles with photographs, videos, location information, reviews, booking links and customer response systems. Tourists often judge hospitality quality before arrival based on online visibility, reviews and content quality. Therefore, digital reputation management is now part of service quality management.

For government tourism departments, social media marketing is useful for promoting festivals, heritage sites, beaches, religious destinations, museums, ecotourism destinations, wellness products and lesser-known circuits. However, digital marketing should be supported by destination readiness. Viral promotion without sanitation, transport, safety, interpretation facilities and crowd management may create dissatisfaction. Social media strategy must therefore be integrated with destination management strategy.

## 10. Major Findings of the Study

- Among the 147 respondents, 57.82 percent are male and 42.18 percent are female.
- The largest age group is 21-30 years, representing 34.01 percent of the sample.
- Undergraduate respondents form the largest educational category with 30.61 percent.
- Tourism professionals are the largest occupational group with 29.25 percent, followed by students with 20.41 percent.
- YouTube is the most preferred platform for travel-related information with 30.61 percent of respondents.
- About 61.22 percent of respondents use social media daily or weekly to search for tourist destinations.
- About 71.43 percent of respondents agree or strongly agree that social media posts, reels and videos influence their destination choice.
- Photos, travel vlogs and short videos/reels are the most attractive content types for respondents.
- About 64.63 percent of respondents have actually visited a tourist destination after seeing it on social media.
- Secondary data show that India has a very large digital base, with 1.03 billion internet users and 500 million active social media user identities in the 2026 context.
- Tourism recovery and growth indicators show that digital marketing can support both domestic and international tourism demand.
- Official tourism departments and state tourism corporations are increasingly important digital content creators for destination branding.

## 11. Suggestions

- Tourism departments should prepare platform-specific content strategies. YouTube can be used for destination films and travel guides, Instagram for reels and photographs, Facebook for community updates, and official websites for verified information.
- Hotels, resorts, restaurants and tour operators should regularly update their social media pages with authentic photographs, short videos, tariffs, facilities, location details and booking links.

- User-generated content should be encouraged through official hashtags, photo contests, travel stories and destination experience campaigns.
- Tourism marketers should focus on authenticity. Over-edited content may attract attention but can create dissatisfaction if the actual destination experience does not match the digital image.
- Online reviews and ratings should be monitored carefully. Quick responses to complaints can improve trust and service reputation.
- State tourism departments should promote lesser-known destinations along with famous destinations to reduce overcrowding and distribute tourism benefits.
- Influencer marketing should be used with proper guidelines. Influencers should disclose promotional partnerships and provide accurate travel information.
- Social media campaigns should include responsible tourism messages related to cleanliness, local culture, wildlife protection, heritage conservation and safety.
- Tourism departments should develop multilingual digital content, including English, Hindi and regional languages, to reach wider audiences.
- Digital marketing should be connected with data analytics. Engagement, reach, click-through rates, booking inquiries and visitor feedback should be reviewed regularly.

## 12. Conclusion

Social media marketing has become a powerful force in the tourism and hospitality industries in India. It influences how tourists become aware of destinations, how they evaluate travel options, how they select hotels and services, and how they share experiences after travel. The present study, based on 147 respondents and relevant secondary data, shows that social media has a measurable influence on travel behaviour. A large share of respondents search for destinations regularly on social media, are influenced by posts and videos, and have visited destinations after seeing them online.

The study also highlights that India has a large digital market and a growing tourism economy. This combination creates major opportunities for tourism departments, hospitality businesses and local communities. However, social media marketing must be responsible, authentic and linked with destination quality. Digital promotion should not merely increase visitor numbers; it should improve tourist satisfaction, support local livelihoods, protect heritage and encourage sustainable tourism practices.

The null hypothesis that social media marketing has no influence on destination selection is not supported by the descriptive evidence. The alternative hypothesis is supported because a clear majority of respondents reported that social media content influences their destination choice and actual travel behaviour. Therefore, social media marketing should be treated as a central component of tourism and hospitality strategy in India.

## 13. Limitations of the Study

- The study is based on a limited sample size of 147 respondents.
- Convenience sampling was used, so the findings may not represent the entire population of tourists in India.
- The analysis is based on aggregate responses and does not include respondent-level cross-tabulation.

- The study focuses mainly on social media influence and does not measure actual expenditure or booking conversion in detail.
- Social media statistics change frequently; therefore, secondary data should be updated before final journal submission.

#### 14. Scope for Further Research

Future studies may be conducted with a larger sample size and wider geographical coverage across different states of India. Researchers may apply chi-square tests, correlation, regression, factor analysis or structural equation modelling using raw respondent-level data. Further research may also compare the influence of different platforms such as Instagram, YouTube, Facebook, WhatsApp and travel websites. Separate studies may be conducted on hotel bookings, online reviews, influencer marketing, rural tourism promotion, heritage destination branding, religious tourism and sustainable tourism communication through social media.

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