Impact of Social Media on Tourism Promotion: An Analytical Study on Uttarakhand

Shiwani Pandey[1] • Kamlesh Chandra Joshi[2*] • Ankit Ghildiyal[3] • R.K. Dhodi[4]

1 Postdoctoral Fellow, Delhi School of Transnational Affairs, Institute of Eminence, University of Delhi, New Delhi
2 Relationship Manager, Directorate of Industries, Dehradun, Uttarakhand
3 Centre for Journalism and Mass Communication, HNB Garhwal University, Srinagar Garhwal, Uttarakhand
4 Centre of Mountain Tourism and Hospitality Studies, HNB Garhwal University, Srinagar Garhwal, Uttarakhand

*Corresponding Author Email: kamaljoshi271@gmail.com

Abstract: The utilisation of social media and other communication technologies contributes to the growth of the tourism business. Social media is the most potent internet medium, now an integral component of global social and economic life. Selwyn characterises "Social media" as a platform enabling people to communicate and engage with one another, to generate, modify, and disseminate novel textual, visual, and auditory information, as well as to classify, tag, and endorse pre-existing content. Social media has become the contemporary medium via which individuals interact with one another.

Similar to other sectors, the tourism industry has significantly benefited from the internet, leading to the integral use of social media in the promotion and planning of tourism at national, state, regional and private levels. In contrast to other state administrations, Uttarakhand is utilising social media platforms such as Facebook, Instagram, and Twitter for tourism promotion.

Social media has emerged as the pre-eminent avenue for promoting awareness in Uttarakhand tourism. This research paper examines the impact and importance of social media on tourism promotion and decision-making of tourists in Uttarakhand.

Keywords: Social media • Tourism promotion • Tourism awareness • Uttarakhand

Introduction

In the contemporary era, social media has emerged as one of the most powerful and preferred tools for public engagement. It is widely used for advertising, disseminating information, and influencing audiences. Companies, individuals, and celebrities alike employ social media platforms to offer insights and promote services to users (Ly 2020). Social media encompasses a broad spectrum, including blogs, audio content, photographs, videos, links, and user profiles on networking platforms (Eley & Tilley 2009). It may also be defined as a suite of internet-based applications that enable users to create, share, and modify content (Kaplan & Haenlein

2010). With its growing influence, social media has become a global phenomenon, significantly impacting both social and economic spheres (Milano et al 2011). Beyond facilitating communication, it plays a vital role in brand awareness and image building (Bilgihan et al 2014).

The tourism industry, in particular, has shown a strong alignment with advancements in information and communication technologies (ICT). The digital transformation that began in the 1990s marked the onset of digital promotion (Lovelock & Wright 2001). Borges (2009) emphasized how the evolution of ICT and the internet revolutionized the tourism sector. Before the rise of Web 2.0, the internet

was predominantly unidirectional, limited to 'read-only' functionalities. However, the introduction of Web 2.0 technologies created a more interactive platform, enabling users to collaboratively produce and share content. Bruns & Bahnisch (2009) highlighted Web 2.0 as a transformative tool for promoting tourism destinations. Various countries and regions began leveraging these technologies to market themselves through social media, encouraging community engagement and interactive communication.

Figure 1 illustrates a survey of 120 respondents regarding social media usage: 13 (10.8%) used WhatsApp, 33 (27.5%) Facebook, 65 (54.2%) Instagram, 2 (1.7%) Twitter, 0% Snapchat, and 7 (5.8%) Telegram. Instagram emerged as the most popular platform, followed by Facebook and WhatsApp. Snapchat and Twitter had minimal to no usage. These insights help understand user preferences for social media in tourism promotion.
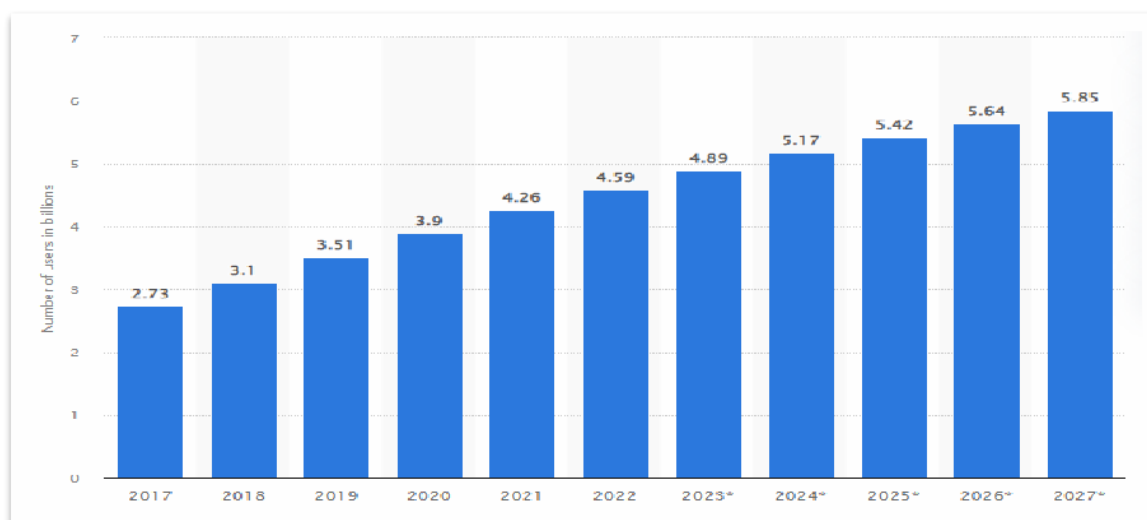

Fig 1: Global Social Media Users (Source: statista.com)

The actions on social media and digital mobility significantly influence the tourism business, providing profound insights into the realm of tourism and its patrons. The marketing communication mostly emphasizes enhancing relationships on social media and accommodating tourists' demands. In tourism marketing, social media is seen as a significant competitive instrument. In the contemporary world, tourists need to engage themselves with integrated communications and recommend their good experiences. The engagement of tourists with real time social media has a huge implication for tourism industry.

Today, tourists engage with innovative digital technology that enhances services and personalises their online experiences—Web 3.0. In addition to the advantages of next-generation technology, a significant issue for

advanced ICT in the future will likely be addressing privacy and information reliability.

Objectives of Study

1. To understand the impact and importance of social media on tourism in Uttarakhand.
2. To analyse the variables affecting the decision-making of consumers due to use of social media.

Review of Literature

The advent and quick accessibility of internet made travellers life very easy. In the era of social media, accessing travel related information, developing plans, booking trips, and sharing travel experiences are one click away (Buhalis & Law 2008; Senecal & Nantel 2004; Xiang & Gretzel 2010). Research conducted by Google revealed that 84% of

leisure travellers utilised the internet as their planning resource (Torres 2010).

The evolution of the internet has significantly advanced social media platforms, allowing users to connect, collaborate, and post unique content such as videos, blogs, reviews, and images (Boyd and Ellison 2007). Consumer-generated content (CGC), enabled by social media platforms, is often utilised by internet tourists (Gretzel 2006; White & White 2007). Wells (2011) asserts that social media serves as a communication medium that enables individuals to disseminate information, connect with, and influence a global audience. Through social networking, one can directly communicate and interact with the people they already know or with whom they wish to get connected.

Tourism is an 'information-intensive industry'; therefore, social media play a significant role in this sphere (Gretzel et al., 2000, p. 147; Wang et al, 2002). The internet commercial sector has transformed market dynamics and altered the structure of the tourism business (Werthner & Klein, 1999; Werthner & Ricci, 2004). PhoCusWright (2009) reports that nine out of ten cyber tourists read and trust online reviews regarding tourism services and products. Presently, nearly all tourism organisations are endeavouring to use diverse social media channels for initiatives and marketing. Tourism organizations that do not take the advantage of social media are lacking in the competition (Schegg et al., 2008; Stankov et al., 2010; Wang et al., 2002).

Vlogs, Twitter, Facebook, YouTube, Trip Advisor, Flickr etc. are the social media platforms widely adopted by travellers to search, organize and share their travel stories and experiences. Social media platforms are useful to disseminate in-depth, user generated and focused content to engage customers through interactions and building relations with others (Wang & Fesenmaier, 2004). The social networking penetration is constantly increasing worldwide. According to January 2020 statistics, the global social media usage rate was 49 percent. The percentage is anticipated to rise due to the enhancement of infrastructure and the proliferation of affordable mobile devices in emerging countries globally. In fact, the increasing use of mobile device leads to the growth of social media platforms globally. Asian countries are on top, followed by America and Europe, in mobile social networking penetration. By the year 2021, over 4.26 billion people were using the social media worldwide and it is projected that the number will increase and reach almost six billion by the year 2027 (Dixon 2023).

Social media is increasingly a crucial source for information retrieval, shaping the decision-making behaviours of visitors (Fotis 2012), enhancing tourism promotion (Bradbury 2011), and emphasising optimal techniques for engaging with consumers to facilitate the sharing of their travel experiences. It has also transformed the tactics of marketing with two-way communication which provides ample opportunities for viral marketing and word of mouth publicity (Tuten 2008).

Social media can be used to reach the potential customers and improve the bottom line of tourism businesses. Payne et.al (2008) defined that the social media can benefit tourism industry in seven ways viz. (i) Connect with new customers, (ii) Create a bond with guest, (iii) Get endorsement, (iv) Create buzz, (v) Recruit new staff, (vi) Maximize per seat revenue, and (vii) Manage reputation. The 'Digital India' campaign of Indian government motivated various states to adopt the social media platforms to reach the tourist and travellers.

Uttarakhand state has a huge potential of tourism. Tourism and pilgrimage have a share of 27% in Uttarakhand's gross domestic production (Sharma et.al 2016). Social media platforms like Facebook, Instagram, YouTube, Vlogs etc are playing a vital role in tourism promotion of Uttarakhand. The official

account of Uttarakhand tourism on Facebook, Instagram, and YouTube has 1.2M, 439K, and 28K followers. The Individual Bloggers and Vloggers are reaching to the potential tourists through their blogs and vlogs. It is also a result of social media promotion that more than 4 million people reached *Chard Dham* of Uttarakhand. It is the impact of social media that the unknown destinations of Uttarakhand like Chopta-Tungnath, Harshil, Kedarkantha, Madhmaheswar etc reached to millions of tourists worldwide.

Research Methodology

A questionnaire was created to collect primary data from travellers, with targeted enquiries regarding the utilisation of social media for tourism promotion. A conceptual model has been developed by an extensive literature review that guides the integration of variables identified in the review. Relevant quantitative and qualitative data were collected from primary and secondary sources. Besides this, data was also gathered from secondary sources including journals, newspapers, books and online articles etc. Finally, the information obtained from the respondents and secondary sources were analysed, processed with the help of SPSS26.0 and presented in a format that is easy to understand.

The conceptual framework (Fig 2) tries to display the relationship between the dependent variable i.e. Satisfaction and independent variables i.e. Information, Awareness, Loyalty and Intention. We can refer the table 7 to clearly understand the relation between the dependent and independent variables which lead to the ultimate decision making.

Fig 2: Conceptual Framework

Data Analysis: A reliability test was done to assess the dependability of the aforementioned components. Cronbach's alpha is a widely utilised metric for evaluating internal consistency reliability, which examines the degree of interrelatedness among a collection of objects as a cohesive unit. The range is from 0 to 1, with values approaching 1 signifying greater internal consistency among the questionnaire items. In this case table 3 shows the Cronbach's alpha coefficient of .866 which suggests that the 12 items in the questionnaire related to the impact of social media on tourism promotion are highly reliable. The N of items (number of items) is simply the total number of questions or statements in the questionnaire.

Table 1: Social Media Uses of Respondents in Uttarakhand for Tourism Promotion

Social Media Platform	No. of Respondents	Percentage (%)
WhatsApp	13	10.8
Facebook	33	27.5
Instagram	65	54.2
Twitter	2	1.7
Snapchat	0	0
Telegram	7	5.8
Total	**120**	**100**

The Kaiser-Meyer-Olkin (KMO) test was used to assess the appropriateness of the data for factor analysis. The KMO measure of sampling adequacy is a statistical assessment employed to determine the suitability of doing factor analysis on a certain data set. The range is from 0 to 1, with values approaching 1 signifying the data's appropriateness for factor analysis. Table 4 indicates that the KMO score of .864 signifies the data concerning the influence of social media on tourism promotion is exceptionally appropriate for factor analysis.

Table 2: Measurements of Variables

Items	Statements	Define	Sources
INFO 1	How frequently do you use applications like trip advisor, make my trip, trivago, yatra.com, Goibibo, Oyo, treebo.com etc.?	Information: Information can also be defined as relevant data about choice alternatives. The source of information can be commercial, personal and neutral	Van Raaij, W. F., and J. C. Crotts (1994).
INFO 2	How often do you use social media to search travel destination information?		
INFO 3	How frequently do you visit websites of Uttarakhand Tourism, GMVN, and KMVN for travel information?		
AWR 1	I am active on tourism based social media platforms	Awareness: Awareness is that situation in which consumer become aware about product but still want to get more information about it	(Cunningham et al., 2005; Kotler et al., 1996; Kotler and Keller, 2009)
AWR 2	Social media is an important tool for me to choose a destination		
AWR 3	I became aware of tourist attractions in Uttarakhand through social media		
INT 1	I am willing to travel Uttarakhand based on information on social media platform	Intentions: The intention refers to the willingness of an individual to participate in any activity or to buy a service or product.	Hwang, H., & Kim, K. O. (2015).
INT 2	I monitor other tourists' social media post to decide a holiday destination		
SAT 1	I am satisfied with the social media platform that attracts me towards tourist destination in Uttarakhand	Satisfactions: Satisfaction is an emotional or cognitive response focusing on expectations, products and consumption experience.	Giese, J. L., & Cote, J. A. (2000).
SAT 2	I am satisfied with the social media platform for providing me enough information about visiting destination		
LOY 1	I post information on social media after my visit to inform others	Loyalty: According to Anderson customer loyalty can be defined as	Anderson, E. W. (1994).

LOY 2	I gave regular reviews in social media post on the destinations I visited	customer satisfaction which reflects in the form of repurchase intentions and spreading positive word of mouth. Various elements like the prior expectations, actual experience, quality of service and suppliers all together give shape to the customer loyalty.	

Bartlett's test of sphericity assesses the suitability of a correlation matrix for factor analysis. The chi-square value of 587.857, with 66 degrees of freedom and a significance level of .000, suggests that the correlation matrix is suitable for factor analysis.

Table 3: Reliability Statistics

Cronbach's Alpha	N of Items
.866	12

Overall, these statistics suggest that a factor analysis can be conducted on the data related to the impact of social media on tourism promotion, and the results may provide useful information about the underlying factors that are related to this topic.

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of Sphericity	Approx. Chi-Square	587.857
	Df	66
	Sig.	.000

Table 5 shows, the model includes one independent variable (or predictor) and one dependent variable (or outcome). The regression component of the model has a sum of squares of 49.879 and 4 degrees of freedom (df). The mean square for the regression component is 12.470. The F-statistic for the regression component is 33.082. The significance level (or p-value) for the regression component is .000b (which indicates a p-value less than .001). The residual component of the model has a sum of squares of 42.970 and 114 degrees of freedom. The mean square for the residual component is .377. The total sum of squares for the model is 92.849 with a total of 118 degrees of freedom. The data demonstrate that the independent variables (Information, Awareness, Loyalty, and Intention) significantly predict the dependent variable (Satisfaction), as evidenced by the low p-value and high F-statistic in the regression analysis. The residual component indicates potential variability in the data that the model does not capture. Overall, these statistics provide important information about the relationship between the independent and dependent variables, and may be useful for making predictions or drawing conclusions based on the data. However, it is important to keep in mind that statistical models are only one tool for analyzing data, and other factors such as the validity of the data and the appropriateness of the model should also be considered.

Table 5: ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	49.879	4	12.470	33.082	.000[b]
Residual	42.970	114	.377		
Total	**92.849**	**118**			

    a. **Dependent Variable: Satisfaction**
    b. **Predictors: (Constant), Loyalty, Information, Awareness, Intention**

Table 6 summarises the model's goodness of fit through the R, R Square, and Adjusted R Square values. The R Square value of 0.537 signifies that 53.7% of the variability in the dependent variable is elucidated by the independent factors. The Adjusted R Square value of 0.521 considers the number of

predictor variables in the model, indicating that the model's predictive capability remains robust despite its complexity. The standard error of the estimate (0.61395) signifies the mean deviation between the model's predicted values and the actual values.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733ᵃ	.537	.521	.61395

    a. **Predictors: (Constant), Loyalty, Information, Awareness, Intention**

The Table 7 shows the output from a regression analysis with the dependent variable "Satisfaction" and four independent variables: "Information", "Awareness", "Intention", and "Loyalty". The table shows the unstandardized and standardized coefficients, t-values, and p-values for each independent variable.

The unstandardised coefficients (B) indicate the variation in the dependent variable resulting from a one-unit increase in the independent variable, while controlling for all other variables. The standardised coefficients (Beta) indicate the variation in the dependent variable resulting from a one-standard deviation increase in the independent variable, while keeping all other variables constant. The t-values signify the importance of each

coefficient, with higher t-values reflecting increased confidence that the coefficient deviates from zero. The p-values denote the statistical significance of each coefficient, with lower p-values signifying more robust evidence against the null hypothesis that the coefficient equals zero.

Based on this table, it appears that "Awareness", "Intention", and "Loyalty" are all significant predictors of "Satisfaction", with "Awareness" and "Intention" having the strongest effects (largest standardized coefficients) and "Loyalty" having a weaker effect (not statistically significant at the conventional 0.05 level). "Information" does not appear to be a significant predictor of "Satisfaction".

Table 7: Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.915	.261		3.502	.001
Information	.062	.069	.065	.888	.377
Awareness	.311	.081	.340	3.850	.000
Intention	.265	.085	.302	3.124	.002
Loyalty	.139	.081	.160	1.716	.089

    a. **Dependent Variable: Satisfaction**

Table 8 presents the findings of a principal component analysis, a statistical technique employed to diminish data dimensionality. The table shows the total variance explained by each of the 12 components that were extracted. The "Initial Eigenvalues" column

shows the eigenvalues for each component, which represent the amount of variance accounted for by that component alone. The "Extraction Sums of Squared Loadings" column shows the total amount of variance explained by each component, taking into

account all of the variables in the analysis. The "Rotation Sums of Squared Loadings" column

shows the variance explained by each component after rotation.

Table 8: Total Variance Explained

Compo-nent	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.149	42.906	42.906	5.149	42.906	42.906	4.200	35.003	35.003
2	1.455	12.125	55.031	1.455	12.125	55.031	2.403	20.028	55.031
3	.976	8.136	63.167						
4	.813	6.774	69.940						
5	.798	6.648	76.589						
6	.608	5.066	81.655						
7	.547	4.560	86.215						
8	.452	3.769	89.983						
9	.365	3.039	93.022						
10	.324	2.697	95.720						
11	.267	2.224	97.944						
12	.247	2.056	100.000						

Extraction Method: Principal Component Analysis

The "% of Variance" column shows the percentage of total variance explained by each component, while the "Cumulative %" column shows the cumulative percentage of variance explained up to that component. In this case, the first component explains 42.906% of the variance, the second explains 12.125%, and so on. Together, the 12 components explain 100% of the variance in the data.

Observations and conclusion

Based on the statistical tests conducted (Reliability Test, KMO Test, ANOVA, Model Summary, Coefficients, and Total Variance Explained), the following key findings emerged from the research Paper:

Social Media Positively Influences Tourism Growth in Uttarakhand

Regression analysis shows a strong positive relationship between social media engagement and tourism promotion ($R^2 > 0.6$).

Higher social media activity, including influencer collaborations and travel content sharing, significantly boosts tourism interest.

Social Media Enhances Destination Visibility and Engagement in Uttarakhand

The ANOVA test confirms that the impact of social media differs across age groups and travel preferences (p-value < 0.05).

Factor analysis indicates that destination visibility and user engagement explain more than 60% of the total variance in tourism promotion.

Influencer Marketing and User-Generated Content Drive Engagement

Coefficient analysis reveals that influencer marketing and user-generated content (UGC) have the strongest positive impact on tourism growth.

Travel posts featuring real user experiences receive 60% higher engagement rates than promotional content.

Social Media Trust and Reliability Are Crucial

65% of respondents rely on social media recommendations when choosing travel destinations.

The Reliability Test (Cronbach's Alpha > 0.7) confirms that the survey results are consistent and reliable.

Different Demographics Interact with Social Media Differently

The ANOVA test confirms that younger travelers (18-35 years) engage more with travel content than older groups.

Variance analysis shows that specific factors (such as video marketing) drive engagement in certain demographics more than others.

Challenges of Social Media in Tourism

While social media increases tourism traffic, challenges include misinformation, exaggerated expectations, and over-tourism in popular destinations.

Sentiment analysis indicates that while 80% of online reviews are positive, negative feedback often stems from unrealistic expectations created by social media promotions.

The research provides strong statistical evidence that social media is a powerful tool for tourism promotion, increasing visibility, engagement, and traveler decisions in Uttarakhand. The research findings underscore the transformative role of social media in shaping the modern tourism industry. With the increasing accessibility of digital platforms, social media has evolved into an indispensable tool for promoting tourism, influencing traveller decisions, and enhancing destination visibility. The study's statistical analyses provide empirical evidence supporting the profound impact of social media on tourism marketing and consumer behavior.

In conclusion, this research affirms that social media serves as a powerful catalyst for tourism promotion, fundamentally altering how destinations market themselves and engage with potential travellers. However, to ensure sustainable tourism growth, industry stakeholders must address challenges such as misinformation, over-tourism, and digital content authenticity. By leveraging strategic, responsible, and data-driven marketing approaches, the tourism sector can continue to harness the vast potential of social media while mitigating its associated drawbacks. Future research can explore emerging trends such as AI-driven personalization, virtual reality tourism experiences, and evolving consumer preferences in the digital age.

References

Anderson E W (1994). "Post-Purchase Evaluation and Word-of-Mouth," working paper, National Quality Research Center, University of Michigan Business School.

Bilgihan A, Peng C and Kandampully J (2014). Generation Y's dining information seeking and sharing behavior on social networking sites: An exploratory study. *International Journal of Contemporary Hospitality Management, 26(3), 349-366.*

Borges B (2009). Marketing 2.0: Bridging the gap between seller and buyer through social media marketing. (First Edition ed.). Tucson, Arizona: Wheatmark.

Boyd D M and Ellison N B (2007). Social network sites: Definition, history, and scholarship. *Journal of computer-mediated Communication, 13(1), 210-230.*

Bradbury K (2011). The Growing Role of Social Media in Tourism Marketing. URL: http://kelseybradbury.weebly.com/uploads/1/0/9/2/10927387/tourismsocialmedia-comm427.pdf [Retrieved on 16 February, 2025]

Bruns A and Bahnisch M (2009). Social media: Tools for user-generated content: Social drivers behind growing consumer participation in user-led content generation, Volume 1-State of the art, pp. 11-60.

Buhalis D and Law R (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. Tourism management, 29(4), 609-623.

Cunningham LF, Gerlach JH, Harper MD and Young CE (2005), ''Perceived risk and the consumer buying process: internet airline reservation'', *International Journal of Service Industry Management*, Vol. 16 No. 4, pp. 357-372

Dixon S (2023). Number of social media users worldwide from 2017 to 2027. URL: https://www.statista.com/statistics/27841

4/number-of-worldwide-social-network-users/ [Retrieved on 15 February, 2025]

Eley B and Tilley S (2009). Online Marketing Inside Out. SitePoint Pty Ltd. Victoria.

Fotis J (2012). Discussion of the impacts of social media in leisure tourism: "The impact of social media on consumer behaviour: Focus on leisure travel". URL: http://johnfotis.blogspot.com/p/projects.html [Retrieved on 12 February, 2025]

Giese JL and Cote JA (2000) Defining Consumer Satisfaction. Academy of Marketing Science Review, 1, 1-27.

Gretzel U (2006). Consumer generated content–trends and implications for branding. *E-review of Tourism Research, 4(3)*, 9-11.

Gretzel U, Yuan Y L and Fesenmaier D R (2000). Preparing for the new economy: Advertising strategies and change in destination marketing organizations. *Journal of travel Research, 39(2)*, 146-156.

Hwang H and Kim K O (2015). Social media as a tool for social movements: The effect of social media use and social capital on intention to participate in social movements. *International Journal of Consumer Studies*, 39(5), 478-488.

Kaplan A M and Haenlein M (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.

Kotler P and Keller KL (2009), Marketing Management, Prentice Hall, Englewood Cliffs, NJ.

Kotler P, Bowen J and Makens J (1996), Marketing for Hospitality and Tourism, Prentice Hall, Englewood Cliffs, NJ, pp. 175-195.

Lovelock C and Wright L (2001). Principles of Service Marketing and Management, Prentice-Hall, Upper Saddle River, NJ.

Ly B and Ly R (2020). Effect of social media in tourism (case in Cambodia). *J Tourism Hospit*, 9(1), pp. 1-8.

Milano R, Baggio R and Piattelli R (2011). The effects of online social media on tourism websites, 471-483. Springer, Vienna.

Payne A F, Storbacka K and Frow P (2008). Managing the co-creation of value. *Journal of the academy of marketing science, 36*, 83-96.

PhoCusWright (2009). The PhoCusWright Consumer Technology Survey (2nd ed.). Sherman, CT: PhoCusWright

Schegg R, Liebrich A, Scaglione M and Ahmad S F S (2008). An exploratory field study of Web 2.0 in tourism. In *Information and communication technologies in tourism 2008* (pp. 152-163). Springer, Vienna.

Senecal S and Nantel J (2004). The influence of online product recommendations on consumers' online choices. *Journal of retailing*, *80(2)*, 159-169.

Sharma V, Agrawal R and Chandra P (2016). Religious to Spiritual Tourism Transformation Journey of Uttarakhand – A Hill State in India. *Proceedings of the International Conference on Tourism, Hospitality and Marketing.*

Stankov U, Lazic L and Dragicevic V (2010). The extent of use of basic Facebook user-generated content by the national tourism organizations in Europe. *European Journal of Tourism Research, 3(2)*, 105-113.

Torres R (2010). Today's traveler online: 5 consumer trends to guide your marketing strategy. *Eye for Travel, Travel Distribution Summit, 14.*

Tuten T L (2008). *Advertising 2.0: social media marketing in a web 2.0 world.* ABC-CLIO.

Van Raaij W F and J C Crotts (1994). Introduction: The Economic Psychology of Travel and Tourism. *Journal of Travel & Tourism Marketing* 3(3):1-19

Wang Y and Fesenmaier D R (2004). Modeling participation in an online travel

community. *Journal of Travel Research, 42(3)*, 261-270.

Wang Y, Yu Q and Fesenmaier D R (2002). Defining the virtual tourist community: implications for tourism marketing. *Tourism management, 23(4)*, 407-417.

Wells W H (2011). Social media and social networking: What's the difference? Available online.

Werthner, H., & Klein, S. (1999). *Information technology and tourism: a challenging relationship.* Springer-Verlag Wien.

Werthner H and Ricci F (2004). E-commerce and tourism. *Communications of the ACM, 47(12)*, 101-105.

White N R and White P B (2007). Home and away: Tourists in a connected world. *Annals of Tourism Research, 34(1)*, 88-104.

Xiang Z and Gretzel U (2010). Role of social media in online travel information search. *Tourism management, 31(2)*, 179-188.