

Exploring the Behavioural Transformation among Tourists with the Influence of Social Media and Digitalization

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Abstract: *The influence of social media on the travel business is significant. The advent of social media and digitalization has brought about notable changes in the behaviour of tourists, affecting their travel plans, experiences, and sharing. Examining how traveller behaviour is changing with social media and digitization is an exciting field of research that combines elements of digital marketing, psychology, sociology, and tourism management. Travellers today have unparalleled access to a plethora of information, personalized recommendations, and real-time evaluations thanks to the widespread use of smartphones and internet connectivity, enabling them to make well-informed decisions throughout their trip. As a result, these digital tools have improved travel experiences overall by encouraging increased involvement, connectedness, and customisation in addition to streamlining the planning and booking process.*

Keywords: digitalization, tourism, social media, and behavioural change

I. INTRODUCTION

Social media refers to online platforms and websites that allow us to interact, create, share, and exchange information, ideas, and multimedia content in virtual communities and networks. These platforms enable users to connect with friends around the world. Some of the popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, TikTok, Snapchat, and YouTube. The increasing role of social media and digitalization in the tourism industry has revolutionized the way people plan, experience, and share their travel journeys. Social media platforms and digital technologies have made travel-related information more accessible than ever before. Social media plays a significant role in influencing travellers' decision-making processes. Digital platforms allow while looking into the recent tourism developments, it could be seen that our traditional methods of tourism were outdated due to the popularity of digitalization in tourism and the widespread coverage of social media platforms. According to the **world internet user statistics**, it could be seen that approximately 5.18 billion (64.6 per cent of the world population) people have access to the internet. Social media has become an integral part of modern life, influencing how people communicate, consume information, and engage with various aspects of society, including politics, culture and business.

OBJECTIVES OF THE STUDY

To assess the behavioural transformation among tourists with the influence of social media and digitalization.
To study the impacts of social media and digitalization on the behavioural transformation of tourists.

SCOPE OF THE STUDY

The primary focus of the study will be tourists' behaviour changes as a result of their interaction with social media and digitalization in the context of travel. Exploring Social media and digitalization influence various aspects of the travel experience, including destination choice, itinerary planning, accommodation selection, activities and attractions visited, and overall satisfaction with the trip. The role of specific social media platforms like (Instagram, Facebook,

TripAdvisor) and digital technologies e.g. (mobile apps, and virtual reality) in shaping tourists' behaviour. These platforms are used for inspiration, planning, sharing experiences and seeking recommendations.

II. REVIEW OF LITERATURE

The advent social of media and digitalization has revolutionized various aspects of human life. In recent years, the tourism industry has undergone significant transformations propelled by the advent of social media and digitalization. These technological advancements have revolutionized the way tourists seek, experience, and share travel-related information, profoundly influencing their behaviours and preferences. This review aims to explore the dynamic interplay between social media, digitalization, and the behavioural transformation of tourists, shedding light on the evolving landscapes of tourism in the digital age. This review will critically examine the existing literature on behavioural transformation in tourism, with a special focus on the role of social media and digitalization

(Pritchard et. al,2011)Tourism influences the self and others through co-creation a transformation. (Istin,2020) The emergence of social media technologies such as social networks, Facebook etc allows tourists to share their travel experience. (Gulati, 2023) All generations behave in a similar both younger and older, and understand the potential effect of social media on tourists' decision-making. (Asha John, 2023) Tourists undertake travel research and planning through social media. It is a powerful way to get information to the people who need it. Technology has had a big role in tourists deciding their travel plans.(Breanna Carey, 2021) Studying the impact of social media and digitization, researchers draw the result of the impact of Web 3.0 concepts and the mass collaboration trend of social networks. (Augustine & Balachandran, 2021) On account of COVID-19, the situation altered and the tourist behaviour also changed as well. Travel behaviour changed during the pandemic and people met their travel needs by changing their travel patterns. I V Barashok, L L Rudenko, E V Shumakova, (2021). Digitalization in tourism makes the tourist business more flexible, adapted to modern conditions and competitive in a dynamic digital world. (Chang & Jang, 2014). A Study of Young and Literate Mobile Users' Adoption of Smartphone-enabled Tourism Product Booking Services investigated the use of mobile phones by the young and literate in availing of smartphone booking services. Emil Juvan, Doris Gomezelj Omerzel, Maja Uran Maravic, (2017) **Tourist Behaviour; An overview of models to date**, Tourist Behaviour is a key factor given the successful development of tourism services, therefore an understanding and knowledge of tourist behaviour is an indispensable element in the development of tourism knowing the behaviour of tourist has practical value for all tourism stakeholders. (Živković et al., 2014) Among the available internet platforms, social media is recognized as the most dependable channel that permits the user to disseminate content extensively.

III. RESEARCH METHODOLOGY

The methodology adopted a secondary data collection strategy using previous literature studies. The secondary data involved comprehensive searches based on through books reputed journals, newspapers, articles, academic thesis and online libraries. A descriptive approach is followed to understand "Exploring the behavioural transformation among tourists with the influence of social media and digitalization".

IV. CONCLUSION

Social media has become an integral part of the tourism ecosystem, significantly impacting how tourists discover, plan, experience, and share their travels. The integration of social media platforms and digital technologies into the tourism domain has fundamentally reshaped the entire travel ecosystem. The impact of social media on tourists behaviour is profound and multifaceted, influencing various stages of the travel process from inspiration to post-trip sharing. Tourism stakeholders must understand and leverage the power of social media to engage with travellers effectively and enhance the overall tourist experience. This article explore the dynamic interplay between social media, digitalization, and the behavioural transformation of tourists, shedding light on the evolving landscapes of tourism in the digital age.

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