

ROLE OF SOCIAL MEDIA ON TOURISM AND TRAVEL SERVICES WITH SPECIAL REFERENCE TO MYSORE IN KARNATAKA STATE

Project Reference No.: 47S_MBA_0187

College : S.E.A. College of Engineering and Technology, Bengaluru
Branch : MBA
Guide(s) : Dr. D. Balaji
Student(S) : Mr. Suprit N. Krishna

Keywords: Travelling, Tourism, Social media, Environmental Management.

Introduction:

Tourism is an act of travelling by individuals across the nations and continents. Tourism includes several types like religious tourism, Adventure tourism, Eco tourism, Cultural tourism, medical tourism, wildlife tourism, beach tourism and dark tourism. The prominence and importance of each place is unknown till the advent of social media, which portraying the beauty of the places, its importance, and majorly the attractions of the places to every nook and corner of the world. The current project deals with the role of social media and its impact on tourism travel services and similarly the importance of social media in creating the tourism awareness among the individuals. The project outcome will certainly bring tremendous change in the perception of youth and other age groups about the role of social media in portraying the awareness about different types of tourism and its importance to different sections of the people. Hence this project gives thrust in the development of tourism and travel service sector which in turn leads to growth and development of Resources and Environmental Management.

Mysore is a well-known place in the state of Karnataka, also a heritage city which attracts tourists more, it is also the place for peace. Mysore is famous for silk, sweets and sandal. Mysore city earlier ruled by Sri Krishnadevaraya Wadiyar. The prominent king of Mysore, at present Yaduveer Raja Wadiyar is the king of Mysore. Mysore district has seven taluks under it. The Mysore district mainly drained by the rivers Kaveri, kabini, and Lakshman Teertha. Mysore is the holiday destination for more IT professionals of Bangalore. Majority of places of Mysore were introduced to this personal through social media. Mysore had got very good road system which connects the major with Bangalore and Madikeri. Mysore has got its own domestic airport where tourists comes from various places. It also availed railway and bus facilities. The Major places of Mysore for travel and tourist destination are

Chamudeshwari Hills

The god of Karnataka where it is known as Chamundi / Durga. The devi cut the head of Mahishasura (the buffalo headed monster). During the time of Dasara (the state festival of Karnataka), devi brought down the hill for the procession purpose.

Mysore palace.

It is also known as Amma Vilas palace, it was started to construct on 1897 and opened in 1912.

The residence of Wodeyar dynasty where the prominent kings ruled.

Mysore zoo.

It is also known as Chamarajendra zoological gardens where animals are caged and kept for tourist to see and enjoy.

Mysore dam.

Krishna raja Sagar (KRS) dam built across Kaveri River in 1924. It is the main water source for Karnataka districts and Tamil nadu.

Jagan Mohan palace. (at present I tis a museum).

It is a place that belongs to Wodeyar family. Where the main palace gets renovated in the same palace the family was residing in this palace for some period.

The palace started from 1856 and established on 1861.

Lalith mahal palace.

The maharaja of Mysore built this erstwhile to host his more important guests and viceroys of India.

Tippu fort.

It is a historical fort located at Srirangapatna capital city of Mysore kingdom. The fort has 3 sides river Kaveri flown inside the fort we had Tippu palace, were Tippu and his family lived.

Sangam.

The historical place where all the three rivers Loka Pavani, Hemavathi and Kaveri combines.

Gosai ghat.

Where the ghat is about one kilo meter away on the southern bank of the river Kaveri. The bigger Gosai ghat of the temple complex at the bank of the ghat.

The spacious Kashi Vishwanath temple is the main shine and flow of Kaveri in front of temple gives immense happiness to the tourist.

Daria Daulat Bagh: It is a memory for the honour of Tippu sultans' military victory over the British. One of the most beautiful Domb built and kept for tourist. It is even called has Tippu summer palace.

Objectives of the Project:

1. To study the impact of social media on tourism and travel services.
2. To study the role of social media in tourism awareness.
3. Design the business model to signify the social media impact on the tourism.
4. Popularization of tourism using the social media transformation.

Methodology:

Research design it is defined by Malhotra and Dash (2010) as “a framework or blueprint for conducting the research. It specifies the methods and procedures necessary for obtaining and analysing the required information”. Research design is the plan for addressing a research question, including specifications for enhancing the integrity of the study. The present study mixed approach to address the research problems.

Although the study relies more on primary data due to the very nature of the topic and its objectives, it makes substantial use of secondary sources of information, to be abreast of other studies and their findings, and to build upon an appropriate methodology for the present one.

After the adoption of the research design, the study proceeded to shoot the data collection mechanism. For the purpose of arriving at meaningful conclusions, it is planned to collect the data both from primary and secondary sources. Secondary data has been collected from related books, international and national referred journals, magazines, fortnights, newspapers, websites, and official records of companies.

Primary data: collected from the tourists who visited Mysore from Bangalore city through google forms

Secondary Data: Newspapers, Magazines, Articles and other official data of Karnataka state.

Sample Design:**Convenience Sampling**

Definition: Convenience sampling involves using respondents who are “convenient” to the researcher. There is no pattern whatsoever in acquiring these respondents. Typically, somebody undertaking a convenience sample will simply ask friends, relatives, colleagues in the workplace, or people in the street to take part in their research. One of the best ways of considering the pitfalls of this form of sampling is to look at this last approach—stopping people in the street.

A convenience sample of 200 graduate students in Bangalore universities explored the diversity of Mysore tourism and the importance of the Tourist places in Mysore.

Questionnaires were distributed using convenience methods in a study of Mysore and its tourist attraction places. The 200 google forms were circulated among graduate students of Bangalore universities.

Hypotheses

Hypotheses have been formulated on the basis of the objectives framed in the study. a total of two major hypotheses were formulated.

H1: The role of social media impacts significantly on tourism and travel services.

H2: The awareness about tourism is due to social media.

SOURCES OF DATA

The present study is based on primary and secondary sources of data. The study started with an extensive literature review which assisted the researcher to understand the background of the work and identifying the variables of Indebtedness for developing a questionnaire. The secondary data were collected from various resources which were IBEF (India Brand Equity Foundation), the agriculture department, reports from professional consultants", academic journals, and books. Primary data were collected with the help of a structured questionnaire survey.

SAMPLING Method:

Simple Random sampling method: In statistics, a simple random sample is a subset of individuals chosen from a larger set in which a subset of individuals is chosen randomly, all with the same probability. It is a process of selecting a sample in a random way.

Respondents: Tourists who visited to Mysore from Bangalore city.

The respondents are the tourists visiting.

Innovation in the project:

Chatbots (online chat) are rising innovation in tourism industry to give seamless experience to customers. This enhances to the customers that get rapid information related to it also it will be 24*7 available chat. This type of innovation makes user friendly that ensures timely output for the users.

Scope for future work:

Promoting tourism through social media more effectively with less cost and reaches every corner that gives immediate information for the tourists and access it too easily. Since everyone are using one are the other social media platform, they can aware either of the social media that feels quick response to them.