

An Analysis of the benefits of the state tourism departments' Facebook posts as seen by tourists

Dr. Vipin Singh¹, Dr. Hemant Kumar Chanchal², Mr. Sandeep Paatlan³, Chef Chandrakant Divakar⁴, Mr. Ayush Saxena⁵, Dr. Kiran Shashwat⁶

¹Assistant Professor, School Of Hotel & Tourism Management, Vellore Institute Of Technology, Vellore, Tamil Nadu, India.

²Assistant Professor, Department of Business Management, Dr. Hari Singh Gour University, Sagar, Madhya Pradesh, India.

³Assistant Professor, Department of Tourism Management, Chandigarh University, Mohali, Panjab, India.

⁴Assistant Professor, Department of Hospitality & Tourism Management, School of Hospitality & Tourism, Jagran Lakecity University, Bhopal, Madhya Pradesh, India.

⁵Research Scholar, Department of Tourism, Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi, Uttar Pradesh, India.

⁶Assistant Professor, Department of UITHM, Chandigarh University, Mohali, Punjab, India.

Abstract

Research on the impact of social media on many industries, including the travel industry, is here to stay. Due to its massive user base, Facebook is often regarded as the most widely used social networking platform worldwide. Young people's increased use of social media platforms has piqued the interest of businesses looking to connect with them. DMOs, which may be publicly or privately owned, are tasked with attracting visitors to a certain location using a variety of marketing strategies. Given its scale and organisation, the DMO idea in India is one of a kind. In India, DMOs are essentially government-owned tourism agencies charged with spreading the word about the country's many tourist hotspots. The vastness of the nation, on the one hand, and government policy, on the other, have made the work of government agencies vital. There are two aspects to this investigation. The goals of this study are twofold: first, to analyse how state tourism offices use Facebook as destination marketing organisations (DMOs); and second, to determine how visitors respond to and profit from the DMOs' Facebook material. Social media usage in tourism, social media in destination branding, social media's impact on tourism websites, social media during vacations, social media and information, social media for destination marketing & management, DMO marketing, Facebook marketing, eWOM, Uses and gratification approach, Consumer Generated Media, Influence on purchase decision, and Relationship with other consumers and relationship with brands are some of the topics covered in this literature review and summary.

Keywords: *Social Sciences, Social Sciences General, Hospitality Leisure Sport and Tourism Social media, Indian tourism, National tourism organizations, Customs administration and tourism Package tours.*

1. Introduction

Since the industrial revolution, there has been constant development in advertising methods. The primary goal of destination marketing organisations (DMOs) has shifted from mass manufacturing to fostering meaningful connections and interactions between locals and visitors. The advertising of locations, which includes the efforts of both commercial companies and government agencies, is a crucial aspect in attracting visitors. Therefore, travellers like having a variety of places to choose from, all of which are vying for their business. The function of destination marketing companies in promoting a city, state, or country is vital. In this context, "DMO" refers to both governmental and commercial institutions engaged in destination development, maintenance, and promotion. The National Tourism Administration (NTA), State Tourism Offices (STOs), Regional Tourism

Organisations (RTOs), Convention and Visitor Bureaus (CVBs), and Regional Tourism Organisations (CROs) are all examples of such agencies. In India, the marketing and promotion of destinations is under the purview of the respective state tourism departments, which serve as both Destination Marketing Organisations (DMOs) and Regional Tourism Organisations (RTOs). This study examines the connection between state tourism offices and social media in the promotion of tourist spots[1]. The work of a destination marketing organisation (DMO) is crucial in the planning, advertising, and marketing of a tourist hotspot. Destination development need input from and collaboration from a variety of parties invested in the area. A destination marketing organisation (DMO) is any group that promotes a certain location for tourists[2]. location management organisations (DMOs) are in charge of the overall marketing of a location and use umbrella marketing to advertise the many goods and services provided by various parties. Destination marketing organisations (DMOs) are in charge of promoting certain locations across the world. Because by the middle of the twentieth century, DMOs had been involved in the expansion of tourism. The Canadian Tourism Commission and the Hong Kong Tourism Board are two examples of commissions, boards, or agencies that function as part of the dual DMO system. The benefits of both the public and private sectors are expected to be combined in these models. Organisations in the private sector, like companies, have their own boards of directors that aren't answerable to the government or the public tourist sector[3]. Local destination marketing organisations (DMOs) are located at the county and city levels, such as the Glasgow City Marketing Bureau in Glasgow, Scotland. Convention and Visitor's Bureaus (DMOs) have a far larger market share in the United States. Some nations have what are essentially regional tourism bureaus (RTOs) or destination management organisations (DMOs). There are thirty RTOs in New Zealand, thirteen in Ontario, Canada, and five in Western Australia. There are a total of 29 state and 7 union territory (UT) tourism offices in India[4]. They represent the country as the RTOs and DMOs responsible for promoting tourism inside and outside the country. The various travel bureaus of India's states and union territories all coordinate their efforts to attract tourists with the help of India's Ministry of Tourism. Tourism agencies often set up sister companies as businesses to help with their public relations and advertising. For the sake of consistency in terminology, both the State and Union Territory of India's tourism departments have been referred to as RTOs (Regional Tourism Organisations).

2. Social Media Marketing of Tourism Destinations

Communication has always been a powerful tool for raising consumers' levels of awareness, stimulating their interest and desire, and motivating them to take some kind of action. Early on in the history of marketing, the primary audience for product and service promotion was the general public. In the 1990s, the introduction of the internet ushered in a new age of marketing, media, and communication. Web 2.0 enabled instantaneous, two-way contact between consumers and businesses over the Internet. Making each segment's own unique channel of communication became an attractive prospect[5]. Because of the tools made available by Web 2.0, consumers and DMOs may now collaborate to shape the perception of a place via the exchange of information and first-hand accounts. Since the advent of ICTs, namely the Internet, social media has expanded from its original function as a social networking platform into that of a marketing conduit for almost any product or service imaginable. While its potential as a tool for sharing knowledge and connecting people has piqued the interest of marketers, the vast array of visual and spoken content available to consumers is a double-edged sword[6]. Therefore, academics' go-to topics have included social media, web 2.0, UGC, and eWOM. The inspiration for content production comes from the organization's repeated broadcast of information and the visitors' sharing of their own experiences. Since its inception in 2004, Facebook has been one of the most widely utilised social media platforms, especially for destination marketing. Due to Facebook's massive user base, several DMOs have set up shop there to better connect with customers and advertise their wares.

Social media is an internet-based platform that contains consumer-generated content. As a result, it has made the relationship between businesses and their customers more collaborative and conversational. Social media has become a mainstream phenomenon because to its worldwide reach

and very inexpensive production costs[7]. It displays significant demographic reach in compared to old means of communication which was largely from the corporation. Also, DMOs (Destination Marketing Organisations) have been said to be using social media to promote and advertise their destinations.

User-generated content (UGC), consumer-generated media (CGM), and social networking sites (SNS) have all been referred to under the umbrella phrase "web 2.0," or "social media." Any of the aforementioned manifestations of social media may provide companies with the collective strength and insight they need to succeed. According to reports, Facebook is the platform of choice for DMOs when it comes to launching destination brand pages.

The hypotheses presented here suggest a correlation between six explanatory variables and a single criterion (the frequency with which people share posts from state and UT tourism departments on Facebook). Benefit is significantly related to the social media nature. Benefit is significantly and positively related to motivation (H2). H3: There is a strong positive correlation between Purpose and Advantage. Hypothesis 4: There is a strong correlation between Participation and Outcome Benefit is significantly and positively related to Expectation (H5). Hypothesis 6: There is a strong positive correlation between Authentic Data and Outcome.

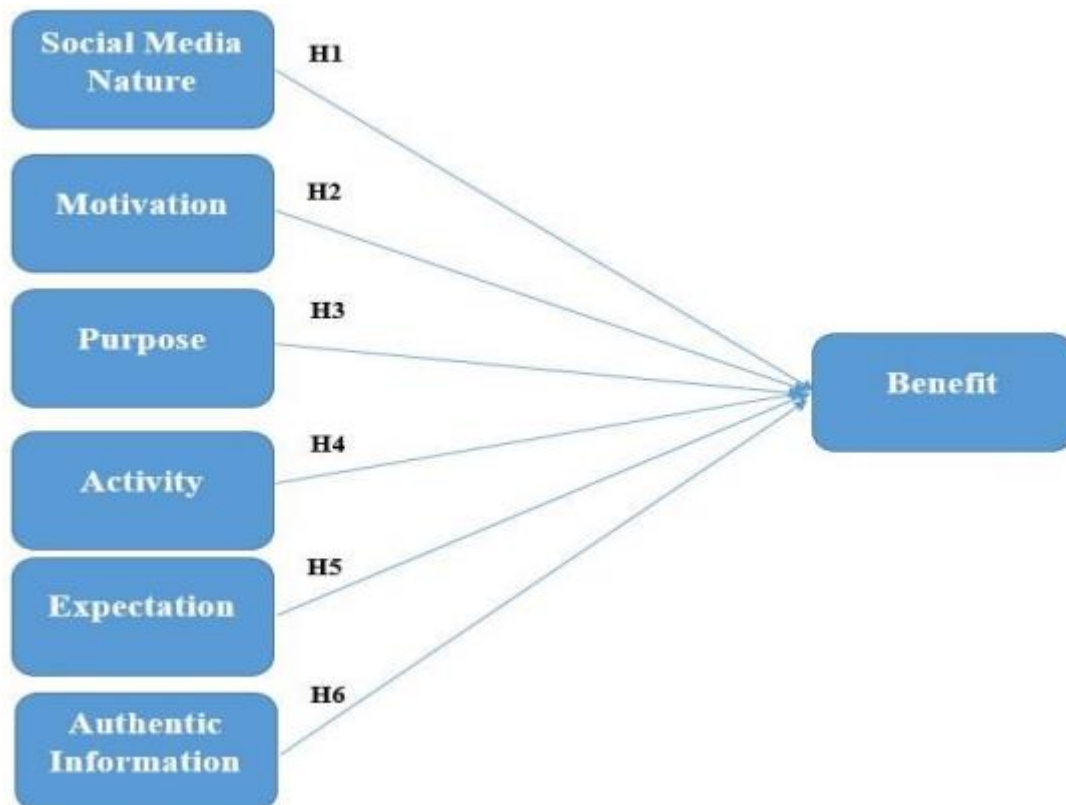


Figure.1: Hypotheses

The current research is an exploratory attempt to learn more about how the State and Union Territory Tourism Departments of India use the Facebook pages they've set up to market their states as tourist destinations. The Facebook pages of State and Union Territory (UT) Tourism Departments are examined, as well as user feedback on such pages. It examines the functions of State/UT Tourism Department Facebook pages and the advantages of utilising State/UT Tourism Department Facebook pages or Regional Tourism Organisations (RTOs) of India Facebook sites.

An established conceptual framework provides a clear roadmap for completing the study. It also delves into the researcher's motivations, methods, and findings[8]. Visual or textual output that "explains, either graphically or in narrative form, the main things to be studied the key factors, concepts, variables, and the presumed relationships among them," as described by Miles and

Huberman (1994). From the perspective of the researcher, the literature is organised into a conceptual framework. It is basically an idea or model of the subject under study.

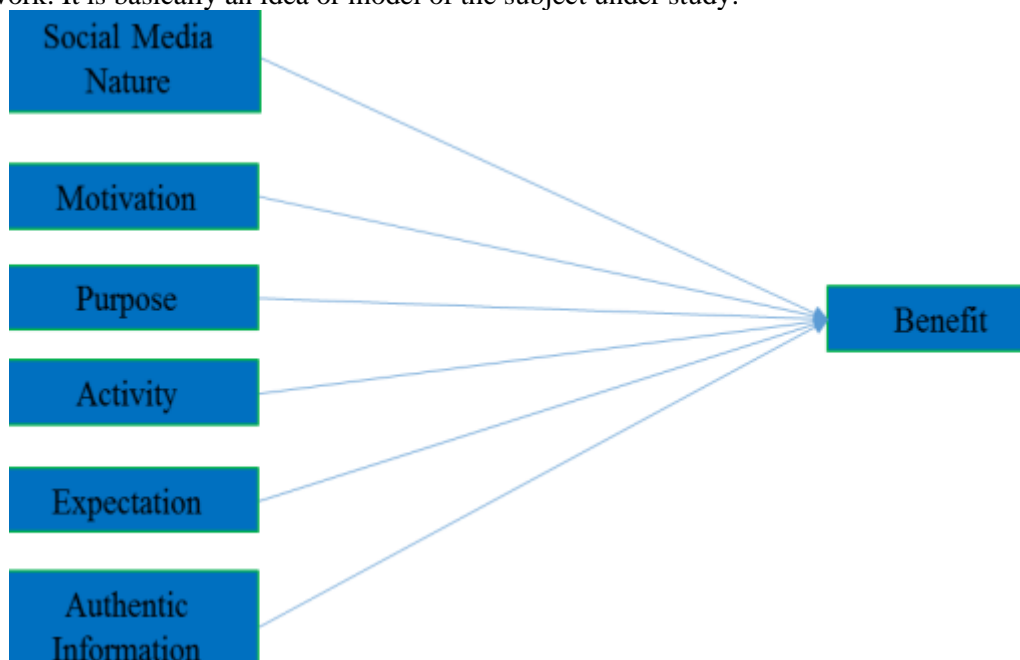


Figure.2: Conceptual framework of the study

Through the literature study, we were able to isolate essential ideas and establish their connections, therefore constructing a framework. In this case, the conceptual framework identifies seven factors as independent and dependent. Benefit is proposed as the dependent variable, while a total of six potential motivating and guiding factors—Social Media Nature; Motivation; Purpose; Activity; Expectation; and Authentic Information—are proposed as independent testable variables.

3. Literature Survey

To conduct a review of the literature in a certain field is to sift through previous studies in search of new information. When doing research, one must familiarise oneself with the many ideas, methods, and techniques that have previously been created by others. By going through this procedure, researchers have been able to generate concepts and techniques for conducting the study based on previously established theoretical frameworks. It also aided in defining the study's scope, goals, and hypotheses, as well as in identifying gaps[9]. Literature on Facebook, DMOs, and destination marketing are all explored in this research. It has also been stated that the recent innovations in social media have impacted communication, research, promotion, destination marketing, and internet search as they pertain to tourism. Since their beginning, significant journals have been examined. A large number of publications from reputable journals were obtained and read in order to arrive at a well-rounded research topic and framework. Thus, literatures have been surveyed over the whole spectrum of research history, progress, and completion. The literatures are organised into sections covering the section's conceptual framework, developments in the subject, and outlining the study's underlying aspects. Lu, Chen, and Law conducted a systematic evaluation of 105 articles on the topic of "social media in hospitality and tourism" from 2004 to 2014 for 7 academic publications[10]. The authors have searched Science Direct, EBSCOHost, and Google Scholar for articles relating to web 2.0, social media, user-generated content (UGC), electronic word-of-mouth (eWOM), online social networks (OSN), content communities, and virtual social worlds. Tourists' and businesses' social media usage at various phases of the trip planning and actual trip experience are the primary foci of study. Only two areas, online reviews and research methodologies, have reached their research saturation point[11]. Between 2004 and 2022, the most studied aspects of social media were Facebook, Twitter, and user-generated content. Research on the use of social media in the hotel and tourist industries is still in its infancy, as has been shown decisively. Kavoura debates the merits of using social media to do internet

research. The author emphasises the significance of user-generated content (UGC) on social media produced by users in different parts of the world. Document analysis, archive analysis, online interviews, and content analysis of online imagined communities are all useful methods for investigating user-generated content (UGC) in virtual worlds[12]. As a result, the cost and efficiency of doing research online may be optimised. The author argues that social media platforms provide a substantial opportunity for market research. He continues by saying that Facebook's real-time data may be used to aid in the process of creating organisations' communication.

Zeng and Gerritsen recently reviewed 279 articles on the use of social media, networking, Web 2.0, and user-generated content (UGC) in the hotel and tourist industries. Four articles relating to the travel and hospitality industry's use of social media in 2020 were found to be among the earliest. Both qualitative and quantitative approaches to data collecting from social media users and visitors have been used in published studies[13]. Using social media for tourism-related purposes including customer service, marketing, and decision-making is a relatively new field of study. This study demonstrates the importance of social media's emphasis on user-consumer-business interaction. The authors also note that there is a lack of investigation on the role of social media in tourism's influence, effect, and economic contribution.

The new directions in tourism research have been brought to light by Tsiotsou and Ratten. The authors believe that the success of the tourist industry since the advent of social media may be directly attributed to the early embrace of ICTs by the industry. Despite the fact that the tourist industry is known for being an early user of new technology, research indicates that enterprises in the sector are not making full use of available tools[14]. Travellers' search habits and preferences have changed with the advent of Web 2.0. They are active participants in the information cycle, both as consumers and contributors. The authors draw the conclusion that social networking sites are a growing area of study because they influence consumers' and businesses' content creation and purchasing decisions.

The authors indicate that DMOs were originally seen as destination marketing organisations before evolving into DMOs. Destination management organisations (DMOs) have emerged as key "destination developers" who act as a catalyst and enabler in the expansion of the tourist industry[15]. There may be a need for management because to rising visitor demand, increased competition, and the involvement of several stakeholders. Nonetheless, marketing is often seen as DMOs' top priority. The results of Dore and Crouch's study emphasise the historical duty of DMOs. Initially, DMOs were more concerned with marketing than with operational details. Advertisements in newspapers, on television and radio, and on billboards reached the target audience[16]. DMOs also participated in direct sales of destination items but not in product operations. The authors state that the primary managerial role of DMOs was marketing. The government's light hand in product and operation development allowed the private sector to step in and plan and supply services in accordance with the tourist policy and regulatory framework.

Fortezza and Pencarelli's current research provides an outline of the difficulties associated with social media applications. The authors have used a grounded-theory strategy to create their investigational tools. From December 2014 to December 2022, seven DMOs' cases were researched using several semi-structured interviews and a case study[17]. The authors say that it is difficult for DMOs to win the loyalty of social media users because of the difficulty of informing consumers of the facts, creating a positive relationship with the brand, increasing the perception of quality via storytelling, and so on. According to the results, using social media to plan and market an unforgettable vacation is a powerful tool. Thus, DMOs become storytellers on social media platforms, allowing them to connect more deeply and elicit reactions of joy from consumers.

Tourists' opinions and spending habits may be influenced by narratives shared on social media, as suggested by Lund, Cohen, and Scarles. The Danish National Tourist Organisation, VisitDenmark, has been used as a case by the authors to examine the value of narrative in destination branding. DMOs provide people a cause to interact with brands and encourages them to share those tales with others. Sociological notions of narrative, performance, performativity, and mobility were used to analyse VisitDenmark's social media activities. The research has led to the development of a

theoretical framework that DMOs may use to better express their stories on social media. Authors have recommended that DMOs blur the lines between online and offline by providing instantaneous replies to consumers and acknowledging them on social media. Therefore, social media may be useful in influencing impressions and buying choices at destinations since active users can be involved in daily talks, listening to, and sustaining their dialogues. The authors investigated the hypothesis that travellers are more receptive to first-hand accounts of experiences and information shared by other travellers than to that shared by destination marketing organisations. The public's impression of a location may be drastically altered by user-generated material[18]. Thus, the active engagement of users in social media's content generation aids in shaping the destination's public image. UGC was also discovered to promote a tourist location by authors via the use of social media platforms, such as the sharing of images, videos, and reviews. The findings also highlight the importance of corporations taking UGC into account when creating communication efforts to promote the location. Training staff to interact through social media is a useful tool for managing information and expertise about travel destinations. According to the authors, social media users now see businesses as potential conversation partners, are open to permission-based advertising, and are eager to join a brand's fan network. Most social media users want to stay abreast of what their favourite brands are up to by following and like those brands' pages. The authors advocate for two-way communication between brands and customers via the use of responses to user-generated content. There hasn't been enough study done on the effects of social media marketing on sales and promotional efforts, however. In this segment, we covered some of the foundational studies that provided the theoretical and conceptual framework for our investigation. The variables and their corresponding statements have been generated with the use of prior theoretical knowledge. The tourist industry has established seven factors to analyse Facebook posts. The nature of social media, motivation, purpose, activity, expectation, genuine information, and benefit are all factors to consider. The researcher has also learned about the fundamentals of ICT, Web 2.0, social media, and Facebook, as well as their significance in destination marketing. Social media has become an attractive platform for meeting new people and engaging in novel forms of interaction as a consequence of shifting communication paradigms and the development of global internet connections. In addition to conventional advertisements and government-run travel websites, the majority of today's tourists depend on their social media networks for in-depth, first-hand accounts of their destinations. Travellers place a higher value on the social media posts and reviews written by other travellers. Therefore, tourism agencies have to actively include tourists by soliciting their perspectives, comments, and advice.

4. Conceptualization of DMO

An easily identifiable geographical location that is served by both the public and commercial sectors with the intention of generating money might be thought of as a tourist destination. Both the public and private sectors need to invest in destination marketing if they want to meet and surpass the expectations of their visitors. Thus, it is the responsibility of a place Marketing Organisation to market, brand, and manage the public's perception of a place using a variety of media. In India, DMO has been there since before the country's independence. The first step was understanding how the tourist industry contributes to a country's economy by creating jobs and bringing in tax money. In India, the position of National DMO was taken on by the Ministry of Tourism and the India Tourism Development Corporation. The planning, formulation, implementation, and promotion of tourism in India dates back long before the introduction of the first National Tourism Policy in 1982. These committees include the Sir John Sargeant Committee, the L. K. Jha Committee, the Estimates Committee, the National Committee on Tourism, the National Action Plan for Tourism, and the Tourism Synergy Programme. The foundation for the growth of India's national-level DMO was laid by several committees, programmes, tourist policies, and the incorporation of tourism into the country's Five Year Plans. In 1945, the government of India established the first-ever tourist marketing committee by appointing a Sargeant. For the purpose of promoting tourism in India and beyond, the committee suggested establishing a national tourism body and its regional branches. The suggestion resulted in the establishment of the Department of Tourism. It also recommended

coordinating with government organisations, travel companies, hotels, and restaurants, as well as publishing and distributing guidebooks and posters for travellers. In addition to national DMOs, state tourism departments (STDs) in India serve as regional DMOs. Regional Tourism Organisations (RTOs) are another option, since they are the ones in charge of promoting their area. In this capacity, state tourism offices are responsible for developing long-term strategies and raising public awareness of the state as a tourist destination on a local, national, and international scale. The presence of STD awareness programmes at international trade shows and conferences attests to their worldwide reach. Some governments' tourism agencies have set up corporate offshoots or advisory boards to help with promotional and advertising efforts. Short-term strategic initiatives, customer relationship management, entrepreneurial activities, and new market prospects are the main focuses of DMOs in the private sector. When it comes to promoting tourism in India, the Ministry of Tourism is in charge of formulating policy, implementing programmes, and coordinating other government initiatives. For the purpose of destination development and tourist marketing, it coordinates the efforts of central government Agencies, State tourist Departments, Union Territories Tourism Departments, and private actors. The Ministry of Tourism is headed by the Minister of Tourism, who has the position of Minister of State (Independent charge). The Tourism Secretary also serves as the Director General of the Ministry of Tourism. Various tourist strategies and programmes are carried out under the supervision of the Director General or Secretary. There are a total of 20 locations in India and 14 locations outside of India under its authority. Each of the 14 international outposts is devoted to boosting the local tourist industry. Tourists may get information and updates on government initiatives in India from field offices there. India Tourism Development Corporation (ITDC) is a public sector enterprise run by the Ministry of Tourism in India. It helps the ministry with things like policy making, putting plans into action, and developing personnel.

For the study, researchers looked through the States' and UTs' Facebook postings and discovered that only a small percentage of them were not promoting tourist services there. Mizoram and Sikkim are the only two of India's 29 states that don't have a Facebook presence. Andaman and Nicobar Islands, along with Dadra Nagar and Haveli, aren't represented on Facebook either, despite being two of India's seven Union Territories. Therefore, the current study takes into account content analysis of Facebook pages for a total of 32 states and territories.

5. Multiple Regression Analysis

The two main categories of research questions that multiple regression analysis is used to solve are prediction and explanation. The power of an independent variable over a dependent variable may be estimated using a regression model. A look at the regression coefficients is made to back up the hypothesised relationships between the independent and dependent variables. Given that multiple regression analysis is a dependency approach, the variables were classified as either independent or dependent. With the aid of SPSS 20, we transformed the variables into metric variables by averaging the responses to each question. The residual plots were examined to ensure their usefulness for regression analysis. Histogram and scatterplot diagrams are used to verify the linearity, homoscedasticity, independence, and normality of the residuals.

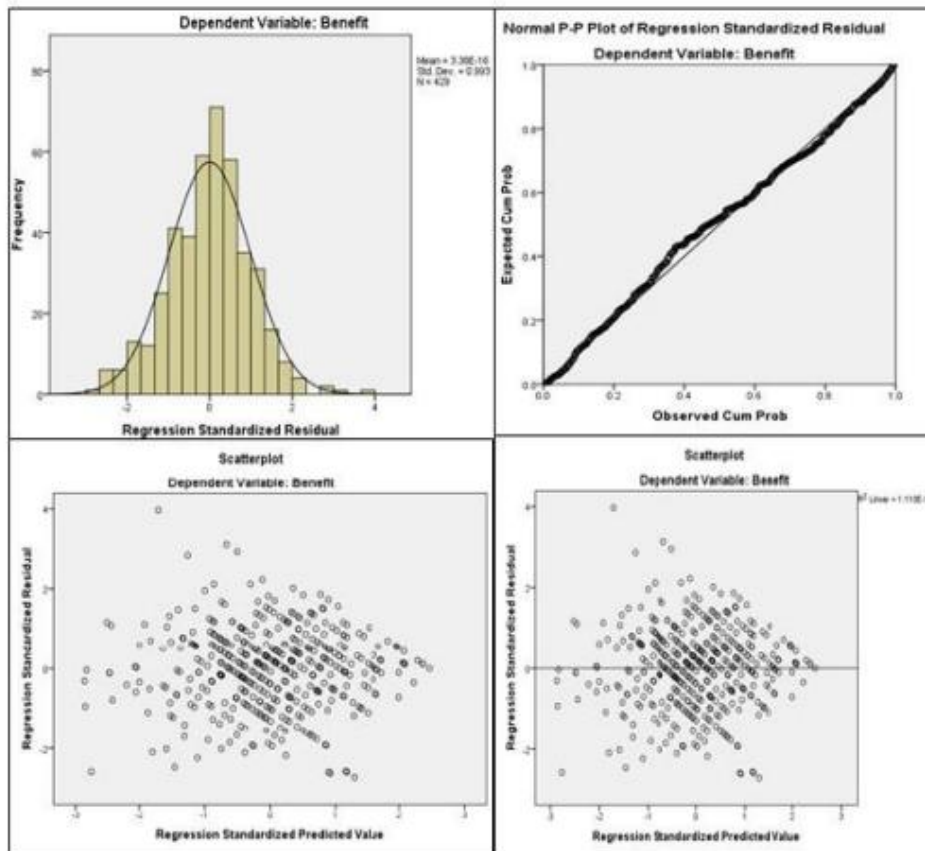


Figure.3: Residual plots for Regression analysis

The P-P plot graph of standardised residual is used to determine linearity, or the existence of a linear connection between the set of independent factors and the dependent variable. There is no discernible pattern in the error terms, as seen by the scatterplot of the dependent variable Benefit and the other independent variables. According to the histogram, the residuals follow a very standard distribution. Regression analysis was used to test the hypothesis and examine the connection between many independent variables, including Perceived aspects of Facebook material, and the dependent variable Benefit of utilising Facebook pages of State/UT Tourism Departments. Finding objective themes, patterns, and meaning in the texts is the goal of qualitative content analysis. It may be used in tandem with quantitative content analysis and is concerned with issues such as communication mode and antecedent-consequence relationships. This method has been employed to examine free-form answers to a survey question. A total of eighty-four answers to an open-ended query were collected and examined to reveal visitors' objective themes and comprehension of components of Facebook material. The sharing of travel experiences with other users has emerged as a primary focus. Facebook posts by DMOs are another way for travellers to learn about a previously unknown travel location. Tourists and Facebook users alike continue to be drawn to images and videos of previously undiscovered locations. Respondents also recognise the significance of social media in destination marketing. In addition, visitors find the official website helpful since it provides connections to various social media accounts. Respondents have also said things like, "It is very attractive and interesting," in reference to the tourist information on Facebook pages for the Indian states of Kerala, Telangana, Odisha, and Uttar Pradesh. They often upload new videos and photographs, so you always know the newest news. Tourism in Kerala "does a wonderful job in supplementing the traditional promotion attributes," as one reviewer put it.

6. Regression Analysis

To learn how much each independent variable explains the dependent one, a multiple regression analysis was conducted. Predictions from the regression analysis rule out the possibility of no link between the independent and dependent variables. Therefore, the null hypothesis H1 cannot be accepted since the association between the independent variable "Social Media Nature" and the dependent variable "Benefit" is weak and negative ($= -0.013$ & $p=0.730$). This finding suggests that respondents are sceptical about the value of utilising Facebook pages of tourist agencies because of the nature of social media. Since "Motivation" (an independent variable) has a weakly negative correlation with "Benefit" (a dependent variable; $= -0.055$ & $p=0.152$), we reject H2. H3 may be accepted since the independent variable "Purpose" has a positive and significant association with the dependent variable "Benefit" ($=0.193$ & $p=0.000$). The data shows that interacting with tourist bureaus' Facebook pages for the right reasons might have a beneficial effect on the user's Benefit. The independent variable "Activity" has a positive and significant connection with the dependent variable "Benefit" ($=0.213$ & $p=0.000$), hence the null hypothesis H4 may be rejected. The research finds that utilising tourist departments' Facebook pages results in a statistically significant increase in Activity, which in turn increases the user's net benefit. According to the results of a multiple regression study, the type of social media and motivation are two separate variables that have a negligible impact on benefit. As a result, users may place more trust in their personal networks than in social media.

7. Content Analysis

The information obtained from the open-ended question and the State/UT Tourism Departments' Facebook pages was analysed using a content analysis method. According to the nature of the data collected, both quantitative and qualitative methods were used. The results have been laid out logically. It involves counting and giving numbers to user-generated material and analysed content from tourist departments' Facebook pages. Mizoram, Sikkim, Andaman and Nicobar Islands, and Dadra and Nagar Haveli are the four DMOs that don't have a presence on the social media platform. In addition, there are currently no 2019 job openings listed for the State Tourism Departments of Assam or Haryana. Therefore, out of the 36 State/UT Tourism Departments, only 30 have had their Facebook posts analysed. Through qualitative text analysis, we were able to glean the in-depth perspectives of 84 respondents on the State/UT Tourism Departments' Facebook pages. One free-form question was used to elicit answers from participants. Unmarried (66.40%) and college-educated (69.90%) respondents in the 25-34 age range were shown to be more receptive to tourism-related posts on Facebook. Nearly half (47.10 percent) of the total responses fall into this category. A recent international poll indicated that Facebook users are most prevalent between the ages of 25 and 34, with users between the ages of 15 and 24 making up 33.80% of respondents. In addition, 71% of the whole sample's youth are comprised of private sector workers and students. Bizirgianni and Dionysopoulou share the notion that more young people's attention is captured by Facebook. Demographic and cross-tabulational findings can provide light on respondents' likely conduct patterns. It describes the new features of Facebook that may help state and territorial tourism offices connect with visitors in more meaningful ways. Regression analysis and content analysis assisted test hypotheses and accomplish research goals, respectively. Researchers may use the collected data to inform their recommendations to India's individual state and union territory tourism boards.

8. Conclusion

The study set out to provide a comprehensive picture of how state and territorial tourist offices promote their destinations via the use of social media like Facebook. The purpose of the work was to investigate the elements of DMO- and tourist-generated Facebook material and to highlight the advantages of doing so. Users of official tourist agency Facebook pages provided the main data for this study. A content examination of Indian tourist board pages on Facebook provided more support. Insights on what motivates DMOs to join social media were gleaned through a survey of the relevant literature. Information sharing, user participation, rapid communication, a low-cost media, a research platform, expanded accessibility, and increased immersion are all part of the picture. Facebook content factors that affect destination marketing were also found, and they include the following: social media nature; motivation; purpose; activity; expectation; authenticity of information; benefits.

Factor analysis revealed new facets of the site, including its use as a research tool, medium for user motivation, and networking hub for data connected to tourism. Although it has been reported that tourist departments are active across a variety of social media platforms, this study focused only on Facebook due to the breadth and depth of its features. During the pilot study, the response rate was low when asking visitors whether they had a Facebook account or if they have liked any DMOs' pages. Because of the limitations of both time and money, the researchers opted for a convenience sample to gather the necessary information. The results may be shared with state and territorial tourism offices to assist them better interact with visitors. This study adds to our understanding of the history and contemporary methods of destination marketing organisations in India. In addition, this is the first study of its sort to include input from tourism agencies in every state and the District of Columbia. Therefore, it lays the groundwork for further study on destination marketing in India using social media, and particularly Facebook.

References

1. Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2018). Are social media replacing traditional media in terms of brand equity creation?. *Management Research Review*, 35(9), 770-790. doi: 10.1108/01409171211255948.
2. Chang, Y. T., Yu, H., & Lu, H. P. (2019). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*, 68(4), 777-782. doi:10.1016/j.jbusres.2014.11.027.
3. Chu, Shu-Chuan. (2021). "Viral advertising in social media: Participation in Facebook groups and responses among college-aged users." *Journal of Interactive Advertising*, 12, 30-43. doi: 10.1080/15252019.2011.10722189.
4. Drucker- Godard, C., Ehinger, S., & Grenier, C. (2021). Validity and Reliability. In R. A. Thietart (Ed.), *Doing Management Research: A Comprehensive Guide*. (pp. 196- 220). Thousand Oaks, CA: Sage.
5. Erdoğan, İ. E., & Cicek, M. (2022). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, 58, 1353-1360. doi:10.1016/j.sbspro.2012.09.1119
6. Fischer, E., & Reuber, A. R. (2021). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of Business Venturing*, 26(1), 1–18. doi:10.1016/j.jbusvent.2010.09.002.
7. Fuduric, M., & Mandelli, A. (2019). Communicating social media policies: evaluation of current practices. *Journal of Communication Management*, 18(2), 158-175. doi: 10.1108/JCOM-06-2012-0045.
8. Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2018). Managing brands in the social media environment. *Journal of Interactive Marketing*, 27(4), 242- 256. doi: 10.1016/j.intmar.2013.09.004.
9. Gretzel, U., Fesenmaier, D. R., Formica, S., & O'Leary, J. T. (2019). Searching for the future: Challenges faced by destination marketing organizations. *Journal of Travel Research*, 45(2), 116-126. doi:10.1177/0047287506291598.
10. Hanafizadeh, P., ZareRavasan, A., Nabavi, A., & Mehrabioun, M. (2017). A Literature Review on the Business Impacts of Social Network Sites. *International Journal of Virtual Communities and Social Networking*, 4(1), 46-60. doi: 10.4018/jvcsn.2012010104.
11. Howison, S., Finger, G., & Hauschka, C. (2018). Insights into the Web presence, online marketing, and the use of social media by tourism operators in Dunedin, New Zealand. *Anatolia*, 26(2), 269-283. doi:10.1080/13032917.2014.940357.
12. Hvass, K.A. & Munar, A. M. (2018). The take-off of social media in tourism. *Journal of Vacation Marketing*, 18(2), 93-103. doi: 10.1177/1356766711435978.
13. Kaplan, A. M., & Haenlein, M. (2019). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68. doi: 10.1016/j.bushor.2009.09.003.

14. Kaplan, A. M., & Haenlein, M. (2019). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons*, 54, 253-263. doi:10.1016/j.bushor.2011.01.006.
15. Kavoura, A. & Stavrianea, A. (2020). Economic and social aspects from social media's implementation as a strategic innovative marketing tool in the tourism industry. *Procedia Economics and Finance*, 14, 303-312. doi: 10.1016/S2212-5671(14)00717-5.
16. Kirtis, A. K. & Krahan, F. (2021). To be or not to be in social media arena as the most cost-efficient marketing strategy after the global recession. *Procedia-Socila and Behavioral Sciences*, 24, 260-268. doi: 10.1016/j.sbspro.2011.09.083.
17. Lu, Y., Chen, Z., & Law, R. (2018). Mapping the progress of social media research in hospitality and tourism management from 2004 to 2014. *Journal of Travel & Tourism Marketing*, 35(2), 102-118. doi: 10.1080/10548408.2017.1350249.
18. Mariani, M. M., Mura, M., & Di Felice, M. (2019). The determinants of Facebook social engagement for national tourism organizations' Facebook pages: A quantitative approach. *Journal of Destination Marketing & Management*. doi: 10.1016/j.jdmm.2017.06.003.