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## Rising Tourism Startups a Key Reason Social Media

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### ABSTRACT

*The significance of social media is rising in the tourism startups. An ever-increasing number of specialists are attempted research in the range of the effect of online social networking on the tourism business. The objective of this paper is to understand the growing significance of social media in the tourism industry and to comprehend the effect of online social networking in the tourism startups. The reason for this study is to evaluate the future contribution of online social media in the years to go ahead the tourism business so it benefits the tourism industry and the travelers comprehensively. The purpose of the study is to encourage the utilization of social media in the tourism startups. For tourism start-ups, it is important to interact with customers and engage them with the company's product.*

*The motivation behind this paper is to research how social media endeavors in online networking can be effective in drawing in clients for new businesses. It additionally tries to see how an entrepreneur of a start-up, perceive utilizing web-based social networking to develop its business and utilisations online networking to draw in with its clients. The paper has demonstrated that Facebook is more proficient and that online social media is powerful in spreading informal exchange and connecting with clients.*

**Keywords:** *Travel, Tourism, Startups, Social Media, Consumer.*

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### INTRODUCTION

Social Media has changed the travel business significantly. The earlier customer used to visit the counter to make a booking & travel arrangements but today design a travel arrangement is currently a touch away & convenient. The presence of social media is giving the platform to the new entrepreneur to have a touch base with the clients and maintain their relationship to retain the customer. It is important for a new entrant to follow the new trend and pattern of social media to sustain and for growth.

Indian Travel Agents offers most wide-ranging expertise globally. The country's made history, cultural heritage, beauty, diversity of faith and reasonable sensible medical facilities fascinate budget and luxury travelers. The tourism sector has registered important growth over the years. This has been junction rectifier by growth in each leisure and business in the tourism industry. Rising incomes, increasing affordability, growing aspirations, increasing globalization, a growing airline trade, increasing online travel firms like yatra.com, goibibo.com, makemytrip.com, cleartrip.com etc. and also the presence of the large retail travel firms like Cox & Kings, Thomas Cook, SOTC etc. have supported the trade growth.

There is a paradigm shift the way we communicate with our surroundings. It has built up a craving for better approaches to convey and to the inexorably adaptable ways that we can go on the web. This has prompted worldwide changes, immense moves in belief systems and a change by the way we ingest and process data. Progressively social media will affect practically every part, at each sort of Organization, in all parts of the world. Online social media offer the various channel. The various forms of social media include: (Facebook, LinkedIn, Twitter, and Trip Advisor, YouTube)

Here is the concern, does social media plays a part in helping one get their business off the ground  
Do social media really creates a difference in marketing activity?

### **Scope of the study**

1. This research evaluates the prominent components of social media
2. The effect of social media in tourism startup ecosystem
3. Examine the contribution of social media in the tourism startups
4. Tourist/consumer using the different forms of social media for their travel experience

### **Objective of the study**

The objectives of the study are:

- To understand the role of social media in the travel startup ecosystem.
- To evaluate the impact of the social media on the travel & tourism industry.
- To Analyze the use of social media by consumers to share their travel experiences.
- To identify the services that can be presented through social media.
- To Analysis the reason of travel entrepreneur to use social media.
- To evaluate the contribution of social media tools for marketing.

### **Social media in Travel startups**

Social media for startups gives a dimension to shape up in the ecosystem. It enhances the brand awareness, makes a significant association with clients, and offers the chance to contact a more extensive audience. There are few roles played by social media which are giving the rise to startups in travel tourism industry.

**Know your audience:** It is very important to know your group of consumer or audience, to realize more about your intended interest group, their preferences, than by connecting with them utilizing social media for any startup. It is equally important who your clients are, you can use your presence on social media as a marketing tool.

**Connecting** Travel & Tourism industry requires integration with their customers. Especially in India, we sell the experience. The organizations with the best social media presence are the ones that connect with their clients. A few organizations, for example, make my trip, Yatra.com, Expedia even have social media accounts particularly for client support.

**Marketing** Customize targeted marketing for specialized brand performance has evolved in the social media era. A lot of new tailor-made brand campaigns were seen over the decade which has been worked for the existing companies as well startups. Overall, it's about using the platform effectively for taking advantages of the business model.

**Open Forum on current update** Connection to fascinating news stories in your field. Offer images that are important to your gathering of people. Remain upon patterns so you can discuss what's turning into a web sensation at this moment. Individuals adore when they have knowledge into your life. Thusly, the present posts dependably get a lot of engagement.

**Direct User to your site** Utilize your online networking records to guide activity to your site by putting suitable connections in your posts. Publicize those items and administrations so the company gets more clients! An ideal approach to publicize is through company profile toward the finish of the posts. Directed profiles have helped the business massively.

**Platform for consumers** its trend of millennial and they use the social media massively to know the more update and share their travel experience through the social media, most of tourists look for the review of the destination and other tourist product, in this scenario the presence of travel company on social media plays an important role to get the informative update with regard to the travel.

## **RESULTS & ANALYSIS**

Social Media and travel entanglement recent facts.

1. Social media and online networking will encounter for 2.5 billion global consumers by 2018, more than the 2 billion general social media consumer
2. Tourist/travel users are 44% more likely to know more new travel brand and travel product on Twitter than on the other social network (Twitter, 2014)
3. It has been observed that 39% of Twitter users channelize the platform during the journey (Twitter, 2014)

4. Study says 97% of millennials say they share their travel pictures on the tour, especially on Facebook, Instagram, Whatsapp,
5. 27% of Twitter users share positive travel experiences, creating positive buzz for the brands they mention (Twitter, 2014)
6. Study claim that 5 out of 6 millennials believe to engage with companies on social media, to look for more offer and discount (predominantly perks & discounts)
7. Majority of new generation switching to Instagram & Facebook usage is relatively declining by the millennials.

### **CONCLUSIONS**

The cutting-edge era of business experts has believed in innovatively net savvy users. Online networking is among these capable technological way which has the ability to change the work component of new companies. Regardless of how innovative a new company's model is, it needs to send over the correct message to the focused on gathering of people. This can without a doubt be accomplished using social media. This method of contacting the majority is inventive as well as conveys culminate comes about.

Regardless of whether you are an individual, a startup, private company or a partnership, the presence of social media is a most important prerequisite of the new era business. Most of the new organizations are revamping Their conventional business model and strategy to have the global presence.

The opportunity has already come and gone that each business embraces online social networking and considers it is important. Online social media has been tremendously successful in meeting the needs of the rising Indian middle class which has been on the boom over the decade. This approach has helped the users in comparison search and evaluation, discussion, feedback leading to confidence and unique trip planning. One in all this has been a good endeavor.

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