
Promotion of Chhattisgarh Tourism through Social Media

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Abstract

It is now well accepted that social media plays a big role in maintaining and enhancing the reputation of tourist destinations. Without a doubt, the changing internet environment is crucial for promoting tourism globally. Nevertheless, it is crucial to comprehend how social media works in order to apply this information to sell Chhattisgarh tourism destinations. tourism businesses use social media in tourist places. This paper emphasized on assessing the impact created by social media on selection of tourist destination thus assessing the overall effectiveness of Chhattisgarh tourism promotional campaign. The result indicated that tourists visiting different tourist places like to share their experience of visit and stay over social media platforms. The study emphasises the importance of social media in boosting travel and growth, but it also points out the disadvantages of utilising it to promote a certain place. This study examines social media discourse and how it supports Chhattisgarh's advertising strategy in addition to examining the state's tourism sector.

Keywords: Travellers, Tourists, Tourism, Social Media, Promotion, User Generated Content, Destinations.

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Introduction

Commercial activities and interpersonal connections have changed as a result of the growth of digital media along with the internet. As substitutes to traditional media, social media is being used more and more for connections, sharing, and expressing personal viewpoints in order to promote travel, itinerary preparation, and making choices. They also make it possible for real-time information changes (De Souza & Costa Machado, 2017). As early as 2006, social media was observed to have begun to replace traditional information sources (Jensen and Jepsen, 2006). Subsequent research revealed that social media may have an impact on people's purchasing decisions, as per input-processing-response models (Constantinides & Fountain, 2008). In accordance with data from the World Travel and Tourism Council (WTTC), the travel and

tourism industry contributed nearly approx. INR 3.1 trillion (USD 41.7 billion) in GDP of India in year 2019 which is roughly 2.8% of total GDP of the country. This includes the money made by lodging facilities, travel agencies, airlines, and other passenger transportation companies. Tourism and the travel industry made a contribution in 2019 of approximately INR 16.91 trillion (USD 227 billion), or 9.3% of India's GDP, when indirect effects on the country's economy are taken into account. These include economic activities created via supply chain of the sector and its resulting impacts. India gains importance as a tourism destination when the importance of social media to the tourism sector is discussed. Created in 2002, Incredible India was the first promotional effort of its kind and a great success establishing India as a premier vacation place, which leads to a stunning 16% rise in tourists in the first year. While the tourism industry in India is still in its early stages, state governments are working hard to establish themselves as well-liked vacation locations for both domestic and foreign travellers. Social media's swift expansion means that every business may use it as a means of promotion (Gohil, 2015). The tourist industry is in a good position to gain from social media because of its historical reliance on it. Positive word-of-mouth promotion, consumer emotion, and the destination's reputation have all been extensively discussed on social media. The "Incredible India" and "Bharat Darshan" campaigns show how Indian tourism has often seen outstanding and remarkable results from social media promotion in terms of satisfaction of tourists as well as increase in the number of tourists. Because social media is a cheap and effective way to advertise tourism in these locations, it has thus grown becoming increasingly important in numerous regions of the nation. Travelers use the information given over different social media platforms for finding suitable destinations, arranging their travel plan accordingly as well as sharing and commenting on their memories of visit and tales using discussion forums, blog postings, multimedia-sharing sites, micro blogging, social bookmarking sites, and other techniques. Wikitravel, Facebook, Instagram, YouTube, Flickr, Twitter, and Blogger are a few of these sites. Information and communication technology's (ICT) development has changed how travel destinations may interact with their target audience. Furthermore, as Web 2.0 developed, a number of social media platforms provided vacation spots with a practical tool for developing, overseeing, and advertising their products to travelers across the globe (Buhalis and Law, 2008). Also, advancement in the mobile technology allows tourists to share the experience of their journey in the real time. These recent developments in technology formed the basis of a brand-new business venture called mobile tourism (Latorre-Martinez et al., 2014).

Reaching a big audience fast and economically is one amongst social media's biggest advantages. Thousands of people across the world may quickly access stunning images and engaging material regarding the locations that influencers, travel companies, and tourist boards choose. Social media also allows you to connect with prospective consumers while providing personalised interactions, which may boost engagement and loyalty. Travel firms and tourist organisations, for instance, might Use social media to address questions and comments, offer personalised recommendations, and even offering discounts to only followers.

Whenever content contributed by users appears on government tourism department web pages it is seen as more reliable than content communities, social media platforms, travel blogs, and review platforms (Yoo et al., 2009). According to Vermeulen & Seegers' (2009) research on how customer feedback influences hotel choices, exposure to both favourable and unfavourable customer reviews boosts hotel consideration, it was revealed that tourists widely use social media for planning the trip but usage of social media during and after the trip decreases drastically (Cox et al., 2009). In tourism and hospitality investigation, significance of social media and its usage in decision making of tourists as well as in tourism operations and management, has been extensively studied. It constitutes one of the "massive trends" which has had a major influence on the tourism industry. In order to more accurately describe the influence of social media on advertising for tourism in Chhattisgarh state, this investigation will examine the possibilities of social media as a tool for travel promotion. It will assess the usage levels and functions of social media across the entire procedure of planning a trip as well as branding of tourist destination along with promotional efforts for tourism. It also seeks to determine the extent to which travellers believe social media influences their decisions about where to go and where to stay, as well as their level of confidence in user-generated material relative to other conventional travel information sources.

Objectives

- To research social media's applications and roles in promoting travel.
- To investigate how social media affects trip preparation.
- To investigate the reliability of social media user-generated material.
- To investigate how social media may be used to find and advertise new travel destinations.
- To examine how culture promotion and tourist marketing are related.

Literature Review

Conventional word-of-mouth (WOM) and public relations (PR) roles have been altered by online marketing exposure. Internet usage and ICT technologies have altered how the tourist industry operates. A new era in tourist marketing has started in the twenty-first century as a result of the internet's development as a powerful instrument for promoting travel to every country, region, state, and destination. 1990 is considered transference to an entirely novel period after ten years termed Digital Promotion in the history of promotion, according to Lovelock and Wright (2001). Websites built with Web 2. that offer a platform for broad social engagement and improvement of communities, and the pursuit of cooperative projects are referred to as social media. Social media is the biggest shift in the way travel agencies employ conventional marketing techniques (Bruns & Bahnisch, 2009). Two-thirds of all internet users globally visit social networking websites, per the 2009 Nielson Report. Similar to consumer

items, countries and local attractions must differentiate themselves from competitors (Dinnie, 2008). For the last five years, nowadays, social media promotion is perhaps the most widely used form of online advertising. Email and online marketing both had incredible 38% increase between 2011 and 2015. The number of people watching online videos and webcasts has increased dramatically. Social media marketing is preferred by 69% of Indian marketers. Social media is more likely to directly affect the increase in destination visits in the first scenario. In the second scenario, social media may help enhance the standing of well-known travel locations, but it is unlikely to directly increase visitor numbers. One industry that makes extensive use of information is tourism (Cox et al. 2009). Companies use visitor interactions in a variety of ways to promote their goods and cultivate clientele (Poon, 1993). The use of social media is developed into one of the best resources for tourists wishing to exchange travelogues and obtain information (Cox et al. 2009; Yoo et al., 2008).

The growth of social media platforms has made it possible for travellers to share their vacation experiences. The fact that social networking channels are an excellent resource of details that might assist visitors in organizing their journeys or even have an impact on their subsequent travel arrangements is admitted. The public's usage of social networking sites has significantly changed how they plan and employ their vacations (Yoo, et al., 2009; Hudson & Thal, 2013). Potential buyers may consider other people's experiences when making selections since tourism products are immersive (Litvin et al., 2008). Social networking sites are being used to share travel experiences earlier than as well as after trips. The final choices on vacation preparation will be highly affected by social media, particularly when it comes to reputations (Fotis et al., 2012). Although social media could assist customers feel connected to online travel networks through storytelling, it would also reduce uncertainty and boost transaction utility (Gretzel et al., 2006; Wang et al., 2002). Social media is essential for users to acquire new knowledge and create unique material that they may distribute to others (Drews & Schemer, 2010). Simms (2012) revealed that tourists use to prefer the content created by previous visitors whenever they were travelling abroad or were making their first visit to a location. Social media use among lone travelers was lower (Munar and Jacobsen, 2013). One of the element which significantly influence the virtual dimension of travelogues is the analysis of referrals and reviews over various social media platforms and digital platforms. In some ways, suggestions from friends, family, and so-called "compatible people" are similar to user-generated content (UGC) (Bray et al., 2006; Wang et al., 2002; Yoo et al., 2009).

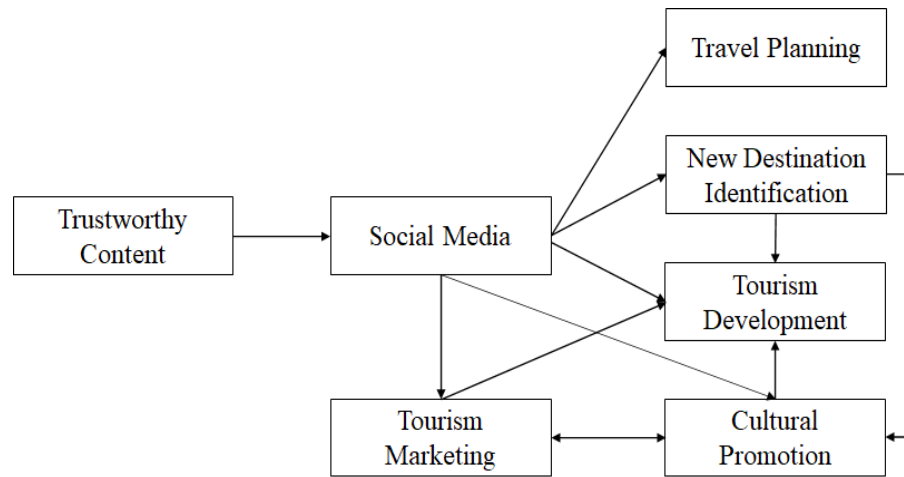


Figure 1: Conceptual framework

Research Methodology

The present investigation constituted both descriptive and exploratory. In this investigation, primary as well as secondary information types were utilised. A sample of 500 respondents has been targeted for the present study from five divisions of the Chhattisgarh state using quota and convenience sampling technique i.e., 100 from each division of the state. A self-structured questionnaire was used to collect primary data through field survey. While, the decided sample size is 500, only 438 responses have been collected in the decided period of two months on December and January 2025. Hence, the sample size is reduced to 438 responses for the present study. Apart primary data, government websites, media publications, research journals, and other online sources were used to collect secondary data. Regression and correlation analysis techniques were applied for data analysis in order to fulfil the study's goal.

Data Analysis

Reliability of Data: According to statistical theory, the social sciences are well suited for a reliability value greater than 0.70 (Nunnally, 1967). Additionally, the dependability table shows that the Cronbach's Alpha (α) was higher than the normal value, at 0.859. Thus, the instruments exhibit outstanding item dependability.

Table 1: Reliability Statistics

<i>Cronbach's Alpha(α)</i>	<i>N of Items</i>
0.859	17

Descriptive Analysis: Of the 438 participants in the research, 276 were men and 162 were women. This result shows that when it comes to the impact of social media on tourism, men respondents are more vocal and inquisitive than female respondents.

Table 2: Demographics

Particulars	Frequency	Percent
Gender		
Male	276	63.01
Female	162	36.99
Age		
Upto 25	59	13.47
26-35	179	40.87
36-45	123	28.08
Above 45	77	17.58
Education		
Upto 12th	27	6.16
Diploma	40	9.13
Graduate	169	38.58
PG & Above	202	46.12
Occupation		
Student	113	25.80
Salaried	167	38.13
Self-Employed	101	23.06
Others	57	13.01

The sample for this study was made up of youthful and mid-aged internet users between the ages of upto 25 to 45 years. The bulk of the decisions taken by young internet users were influenced by social media, as evidenced by the fact that over 40% of the data occurred from those between the ages of 26 and 35 and almost 28% came from those between the ages of 36 and 45. Around 84% of poll participants were graduates or post-graduates, and the majority were salaried employee (38.1%), students (25.8%) or self-employed (23%); social media influenced their choices.

Co-relation Analysis

The regression's premise has been satisfied by applying the correlation approach. The investigator attempted to determine how the variables investigated related to one another and how they affected one another. The correlation coefficient (r) ranges from 0 to 1 where values near to zero indicates lower level of relationship whereas the more close the value to 1 indicates higher degree of association. The correlation table shows the relationship between the study's

variables, with social media being one of the most significant. It has a moderate to high degree positive relationship with other variables that were investigated such as travel planning (0.369), tourism development (0.287), cultural promotion (0.434), and new destination development (0.200). The value indicates a moderate level of correlation with reliable social media content (.288). Similarly, there is a favourable relationship between tourist development (0.287) and new destination promotion (0.375), and a medium correlation between tourism marketing and the development of cultural promotion (0.500). Similarly, there is a medium impact link between cultural promotion and travel planning (0.466) and new destination promotion (0.613). The marketing of new destinations has a moderate relationship with social media (0.369) and tourist growth (0.555). Thus, there is a medium to low degree of correlation between other variables as well.

Table 3: Pearson Correlation

	Socialmedia impact	Travel planning	Tourism marketing	Newdestina tion promotion	Culturalpro motion	Tourismdev elopment	Trustworthi ness
Socialmediaimpact	1	.369**	.358**	.200**	.434**	.287**	.288**
Travelplanning		1	.328**	.269**	.466**	.464**	.231**
Tourism marketing			1	.375**	.500**	.387**	.388**
New destination promotion				1	.613**	.555**	.387**
Culturalpromotion					1	.546**	.607**
Tourismdevelopment						1	.513**
Trustworthiness							1

******. Correlation is at the 0.01 significant level (2-tailed).

Regression Analysis

Based on linear regression analysis, hypothesis formulated were tested the presented in table 4. The degree of variation is shown by the standardised beta coefficient, p-value, and R², and multicollinearity was checked using the Durbin Watson test. The values obtained in all of the aforementioned models fell between 1 and 3, which is acceptable according to statistical doctrine. Thus, the f-value and p-value at the 0.5 significance level were used to assess the model fit, and the findings show that all of the models were fit in this investigation. According to the investigation's data, social media has a significant (8.3%) influence from individual content, and it has a significant (13.6%) influence on individual travel planning, a 4% influence on the creation of new destinations, an 18.9% influence on cultural promotion, as well as a 12.8% influence on tourist marketing. Social media was one of several variables that influenced

the growth of tourism (8.2%). Importantly, tourism development is impacted by cultural promotion by 29.8%, tourism marketing by 15%, and new tourist destinations by 30.7%. Similarly, tourism marketing has a 25% influence on cultural promotion, whereas new destination promotion has a 37.6% impact.

Table 4: Regression analysis and Path analysis

Hypothesis	Regression weight	Beta coefficient	R2	F value	P value	Durbin Watson
H1	C → SM	0.288	0.083	39.545	0.000	1.883
H2	SM → TP	0.369	0.136	68.742	0.000	1.942
H3	SM → NDI	0.200	0.040	18.125	0.000	2.266
H4	SM → TD	0.287	0.082	39.172	0.000	1.798
H5	SM → CP	0.434	0.189	101.349	0.000	1.964
H6	SM → TM	0.358	0.128	64.197	0.000	1.874
H7	NDI → TD	0.555	0.307	193.591	0.034	2.026
H8	NDI → CP	0.613	0.376	262.32	0.000	1.774
H9	CP → TD	0.546	0.298	185.041	0.000	2.117
H10	CP → TM	0.500	0.250	144.993	0.000	1.735
H11	TM → TD	0.387	0.150	76.930	0.000	1.719

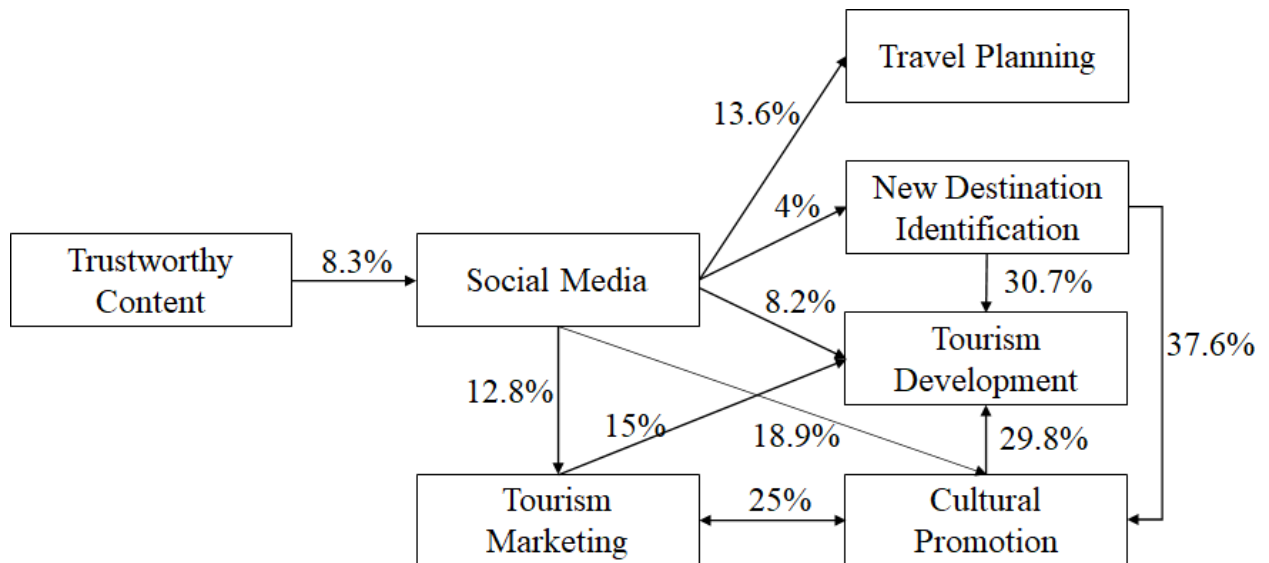


Figure 2: Path analysis

Result & Discussion

The objective of this investigation was to find out how social networking sites contributes to the growth of tourism, cultural promotion, tourist marketing, and the promotion of new destinations, among other things. Nowadays, social media is a significant and strong medium of information that shapes people's perceptions and stimulates them, but because it is free and anybody may provide their own material, there is a risk that it will be biased. The investigator collected data from 438 respondents, 162 of whom were female and 276 of whom were male, in order to meet the study's objectives. In general, the respondents were between the ages of 15 and 40, came from various geographic locations, and had varying levels of education. In this way, the researcher attempted to maintain the validity and homogeneity of the data. The investigation discovered that 8.3% of users' trustworthy material on social media has a moderate level of association with social media and tourism-related social media. 13.6% of people's trip planning and decisions are influenced by social media. In addition to being in charge of tourist growth, social media also promotes culture in the promotion of travel and new places. When tourism grew, so did culture.

Conclusion

The purpose of present research endeavour is to ascertain how social media influences individual travel choices as well as how it affects other factors such as the promotion of culture, the creation of new vacation destinations, and the growth of the tourist industry. The investigator also looked for correlations among other connected variables and their effects on one another, such as the influence of social media content on travel decisions, the influence of social media promotion of a certain culture, the influence of cultural promotion on tourism, etc. In order to meet the study's goals, the investigator collected information from 438 respondents, the majority of whom were upto ages of 25 and 40. More than 80% of these individuals were graduates, and more than 50% of them were men. Following an online collection of the required data, reliability was assessed using Cronbach alpha, and the results were enough for additional study. The hypothesis was then tested using correlation and regression analysis, and the findings demonstrate how social media plays a significant role in affecting the travel decision of people and is helpful in promoting different culture, travel experience, new places, etc. This study demonstrates the critical role social media plays in the tourist industry, allowing regulatory bodies and other tourism-related officials to make significant use of social media. Finance Minister Nirmala Sita Raman allocated 2400 crore for tourism in the federal budget for 2023–2024, of which 1412 crore went towards the creation of 50 new tourist attractions and Swadesh Darshan. Social media may play a significant part in achieving the government's goals since this budget demonstrates the government's interest in tourist initiatives and the potential and contribution of tourism to the nation's growth.

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