

## ROLE OF NEW MEDIA IN PROMOTION OF TOURISM: AN ANALYSIS OF FAISALABAD'S YOUTH PERCEPTION

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### ABSTRACT

*The present research study is to explore and investigate the role of new media in the promotion of tourism: an analysis of Faisalabad's youth perception. This study investigates infrastructures and management problems for tourists, facilities, new destinations, accommodations, and curriculum issues of tourism in Pakistan. A quantitative research approach was applied. Convenience sampling, a form of non-probability sampling was employed in this study. The survey was conducted for this research. The questionnaire was designed mainly using closed-ended questions. 400 tourists were the sample size of this study from Faisalabad. Results highlight that new media is significant in the promotion of tourism. Communication channels promoted this study to conclude that new media is considered one of the best tools for the promotion of tourism because of the efficiency available in using social media as compared to mass media. New media is used for awareness and information search engines to the trips, updating friends about departure timings, arrival timings, destinations, places, locations, and weather during the trip, and sharing the trip experience regarding the trip activity. The study provides awareness about national and international trends in traveling behavior or attitude in Pakistan.*

**Keywords:** New Media, Tourism, Consumer satisfaction, destination

### INTRODUCTION

The present research study explores the topic "Role of new media in promotion of tourism; an analysis of Faisalabad's youth perception" The basic rationale of this research study is to investigate; how people use the new medium for their traveling activities and explore the new destinations and places, how they explore social media websites, blogs, and pages related to tourism activities. And how travelers choose bookings for traveling activities and which medium they like to choose for tourism activities. This study investigates infrastructures and management problems for tourists, facilities, new destinations, accommodations, and curriculum issues of tourism in Pakistan.

Dynamics have been changed in tour Promotions that are moving on traditional media from reflexive advertisements like television, radio, and magazines to the new innovative limits of fast online networks, Active users are becoming more and more mobile, and their roles are getting active in the continuing relationship with the new media. Participation of users is proven resulting in the user-generated content which is selected for the new marketing fights and scopes of media. (Turner, 2013).

New media is more responsible for the energetic and transforming position in people's lifestyles now. People can easily be accessed and connect with each other by using public social sites, networks, and blogs. New media becomes the most powerful tool in everyone's life. Facebook and Twitter are the main tools for the news and current situation of national and international affairs.

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These sites remain the day-to-day routine for people where people gathered information about their own interests. (Hartshorn, 2010).

New media plagued organizations for information and knowledge. Now people can gather each piece of information with their own sources and figures for example learning, occupational business, tourism, and the current situation of the republic, this all stands done by social media Tourism destinations are the places where people travel and choose to stay for a confident period for their need what they want to. Everyone is busy in their own life now No one has too much time for exploring the world No more time for trips and tours. So, tourists made it easy for individuals to trip the people who, show interest in tourism activities (Carlsen, 2000).

In the tourism industry Perception, observations and awareness are complex constructs that are inclined toward a few factors and figures including the mass media, which can produce a one-sided view of reality for travelers (King, Rochelle; Beeton, Sue 2006). There are so many challenges in using new media in the promotion of tourism activities the company has faced. Different countries have different strategies to set goals. But businesses have different realities and strategies regarding new societal media that have been used for tourism management and organizations (Zeng 2013). Besides others in Pakistan, the tourism industry and trip activities are generally facing challenges through new media. New media sets such as developing a clear and assessable strategy, demonstrating the viable yield of an investment, and integrating into the commercial processes. New media give a chance to explore new places. Tourists generate a list for travelers and give an easy task (Gonzalo 2012).

Attitude and behavior are very important tools for analyzing the knowledge of tourists in new media. It is necessary to know for tourists the means of a reliable source of trips and their experiences. For Tourist companies, the creation of some expectations and uncertainty of what they are going to dig out at a destination is necessary for travelers (Hill 2006 et.al, Gajic 2014). In nature vocational travel-related products are to be observed and experienced, and for this reason, their purchases are considered complex and involved high risk in the industry of tourism. They include extensive search engines for searching for information about trips. Consumers rely on travelers' practices, skills, and other experiences to plan holidays and vacations to decrease the uncertainty of tourism (Sirakaya & Woodside, 2005).

Online social media reviews and rating websites have risen and increased travelers' assurance and self-confidence during decision-making programs, Travelers read online reviews through various social websites and stages of travel pre-planning tours, during tours, and post-planned trips in the current era (Gretzel, Yoo & Purifoy 2007). The issues of the attractiveness of tourism destinations have become progressively and gradually important day by day, mostly and mainly for countries, areas, districts, and regions that trust heavily tourism through new media. It can attract and satisfy potential tourists sensible and reasonable if the modest destination can be considered (Gooroochurn & Sugiyarto, 2005). As pointed out, tourists made the decision easy to choose the most and first important choice of destinations. And the decisions that choose are turned a large-scale extent, many factors like the country image and reputation, accessibility, accommodations and facilities, safety, etc. (Cizmar and Weber, 2000). On the additional hand, the choice of Destination also determines the inter-initiative struggle between tour networks, tour airlines, hotels, and other facilities in tourism activities and services. (Ritchie & Crouch, 2000). The tourism industry covers three-way concepts including all the products regarding tourism, technology, and marketing advertising which satisfy people's freedom, vacation and independence want needs. Successfully be a collection of tourist fascinations, infrastructure, arrangements, equipment, facilities, services, and organization that equally controls what the destinations have been to offer to its visitors and travelers (Bordas, 1994).

Attractiveness remains not recognized and well known between countries and areas but relatively connecting groups and tourist industries. And it is also noted that the multiplicity and diversity of industries involved in making destinations become economical because of it (Hassan 2000). Essentially new media is all about getting connected to one another. People relate to each other by using new media that is nevertheless of national boundaries in trip activities, cultural values, and religious norms across industries. It is supporting the idea of forming close intra-personal relations in society as well as business contacts to dissolve or dispel the messages rapidly around the globe/world of the tourism industry "For example, on Facebook, a user is allowed to have up to 5000 friends and unlimited fans numbers for a business page Similarly, a Twitter is allowed to have countless

following numbers". This is due to the fact of supporting networks and interactions that are in addition/composition, therefore, messages are derived from one network to another network and can allocate in other ways. "For example, a video on Facebook can also be shared on a blog or Twitter and an Instagram also. Hence, a lot of potential customers can listen to your message or content" (Carlsen, 2000).

Platforms of new media for tourism like "tripadvisor.com" and "WAYN.com" are the means of distributing and promoting tourism services in the industry and offer global spread to its contractors. "They have introduced innovative applications to add value through information management and annoying interactive functionality, ranging from seeking travel information to tips, making travel transactions, nurturing relationships with people from distant away, or finding travel companions. Ease of use, flexibility, and interactivity provided by these social websites makes it graceful for customers to get required information about service which ultimately generates sales" the knowledge they get from the community of new media builds up the awareness or perception of the destination and be used to make better decisions by customers (Ranjha, 2010).

The hotel industry has produced benefits in accommodation services from a wealth, stability, and destination's economic growth community improvements program, for example, workplace, organization structures, marketing, furthermore trip activities and facilities for hotel rooms and accommodations in tourism (Go, Pine, & Yu, 1994). Efficient management is the main cause of managing accommodations that should be highly paid devotion to because this would distress the productivity of hotels managements in activities of tourism and destinations of tourism (Phillips 1996, Morey & Dittman 1995, Brown & Dev 1999, Yang & Lu, 2006). Like most companies of tourism, hotel companies typically according to their own rules and regulations, spend considerable amounts of their budgets on marketing activities including sales and promotional texts like branding, etc. (Kotler 1984).

Furthermore, in tourism, marketing-concerned with well-founded efforts to make value through providing good services towards customers' demands, and the effectiveness of marketing happenings are positively connected to industry performance in tourism activities (Levitt 1986, Cizmar & Weber, 2000). Brands are based on consumer viewpoints and perceptions of customers, essentially which are mainly to a company's achievement, and success in activities. If a company and firm can develop a clear appearance infect, in terms of service, price, and facilities in destination, services plus accommodations of tourism can contact and interact successfully with its customers (Brown & Ragsdale, 2002).

### **Significance of the Study**

This research study is to be conducted to check the "role of new media in the promotion of tourism in the country". Pakistan is one of the countries, that have a lot of places to visit but unfortunately, the promotion of these places for tourism remained very weak in the past. The new media has revolutionized the tourism sector like other sectors in all over the world including Pakistan. The present research will highlight the role of social media in this regard, the reasons for not being promoted the cause in the past, and solutions & new ways of promotion for the tourism industry. This research will highlight the different techniques of social media to promote tourism and will also highlight the public perception regarding the use of the new media which will be helpful for the social media communicator & government policymakers to design better strategies and messages to attract the expected tourist in the country. The research might be proved a future guide liner for the upcoming tourist to avoid problems and to make their trips more economical & feasible in the light of previous social media tourist responses.

### **Objectives of the Study**

The main objectives of the study are given as under

1. To check the value of new media in the promotion of trips\tourism in Pakistan
2. To check the role of societal websites which are connected to the tourism industry
3. To examine all economical information on the desired destinations
4. To examine the problems and interests in selecting a destination
5. To check the opinions of new media users regarding its effects
6. To check the positive and negative aspects of tourism

### **Research Questions**

- R<sub>1</sub> Do new media give a lot of information about the promotion of tourism in Pakistan?

- R<sub>2</sub> Are social websites connected to tourism activities playing an important role in Pakistan?
- R<sub>3</sub> Do people think economical information plays a major factor in tours or trip activities?
- R<sub>4</sub> Do people think the use of online websites for traveling is a good decision?
- R<sub>5</sub> Do people think attractive websites play an important role in the tourism industry?
- R<sub>6</sub> Do people think tourism through new media creates interest and creates problems in selecting a destination?
- R<sub>7</sub> Do people think social media have mixed impacts on new media users?
- R<sub>8</sub> What is the opinion of social media users regarding the promotion of tourism in Pakistan?

### **Theoretical Framework**

Theoretical framework is a theoretical perspective of research. It guides the researcher to measure and determined the relationship of a study with a theory. It also provides a guideline to conduct research and helps in the examination of the research problem. It provides the base for any research to fit into relevant theory. It also provides the relationship of variables and factors for easy understanding. This research is conducted from two theoretical perspectives.

- Adaptive structuration Theory
- Uses and Gratification Theory

### **Adaptive Structuration Theory**

The researcher conducted this research under the Adaptive structuration theory as new media become an authentic platform where people perceive information within seconds. This theory gives knowledge about new technology. It is a concept in sociology that deals with perspectives on human behavior. Researchers initiate by putting AST among competing theoretical standpoints of technology and change. We outline an analytic strategy for applying AST principles and deliver a design of how our logical approach can shack light on the impacts of advanced and new technologies on organizations. It derived that “media not only tell us what to think about but also how to think about”. They also determined that media not only give us topics of discussion but also keep this fact blind that it is giving us topics (DeSanctis & Poole, 1994).

Actually, this theory is about social media that is set for disseminating information and content. Media organizations set a specific pattern to deliver information according to their objectives and missions. People watch and listen to this information and discussed them in their community. They believe that this information or news is very important in how social media is portrayed. So people’s opinion develops according to the wishes of the media schedule. There are some positive and negative aspects of adaptive structuration theory. When the media reports some issues like; violence, politics, national interest issues, and local information on a regular basis, as society members we watch, listen, and read these stories and then discuss them with our family, friend, neighbors, and co-workers. Though this way people get to know what’s going on around us. This theory is interpretive for the structural possibility that modern technology can be provided. It is also a theory that allows groups to see how they unify themselves, providing the substance that may be needed for a specific product or an organizational change.

### **Uses and Gratification**

This theory applies in terms of social media. It is defined as “How people use the media and how they gratify their needs according to social media”. New media, therefore, is considered to pay independently to the way people perceive social reality. In the era of new media, online media has become so popular nowadays that everyone can use their electronic devices to access it anytime and anywhere. Although, television has been named an “outmoded medium” at that time. TV is still a powerful and outstanding thing to its popularity and attraction at this time, but online media has been similar function as new media. It is important to find out the opportunity of online media that must gratify and satisfy people’s needs or not. in addition, it is vitally important to know the application of uses and gratification belongings of new media.

This theory is about the social media that is set for disseminating information and content. Mass media sources refer to the new social constructions offered by mass media, political or social movements, political leaders, or other actors and organization sources. “For example, when media create some issues like; violence, politics, national interest issues, and local information on a regular basis, as a society member we watch, listen, and read these stories and then discuss them with our family, friend, neighbors, and co-workers. Through this way, people get to know what’s going on

around us". If the user is interested to listen or watch, then he gratifies his need. Otherwise, he used his own way to gratify his need and wants.

## METHODOLOGY

For outlining the issue under study researcher needs to formulate a research design. Present research work is quantitative in nature; relevant data is collected using one means of source i.e., a survey relevant to the study. "A quantitative research approach is applied an inquiry variable, measured in numbers, and analyzed following statistical procedures, that use of questionnaire and tables that use statistical models and numerical data of content".

### Target Population

"Similarly define a population as a collection of units aimed to be investigated by the research effort", online media organizations and new media users are the populations of the current study. The data is collected from travelers, tourists, new media users, and bloggers. For this study, the population consisted of local people of Faisalabad who visited tourist destinations in Pakistan.

### Sampling method

Convenience sampling technique was applied by the researcher for the study keeping in view different factors to collect data. Collection of sampling approaches refers to a non-probability sampling technique that has been unique in characteristics that can engage in selecting the sampling method and have biased findings in results.

### Sample size

Sampling is a procedure of collecting a wide range of information from a large population by selecting some of them. Once the researcher set the unit of analysis the next step is to select a sample. The sample size of 400 tourists was the sample size of this study. 200 males and 200 females.

### Research Instrument

For this research, the questionnaire is a research instrument to obtain primary data. For the data collection, the most suitable instrument for data collection is a questionnaire. This instrument is one of the best ways to collect the unbiased result of relevant information.

### Data Collection

A survey method is used to investigate the data that is collected through a well-designed research questionnaire. Close-ended questions were mostly designed in the questionnaire. The questionnaires were given to the respondents of Faisalabad. In the survey, there were 20 questions were asked from the target audience.

### Data Analysis

Data analysis and presentation of valuable results are important elements for a successful survey. In this study, Data is summarized and concluded by using SPSS software in simple percentage and cross-tabulation form. The data will be presented in tables.

## FINDINGS

### Cross Tabulation: Have you ever used any online traveling websites?

		Yes	No	3.00	Total
Gender	Male	105	93	2	200
	Female	114	85	1	200
Total		219	178	3	400

The research was conducted with a sample of 400 individuals and it has been divided on the basis of gender, age, status, and tehsil. Additionally, it is alienated into an equivalent number of males and females which has been divided into two sections male and female. In addition to it, the distinctness on the base of age has been indicated. that the highest period groups are of 19-22 years and 23-26 years as congregated from the population. Both are justifying for the 65.5% and 27.3% according to the population hereof. From the single category, a total of 371 individuals participated in the survey, and from the married category, 7.2% of individuals participated in the survey.

**Cross tabulation: Does new media give a lot of information about tourism?**

		Yes	No	3.00	Total
Gender	Male	151	49	0	200
	Female	164	35	1	200
Total		315	84	1	400

The study explains the qualities of a data set. In this research, the factors affecting tourism, price, influence, new media play role, discount offers, and quality of accommodation for single and married couples have been explained concisely. As per gathered data, 98.75% of people like traveling, and the other 1.25% of people dislike traveling segregates on the basis of gender, age, and tehsil. Most males and females consider that women are more like traveling relative to men.

**Cross tabulation: Is Price an important factor that influences the desire to go to a destination**

		Yes	No	3.00	Total
Gender	Male	122	74	4	200
	Female	109	86	5	200
Total		231	160	9	400

32.5% of people use new media Facebook applications while choosing travel bookings and 63% of travelers use Instagram applications and 4.5% of people use YouTube for booking tours. As per gathered data 78.75%, of people think new media gives a lot of information regarding tourism, and 21% of people said that social media does have not a lot of information. 68% of people said that new media play a vital and significant position in the tourism industry, 31% of respondents think social media have no power to enhance people and others did not respond. As per gathered data, 36% of respondents think people are more attracted to tours and trips from blogs on Instagram, 58% of respondents said social media including Facebook plays an important role in trips and 05% of people think from traditional media, people are more attracted for the tours. 63% of people think social media users have a positive opinion regarding tourism while 35% think new media do have not a positive opinion regarding tourism and other respondents did not show their interest.

After collecting data about people paying attention to all posts regarding tourism in new media 59% of respondents said yes, people pay attention to all posts and 39% of respondents said no, and the other 1% did not respond. Collecting data of shared photos and videos on new media and websites, make people want to visit the attraction 47% of respondent give a positive response and 30% of people give a negative response while the other 22% people think maybe it possible response. As gathered par data 57% of respondents said price information is a very significant factor that influences the desired destination to go on, 40% people think price information is not a very important factor while 2.25% did not respond. As collecting data 54% of respondents said they have used online traveling websites and bloggers for tours and trips and 44% of respondents did not think like this. 45% of people respond that they wanted to go with family members, 50% of people respond that they want to go with friends for trips and tours and the other 05% of respondents said that they want to go alone for trips.

As collected data, 40% of people said they want to go in summer to travel 57% of people said they like to go in winter and the other 03% people did not respond. As gathered data, 32% of respondents said that they used the telephonic method for ordering tickets for tours from organizations, 55% of people said they use online booking methods for purchasing tickets, and another 12% people said they use other methods for booking tickets for trips. After collecting data 42.5% of travelers said they face service problems when they choose destinations for trips, 42% of travelers said they face price issues and 15.5% of travelers said they face other issues and problems regarding choosing a destination. As gathered data 32.75% of people give respond that adventures are the main interest in selecting a destination, 42.25% people said they enjoy cultural values during trips and tours 22.25% said they use traveling for the views and locations, and other 2.75% people respond that they use traveling for weathers.

After the collection of data 52% of respondents said the weather is the most important thing that they consider before choosing a holiday destination, 44.75% think they consider a budget for choosing a destination, and the other 03% people did not respond in any way. As gathered data 57.5%

of people respond that they are waited for discounted offers for trips and tours and the other 42.5% said they are not looking for discounted offers, they are meant to travel. After collecting data 47% of people said that northern areas impressed them most while choosing a destination. And other 53% of respondents said historical places impressed them most in choosing a traveling destination. As collected data 37.5% of people said they rate the quality of facilities in accommodation through social media 43.75% of respondents think they rate the quality of room while accommodation through social media, 12.75% of respondents said they rate the quality and variety of food during traveling and 06% respondent said they rate the quality of attitude and service from hotel staff of accommodation through social media.

## **CONCLUSION**

According to the objectives of our study, the findings exposed the considered importance of new media in tourism. New media shows itself as a very central tool to coordinate with the audience and engage travelers or tourists, It gives preference opportunity, the tourism company and the bloggers to recognize and respond to consumer preferences, New media is a more authentic platform to communicate with the audience than “mass media” because of its ability and time changing things to influence a large number of targeted audiences Internet makes a good platform to share information and knowledge through new media, Social media sites have more potential visitors to learn more information at the broadcast level. The shared experiences in new media create worth on people to create better decision making about their decisions Price information is given to the tour packages and is the most important part of tourism, where people are satisfied with the information on the desired destination. Online traveling websites give the full package to their users to get rid of wasting time. Popular tourists say that they are active on new media to give information and awareness about promotions and had been the highest number of users using their attractive websites.

In tourism promotions, new media is a significant important by itself. New Social features increase efficiency and lower communication barriers that may not be continue extended in the tourism industry. To conclude this study that, Communication platforms promoted new media that is considered one of the best and most effective tools in the promotion of tourism because of the good organization available in using new media in comparison to mass media, New media gives us awareness and information search engine to the activities of the trip, updating friends information about departure timings, arrival timings, and destinations, places, locations and weather during the trip and sharing the trip experience. This study provides awareness about national and international trends in traveling behavior or attitude. Tourists travel with different intentions to the desired destinations the major purpose of the visit is sightseeing, cultural backgrounds, locations, and weather The promotions are fully successful in attracting more groups to the state Budgets allocated by the tourism bloggers and companies for the trips. The major destinations promoted by the tour operators such as the northern parts. This study aimed at understanding how the tourist’s gained knowledge of tourism problem challenges and interests for the final and desired destinations.

## **RECOMMENDATIONS**

This research explores how new media influences tourism promotions through social media like Facebook, Instagram, blogs, YouTube, and websites. It is optional that tourism companies and marketing bodies must have broken the communication barriers and create high value of tourism in promotion techniques. Tourism activities increasing the updating profile of new media platforms in their continuing struggle of display cabinets, High level of effectiveness, and valuable companies using new media as compared to traditional mass media channels to promote tourism activities, industry leaders state that tourism companies like other companies must participate in new media like Facebook, Instagram, and Twitter to the commercial and occupational environment. This study was conducted to understand the business potential in new media, to make tourism companies integrate new media applications, companies and websites must be recommended for this research. In recent years the effectiveness of new media in the promotion of tourism activities has had high potential. Destination organizations have been forced to adopt this brand-new technology so that they can make better connections to communicate with the online targeted users on new media. This research recommends tourism industry operates and consumes the distinctive concepts of “new media to revolutionize their marketing practice of promoting the tourism industry”.

Government should have to prepare sufficient and better promotional activities and ideas for the travelers that have been supplied to the tourism industry and bloggers or tour operators for better brand promotions.

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