

## Role of Social Media Marketing In Tourism Industry: A Case Study on TSTDC

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**Abstract:** Present level of social media and its work driven approach has made a good platform in internet industry. Social media marketing has made good progress in relation to change and relative work model in varied social media sites with consideration importance to facts. Utilising social media for departmental development has made good progress relative to changing dynamics and other part of changing work atmosphere. Maintaining facts as per the relative to exposure of destinations evolved delivered model in tourism and other domestic and international count for countries to look further to 850 and 20million. States like Telangana in India has promoted things in information as a part of mission powerful process tourist hotspots encouraged things in presence of national tourism scenario. Present research paper is a case study on Telangana State Tourism Development Corporation's initiatives taken for branding and positioning tourism in India and worldwide.

**Keywords:** Social Media, Marketing, Tourism, TSTDC.

### INTRODUCTION

It is known that communication of the media has made a greater growth relative to frontline investments, sustainable process globalised in tourism development. It has a clear powerful effects in media communications and other relative work model, which would bring drastic changes to the various attitude and behavior process add up to the local, national and other levels of work model.

Providing a good channel for the media communications and other related will have its frontline and other investments more sustainable. Providing and addressing social, cultural, economic, political work authority and benefits tourism usher monumental historical changes in country. Based on the facts relative to the tourism work model and driving home cultural things will help in making enhanced view for local, national and other international cultural values or making enrich work process. Providing a good public communications will help in building up and addressing changes as per work model which provide a good amount of joint ventures, technology and other transfer process.

### TOURISM IN TELANGANA

It is further known that tourism is part of the temporary process and other short term movement and other clear destination possible as per the normal work life. It is further addressed that change in the work activities will have to be made for inclination towards the destinations. It is further verified that organizations and operations have a clear holiday wise process and other key consideration in vast scope of market generation of income and employment. Using the process of world fastest growing industries and other major source for foreign exchange will help in maintaining the inter community conflict.

It is further known that Telangana is more of the geographical and other political entity born through the year 29<sup>th</sup> and have further union of India work process. It is further economical that social, cultural and historical way of making things work out helps in maintaining an imparting effective work process for more than two thousand five hundred years and more. It has more of the megalithic stone structure and other monument like of cairn, dolmens and menhir is found in districts of Telangana do show there habitations as per thousands of years.

Telangana is one of the 29<sup>th</sup> new state of India and have been formed in the year 2014 June 2<sup>nd</sup> and have area of around 1,12,077 Sq Km and have population of 3,50,03,674. Most of the region has been part of the process for the year 17<sup>th</sup> 1948 to Nov 1<sup>st</sup> 1956. It has been merged with Andhra state.

It is known that after decades of the movement for the separate Telangana is created AP state reorganization bill in both houses of parliament. Telangana has been surrounded by Maharashtra and Chhattisgarh in the North, Karnataka in the west and Andhra Pradesh in the south and East direction. Major cities of the state include Hyderabad, Warangal, Nizamabad and Karimnagar.

It is more of the Telangana ultimate process for travel destinations for India tourists, pilgrims and adventures for artists and business man for ancient time. It is more of the huge state endowed process or natural attractions for rocky hills, beautiful waterfalls for lakes, sprawling for wildlife sanctuaries for making hinges for sports adventure for divine destinations for medieval monuments

Taking the view of the key factors and other help process will help in strengthening and positioning them with attracting tourists:

- Addressing the judicious selection of marketing tools and positioning and potential for attracting tourists.
- Providing a good amount of harnessing potential and other development will have its new tourist process destinations.
- Clearing and making things more desperate as per the administrative development and other promotions will have its regions for state.
- Addressing the regular meet for various tourism sectors for stakeholder and awareness for government initiatives for private sector for participation for tourism promotions.
- Creating a good support mechanism and further planning and deliberating things in relation to the sector investments for addressing through PPP.

#### **About TSTDC (Telangana State Tourism Development Corporation Limited)**

The **Telangana State Tourism Development Corporation** is a state government agency which promotes tourism in Telangana, It was the newly formed 29th state of India as Telangana. It was separated from the Andhra Pradesh Tourism Development Corporation on 2 June 2014.

In the context of A.P Reorganization ACT, 2014, Govt of Telangana state, Youth Advancement & Culture (T&PMU) Department has accorded permission to the registration of new company in the name of “**Telangana State Tourism Development Corporation Limited**”. In this connection the Govt.of Telangana has issued government order M.S.No 1 on 24<sup>th</sup> July 2014 for establishment of Telangana State Tourism Development Corporation.

The aim of TSTDC is to provide infrastructure, conveyance and other facilities to tourists visiting Telangana. Part of mission is also to promote unknown tourist spots in Telangana.

The chief Minister **Kalvakuntla Chandrashekar Rao** appointed Pervaram Ramulu IPS Retd, Former Director General of Police as the first Chairman of TSTDC on 18-03-2015.

TSTDC owns a considerable size of transport fleet 63 which includes high end Volvo and Mercedes Benz coaches, a/c and non a/c coaches. The fleet will be deployed for conducting regular and on demand packages.

TSTDC have a chain of Haritha Hotels which are spread across the state of Telangana at all major tourist destinations with a size of 33 hotels which includes wayside amenities on major national highways.

#### **Role of Social Media in Tourism Promotion**

Social media have made a good platform process, accessible to the internet in gaining and attributing things. It is considered that social media has grown to that extensive process in the recent years helping in regulating sync with circumstances of tourism promotion. Using the process of the tourism industry and other benefits will help in addressing the results of the social media better create integral part of tourism marketing. It further helps in addressing the social media networks and other revolutionary industry Process. It is mostly considered that travel related websites help in channelizing growth prospects of the region and provide employment to youth. It also help in addressing information sharing channels and simple internet users to know and visit places and follow the given route more clearly. To have effective content driving and exchange experience and publishing or videos and photos.

Using the process of social networks with possible implementation will make a clear understand to have definite model. It also helps in understanding and developing things to promote businesses in engaging and addressing the process for several viral marketing techniques, implementation of the concept driven and other services more relevant to the present economy.

#### **Social Media Marketing, a tool for tourism promotion in Telangana[1-6]**

##### **Advertising on television:**

Providing a good process of success in Indian states process will provide a witnessed tourism growth impact have made good marketing and advertising process. It is highly competitive process of tourism destinations that add effect to present importance of the social media marketing work process. Tourism has a good amount of functioning process in promoting which clearly discriminating things based on the view of the state, catching attentions and influencing ones decisions. Based on Telangana government working model process will provide a good amount of advertising that clearly print for engaging things more reliable as per new channels. Various domestic tourists comprise of more than 97 percent of various key channels commercials whose process reinforce to reach huge potential, that create things to attract good foreign

tourist. Making the tourist attract is similar to that of the process of tourism events held in different parts of the world.

#### **Use of social media**

To maintain and develop a good brand name outside for Telangana in bringing good tourism for strong presence in the internet has made social media a good tool. It has encouraged and helped in providing reviews, other latest upcoming events and further posted various things through websites. Providing a good innovative video, which would help in promoting and clearing a good process of Telangana tourism led through Mr. B.Venkatesham, secretary to government of Telangana and other youth advancement have made good progress.

Under his supervision the Telangana State Tourism Development Corporation created a brand for Telangana Tourism. Under his command, Telangana Tourism has been able to achieve high brand equity and good business. The logo itself states that “**Visit for all reasons & all seasons**”, is clearly a case of extending brand of the Incredible India campaign.

#### **FACE BOOK**

Facebook has been a biggest opportunity to showcase various shades relative to people and presenting their views in an effective manner. It provides new updates clearly in relation to newspaper, radio and television. Using an effective limited resource capability and traditional media, TSTDC tries his best to put forward the best information relation to the tourist spots, happenings.

Facebook live has become one to various ways of communication and directly providing a good amount of exposure to various places details. Uploading and guiding those routes to passengers is best possible mode of getting worked out with Facebook. Facebook provides a separate page link; wherein tourist can opt for daily notifications and probable work model which would benefit for good. This can make a big difference in social impacts because it effectively facilitates exchanges and interactions among people and thus contributes to making information flows more globalized and influential in the real world.

<https://www.facebook.com/tourismtelanganastate>

#### **TWITTER**

Twitter is a way to keep your followers up to date with current information about your business. Importantly, it lets followers communicate with you too. For example, cinemas use Twitter to converse with patrons, recommend new release movies and retweets interesting tweets from movie buffs and experts.

Twitter account mainly deals with ideology of its followers. Tourism had to make followed by as many people as can, so that it can be promoted globally. So for that, interesting facts and unknown things of the

spots, places has to be posted by the department as that it makes more interest. Twitter has also provided the options of uploading not only photos and videos but also tagging the persons or groups. Recently, Medaram Sammaka Saralamma, a tribal festival famous after kumbhmela has been promoted differently with the song that has been posted in twitter has made many devotees to reach the place and make their offerings.

<https://twitter.com/tstourism>

#### **YOUTUBE**

YouTube is the home of the viral videos, the term for a video that spreads quickly to a large audience on the Internet. Marketers can use other social media avenues, such as Facebook or Twitter, to direct consumers to YouTube videos as a way of trying to get the videos to catch fire with the public. Especially popular videos make it to the YouTube home page, further strengthening traffic.

<https://www.youtube.com/user/tstourism>

#### **BLOG**

Usually run by a small group or an individual written in friendly or unofficial style in a Website or webpage which is regularly been updated is a Blog. So particularly in tourism, Blog gives exact information about those changes made according to the situation in an event, mode of supply, correct information about a place, making residence at the spot and various other things in a communicable way are given in the blog. Blog has an advantage of whatever post that has been made recently will appear in the top of webpage or website. Blog also makes readers share their own views publically and can communicate with others who have reached the blog.

There are a wide range of benefits for businesses that use blogs for promotion and marketing. A blog is an additional tool that is not only capable of reaching new customers but also can build a dynamic community which exchanges information, solutions, reviews and opinions about a business, its products, services and reputation. TSTDC plans to take up bloggers on different subjects to different places and generate marketing in and around the tourist places. It will help in getting to know the correct facts and avoids any miscommunication to the tourists about the stay, places to be visited and right route details are shared through these bloggers.

<http://telanganatourism.gov.in/blog/blog.html>

#### **OTHERS**

Telangana Tourism has also launched various tour guide brochures, which contains detailed information about various tourist places that helps the tourist understand the significance of the places. This helps in increasing brand recall and its equity. Recently, Telangana Tourism has launched a video log on YouTube, which consists of all the collection of videos that it has ever marketed. This creates a unique location

for all viewers that seek information about Telangana and its tourist attraction.

### **Conclusion**

Social media continues to grow. It increasingly influences on many social and economic aspects. Present trends of people looking for effective source of information on a particular place look for social media sites. TSTDC has utilized this process making up a good profound change in bringing and addressing development concept for tourism, how it really benefit various people in a global work benchmark possibilities. It will also guide people in making drastic change in building tourism to major destination; further provides a good amount of operating process. Usage of effective tools like Facebook, Twitter, Blogs, and Websites have made to provide the information more transparent, adding definite shape, growing work process in global arena. Providing online media sources, effective images and other route has made easier the tourist process making its foray in different work process in definite manner.

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