A STUDY ONEMERGING TRENDS IN USAGE OF SOCIAL MEDIA AND MOBILE APPLICATIONS IN THEIR TOUR PLANS IN INDIA

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ABSTRACT This paper will provide insights of emerging trends with respect to the usage of social media and mobile applications in India. Changes are the unavoidable factors in every walks of like, which is even not an exceptional factors when it comes to tour plans. Social Media and Mobile applications has bought vast changes not only in decision making, but helped in selecting the best tour plan in order to minimise the risk and maximise the values. Social Media and Mobile Applications has given paradigm shift from traditional way of touring to "E Travel" with adding value to money. Latest updates and plenty of options available backed with variety of information has made Travel more sophisticated, more easy and minimising the risk. Thus, this paper will give us the Emerging trends and practices on usage of social media and mobile applications in their tour plans.

INTRODUCTION- INDIAN TOURISM AND TRAVEL INDUSTRY
Currently Social Media & Mobile Applications is playing vital role in Shaping up Travel economy. As there is active, partnership exists between the tourism and technology both grows parellely and earned several grand slams. The olden guidebooks have been replaced google maps, and other printed stuff for Tourism and Travel Industry has come in fingertips . With the emerging technology in most of the all industries, it is important for any business to be active on mobile and social media platforms, hence tourism industry is not an exception. Hence it has proven that without social media and mobile applications which are like lungs and heart of the body tourism industry cannot live further.

The Tourism industry in India has become the important driver of social economic contributor for the GDP growth. The Annual Growth rate is expected to grow at 8.57 per cent from the years between 2013 and 2025 compared to current rate of 2%. According to Government of India statistics further growth of the sector and jobs in the country is estimated to grow at 6.23% and 9.24% respectively.

According to Travel and Tourism Competitive Data in 2009 by World Economic Forum ,the contribution of Travel and Tourism to GDP is expected to touch 187.13Billion US$ in 2019, through form of multiple business activities generated by Hotel Industries, Travel agents, Airlines and other further Transport services

SCOPE OF SOCIAL MEDIA AND MOBILE APPLICATION IN INDIAN TRAVEL INDUSTRY
Indian is 7th largest country and 2nd Populus country in the world, the present population of India is 133 crs which contributes 18% of world population of 744 crs as on 10-Sep-2019 . Around 462 million of Indians are on online ,which is 34.8% of the population . Hence India is 2nd largest users of internet in the world. India has experiencing 30.5% growth rate since 2017 and expected to grow further on faster rate. As per the above statistics, the role of Social media and mobile applications develop tourism industry than any other   sectors with relative effect of Indian population

OBJECTIVES
- This Study reveals the reasons behind using Social Media and Mobile Application while selecting the Tour plans
- The Conceptual paper studies Present Emerging trends in application of social media and Mobile applications in Indian Tourism
- The Study explains major searching factors on Social Media and Mobile Applications in Consumers of Tourism Industry
- The Study Emphasis the latest development of Social Media and Mobile applications in Indian Tourism industry

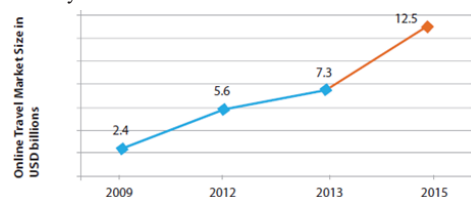## CURRENT ROLE OF SOCIAL MEDIA AND MOBILE APPLICATIONS IN INDIAN TOURISM INDUSTRY
The notable and current trends who use the social media and mobile application in India is on fast track, which shows scope of usage of the social media and mobile applications will overtake the global users soon. Few of the below statistics proves that scope of Social Media and Mobile applications have huge impact in the Indian travel industry in exchange of information and sharing their experiences on travel.

1. Indian has over 260 million active social media users with 24% Female and 76% Male
2. Face book is the biggest social network in India around 241 million in 2017
3. LinkedIn has around 42 million users just behind US users
4. Twitter has 23.2 million users , which is second largest after Japan in Asia Pacific
5. Whats-App has amassed more than 400 million users in India

According to the Neilson's research indicates 53% of the users of social media and Mobile application wants to hear about sales and discounts offered in tour packages In Survey50% of the population is ready to hear about information on industry trends and 48% of them needing advice on usage of product and services through reviews.

As per the existing statics done by E- Travel marketing India, mobile penetration india has grown up from 20 million in 2011 to 171 million in 2015, Hence Online Travel industry growth is not far way from off-line industry. As per the data in IAMAI 2013, Indian travel industry was valued at USD7.3 Billion US $ that has estimated 20% earning in Travel industry

REASONS BEHIND USAGE OF SOCIAL MEDIA AND MOBILE APPLICATIONS IN INDIAN TOURISM INDUSTRY
According to general survey among Indians, the major use of social media and Mobile application is travel and holiday purpose. The purpose is classified as 49% used in in Leisure travel, 16% sued in Business Travel and Domestic Travel to 44%. Major reasons identified for using social Media and mobile applications are

1. **One Stop Solutions** - Anything and everything can be housed and provided by a single Travel Portal – ticket booking, hotel booking, car rentals, sightseeing, insurance, and even travel related shopping. You do not necessarily have to have different portals for all of them. If fact, people prefer each and everything at a single place

2. **Risk Minimising** – Any travel plan is associated with cost and time which has value related to best experience in life time, hence usage of the technology will give us the updated information on Price, experiences, value added services , risk awareness through

post, reviews, blogs, messages, wall post which will help to minimise the risk and help in decision making with respect to cost, price, discounts and value

3. **Easy and Convenient** – As most of the travellers plan for leisure trips, consumers prefer easy and convenient mode of passage during the travel with shorter period of travel. People want everything to be accessed Just In Time and make up hassle free Travel at their ease. Various options like MAPS, Navigator, Automated resolutions to the quires are the preferred by the travellers during their travel plan.

EMERGING TRENDS IN APPLICATION OF SOCIAL MEDIA AND MOBILE APPLICATIONS IN INDIAN TOURISM

Currently Indian Tourism is witnessing the upward trend due to growth of social media and mobile applications, which has gained confidence among travellers in shifting traditional method of travel to Electronic Travel, so preview of Indian travel industry has changed to "**DESTINATION MARKETING**" , hence Travel & Tourism related apps rank as the 7th most downloaded category of apps in globally. In view of great pace of latest technology in Web 2.0, users are able to exchange more information, share their experiences to other individuals/ groups/peers and make their travel decisions in most effective manner. There are some of the instances of emerging trends in applications of social media and mobile applications witnessed in Indian Tourism industry.

• 85% deploy Android phones to plan their leisure travel
• 30% use mobile apps to get the best hotel and flight deals
• 15% use download travel apps to plan upcoming trips

OTHER PURPOSE, WHERE TOURISTS USE TRAVEL & TOURISM MOBILE APPS FOR
• Using map features – 49.1%
• Searching Restaurant – 62.1%
• Use GPS For Directions – 48.1%
• Searching Hotel – 46%
• Search engine activities and attractions – 33.3%
• Check in prior to flight – 23.9 %
• Buy Tickets – 8.1%
• Looking For Public Transportation – 12.6%
• Looking for shopping – 36.1%
• Search for Hotel – 11.2%
• Check Weather – 55.8%

As per the Recent, statistics 87% of people use mobile device and installing Travel apps and accessing social media for their travel. As per the Octane survey, there are 2.5 million users accessing IRCTC, IXIGO 1.1 million, and Clear Trip 2.2 Million booking train tickets and Hotels during the travel.

The most Popular Apps for travelling was **RIDLR MUMBAI** with 30006987 followers in 2017. 40% of Online booking of hotels are done through their mobile and favourite sites are 30% clear trip, 25% Yatra.com, 30% Make my trip.

People mostly use Social Media and Mobile application for Booking train/ Bus tickets, Local commutations through CAB's which has increased more scope of Hassel free travel with cost effectiveness.

Online taxi bookings through mobile application for domestic travel has been increasing every year and payments done through cash or online modes. Preference of the users for local commutations are mentioned below table

Radio Taxi - Brand Name	On call	Websites	Mobile Application
Meru Cabs	30% – 40%	30%	30% – 40%
Mega Cabs	90%	10%	0%
Easy Cabs	80%	10%	10%
Ola Cabs	40%	10%	50%
Taxi for Sure	50%	25%	25% – 55%

MAJOR SEARCHING FACTORS ON SOCIAL MEDIA AND MOBILE APPLICATIONS IN CONSUMERS OF INDIAN TRAVEL INDUSTRY
Major Factors effecting the search of Mobile and social Media highlighted are

(a) Price (b) Brand (c) Service (d) Personal experience (e) Experience of others (f) Availability

According to the research done with 380+ customers by the Octane in E-Travel Marketing .46% of Indian Travellers plans twice a year, Majority of 80% make travel for personal holidays, 30% make travel on special occasions. Frequency of online booking for railway tickets is 40% and Domestic air travel is 35%. Hence, expectations of the consumers are changing on regular basis and very challenging to satisfy the needs.

(a) **Price**:Travel Tycoons such as **MakeMyTrip**, **Yatra.com**, **Expedia**, **Gobibo.com** etc. succeed consistently in drawing customers by offering attractive deals, coupons and vouchers on their apps and announce yearly sale, wallets.
(b) **Brand**: People believe on brands which serves better and A mobile app will help you reach your customers 24/7 to provide them the best facilities as service are intangle and perishable in nature.
(c) **Service** : Destination apps provides information on Cities, Regions and Countries, can take advantage of travel apps to show potential visitors that what makes them so special by showcasing aspects such as sceneries, unique traditions, and general culture
(d) **Personal experience**: App introduced by iOS, known as "**Trip Scout**" gives you the flexibility to explore destinations all alone and at your own particular pace. This application allows you to discover and explore new nearest vicinities, food spots, social gatherings etc. The best part is that you don't need a guide or a manual, which spares you a considerable measure of time and gives you best experiences
(e) **Experience of others** : Built in options such as Reviews, Blogs, Post, POD CASTS, sharing videos, Instant chat etc will help to get experience of others to do effective decision making
(f) **Availability :** Variety of information regarding upcoming events/ Happening in destinations / entertainments etc, which simplify their lives by allowing them to register and buy tickets from their mobile phones, if necessary

LATEST DEVELOPMENT OF SOCIAL MEDIA AND MOBILE APPLICATIONS IN INDIAN TOURISM INDUSTRY
Due to inception of social media and mobile application in tourism industry, there is huge scope of development of industry as well as consumers who will be get multifold benefits in enjoyment of services in their tour plans. Not only corporate are in race, but government has also stepped to provide better services catering to the needs of the people

To ensure easy access of both domestic and international tourists, Tamil Nadu Tourism Department has launched a mobile app by name **'pinakin'** which provides all vital   information on tourism in Tamil Nadu with audio media. The applications covers two languages, namely Tamil and English, which includes world heritage tourist sites like Mahabalipuram, Thanjore bragadeswarar Temple, Gangaikonda Cholapuram and Darasuram temple etc.

In order to facilate travel within Chennai, railways has developed Apps by Name **UTS** to book unreserved tickets reducing much waiting time against traditional method of ticketing.

Government of India has developed **"Incredible india Android App"**through ministry of Tourism tourist to showcase India as a holistic destination, revolving around major experiences such as spirituality, heritage, adventure, culture, yoga , wellness and more

Another Application developed in name of **"Tripigator"** by IIT Kharagapur helps you plan your itinerary. we can customise your trip by adding multiple destinations, dates of travel, number of persons, cost (budget to luxury), interests (adventure, culture, family, romance, etc), and 'energy level' (relaxed to active).

CONCLUSION
Social media and Mobile applications are getting popular in last 5 years due to growth of technology, which is evidenced, in form of increase mobile users and active users of social media, but consumers are **different travellers on different trips**, hence scope of both mediums has to tap the uncovered areas to serve in full-fledged manner and recurring one.

As everything's have come in every fingertips of consumers, there is still gap in personal touch by the Travel corporates, which needs to be addressed in order to satisfy the requirements of the end user.

Due to forecasting of upcoming recession ahead, the spending level of consumers towards Holiday may go below average line, therefore Technology alone cannot fill the vacuum, but it is the Industry, Government and Consumers who jointly involve to contribute should has parallel thinking's to surpass changes accordingly .Change management is only a mantra and travelling point in this Tourism industry, hence everybody need to accept the change and adapt accordingly

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