Challenges of Social Media in Tourism Management

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ABSTRACT: *Media today has progressed into a multi-faceted force that has become an integral part of contemporary life and culture. Media have cut across all barriers to communication and participation because of revolutionary communication technologies and applications. In the present time, there is a convergence of media. Multi-media applications have become a new way of life. Media intervention for Tourism Development has become an essential aspect of boostingtourism in modern times. Tourism Development is an essential component of national development also. Tourism management is increasingly taking on the dynamics of new digital technologies, as they communicate the initiatives through corporate websites, social media platforms, and other interactive channels.TourismDevelopment is not limited to increasing the number of hotels, restaurants, and other necessary infrastructural facilities and services.It is far more about creating the culture of tourism and the way people perceive it. In doing so,themediaplays an important role.The issues of workforce compatibility are the most crucial factor in the adoption of social media.They are followed by lack of resources, infrastructures, financial as well as lack of commitment from management. Therefore, understanding, how the mediaworks are imperative regarding the desire to use this knowledge to promote tourism management in modern times.*
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JEL Classification: *O30, O33*

I.   INTRODUCTION

Beforediscussing the role of the media asatoolin tourism management, it is necessary to note that the relationship between tourism and the media is one of the inclusion. Tourism management focuses on specific areas of tourism. Hence media becomes a mediator between tourism and society;it meansthat they mediate in the process of passing on tourism products from the producers to the consumers. Mediacarries messages and missions with various dimensions. The media contributes significantlyto activating tourist attractions. Media has a vitalpart in the various aspects of life and becoming increasingly more significant each day, especially in spheres like social interaction, cultural and educational aspects of our life. The media clarifies today's values and civilizations of the different countries and hence attempt to correct any erroneous public information. Various media communication technologies are imperative for frontline investments for sustainable globalized tourism development. The powerful effects of media communications bring sweeping changes of attitudes and behavior among the principal actors in local,national and global tourism for peace, security and sustainable development.

The media has a social responsibility to augment the blending of local, national and international cultural values for enriched politics, society,and economic development. It involves the planned communication of programmes designed to change the attitudes and behavior of people in ways through person to person communication, mass media, traditional media or community communication. The aim is to deliver services where people are empowered by informed choice, education, motivation, and facilitation affecting the anticipated changes. Thisis done by media advocacy targeting the stakeholders involved in the tourism industry. The internet granted the freedom enjoyed by print media to the public media through audio streaming. The internet's vast capacity enables each media house to investigate and publish in-depth analyses exhaustively. The association between tourism and the media is vital and complex.

Social Mediaand its influence in Tourism Management:

Previous researchershave come across a variety of definitions for social media. One of theinitial and most cited definitions states that social media is "Internet-based applications build on the technologicalandideological foundations that allow the creation and exchange of User Generated Content (UGC)."It gives users the opportunity to generate and share content. Media has changed the way information is

being disseminated today. Previously, businesses had complete control of the information that was disseminated to the public. However, the advent of social media has shifted this control to the consumers, where they can freely share their thoughts and personal experience.Social media has platforms on the internet that allows public with a mutualawareness to create, share and consume information of similar interest. Social media is definedas an evolution of Worldwide Web to Web 2.0 and finally social media. The web construct development that enables users to participate actively. It further clarified that social media isan extension of the World Wide Web. Other researchers have defined social media as the online engagement between consumers and businesses to share information, mainlyconsumer-generated information via social network sites.

When looking at social media, ROI is consideredas the engagement, influence, awareness, reputation and the relationship perspectives. It is essential to keep up to date with the latest news and trends in social media, as it is a very dynamic field. Talking about the engagement is to increase the knowledge about the dynamism of social media and to emphasize on the human resource part that is assisted through social media. As social media becomes increasingly expressive, consumers can influence other consumers with their own opinions and experiences. Social media is an essential tool for the analysis of tourists' attitudes that is confirmed by the increased purchases and recommendations to other users and the need to know using reliable sources how their experience is going to be like.Due to the uncertainty of tourist services, a traveler should obtain the necessary information to make the right decision concerning the travel. Social media continues to impact communication either positively or negatively depending on the subjects under study and the type of communication. The electronic word of mouth is essential for marketers to understand this platform for communication and support customer relationship. Digital technologies have contributed to significant changes in the tourism industry.The tourists encounter with the digital technology can help to improve services and make the online experiences more personalized and more relevant. Besides many advantages of the next generation technology, probably, the big challenge for advanced ICT in the future would be facing with privacy and information reliability.

Challenges:

One of the common challenges faced in the adoption of social media is workforce compatibility. Although social media may bemore straightforward to handle as compared to blogs and websites, business operators still face challenges regardinghandling the communication via social media. The lack of language proficiency has also become a barrier to creating content to be shared with the public. Another challenge faced by businesses are related to financial issues where they find it complicated to invest in technology. Businesses are hesitant to engage in additional spending of acquiring technology into their business because they see that social media networking is notessential and not significant.Hence, businesses refrain from acquiring social media and loses out on the advantages that social media provides. Social media activityentails carefulmonitoringto ensure it is active and provide continuous, valuable information to the public. Organizations are challenged with the possibility that social mediahas not only positive impacts but also negative consequences that may make or break the organization.Additionally, some businesses find that there is no need to adopt social media since their competitors are not using it (Michaelidou et. al.2011, Calli & Clark, 2015).

II. LITERATURE REVIEW:

Moreover, in today's digital era, the engagement between the public and the organization is one of the main characteristics of the Internet (Park & Allen, 2013; Colleoni, 2013). Web pages are a vehicle for the marketing communications of responsible behaviors (de Grosbois, 2012; Holcomb et al., 2007). The general public could easily access the hospitality businesses' content marketing of social and environmentally-responsible behaviors through the World Wide Web. In a relatively short period, the Internet and its capability of online word of mouth publicity have become an essential tool for organizational communication (Litvin, Goldsmith & Pan, 2008; Capriotti & Moreno, 2007a). For this reason, hospitality businesses are encouraged to become more proficient in the use of online media in addition to the traditional media to increase their impact (Zhang, Ye, Law & Li, 2010). In the tourism industry, social media plays an increasingly important role in many aspects, particularly in tourism promotion (Bradbury, 2011; So Me Tourism, 2011), offer prices and products comparisons. Today tourists are eager to share their travel and holiday experiences on the various social media networks, in the form of photographs, videos or status updates. The user-generated content (UGC) by tourist are later referred by potential tourists, who are actively searching for information online to make travel decisions (Fotis, 2012, Paquette, H., 2013). Social media is critical as it assists customers in the travel planning to make informed decisions about destinations, accommodation, restaurants, tours, and attractions for their upcoming trip (Xiang & Gretzel, 2010; Ruzic & Bilos, 2010; Popesku, 2014). Fotis (2012) and Sotiriadis & van Zyl (2013) have found that careful social media deployment was an excellent strategy to enhance the organization's performance. For any organization to successfully use social media in their business, it is crucial to have a carefully planned strategy to maximize the benefits of social media. Regardless of the possibilities, social media

offers to businesses; organizationsfacemanychallenges in its adoption and use (Shang, 2014; Kuikka & Äkkinen, 2011; Leung, 2013). These challenges arise when organizations fail tounderstand the characteristics of social media fullyand are unable to carry an active and effectiveimplementationphase.

III. OBJECTIVES:
1. To study the role of media in tourism management and development.
2. To examine the role of social media and its impact on sustainable tourism management.
3. Compile a review on the challenges of social media adoption inthe tourism industry.
4. To explore the new possibilities of making better use of media for tourism development and management.

IV. METHODOLOGY:
The literature review is conducted relating to social media and tourism management via Google Scholar and linked to various databases, including Science Direct, Elsevier, Emerald and Research Gate. The search focused on articles published relating to the topicin the determinationtogether withthe newest works done in the area of interest.Snowballing sampling methodis done on the available references from related articles in the attempt to search for more related materials after which a literature matrix was compiled before the final write up of this article.

V. RESULTS:
Studies have acknowledged that when an organization can successfully make full use of the benefits of social media, the organizations can perform more effectively and better against its competitors. Since they have greater accessibility to reach out to the customers and have the prospect to shape relationships with their current and potential customers. Some businesses are reluctant to adopt social media due to lack of knowledge and resources to manage their social media. Some traditional businessesdo not want to take the risk of using social media duetothe challenges of dealing with the popularity of social media, particularly those sites that cover postings or other content created by consumers.

VI. CONCLUSION:
The impacts of social media on the tourism industryare tremendous. Studies have acknowledged that when an organization can successfully make full use of the benefits of social media, the organizations can perform more effectively and better against its competitors. This is because they have greater accessibility to reach out to their customers and have the opportunity to build relationships with their current and potential customers.Theverdictsshow that there isabundantspace for further research effort in businesses social media use and practices in the tourism industry. Tourism is highly dependant on the media commentarysincethe majority of the travel decisions are made by individuals who have never seen the destination for themselves.The future trend of social media is the emphasis on an increased interaction specifically on channels focused on visual illustrations rather than text, example, Instagram, Pinterest or Flickr, which can trigger emotional feedback.

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