

TABLE OF CONTENTS

8	Tittle	Page No.
1	INTRODUCTION	1-7
2	REVIEW OF LITERATURE	8-12
3	PROFILE OF THE STUDY	13-57
4	DATA ANALYSIS AND INTERPRETATION	58-78
5	FINDINGS, SUGGESTIONS AND CONCLUSION	79-83
	BIBLIOGRAPHY	84-85
	ANNEXURE	86-90

1.1 INTRODUCTION

The revolutionized meaning of information communication technologies and Internet technologies refers to mobile communications which enable individuals to move and generate, transmit and receive different kinds of information. As a result of this process, various models of communication emerged. With the help of information communication technology in the global environment, individuals may interact; move through space and time and their necessary information accompany and help them to and the desirable product or services.

Social media has left its impact on all the sectors and it is majorly used as a source of communication and to gather information rather than meeting in a person. Social media is one that is used for leisure as well as for the business purpose. Face book, Twitter and YouTube are major websites which has influenced each and every sector. It has bought its effect on tourism sector too in a way where people share their experiences and reviews and the information available on the social media sites helps us to make our prospective choice. Social media helps in making decision easier and make a better choice as to which place to travel. The social media has given a great contribution to provide some good and not so good feedbacks and contributions. A recent research showed that more than half of the people change their decisions and plans after researching on various social portals. It helps the individually to virtually see the destination online and their reviews helps in making a better decision. The information is available in many forms like blogs, tagging, videos, reviews and many more medium. The tourism industry has also adopted social media as their way of advertising or marketing as it has bought great revenue and outcome as the information available on social media helps in decreasing the uncertainties and providing more relevant and real information.

Palakkayamthattu is a beautiful and well beautiful and well maintained hill station in Kannur, of 3500 Ft from mean sea level. PalakkayamThattu beckons you, Pack your bags and take the road to this bewitchingly beautiful, verdant hill station! Soaring at an altitude of 3500 Ft above sea level, in the land of Theyyam and Thira, this place is carving a new face for Kannur with its novel tourism programmes. Paithalmala, another

famous hill station in Kannur District is just a few kilometers away from PalakkayamThattu. It is located around 4kms from Palakayyamthattu. This is one of the safest hill stations in Kannur for spending time with family. If you visit here during the monsoons, you can witness the scene of the monsoon clouds hugging the hills along with the panoramic view of Western Ghats, which is just something that you can't express in words. PalakkayamThattu is undoubtedly a heavenly place for hang out with friends and family. It offers a good off road experience too if you are interested in of roading.

1.2 STATEMENT OF THE PROBLEM

The tourism system mainly relies on information and communication technologies for promotional activities, sales and when developing management relationships with customers. When a tourist is making the final decision on destination choice, the most important information comes from online interpersonal influence - online word of mouth (eWOM). Authors dealing with tourism market segmentation recognize the growing number of tour-ists who use modern digital media. In accordance with their identified needs, advanced technologies provide a new customized tourist offer. Contemporary tourists have been more than active since the emergence of the sophisticated Web 2.0 technology which strongly influenced and transformed the travel decision making process. Many surveys results con-firm that - approximately 50% of people are likely to download travel applications while searching for destinations before they actually leave for vacation

1.3 SIGNIFICANCE& SCOPE OF THE STUDY

Social media has been playing a great role in our every day's life and in every industry, it plays a crucial role in one or other way. Tourism industry also as it helps in easy decision making for individual/traveler through the information available on different social networking platform. This paper provides a conceptual framework- 'how social media is playing a crucial role in framing individual preference and choice while making travelling decision'. The study states that individual rely more on experience and reviews shared by other individual rather than media advertisement or tourism websites as well it has been a great source of information for travelers to make a better

choice regarding particular destination. It states that social media has been a great basis for brand building and recognition and social media plays a substantial role in stimulating traveler's decision.

The study first analyzed the variable that affected the impact of social media on tourism and then it analyzed the contribution of social media to the tourism industry and how it has affected the decision making of travelers in pre-stage of travelling.

1.4 OBJECTIVES OF THE STUDY

- To understand the impact and importance of social media on tourism industry.
- To analyze the influence of social media on the selection of Palakkayamthattu as a tourist destination.
- To study the tourists satisfaction with Palayakkayamthattu
- To find out the number of tourists who use social media for travel to Palakkayamthattu.

1.5 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, "the best practices" can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

1.5.1 SOURCES OF DATA

Both primary and secondary sources of data were used together the data with regard to tourist and officials. Primary data include the method of gathering data with the help of questionnaire. Tourists and officials were administered the questionnaire at the study

state. The secondary data pertaining to the hospitality industry, social media marketing and profile of destination Palakayamthattu.

In addition many institutions, libraries, interpretation centers, were also visited to collect hard and soft copies of literature for getting an indebt knowledge and clear understanding on the research problem. Several research references, such as journals, books periodical web references and data basis were also referred to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

1.5.2 Selection of Sample size and sample method.

A convenient sampling method is adopted for the study. A total 50 tourist and travelers are interviewed with a structured questionnaire. Questionnaire distributed to the tourist and travelers in the site area to collect the visitor experience and suggestions for the better development of tourism in Palakayamthattu through social media.

The time period for the collection of data is schedule from November 2020 to February 2020.

1.5.3 SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of Palakayamthattu. The data collected, filtered and finally determined for data analysis.

1.5.4 QUESTIONNAIRE CONSTRUCTION.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well structured questionnaire was prepared.

The questionnaire was designed for the tourists of Palakkayamthattu.

1.5.5 DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 100 questionnaires from the tourist have been finally retained for data analysis. The selected data is coded and entered in Microsoft Excel software and analyzed to get the output. Simple percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

1.6 ORGANIZATION OF CHAPTERS.

The project report layout has been outlined as below:

Chapter 1

Deals with the introduction of the study. The introduction chapter starts with a brief introduction about the topic. This chapter also included major objectives, significance and scope of the study in a systematic manner. The chapter also highlights the sources of data collection method, sampling method, sample size, questionnaire design, pilot study and use of statistical tools.

Chapter 2

The second chapter contains review of literature. This chapter deals with the scholarly articles related with the project topic.

Chapter 3

This chapter begins with the introduction of the Eco Tourism, and also deals with the importance of Eco tourism in India and Kerala. The major part of this chapter deals about profile of Palakayamthattu,

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of Palayakkayamthattu. It presents the output of the primary data in different tables relevant to the study. This chapter presents interpretations consists of data analysis of visitor respondents.

Chapter – 5

This is the final chapter which highlight various findings of the study in a systematic manner and the chapter also suggest some important improvement of preservation of the destination.

1.7 LIMITATIONS OF THE STUDY

- Time constrain was also the major constrains of the study.
- The lack of previous experience of the researcher may influence the study.