

## International Journal of Innovative Research in Science, Engineering and Technology

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# Selection of Tourism Destination: A Review on Impact of Information Sharing and Social Big Data on Value Creation

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**ABSTRACT:** Big data plays a vital role with information sharing with social media and the users have a higher willingness towards surfing information with social media about tourism. The main objective of the study is that to analyse the impact of demographic variables towards user perception on information sharing and to evaluate the impact of adoption intention of the user face towards factors related to social big data. For this purpose a sample of 124 was collected from the users with social media were percentage analysis, descriptive statistics, kruskalwallis test, One way anova and multiple regression were used as tools to analyse the data. The conclusion is that the users are having adoption intention towards big data in social media based on participation with social media, sharing of information with social media, connectivity with big data in social media, service quality, convenience towards user face wit social media as there is a positive correlation between the variables.

**KEYWORDS:** Social big data, Tourism and Social media.

## I. INTRODUCTION

With the improvement of internet and computer technology, especially the emergence of logging platforms 2.0 and cellular Internet, social media have sprung up and been trusted. In the previous years, the amount of social media users provides been an explosive development in India; the amount of Indian Internet surfers reached 710 million people and the Internet penetration price reached 51.7% before end of 2018, of which a lot more than 90% have used social media, and a lot more than 60% of these users sign on social media system at least one time a day.

Compared to traditional press, such as for example periodical and newspaper, the beginning of ethnical mass media isn't accompanied by a few fresh innovations or systems. Sociable information can be a data transmission device predicated on link through and hypertext; it does increase the engagement and interactivity of Internet surfers simply by permitting them to make contents themselves and adjustments the traditional media of single-way to the level of two-way conversation and relationships; so that it includes a more significant influence on culture than any other conventional media. The web users will be no more unaggressive one-way info receivers; they will talk to data publishers and additional Internet surfers. As Clay surfaces Shirky stated in his publication of "Future is definitely Wet", "we overestimate the worthiness belonging to the pc web 2.0 and undervalue the worthiness of social networking ever sold ". End user engagement mainly guarantees the circulation, salary and advancement of social networking system. The result of social websites software straight depends on an individual data, which usually mainly originates from the range ánd width of usér engagement. It is important that involvement of customers build up the interpersonal capital of community press. Persons will spend a third of their function time applying sociable information platform normally.

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## II. STATEMENT OF PROBLEM

Now a days virtual effect towards user interface has gone big and that play a vital role towards convenience and time saving towards each and every use interface. The main problem of the study is that whether the user interface is having an adoption towards various factors while using bug data for their tourism purpose.

### OBJECTIVES OF THE STUDY

To study about the demo graphic variables of the respondents.

To know about the perception of users towards value creation in travel and tourism concern while using social big data platforms.

To analyse the impact of demographic variables towards user perception on information sharing.

To evaluate the impact of adoption intention of the user face towards factors related to social big data.

### SCOPE OF THE STUDY

The study is to find out the impact of adoption process by the user face towards value creation with big data among social media. This research will help the companies who create source through social media to reach their services to their customers.

### RESEARCH METHODOLOGY

**Type of research:** Descriptive type or research was used with the study.

**Type of data collection**

**Primary data:** Questionnaire

**Secondary data:** Websites, journals and articles.

**Method of data collection:** Survey method was used as method of data collection to collect the data from the customers who use online for tourism.

**Type of sampling:** Stratified random sampling

Sample size: 124 customers who use social media for their tourist venue.

**Tools used for the study**

Percentage analysis

Descriptive statistics

Kruskal Wallis test

OnewayAnova and

Multiple regression

### LIMITATIONS OF THE STUDY

- The total sample size is limited to 124.
- The demographic area of the study is limited to Coimbatore.
- There may be a bias towards primary data collection from the respondents.

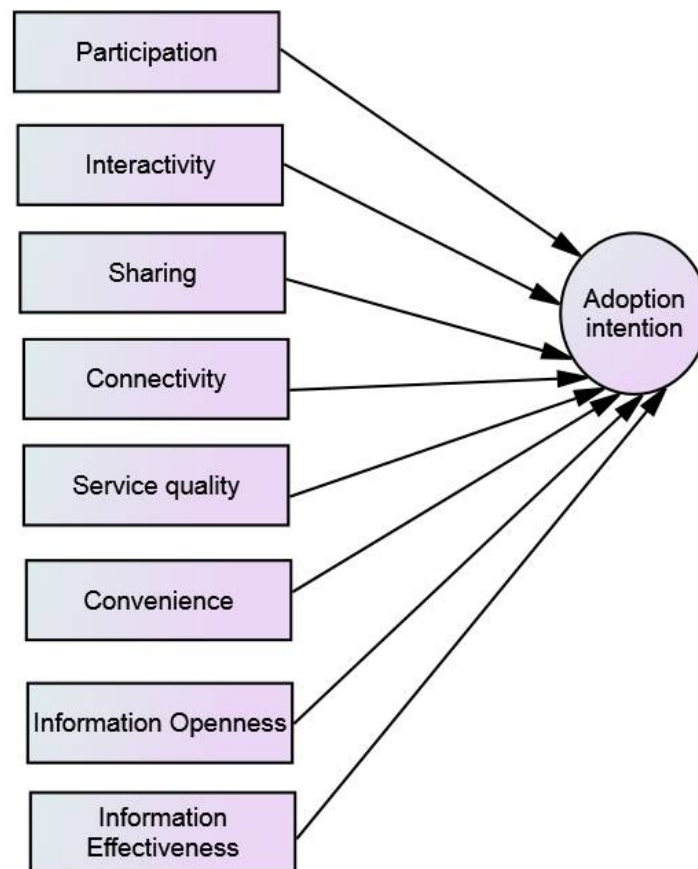
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## MODEL USED FOR THE STUDY



Based on the study made by Qian Cao et al., (2017) the following factors were taken for the study to analyse the impact of user factors towards adoption intention of social media in tourism.

## ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	Frequency	Percent
Age	<20	61	49.2
	21-25	24	19.4
	26-30	11	8.9
	More than 30	28	22.6
	Total	124	100
Gender		Frequency	Percent
	Male	92	74.2
	Female	32	25.8
	Total	124	100

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Educational qualification	SSLC	12	9.7
	Higher secondary	51	41.1
	UG	15	12.1
	PG	20	16.1
	Professional degree	26	21
	Total	124	100
Occupation	Student	1	0.8
	Employee	18	14.5
	Business	51	41.1
	Agriculture	20	16.1
	Others	34	27.4
	Total	124	100
Place of living	Rural	59	47.6
	Semi rural	8	6.5
	Urban	27	21.8
	Semi urban	30	24.2
	Total	124	100

## Interpretation

The above table depicts that out of total users who are using social media towards their tourism taken for the study 49.2% are less than 20 years of age, 19.4% are between 21-25 years of age, 8.9% are between 26-30 years of age and 22.6% are more than 30 years of age. 74.2% are male and 25.8% are female. 9.7% have completed their SSLC, 41.1% have completed their under graduation, 16.1% have completed their Post graduation, and 21% are professional degree holders. 0.8% who surf social media for searching tourist destination through social media are students, 14.5% are employees, 41.1% are doing business, 16.1% are agriculturist and 27.4% are doing other occupation. 47.6% are from rural area, 6.5% are from semi rural area, 21.8% are from urban area and 24.2% are from semi urban area.

## Descriptive statistics

Dimensions	Variable s	N	Mean	Std. Deviation
Adoption intention	AI1	124	2.52	.888
	AI2	124	2.45	1.199
	AI3	124	2.84	1.039
	AI4	124	2.59	1.104
Participation	P1	124	1.88	.739
	P2	124	2.35	.807
	P3	124	3.10	1.382
Interactivity	I1	124	2.89	1.320
	I2	124	2.88	1.347

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	I3	124	2.83	1.601
Sharing	S1	124	3.44	1.198
	S2	124	3.25	1.304
	S3	124	3.26	1.235
Connectivity	C1	124	3.51	1.304
	C2	124	3.41	1.044
	C3	124	3.36	1.239
Service quality	SQ1	124	3.60	1.360
	SQ2	124	3.54	1.252
	SQ3	124	3.44	1.357
Convenience	CE1	124	3.31	1.284
	CE2	124	3.48	1.220
	CE3	124	3.74	1.293
Information Openness	IO1	124	2.52	1.310
	IO2	124	3.31	1.338
	IO3	124	2.67	1.254
Information Effectiveness	IE1	124	2.75	1.446
	IE2	124	2.53	1.334
	IE3	124	3.09	1.403
	IE4	124	2.85	1.319

## Interpretation

The above table depicts about the descriptive statistics for the dimensions taken for the study.

## Adoption intention

Out of total variables taken for the study the respondents agree towards searching about tourist information through social media (2.52), perceiving social media as first reference when searching for information related to tourism (2.45), sharing about their tourist experience and information through social media (2.84) and continuously using SM for searching about information regarding tourism in future (2.59).

## Participation

The users strongly agree towards active participation towards varieties of social media (1.88). The users agree towards not separating their life from social media (2.35) and the respondents disagree towards accepting the invitation from friends to share the information and interest about tourism via SM.

## Interactivity

The users agree towards users willingness towards using SM to interact with their friends about tourism (2.89), using social media for higher instructiveness (2.88) and level of satisfaction towards high interaction with social media (2.83).

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## Sharing

The users disagree with SM making things easy to connect to a large range of information (3.44), respondents finding friends through connectivity provided by SM (3.25) and respondents connecting to more relevant information with SM (3.26).

## Connectivity

The users disagree towards SM making things easy to connect to a large range of information (3.51), finding friends through connectivity provided by SM (3.41), and connecting to more relevant information with SM (3.36).

## Service quality

The consumers disagree towards willingness to adopt SM based on better service quality provided (3.60), willingness to adopt SM for its good service quality (3.54) and recommending friends towards adoption of SM based on good service quality (3.31).

## Convenience

The users disagree with facilitation of SM increasing the acceptance (3.31), Intention to adopt SM due to facilitating conditions (3.48), and inclining to adopt SM due to 24 hours facilitating solution (3.74).

## Information Openness

The user group agree towards adopting SM as the information open to members (2.52) and adopting SM due to more openness of information (2.67) and disagree towards adopting SM as they are obtaining openness of information (3.31).

## Information Effectiveness

The user group agree towards s having basic understanding regarding tourist products when getting relevant information from SM (2.75), saving their time and energy by using SM to fetch information about tourism (2.53) and thinking the situation in process of tourism broadly in line with information on SM (2.85) and they disagree towards information about tourism from SM helping them to reduce the cost of money, time and energy and strength (3.09)

## III. COMPARISON BETWEEN GENDER AND FACTORS RELATED TO USE OF BIG DATA FROM SOCIAL MEDIA

H01: There is no relationship between gender and factors related to use of big data from social media

	Gender	N	Mean Rank		
Adoption intention	Male	92	64.23	0.854	0.356
	Female	32	57.52		
	Total	124			
Participation	Male	92	64.21	0.823	0.364
	Female	32	57.59		
	Total	124			
Interactivity	Male	92	64.26	0.866	0.352
	Female	32	57.44		
	Total	124			
Sharing	Male	92	62.51	0.955	0.000

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	Female	32	62.47		
	Total	124			
Connectivity	Male	92	61.79	0.140	0.708
	Female	32	64.53		
	Total	124			
Convenience	Male	92	64.03	0.660	0.417
	Female	32	58.09		
	Total	124			
Information openness	Male	92	60.80	0.804	0.370
	Female	32	67.38		
	Total	124			
Information effectiveness	Male	92	64.55	1.265	0.003
	Female	32	56.61		
	Total	124			

The above table reveals that there is a relationship between gender and Sharing of information with social media (0.000) and information effectiveness (0.003). It was found that male respondents have higher level of acceptance towards sharing information with social media and gathering effective information with social media.

## IV. COMPARISON BETWEEN AGE AND FACTORS RELATED TO USE OF BIG DATA FROM SOCIAL MEDIA

Ho2: There is a significant difference between gender and factors related to use of big data from social media

		N	Mean	Std. Deviation	F	Sig
Adoption intention	<20	61	2.6598	.44496	1.405	.245
	21-25	24	2.4583	.46431		
	26-30	11	2.6364	.34212		
	More than 30	28	2.5714	.33234		
	Total	124	2.5988	.42029		
Participation	<20	61	2.6557	.47128	9.743	.000
	21-25	24	2.1944	.87872		
	26-30	11	1.6061	.59289		
	More than 30	28	2.5119	.74526		
	Total	124	2.4409	.70813		
Interactivity	<20	61	3.3005	1.09664	7.034	.000
	21-25	24	2.5556	1.30649		
	26-30	11	1.7273	.90453		

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	More than 30	28	2.6310	1.34666		
	Total	124	2.8656	1.26942		
Sharing	<20	61	3.3333	.96992	.365	.778
	21-25	24	3.2639	1.13775		
	26-30	11	3.5758	1.30035		
	More than 30	28	3.2143	.83747		
	Total	124	3.3145	1.00072		
Connectivity	<20	61	3.5137	.98050	1.350	.261
	21-25	24	3.2500	.91287		
	26-30	11	3.7576	.79009		
	More than 30	28	3.2619	.63736		
	Total	124	3.4274	.88912		
Service quality	<20	61	3.6503	1.18232	.804	.494
	21-25	24	3.3056	1.12896		
	26-30	11	3.6364	.50452		
	More than 30	28	3.4048	.77702		
	Total	124	3.5269	1.04643		
Convenience	<20	61	3.5519	.87747	.719	.543
	21-25	24	3.5278	.67328		
	26-30	11	3.4848	.56497		
	More than 30	28	3.2976	.68095		
	Total	124	3.4839	.77373		
Information openness	<20	61	2.8470	1.10315	.297	.827
	21-25	24	2.6806	1.28717		
	26-30	11	3.0606	1.00905		
	More than 30	28	2.8333	1.08677		
	Total	124	2.8306	1.12015		
Information effectiveness	<20	61	2.7787	.31983	3.639	.015
	21-25	24	2.8646	.32117		
	26-30	11	2.5682	.16167		
	More than 30	28	2.9018	.29138		
	Total	124	2.8044	.31326		

The above table reveals that there no difference between age and participation of respondents with social media (0.000), interactivity of the respondents (0.000) and gathering effective information through social media (0.015). It was found out that the respondents from the age group 26-30 have higher level of acceptance towards participation with social media (1.60), interactivity with social media (1.72) and effective information with social media (2.56).



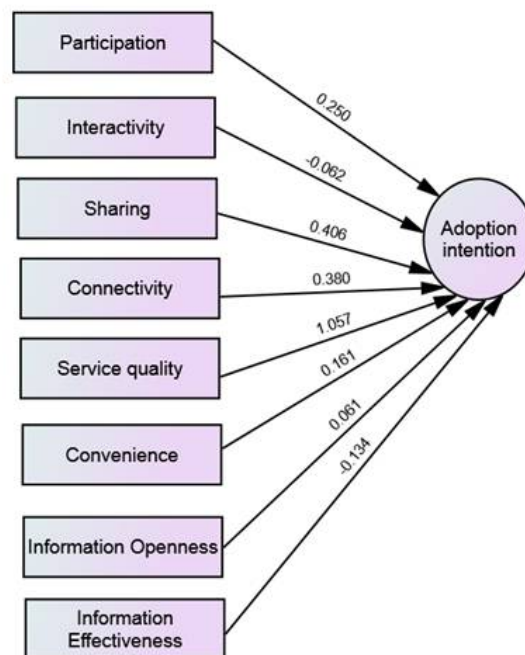
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## V. USERS IMPACT OF VARIOUS ACTIVITIES TOWARDS ADOPTION INTENTION WITH SOCIAL MEDIA BASED ON BIG DATA



### Interpretation

The above table depicts that the users are having adoption intention towards big data in social media based on participation with social media (0.250), sharing of information with social media (0.406), connectivity with big data in social media, service quality (1.607), convenience towards user face with social media (0.061) as there is a positive correlation between the variables.

### FINDINGS

- Most of the respondents who are using social media towards their tourism taken for the study are from the age group less than 20 years of age.
- Majority of the users are male.
- Maximum of the respondents have completed their higher secondary.
- Maximum of the respondents are doing business.
- The users with social media who are using big data disagree towards factors related to sharing of information using big data, connectivity of information with social media, service quality and convenience with social media.
- Male respondents have higher level of acceptance towards sharing information with social media and gathering effective information with social media.
- The respondents from the age group 26-30 have higher level of acceptance towards participation with social media, interactivity with social media and effective information with social media.

### SUGGESTIONS

The advertisements given by the companies related to information on tourism can be made user friendly as the users don't have convenience towards using the data.

The interface of using SM towards tourism can be scrutinized further so that the quality of service can be increased fl.

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## VI. CONCLUSION

The conclusion is that the users are having adoption intention towards big data in social media based on participation with social media, sharing of information with social media, connectivity with big data in social media, service quality, convenience towards user face with social media as there is a positive correlation between the variables.

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