



SOCIAL MEDIA AND TOURISM: A CASE OF MILLENNIALS

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Abstract

Millennials travelers extensively use the internet in general and social media in particular for their travel planning. Thus, social media has taken a staggering role in the tourism industry. This also turned it into a significant marketing and strategic decision making tool for tourism industry in recent times. Against this background, this empirical study explores impact of social media on tourism industry with special references of Millennials travelers. To achieve this objective, a descriptive research design was adopted. Sampling frame comprised of postgraduate Millennials students at University of Bradford. A sample size of 300 was obtained using quota sampling design. Data collection instrument was subject to content validity followed by reliability estimation using Cronbach alpha. Simple linear regression was used to establish influence of independent variable (use of social media) on dependent variable (tourism behaviour) among Millennials. The study found that proposed regression model explained 45.8% variance in the dependent variable. On the basis of empirical finding, study made recommendations for tourism industry followed by suggesting scope for further studies.

Keywords: Social Media, Tourism, Millennials, Travelers