

**THE INTERCONNECTION BETWEEN TRAVEL AND SOCIAL MEDIA IN
TOURISM INDUSTRY****Joyce Say**

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Joyce916say@gmail.com**Abstract**

Tourism is a booming industry that enables people to explore, experience, and enjoy destinations and cultures other than their own [1]. That in the field of tourism, the literature on destination branding has reached a consensus about the importance of image and its effects on behavior [2]. In this era, accessing social media have turned into a valuable instrument to support awareness in both financial and business ways of the travel industry. Where these availability uses to help increase the population growth in the tourism industry, yet it could also make the situation worse. This research will examine how the term social media is utilizing in the region of the travel industry. Using comparison to define how social media effect tourism in both positive and negative ways.

Keywords:

Travel, Tourism Industry, social media, Destination Branding

Introduction

Tourism has been known for being as multidisciplinary field of academic study, teeming with typologies and emerging activities, providing a vibrant untapped body of knowledge tourism [3]. Where tourism have known to become a large and diverse industry due to its unique experiences that allows visitors to self- discovering from the past experiences or challenges. Tourism can be interpret as a significant small business organization that utilized new ideas to attract either international or local tourists. However, as time goes by, social media are transforming the tourism industry into the spectrum of views ranges from the playful to the serious, the celebratory to the disapproving [2]. Where not only it encourage tourists to discover or attend new activities. But it also lead to an opposite results. Rather than truly looking for the fun of traveling, tourists prefer to follow the trend that the digital technology have provide in their own media post. Which lead social media to become a new platform to share information and upload images from a certain destination. This action has let social media cause a power swift from institutional to individual actors, this research responds with the suggestion that it adds a new regime of social power in tourism [2]. Examples of Social media can be refer as in Facebook, You Tube, Twitter, Instagram, and Snapchat. All these distinctive applications share a similar capacity of watching out for chronicle the outings alongside sharing data and transfer into the systems administration with other virtual individuals. Social media is a tool that encourages people to get closer by sharing, uploading, videoing and chatting about their personal experience that can be view in their personal social accounts. However, it could lead a misconception about traveling. Instead of travel as a simple tourism, social media has influenced people's decisions on where to go, where to stay, and what to do by providing images and information that can serve to define notions of "quality" in tourism experiences [4].

Literature Reviews

Tourism Rising

In the present society, the expression “Tourism” does not only classify as heading off to a place for only touring. However, it has turned to become a lifestyle for seeking relaxation. In fact, the term travel is often being describe as a very essence tool, that it becomes an instrument to fulfil our desires, attain new experiences and to discover a difference that is at least a step from our local surroundings [5]. The reason people loves travel, is because it gives people a self-assurance to see progressively about yourself, something that you never knew. Especially, people who encounter in a tourism and travel industry, knowing that the importance of going for a trips gives people a comfort relaxation. With the help of social media and websites, it provide a wealth of information with regards to experiences and review of the destination, property, facilities, and restaurants [6]. Not to be mention, Travel and hospitality sector is the rise of the internet and the increasing popularity of social channels has altered travel marketing [7]. That the truth about the power of social media is that there has a strong connection between the relationship of social media and tourism. Hence, both of the media and tourism belong to the service industry, and both of them work together hand in glove; in fact, media contribute to 80% of tourism revenue and tourism contribute to 25% of media’s revenue [8].

The Purpose of Using Social Media

Social media has become new platform tools that allow different groups of people to communicate with each other. That even travel planning process has changed a lot during recent years, aforetime consumers went to see a travel agent to book their holidays but nowadays it is more common to do the travel booking through the internet, and consumers themselves do the information searching and travel planning processes previously done by travel agents [9]. The term social media is present as a type of media that has authorized into a special relationship between tourists and tourism. Which is usually used for exchanging thoughts with different tourists around the world. In fact, the purpose of having social media to be sufficiently effective is that it has always been demonstrating as a display where it facilitates and expands people’s ability to share travel experiences with a wider audience than ever before [7]. Meaning that the popularity of using social media sites has become widespread that there’s a rapid change on how strong it impacts in the global market.

The Problem of Using Social Media

Tourism as a global industry is one of the biggest job providers and technology has seen a development that brought fundamental changes in the industry [6]. The thing about accessing digital technology media to publicize is that it might look extremely advantageous since it provides all the necessary data yet it additionally makes a false activity toward different explorers and visitors. In the early days the purpose of going for a takeoff to another country is that tourists are looking for a relaxation with sightseeing the new things that they have never experience it before in their life time. But nowadays, tourists depends more on looking and searching destination images from social media to navigate which places they should go visit. Although, the vital role of the sensory dimension of tourist experiences is stressed by current tourism research and supported by a multidisciplinary view on the role of the five external senses in human perception, memory, and behavior [10]. That helps to energizes visitors a chance to see how wonderful the destination is. But then due to the accessibility of social media it can cause a huge damage, which overcrowd could happen.

Take Japan as an example, Figure 1, the amount of growth rate of visitor’s arrivals in each month of 2019 and 2019 have been increasing in every month.

	Visitor Arrivals	
	2018	2019
Jan.	2,501,409 *	2,689,339 *
Feb.	2,509,297 *	2,604,322 *
Mar.	2,607,956 *	2,760,136 *
Apr.	2,900,718 *	2,926,700 **
May	2,675,052 *	2,773,100 **
Jun.	2,704,631 *	
Jul.	2,832,040 *	
Aug.	2,578,021 *	
Sep.	2,159,595 *	
Oct.	2,640,610 *	
Nov.	2,450,751 *	
Dec.	2,631,776 *	
Jan.-May	13,194,432	13,753,600

Figure 1: 2019 Visitor Arrivals to Japan by Months [15].

Every city in Japan has its own charm and attractions, but some are more popular than others, more people see them, more people love them, and more people share their experience in those cities on Instagram, which Japanese cities are the most popular among Japanese people and foreign visitors alike [11]. According to [11]:

- Tokyo
 - First place among the most popular Japanese cities
 - Hold both faces of the spirit of Japan: Innovation and Tradition
 - Ranking of hundreds of popular attractions, locations, and cities
- Osaka
 - Land of Japanese comedians, entertainment, famous food, and nightlife
 - Close to Kyoto
- Kyoto
 - Old capital of Japan
 - Historical and cultural capital with unique skyline, building and traditional vibe
 - More than 800 temples and shrines
- Fukuoka
 - Traditional food, sightseeing and nightlife entertainment
 - Traditional street carts (food)

With that priority of having to list down the top popular Japanese cities, it somehow links to the fact that these cities are now experiencing overcrowd. This kind of phenomenon can be recall as an “Over tourism”. Over

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tourism is define as being a situation where there's an unbalancing moment that lead a situation of having overcrowded people and eventually causing a negative experience throughout the journey. Although, tourism was all about seeking for collecting activities that present in everyone's presence. Unfortunately, it causes a negative aspect that not only it effects the life of local residents, but also to return or new tourists. In other word, over tourism can also be determined as a potential hazard to popular destination worldwide, it could also define it as bring an as the dynamic forces that power tourism often inflicts unavoidable negative consequences of not managed well [12].

Conclusion

The connection between tourism and social media, shows that social media affords a multitude of benefits including increased consumer trust, while social media can benefit responsible organizations by enhancing their brand reputations [13]. Social media includes all means of communicating or posting information or content of any sort on the internet, including to your own or someone else's weblog or blog, journal or diary, personal websites, and social networking [14]. It stated the value of frequently use that social media is the opportunity to aggregate and make available past visitors' and locals' insights about destinations [2]. Nevertheless, social media is not only for communicating but it is a powerful technology for market research, where it can also be used internally for collaborative learning and or performance and productivity improvement [13]. Yet, due to its conveniences, utilizing social media could also bring negative aspect toward the tourist destination. Where rather than just posting writings, visual picture and imagining that it will acquire the animation the psyche of voyagers. Without realizing that it will cause an overcrowding jam that individuals will in general visit a similar goal that the intuitive explorers proposing to go. By that, it means at least it allows a destination to become a place that will attract tourists to come and play. Although social media creates an over tourism phenomenon in the tourism industry, it could also be safe by having the help of word-of-mouth.

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