

The role of social media in the tourism industry in Austria (How does Austria implement the social media to attract tourists?)

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Abstract

Since the late 1990s and early 2000, the growth of the internet has consistently supported the globe of social media in society. In line with this, different social media platforms have over several hundred million active users. Importantly, the growth of social media has created new opportunities for businesses to enhance their marketing activities by using the social media platforms to reach out to their target consumers among the population of social media users. Among the industries that are quickly turning to social media to enhance their marketing activities is the tourism sector. Despite its contribution of close to 25 percent to the global GDP, there is little research and studies that have been conducted in the past to establish how social media impacts this industry. Speaking from this perspective, this study will conduct a research on the role of social media in the tourism industry in Austria. In order to achieve its aims, the study adopted a hybrid approach to collection and analysis of data, which involves the use of both qualitative and quantitative approach to research. Therefore, the study will first carry out literature analysis before conducting a survey using a questionnaire. The researcher will conduct this survey on campus mainly among students and staff. This is as a result of financial and time constraint that is associated with this study. Importantly, after collecting data, the researcher will organize and analyze it using statistical tools that are provided by the online survey tool, www.surveymonkey.com. Preliminary result indicates that there is a growing reliance on social media as a critical source of travel information for both existing and potential tourists. Similarly, apart from the convenience that these tools provide, other factors such as trustworthiness, reliability and dependability of the social media played an

instrumental role in encouraging users to depend on it as a source of travel information. The study recommends that there is a need for tourist destinations to seek to create a positive brand image not only offline but also on social media platforms in order to gain approval of these technology-savvy tourists and as a result, remain competitive in the tourism industry.