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The Benefits and Difficulties of Online Consumer: -With the Help of User-Generated Content in Tourism

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ABSTRACT

This study investigates the perceptions of online information seekers with a passion for travel regarding the benefits and drawbacks of user-generated content (UGC). The literature revealed real differences in opinions regarding user-generated content, with users rating information sources as "credible" or "not credible" based on their personal perceptions of it. The research findings on the use of user-generated content by online travelers are presented in this paper. The research, which used online subscriber data from Uttar Pradesh's tourism organization, showed parallels between a number of factors that were considered benefits and drawbacks when using user-generated content to guide travel decisions. According to the literature, the most notable of these differences in the degree of reliability and trustworthiness attached.

KEYWORDS; User generated content (UGC), tourism, benefits.

INTRODUCTION

The development of digital technology and the internet has completely changed how people organize, enjoy, and share their travel experiences. Traveler-generated content (CGC) on the internet includes reviews, ratings, images, videos, and blog posts. It has grown to be a vital component of the travel and tourism sector. This phenomenon has brought about several advantages as well as difficulties that have a big influence on travelers and providers of tourism services. We will explore the advantages and problems of online user-generated content in the travel industry in this talk. For travelers looking for real information and experiences as well as for businesses trying to transition to the digital era, it is essential to comprehend the implications of CGC in the tourism sector. Benefits of online consumer generated content in tourism are Authenticity and Trust, Improved Decision-Making, Cost Savings, Engagement, and Inspiration etc. and issues and challenges of user generated content are credibility concerns, information overload, privacy, and security, over tourism, challenges for businesses etc. In conclusion, online consumer-generated content has transformed the way people engage with tourism. It empowers travelers with valuable information and allows them to share their experiences, fostering a sense of community. However, it also raises concerns regarding credibility, privacy, and the sustainability of tourism. Navigating these benefits and issues is a critical aspect of modern travel, and it underscores the need for travelers and tourism businesses to adapt to this digital landscape effectively.

REVIEW OF LITERATURE

Urbistondo P., Gracia MMRD., Molina C. (2023)- A suggestion for using user-generated content as a source of data to measure the image of a tourist destination. Our findings support the need for an attribute-based, comprehensive approach to this idea by showing that user-generated content (UGC) is a reliable source for the study of tourism destination image. They also demonstrate that not every feature affects how a destination is perceived overall.

Kitsios F., Mitsopoulou E., Moustaka E., Kamariotou M. (2022)- User-Generated Content behaviour and digital tourism services: A SEM-neural network model for information trust in social networking sites. This study offers insightful information about the behaviour of travellers and the managerial ramifications of SNS information sharing. To obtain more shared travel-related information from SNS, tourism managers should make their websites more enjoyable and fulfilling.

KhairulHilmi A.M. (2013)- This paper, The Role of User Generated Content (UGC) in social media for the Tourism Sector, outlines the advantages and problems that arise when using UGC to inform travel choices. Despite their popularity, social media channels are not yet regarded as reliable or trustworthy as traditional sources of travel information, according to the recommendation.

Burgess S., Sellitto C., Cox C., Buultjens J. (2009)- user-generated content (UGC) in tourism: benefits

and concerns of online consumers. The study highlighted a similar range of areas that were seen as benefits and concerns in the use of UGC to support travel decisions as identified in the literature – and similar contrasts

OBJECTIVE

- To identify the benefits of user generated content (UGC) for tourist.
- To examine the challenges and issue associated with UGC in tourism.

RESEARCH METHODOLOGY

Research Design and Research Approach

The current study employs a research design that combines descriptive and analytical elements, utilizing a quantitative research approach.

Data Collection Methods and Instrument

particular	No. of Respondent
A questionnaire has been distributed to the respondents.	800
Individuals who provide responses.	544
Respondents who provide inadequate or incomplete responses.	439
Actual respondent	105

A sample size of 105 people participated in this investigation. Two parts of a self-administered questionnaire were used to gather the research's primary data. The questionnaire's Part A asks respondents for demographic data, and Part B focuses on problems and difficulties mentioned in the literature. Respondents are expected to utilize a Likert scale to rate whether they thought these concerns during their site visits were troublesome.

DATA ANALYSIS AND INTERPRETATION

Benefits of User generated content for tourist

- **Building trust and credibility with UGC reframe-** A primary benefit of integrating User-Generated Content (UGC) into your Tourism Board's marketing approach is its ability to foster trust and authenticity among prospective travelers. When individuals are planning a getaway, they frequently seek insights and endorsements from fellow travelers who have previously explored the destination.
- **UGC offers genuine, firsthand insights of this nature-** UGC consists of content created by real travelers who have visited a destination, stayed in accommodations, dined at restaurants, and explored attractions. These are genuine accounts of their experiences, offering a unique and unfiltered perspective on what it is really like to be there.
- **Diverse Perspectives-** UGC provides a diverse range of viewpoints. Different travelers have different interests, preferences, and expectations. UGC allows potential travelers to access a variety of experiences, from adventure seekers to those looking for a relaxed getaway, enabling them to align their travel plans with their own interests.
- **Timeliness-** UGC is often up-to-date and reflects current conditions and experiences. Travelers can get the latest information on things like the condition of a hotel, the quality of service at a restaurant, or the current state of popular attractions. This real-time feedback can significantly impact travel decisions.
- **Hidden Gems-** Travelers often uncover hidden gems and lesser-known attractions that aren't always featured in official promotional materials. UGC can spotlight these hidden treasures, making it more likely for travelers to venture off the beaten path and discover something unique.

Table 1: Reliability Test

Cronbach's Alpha	N of Items
0.745	07

A Cronbach's alpha value of 0.745 indicates that the questionnaire exhibits a high level of internal consistency and reliability among the 105 respondents. This means that the items in the questionnaire are effectively measuring the intended construct and that the data collected from these respondents are trustworthy and consistent.

DATA ANALYSIS AND INTERPRETATION OF RESULT**Table 1.1**

Socio-Demographic Variables		Frequency	Percentage
Age	Less than 25	45	42.86
	25-35	36	24
	35-45	24	22.86
	45-55	0	0
	Above 55	0	0
Gender	Male	46	43.81
	Female	59	56.19
Educational Qualification	High School	12	11.43
	Graduate	66	62.86
	Postgraduate	27	25.71
Employment Status	Student	55	52.38
	Private	40	38.10
	Government	10	9.52
	Retire	0	0
Income	Nil	0	0
	10000- 20000	35	33.33
	20000- 30000	25	23.81
	30000- 40000	22	20.95
	Above 40000	23	21.90
Marital status	Married	21	20
	Unmarried	84	80
Religion	Hindu	47	44.76
	Muslim	25	23.81
	Sikh	33	31.43
	Others	0	0

The provided data presents the socio-demographic variables of a sample population, including their age, gender, educational qualification, employment status, income, marital status, and religion. Most of the respondents are under the age of 25 (42.86%). There is a significant representation of respondents in the 25-35 age group (24%). The sample is evenly distributed between male (43.81%) and female (56.19%) respondents. Many respondents are graduates (62.86%). Postgraduates make up a substantial portion of the sample (25.71%). A significant percentage of respondents are students (52.38%). Many are employed in the private sector (38.10%). A smaller percentage work in government jobs (9.52%). A notable proportion of respondents have an income between 10,000 and 20,000 (33.33%). There are also significant numbers in the income brackets of 20,000-30,000 (23.81%) and 30,000-40,000 (20.95%). A smaller proportion earns above 40,000 (21.90%). Many respondents are unmarried (80%). A smaller proportion are married (20%). Hindu is the most prevalent religion among the respondents (44.76%). Sikh and Muslim populations are also well represented, at 31.43% and 23.81%, respectively.

Table 1.2

S.NO	VARIABLE		FREQUENCY
1	Quality Control	(SA)	34
		(A)	28
		(N)	29
		(D)	14
		(SD)	0

2	Credibility	(SA)	25
		(A)	36
		(N)	17
		(D)	19
		(SD)	8
3	Negative Reviews:	(SA)	39
		(A)	28
		(N)	29
		(D)	9
		(SD)	0
4	Over-Tourism:	(SA)	58
		(A)	37
		(N)	6
		(D)	5
		(SD)	0
5	Bias and Selective Representation:	(SD)	42
		(A)	26
		(N)	5
		(D)	4
		(SD)	0
6	Technology Challenges:	(SA)	41
		(A)	22
		(N)	32
		(D)	10
		(SD)	0
7	Privacy Concerns:	(SA)	25
		(A)	33
		(N)	24
		(D)	18
		(SD)	5

Strongly Agree 34 respondents that quality control is a significant challenge. Agree 28 respondents agreed with this statement. Strongly Agree 25 respondents strongly agreed that credibility is a challenge. Agree 36 respondents agreed with this statement. Neutral 17 respondents had a neutral stance on the issue. Disagree 19 respondents disagreed with the statement. Strongly Disagree 8 respondents strongly disagreed. Strongly Agree 39 respondents strongly agreed that dealing with negative reviews is a challenge. Agree 28 respondents agreed with this statement. Neutral 29 respondents had a neutral stance on the issue. Strongly Agree 58 respondents strongly agreed that over-tourism is a significant concern. Agree 37 respondents agreed with this statement. Neutral 6 respondents had a neutral stance on the issue. Disagree 5 respondents disagreed with the statement. Strongly Agree 42 respondents strongly agreed that bias and selective representation are issues. Agree 26 respondents agreed with this statement. Neutral 5 respondents had a neutral stance on the issue. Strongly Agree 41 respondents strongly agreed that technology challenges are a concern. Agree 22 respondents agreed with this statement. Neutral 32 respondents had a neutral stance on the issue. Disagree 10 respondents disagreed with the statement. Strongly Agree 25 respondents strongly agreed that privacy concerns are a challenge. Agree 33 respondents agreed with this statement. Neutral 24 respondents had a neutral stance on the issue. Disagree 18 respondents disagreed with the statement. The data reflects the range of opinions and concerns among respondents regarding different aspects of incorporating User-Generated Content in the context of tourism. It provides insights into the perceived challenges and issues in this domain.

CONCLUSION

In conclusion, while UGC offers numerous benefits to tourists, there are associated challenges that need to be addressed to maintain its integrity and credibility in the tourism industry. Acknowledging and managing these issues is essential to ensure UGC continues to be a reliable resource for travelers.

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