

# **Social Media Marketing in Nepal: A Study of Travel Intermediaries of the Kathmandu Valley**

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*Abstract : The paper examines the status of social media marketing activities in Nepal in the context of that of travel intermediaries in the Kathmandu Valley, and specifically probes into three key areas: use of social media in travel intermediary business, influence of social media on customers and customers' response to social media sites (SMSs). Adopting a mixed study approach, the paper made use of both primary surveys (on travel intermediaries and customers between March-May, 2016) and secondary data search from the former's SMSs for which a convenience sampling technique was used to choose the intermediaries from the Thamel area, the main travel tourism business hub of Nepal. The study found constant rise in the use of social media by travel intermediaries in communicating about product and price, which customers also most look for and respond to. Facebook alone and Facebook in combination with other social media was most popular among both intermediaries and customers; and SMSs are influential in making most customers buy the mixed category of travel products. What of the SMSs influences the customers most is the recall factor of the sought product information and comments and reviews. The findings can be useful to the travel managers in strengthening their social media marketing.*

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*Keywords:* Social media marketing, Social media sites, Travel intermediaries

## **I. INTRODUCTION**

Social media, as one of most powerful online networking tools, has been integrated into a part of social and economic life in the real world, and its use as the means of marketing travel-related services has also increased unprecedentedly in the recent

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times (Sthapit, 2015). New web technologies of social media permit one to create and distribute their own contents and information as well as post their comments or feedback instantly; and these benefits have attracted many travel agents and intermediaries to make use of social media in their marketing efforts. Social media has offered new ways in which consumers of travel business connect socially, by integrating information and communication technology, social interaction, and the construction of words, pictures, videos and audios.

Jashi (2013) posited social media marketing as a strong instrument to forward tourism and hospitality industry in any country. Zivkovic, Gajic and Brdar (2014) described social media as low-cost and bias-free and it would represent an advantage for marketing communications.

Social media allows travel intermediaries to communicate with clients or potential clients in different tones and formats than any other marketing channel. It is also helping travel intermediaries connect easily with their target audience and enjoy higher loyalty from their users where travel intermediaries also permit its customers to put desire information on the wall of social media and sites who wish to travel and purchase tourism products for the purposes of tourism activities. Travel intermediaries would find social media not only for attracting customers, but also for retaining them.

Claire (2012) found that Facebook, Twitter, Google+, Blogs and many other web-based social media platforms influenced the tourists about their decision of choosing a destination. Linked-in, Instagram and YouTube can be other additions. Travel intermediaries in Nepal also have operated their websites where users can generate their own contents, from short films on YouTube and Facebook status updates to re-posting links on Twitter; and even customers buy tickets online. Hence, it is pertinent to examine the status of social media use in marketing activities of Nepali travel intermediaries.

## **II. OBJECTIVES OF THE STUDY**

In view of the above discussios, the paper has primarily aimed at examining the use of social media in marketing activities of travel intermediaries in Nepal followed by the specific objectives as under:

- To identify and assess the use of social media in marketing activities of travel intermediaries in Nepal;
- To appraise the influence of social media on travel customers; and
- To assess the customer response to travel intermediaries' social media

## **III. LITERATURE REVIEW**

In the context of examining the use of social media in marketing activities of travel intermediaries in Nepal, literature was reviewed of two types: conceptual framework and related empirical works.

### *Review of Conceptual Framework*

Admin (2010) stated that social media as a major marketing tool to build leads by sharing passion for travel as well as travel expertise with audience. Gretzel and Yoo (2008), Gretzel, Yoo and Purifoy (2007); O'Connor (2008); Xiang and Gretzel (2010), Volo (2010), and Amaro and Duatre (2013) have highlighted the importance of social media in disseminating travel information and purchase decision making process. Wang and Fesenmaier (2004) identified that social media as useful for managing customer relations with their unique ability of attracting customers through in-depth, focused, and member generated content, engaging customers through social interactions, and retaining customers through relation building with other members who are online.

Social media is predominantly used during before the trip stage for information search purpose (Cox Burgess, Sellitto, & Buultjens, 2009 as cited in Fotis, Buhalis & Rossides, 2012). Van der Bank and Van der Bank (2015) stated that many social media including Facebook have been themed on tourism and travel allowing users to share information. An AET report (2013) as well as Monica (2013) and Khadka (2016) also identified Facebook as one of the best places for a travel intermediary to start off the marketing action on any social media.

Gretzel, Yoo and Purifoy (2007) reported that travellers' opinions on online travel review sites were the most frequently used source of information. Social media is becoming the primary medium by which travel information is shared (Xiang & Gretzel, 2010 as cited in Lange & Elliot, 2012).

Travellers that search for travel information online are more likely to purchase travel through social media, as they place a high degree of trust in the social media network and initially, information is gathered and synthesised from other travellers (Amaro & Duatre, 2013; Amaro, Duatre, & Henrique, 2016). Knowledge of the travel destination is acquired through social interaction (Beresford Research, 2009; Buhalis & Law, 2008 as cited in Lange & Elliot, 2012).

Social media in travel sector have great potential, as it enables travel entities to streamline their resources and best practices to meet consumer needs, and travellers benefit, vacation planning is cost effective and time effective (Dippelreiter, Grun, Pottler, Seidel, Berger, Dittenbach & Pesenhofer, 2008).

Nguyen and Wang (2011) outlined that social media in marketing activities like tourism destination promotion and engage the customers to reach the potential visitors. Indeed, social media as one of internet communication options is an area of growth in the online marketing communication. They further outlined that social media in creating customers' engagement and destination brands may contribute to the success of activities of marketing strategies of travel intermediaries.

### *Review of Empirical Studies*

Monica (2013) reported that Facebook alone generated some 1 trillion page views per month, and social media sites, from Facebook to Twitter, have 2.1 trillion hits (page views).

Hudson, Roth & Madden (2012) Facebook in particular has a great influence on tourists, as 76 percent of travellers post vacation photos on a social network and 40 percent post activity/attraction reviews. Over 90 percent of consumers (tourists) from all over the world say they trust recommendations from friends, only 48 percent of all the travellers who used social media to create travel plans, stuck with their original travel plans.

Approximately 90 million American adults to plan travel during 2008 which was 76 percent of those Americans using it for planning leisure trips (USTA, 2009 as cited in Rosman & Stuhura, 2013). Fotis, Buhalis and Rossides (2012) studied social media and travel business among people from former Soviet republics and UK and stated that 78 percent of holiday trip tourists primarily used social media to share experience and photos with friends or other traveller of social media.

Social media has a big influence on travel decisions, as 44 percent of respondents strongly agreed that reviews posted by travellers helped them about the initial decision of vacation destinations. This is followed by 37 percent online travel forums, 27 percent Facebook, 24 percent YouTube, 22 percent Pinterest. Nearly half of the respondents used social media to plan their vacation and over 50 percent are likely to download travel apps while planning their vacation before they go (O'Donnell, 2012).

Social networking giant Facebook tops the chart when it comes to research and planning a trip. Facebook with share of 76 percent of people using social media platforms is way ahead of its competitors like Google+ (40%) and Twitter (21%) (Jashi, 2013).

Those who use social media, 85 percent of said that interactions between users which include videos, comments and photographs have influenced their travel plans. Majority of the samples surveyed said that travel reviews and opinion of tourists on travel website and online communities influence their travel plans and decision (Jashi, 2013).

Chung and Buhalis (2008) highlighted social media influence on US travellers, with more than half (52%) of travellers having changed their original plans after seeking their travel trip on different social media sites, and 55 percent 'liked' Facebook pages in connection with a vacation and 46 percent of travellers post hotel reviews after their trip.

Khadka (2016) and Gauchan (2015) probed into use of social media in tour/travel and air ticket marketing in Nepal, respectively. Khadka (2016) found travel agencies' use of SMSs target to give information to tourists mostly on product and price in Nepal.

On the other hand, Gauchan (2015) discovered the rising popularity of use of social media like Facebook and Twitter in the business of travel agencies in Nepal, as more people booked different travel packages/products through social media and number of social media has increased in the remarkable number in the recent years. The study in Nepal identified lack of resources, ideas, language obstacles and electronic payments (credit cards) on SMSs as the key problems. Yet, this study did not cover the use of social media by travel intermediaries as well as specific response of customers to SMSs.

Research works so far have largely covered the issues relating to the use of social media among travellers and its impact on travellers' travel planning process. Yet, little or no research attention has been paid to the views of travel intermediaries and customers

on the social media and their marketing aspects. Therefore, the present study seeks to address the research gap observed in these areas, more particularly in the context of social media marketing of travel intermediaries in Nepal.

#### **IV. METHODOLOGY AND APPROACH**

A mixed approach consisting of the qualitative and quantitative designs has been adopted to attain the study objectives. Based on a descriptive and analytical research design, the study made use of both primary and secondary data.

As the social media in question, the study chose the travel intermediaries' sites on Facebook and Google+; as AET report (2013) as well as Monica (2013) and Jashi (2013) identified Facebook as one of the best places for a travel intermediary to start off the marketing action on any social media.

The study made use of both primary surveys (through a self-administered questionnaire separately) and secondary data search from the social media. Using a convenience sampling technique, it chose 100 travel intermediaries from a 'random draw of lottery' from the list of intermediaries, which as per the Nepal Government's MoCTCA (2013) number nearly 2,200 in the greater Thamel area, main tourism and travel business hub of Nepal.

For primary data survey, it sampled 100 potential travel-service customers intercepted at the key travel intermediary offices. The survey was performed in three months time between March and May, 2016.

##### *Limitations of the Study*

The study suffers from a few limitations. It was conducted within a limited period of time and with limited resources; and secondary data were drawn from the travel intermediaries' Facebook and Google+ sites only. On the other hand, the primary survey was based on a convenience sampling method, the non-probability sampling technique; and the survey was limited only to the Thamel area, the main tourism and travel business hub of Nepal. Likewise, only a limited number of analytical and statistical tools were used in analysing the data.

#### **V. DATA ANALYSIS AND DISCUSSIONS**

In line with the study objectives, data have been analysed and discussed at three levels: use of online social media marketing by travel intermediaries, its influence on travel customers, and customer response to SMSs of travel intermediaries in Nepal.

##### *Use of Online Social Media Marketing by Travel Intermediaries*

The use of social media in marketing activities of travel intermediaries has been measured in terms of the number of visitor-hits, price communication, types of social media and product categories in the following paragraphs:

### *Visitor Hits of Social Media Sites*

The online social media marketing by travel intermediaries has drawn substantial use from present and potential customers who would intend to learn about and make travel purchases from such agencies. Going by the hits (likes) by the visitors, it becomes clear that those travel intermediaries that have been operating their web-pages on social media (more particularly 'Facebook') for 5 years or more have received more users (maximum 89,953) than relatively newer ones, as presented in Table 1. It was discovered from the researchers' study of social media sites of 100 travel intermediaries located in the greater Thamel area and its surrounding localities. Thus, there is also a first-mover advantage to the travel intermediaries taking the earlier lead in operating their social media marketing programmes online.

Table 1: Visitor Hits of Social Media Sites of Travel Intermediaries

Hits and/or Likes	Years of Operation of Travel Intermediaries		
	≥5 Year	≥3 Year<5 Year	<3 Year
Maximum	89,953	13,160	6,024
Minimum	347	82	87

Source: Researchers' calculations from the individual travel intermediaries' social media sites, 2016

However, the travel intermediaries lately starting their social media sites have secured more likes (hits) from users which may be ascribed to the fact that their sites have adopted more aggressive marketing effort offering updated information and instant response and better communication with users.

### *Communication of Price in Social Media Sites*

Another issue the researchers were interested in is whether the travel intermediaries have used the social media sites to communicate the customers about their price tariffs. It is important for the intermediaries to inform their present and potential customers about their price offer related to different services and products, so that real purchases and customer satisfaction can result.

Table 2: Communication of Price in Social Media Sites

Price Communication	Number of Travel Intermediary Sites
Yes	62
No	38
<b>Total</b>	<b>100</b>

Source: Researchers' calculations from the individual travel intermediaries' social media sites, 2016

From Table 2, it is clear that slightly less than two thirds of travel intermediaries have used their social media sites (Facebook and Google+) in communicating with their customers about the product price; although price-related information is one of the most sought after ones in marketing of any business.

### *Use of Social Media by Types*

One of the areas of research interest is to identify the types of social media and their combinations being used by travel intermediary firms in Nepal.

Table 3: Use of Social Media by Types

Facebook	Google+	YouTube	Facebook & Google+	Facebook & YouTube	YouTube & Google+	Others	All of them	Total
9	3	0	11	6	3	3	65	100

Source: Researchers' Survey, 2016

Out of the 100 surveyed travel intermediaries, a large majority used the combinations of different social media. Nearly two thirds (65%) used the combination of Facebook, Google+, YouTube and all other available social media. Whereas no intermediary used YouTube alone, nine percent made use of Facebook alone in their marketing activities. Facebook remained a common media in popular combinations with other SMSs: Google+ and YouTube also, as shown in Table 3.

### *Use of Social Media by Product Types*

Since travel and tourism business is typically known for its diverse contents, the intermediaries have the privilege of creating a value through product diversity in any media they use; and social media is also no exception to it.

Table 4: Use of Social Media by Products

Product Categories	Specific Products	No. of Travel Intermediaries
Extreme adventure only	Trekking, expedition, and mountaineering	24
Adventure + recreational products	Trekking, travel and tour	26
Recreation only	Travel and tour	20
Adventure fun only	Rafting only	2
Mixed category	Mix of all above plus paragliding, bungee-jumping, mountain-biking, etc.	27
<b>Total</b>		<b>100</b>

Source: Researchers' Survey, 2016

Grouping the business into five product categories, the study found that the travel intermediaries have used the social media for marketing almost entire range of their products where the combination of various products and product categories is also more popular. From Table 4, more than one fourth of the travel agencies have made use of social media to market the mixed category products (27%) and the combination of Adventure and Recreational Products (26%). The use of social media sites is minimal (2%) for the adventure fun category that comprises rafting only.

### *Business Purposes for Using Social Media*

Using a structured questionnaire, travel intermediaries were surveyed to inquire about their preference for different purposes of using the social media in their marketing activities for which seven business purposes were identified and listed, and for each purpose, five rankings were offered to the respondents with 1 for the lowest and 5 for the highest order.

Table 5: Business Purposes for Using Social Media

Business Purposes	N	Ranking					Mean	Mean Based Rank
		1	2	3	4	5		
To make it a source of information details	100	-	-	-	9	91	4.91	1
To make it a source of customer engagement (options for recreation and fun)	100	-	-	2	28	70	4.68	2
To provide customers tools to make travel decisions	100	-	-	13	38	49	4.36	3
To create product awareness	100	-	6	23	52	19	3.84	4
To provide for cash income per user-click	100	36	22	42	-	-	2.06	5
To provide 'not-for-profit' services to travellers	100	51	21	20	5	3	1.88	6
To make it a tool for studying customer attitude	100	88	7	5	-	-	1.17	7

Source: Researchers' Survey, 2016

From the survey, it was found that the travel intermediaries' key purpose behind operating SMSs is to make it a source of information details to serve present and potential customers through uploads of texts and graphics including audio and videos. It was closely followed by the purpose of making it a source of customer engagement and of providing them with decision-making tools. Hence, travel intermediaries placed these three business purposes at the highest ranks.

Surprisingly though, they most lowly targeted at making the SMSs a forum to study customer attitude towards the firm's products and services; whereas insights into customer attitude is also of paramount importance to marketers.

### *Influence of Social Media on Travel Customers*

The paper has studied not only the seller's (travel intermediaries') aspect but also the customers' dimension to the social media marketing.

### *Preference of Travel Customers for Social Media*

A primary survey was administered on 100 travel customers in the Kathmandu Valley to find out their preference for social media sites of travel agencies to make purchase decisions. The questionnaire offered them to choose from Facebook, Google+ and YouTube, and their combinations.



Table 6: Preference of Travel Customers for Social Media

Facebook	Google+	YouTube	Facebook and Google+	Facebook and YouTube	Google+ and YouTube	All of them	Total
33	12	10	13	17	7	8	100

Source: Researchers' Survey, 2016

As evident from Table 6, the influence of the travel intermediary-sites on Facebook is most substantial, as 33 percent of the customers showed preference only for it, and another 30 percent preferred the combinations consisting of Facebook (13% combined with Google+ and 17% with YouTube). There are yet another 8 percent customers who preferred all the three social media sites that also included Facebook. Thus, the influence of Facebook on the users of travel intermediary social media is highest; and this finding has come in compliance with the studies of the American Express Travel, or AET (2013) and Monica (2013).

#### *Customer Purchase Decisions by Products from Social Media*

Another area of research interest relates to the influence of social media on travel customers' decisions to purchase the products offered by the travel intermediaries.

Table 7: Customer Purchase Decisions by Product Categories from Social Media

Product Categories →	Extreme Adventure	Adventure and Recreational	Recreational	Adventure Fun	Mixed Category
No. of Travel Intermediaries	8	13	22	3	54

Source: Researchers' Survey, 2016

Asked to choose one product category they preferred to purchase from social media site, more than half (54%) of the respondents opted for the mixed category that comprise of the extreme adventure, recreational, adventure, adventure fun, paragliding, bungee-jumping, and mountain-biking, among others. It hints at the customer preference for the holistic marketing programmes in the travel and tourism industry.

Likewise, Table 7 reveals that less than one-fourth (22%) of the respondents went for purchasing recreational products from the social media sites of the intermediaries.

#### *Customers' Recall Factors regarding Social Media*

The study also aimed at assessing the impact of social media on travel customers can be measured, among others, by the customers' recall factors regarding the site. Table 8 shows that most (78%) of the customers recalled the intermediaries' social media for both the product information sought and comments and reviews thereof. Impact of the recall factors is much smaller when taken separately, as fewer of them recalled the site for the comments/ review as well as for the product information they have sought for.

Table 8: Customers' Recall Factors of the Social Media

Response Factors	N
Recall of Product Information Sought	8
Recall of Comments and Reviews	14
Both	78

Source: Researchers' Survey, 2016

It is notable on part of the marketers that travel customers not only watch for and consider the product information on the social media of the travel intermediaries, but also value other fellow customers' comments and reviews, for these factors served as the recall factors of the buyers.

*Driving Factors for Purchase Decisions*

What on the social media sites has led the customers to make their purchase decision is undoubtedly a critical piece of information for any marketing managers.

Table 9: Driving Factors for Purchase Decisions

Product Features	Negotiable Price	Popularity of Agency	Promotion & Offer	Product Features & Negotiable Price	Product Feature, Negotiable Price, and Promotion & Offer	All of them
1	5	2	6	44	29	13

Source: Researchers' Survey, 2016

Almost half (44%) of the customers identified product features and negotiable price provided on the social media sites as the factor that drove them to make purchase decisions. Table 9 further reveals that three in every four customers (29%) were also influenced by the promotion and other offers made on the site to make the buying decision. However, product features (1%) and agency popularity (2%) taken alone did not persuade them to make purchases.

*Customer Response to Social Media of Travel Intermediaries*

The way customers respond to the SMSs offers invaluable inputs to the travel intermediaries' marketing efforts. The following paragraphs present customer intention to visit SMSs, information sought and demanded by customers and nature and types of post-purchase feedback on SMSs.

*Customer Intention to Visit Social Media Sites*

The study also gauged how travel customers responded to SMSs in terms of their intention to visit those sites of the travel intermediaries. Provided with five various intentions and their combinations to visit the sites, almost half (43%) of the travel customers reportedly have visited social media with a combined intention to gain product knowledge (information) and communicate with the concerned intermediary.

Table 10: Varied Customer Intentions to Visit Social Media Sites

Product knowledge	Communication with agency	Experience sharing	Comments/ reviews	Photo/ video uploads	Product knowledge with agency	Product knowledge & comments / reviews	All of them
4	11	2	7	2	43	10	21

Source: Researchers' Survey, 2016

Table 10 also reveals that more than one-fifth (21%) of the consumers have got all the five intentions to visit the intermediaries' social media.

#### *Information Sought and Demanded by Customers in Social Media*

Travel customers' response to the social media sites of travel intermediaries was also assessed in terms of the information they demand and seek for in those sites. Respondents were asked to make their single pick for product, price, and other basic marketing mix components.

Table 11: Information Sought and Demanded by Customers

Product Information	Price Information	Destination Information	Product & Price	All of them
21	26	3	14	36

Source: Researchers' Survey, 2016

From Table 11, it can be derived that customers demand and look for price and product information as well as for all of the basic marketing mix components, viz.; price, product and destination information. It is important for the consumers to take purchase decisions and manage time and budget to purchase travel intermediaries' products.

#### *Posting Post-purchase Reviews/Comments in Social Media*

In view of the paramount importance of consumer feedback, the researchers also inquired the customers whether they took their time in posting their feedback (comments and reviews) on the social media sites after having purchased and consumed the products of the travel intermediaries.

Table 12: Posting Post-purchase Feedback in Social Media

Post-purchase Posting of Feedback	N
Yes	76
No	18
No opinion	6

Source: Researchers' Survey, 2016

Most of the travel customers were discovered aware of the importance of customer initiative to provide feedback to the sellers, as three in every four customers (76%) took the initiative to post their comments and reviews on the social media site after the purchase

of travel products. Table 12 also shows that while 18 percent of the respondents did not post it, 6 percent declined to specify their action.

#### *Types of Post-purchase Feedback in Social Media*

Most of the customers surveyed have reportedly provided largely positive and mixed feedback, as three fourths (73%) of them posted recommendations/ suggestions and shared their experience about the travel-product, and another 13 percent shared their experience, and 6 percent provided recommendations and suggestions.

Table 13: Types of Post-purchase Feedback in Social Media

Suggestion/ Recommendation	Sharing of Product Experience	Suggestion/ Recommendation and Sharing of Product Experience	Negative Comment
6	13	73	8

Source: Researchers' Survey, 2016

However, Table 13 presents the result that, as compared to the six percent customers providing positive recommendations (and suggestions), other six percent users reportedly posted negative comments on the travel intermediaries' SMSs. It is imperative for the travel marketers to take account of such feedback to do better in their performance.

## VI. CONCLUSION AND PRACTICAL IMPLICATIONS

Based on the findings from the analysis of both primary and secondary data, the paper has arrived at the following conclusions by the study objectives. Overall, it was found that the travel intermediaries and customers demonstrated much similar response to the way information was to be provided on the SMSs.

**Use of Social Media:** The use of SMSs by travel intermediaries has shown a steady growth characterised and enthused by an increasing population of visitors and/ customers hitting and liking the site. The travel intermediaries taking the earlier lead in operating their social media marketing programmes online have secured the first-mover advantage as there are more hits/likes for them.

Two in every three travel intermediaries have used their SMSs in communicating with their customers about the product price, one of the most sought after ones in marketing of any business. Also two thirds used the combination of Facebook, Google+, YouTube and all other available social media; and Facebook remained a media common in popular combinations with other social media also. The findings have matched with the studies of Khadka (2016), Jashi (2013), AET (2013) and Monica (2013).

The three main business purposes behind the travel intermediaries' operating the SMSs is to make it a source of information details and customer engagement and to provide them with decision-making tools. Nepalese intermediaries are yet to use their SMSs as a portal for customer attitude surveys.

**Influence of Social Media on Customers:** The influence of SMSs on travel customers is moderately strong. The SMSs are influential in making most customers buy the mixed category products comprising extreme adventure, recreational, adventure, adventure fun, paragliding, bungee-jumping, and mountain-biking, among others, rather than just the individual products separately. So far as influence of the social media types on customers is concerned, the Facebook stood highest; it is the finding similar to the studies of the American Express Travel, or AET (2013) and Monica (2013). It also held true to the travel intermediaries' preference as discussed in Table 3 above.

The combination of product information sought and comments and reviews thereof has been the recall factor most influential among the customers in the context of the SMSs. None of the recall factors when taken individually and separately is influential. Hence, it is wise for the marketers to promote the combination of product information sought and comments/reviews to enrich and reinforce the target customers' recall tendency. The marketers should mind that customers also value other fellow customers' comments and reviews, for these factors served as a strong recall factor.

The combination of product features and negotiable price provided on the SMSs is the factor most influential in driving people to make travel purchase decisions; followed by promotion and other offers. It is a challenge before the intermediaries that product features and agency popularity taken alone are not the drivers for the buyers.

**Customer Response to Social Media:** The study has found travel customers' response to the SMSs as largely mixed. More customers carried a combined intention to gain product knowledge (information) and communicate with the concerned intermediary while visiting the SMSs. Likewise, customers demand and look for price and product information as well as for the combination of basic marketing mix components consisting of price, product and destination information. Similarly, a larger majority (three fourths) of customers responded to the SMSs by posting their feedback; it hints at the marketers to woo the remaining one fourth of the consumers towards either providing their feedback or being assertive about their response.

A bigger majority of the customers responded to the SMSs with largely positive and mixed feedback providing recommendations/ suggestions and experiences about the travel-product, whereas one in every 10 buyers posted negative response which is again imperative for the travel marketers to take account of to improve in their performance

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