

Tourist and Followers Perception toward Karnataka Tourism: Content Analysis of Facebook and Twitter

*Mr. Ganesha K S

**Dr. Ganapati B Sinnoor

Introduction:

The internet has played major role in bringing electronical communication and connectivity to the marketing of product and services. In tourism the Web 2.0 or social media has played a major role as both tourism and social media both are information driven entities. In tourism word of mouth (WOM) has play a vital role. In the era of social media, the word of mouth which was physical has transformed into Electronic Word of Mouth (EWOM) or User Generated Content (UGC). Social Networking sites have revolutionized the traditional ways of acquiring, interacting, and engaging of consumers and their behaviours (Cvijikj & Michahelles, 2014). In terms of adoption and usage levels, social media enjoy a remarkable success. Social Medias changed the way people connect, communicate, express, and behave with each other and it has even become significant source for customer knowledge. Social Media Communities such as Facebook Fan Pages and Twitter follows changing the way individuals make their decisions regarding tourism planning and allied activities. Hence the present study tries to examine the Tourist and Followers Perception toward Karnataka Tourism through Content Analysis of Facebook and Twitter. The findings of the study will help the tourism authorities to take appropriate steps to development of tourism in the Karnataka state in India.



*Research Scholar, Department of Business Studies School of Business Studies Central University of Karnataka, Kalaburagi, Karnataka, India.

**Assistant Professor, Department of Business Studies School of Business Studies Central University of Karnataka, Kalaburagi, Karnataka, India.

Figure 1: Figure showing Map of India. Source: <https://www.mapsofindia.com/maps/>

Literature Review:

Social Media and Tourism Industry are information driven entities, so in view of that the following concepts have been discussed to know what type of studies have been done in both the areas.

Constantinides and Fountain (2008) defines web 2.0 or Social Media as “a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes. Web 2.0 applications support the creation of informal users’ networks facilitating the flow of ideas and knowledge by allowing the efficient generation, dissemination, sharing and editing/refining of informational content”.

Tourism related services are experiential in nature, their purchase is considered complex and involve high risk. So, they involve extensive information search (Sirakaya, Woodside, 2005). There is wide diversity in the activities of social media pages in different countries ranging from videos, photos and text. Chernysheva et al. (2011) suggests that Greece, Cyprus, Spain, Portugal and Malta had a link for social network in their official website, to promote their national brands.

There are two kinds of online social media which makes people to spread WOM peer networks (i.e., Facebook, Twitter, LinkedIn, etc.) and anonymous review websites (i.e., TripAdvisor, Yelp) (Tiwari and Richards 2013). There is higher trust factor in peer networks than the anonymous review websites (Cheung and Lee 2012).

There are four primary needs for participating in social media groups within Facebook: socializing, entertainment, self-status seeking, and information. In the Facebook groups informational uses were more correlated to related discussions than to recreational uses (Park et al. 2009). The use of Social networking sites has been growing in popularity across broad segments of Internet users and are a convenient means to exchange information and support the cause (Bender et al. 2011). Young people spend much time for their activities in Social Medias and the presence of travel agency portals, travel magazines and travel agency in social media have much effect (Bizirgianni, Dionysopoulou, 2013). Social media usage among top destination marketing organisations are still largely experimental and that strategies vary significantly (Hays et al. 2013).

Usage of social media platform with human-like characteristics positively engages consumers than any other factors (Perez-Vega et al. 2017). Companies have recognized the need to establish a presence in social media but use variety of approaches with their Facebook pages (Parsons, 2013). The posts in Social media pages showing attractions have the highest engagement level. Also, single pictures have higher engagement index as compared to multiple pictures and videos. However, there is no relationship between the day of posting and engagement index (Gupta et al. 2018). Whilst there are no grounds for expecting digital media to displace existing channels of public engagement, digital media are beginning to play an important role in defining and reconfiguring the role of citizens within local governance (Firmstone, Coleman, 2015).

(L T De Beer, 2016) cites that regular use of social media will directly influence consumer behaviour, purchasing intention and buying actions. According to (Elabbadi, 2018) from the tourism perspective there is endogenous relationship between social media and city reputation. (R Matikiti, 2016) claimed that travel agencies and operators in South Africa uses social media marketing, but they are not maximising the full potential of this interactive marketing medium. To support this (O N E Oji, 2017) interprets that for promotion, new product marketing, and customer loyalty and socialising with client social media marketing strategies will act as an effective platform for marketing.

According to (L Mosweunyane, 2019) even though usage of social media is quite common among small business, but they failed to use this tool in a profitable way. But (C.M. van der Bank, 2015) feels that environment of tourism is going to change because of the influence of social media and it can also contribute to the tourism knowledge creation.

According to (G B Sinnoor & R Agadi, 2015) in case of Hyderabad Karnataka Region tourist destinations, the image developed in potential visitors via the information provided by host residents to friends, relatives, and business associates. (F Chigora, 2019) recommends that to convince potential tourists destination marketers should work in partnership with various media providers throughout the whole process. However according to (G B Sinnoor & R Agadi, 2014) there is little difference in the perception

of the domestic and foreign tourist with respect to pricing, nature, climate and physical environment, conditions of the monuments, value added services, culture, hospitality and crowded

“Majority of research about EWOM communication model assumed a dual process theory of human information processing (Cheung and Thadani 2012) that “divides the mental processes underlying social judgments and behaviour into two general categories depending on whether they operate automatically or in a controlled fashion” (Gawronski and Creighton 2013)”, (Minazzi, 2015a).

To make the better understanding of contents in social media sentimental analysis has been used as one of platform or tool. The term “sentiment” refers to “the polarity of the opinion toward a firm, a brand, or a product. It can be positive, neutral, or negative” (Lovett 2011). Sentimental analysis can be done in both manual and automatic, but the manual process seems to take more time than the automatic. The advantage of human sentimental analysis is “the opportunity to identify and interpret the true sentiment expressed also through abbreviations, sarcasm, emoticons, slang etc”. Whereas “automatic sentiment analysis employs complex algorithms that process text strings and determines the overall sentiment (either positive, negative, or neutral)” (Minazzi, 2015b).

There are various wide range of tools available for automatic sentiment analysis which varies from sophisticated and expensive (e.g., Radian 6, Sysomos, Alterian SM2, Buzztracker) to low cost solutions which can just provide simpler solutions (e.g., Google Alerts, Social mention) (Ceron et al. 2014).

The Various studies shows that there is a scope for studying the social media and tourism using sentimental analysis as there are very few studies in context of Karnataka Tourism. There are studies which are related to other industries which give a clear picture about the effect of social Medias on the respective industries activities.

Objectives of the Study:

Based on the studies and the research gap the following objectives have been set for the social media and tourism

1. To examine the degree of tourist involvement with destination experience sharing through social media.
2. To analyse the pattern of discussion in an attitude group in the social media with respect to Tourism.
3. To understand the effect of EWOM on tourism related activities.

Methodology Adopted:

The paper uses mixed method approach for carrying out the research and the data has been analysed through sentimental analysis based on the user generated contents which are available on the Social Medias. The research is exploratory in nature and uses inductive approach to understand the perception of social media users towards tourism destinations.

Samples were collected from Facebook Pages and Twitter hashtags related to Karnataka Tourism and Districts Tourism, for Facebook from 1-7-2018 to 7-02-2019 and for twitter from 01-01-2019 to 07-02-2019. The data for Facebook pages were collected from official fan page of Karnataka Tourism and each District Tourism fan pages which are available and for twitter the hashtag of Karnataka State Tourism Development Corporation (KSTDC), Karnataka Tourism and selected Districts names were used based on the contents available on twitter.

For the study sentimental analysis tools such as **IntenCheck (for Facebook Pages and Twitter hashtag)** and **Sentiment viz (for Twitter hashtag)** have been used for analysis as first tool is compatible with all type of social media contents and second tool is limited only to twitter by its operational style.

According IntenCheck “the results are obtained using a lexicon-based approach to extracting information from text. It uses dictionaries of words for each group of categories. The context/field is set using language norms. These were obtained by analysing large amounts of text from within that context/field, identifying the semantic qualities and averaging the results. By using statistical methods, the system identifies and characterizes the sentiment content from the text analysed. The values of the analysed text are then compared to those of the language norm, these, in turn, are the result values you see when performing an analysis”.

“The numbers which IntenCheck displays as results represent a simplified way of showing category values on a scale from 0 to 100”. “This scale is used in addition to showing text values: “very low”, “low”, “normal”, “high” and “very high” in order to further differentiate the results obtained and can be very useful when checking for improvement in any area of the text”. “For easier visualization, IntenCheck uses a scale from 0 to 100 (Value x 100)”. “The scale is then broken down into 5 gradations and results are visualized using a thermometer scale for each gradation as per table below”.

Value	Grade	Description
0-5	Very Low	Contains very little statistical evidence. Very low probability to be perceived as a certain category.
6-20	Low	Below language norm. Low probability to be perceived as a certain category
21-80	Normal	Within the language norm
81-95	High	Above language norm. More likely to be perceived as a certain category
96-100	Very High	Definitely statistically significant. Very high probability to be perceived as a certain category.

Table 1: Table showing value, grade and description of sentimental analysis.

Source: <https://support.zoho.com/portal/intentex/kb/>

In Sentiment viz app the Tweets are visualized in different ways in each of the tabs at the top of the window. Below are what each analysis meant in this analysis

Sentiment: Each tweet is shown as a circle positioned by *sentiment*, an estimate of the emotion contained in the tweet's text. **Unpleasant** tweets are drawn as blue circles on the left, and **pleasant** tweets as green circles on the right. **Sedate (passive)** tweets are drawn as darker circles on the bottom, and **active** tweets as brighter circles on the top.

Topics: Tweets about a common topic are grouped into *topic clusters*. Keywords above a cluster indicate its topic. Tweets that do not belong to a topic are visualized as *singletons* on the right.

Tag Cloud: Common words from the emotional regions Upset, Happy, Relaxed, and Unhappy are shown. Words that are more frequent are larger.

Affinity: Frequent tweets, people, hashtags, and URLs are drawn in a graph to show important actors in the tweet set, and any relationship or affinity they have to one another.

Data Analysis and Interpretation:

The mixed method approach has been carried out by analysing the sentiments expressed on Facebook pages and twitter. Let us go through how these contents shows an arena of sentiments regarding tourism and destinations.

Sl.No.	Destination	Facebook-Characters	Words	Twitter-Characters	Words
1	Hasan	46878	5440	-	-
2	Kolar	48204	5241	-	-
3	KSTDC	42828	4673	-	-
4	Bengaluru	48191	4052	45422	2882
5	Karnataka Tourism	32794	4037	18095	1422
6	Chitradurga	37310	3905	-	-
7	Dharwad	48926	3703	8218	487
8	Belagavi	32921	2227	980	96
9	Mysore	23887	2188	25115	1918
10	Chikkamangaluru	32398	1812	-	-
11	Davanagere	47471	1666	-	-
12	Ballari	26491	1128	4827	333
13	Kodagu	22570	1124	32614	3041
14	Kalaburagi	10862	1016	-	-
15	Bidar	16575	990	112863	774
16	Raichur	21210	666	-	-
17	Mangaluru	1111	29	40377	22563

18	Bagalkot	-	-	3795	207
19	Shivamogga	-	-	8024	560
20	Tumkur	-	-	6944	590

Table 2: Table showing details of Facebook and twitter characters and words.

Facebook Fan Pages**Sentimental Analysis of Facebook Pages****Karnataka State Tourism Development Corporation**

Document size (characters) : 42,828

Number of words in the document : 4,673

Attitude Group

Category	Grade	Value	Words	Highlighted words
POSITIVE	VERY HIGH	100	137	abundance, accurate, adventure, adventurous, ...advisable,affordable,amazing,appreciation,awar
NEGATIVE	VERY LOW	0	24	against, busy, challenge, close, cross, dilemma, down, grandiose, hassle, limit, little, lost, ...
STRONG	VERY HIGH	99	98	abundance, advance, adventurous, alliance, avail, award, benefit, boost, build, busy, carry, ch...
WEAK	VERY LOW	0	20	die, follow, forget, help, light, little, lost, mind, need, old, only, pause, piece, relax, ret...
ACTIVE	VERY LOW	0	100	activity, adventure, adventurous, aim, alive, apply, ask, award, begin, bet, better, boost, bri...
PASSIVE	LOW	10	69	allow, appreciation, avail, been, being, calm, chance, cherish, choice, choose, complete, cool,...

Table 3: Table showing details of sentimental analysis of KSTDC Facebook page



Figure 2: Figure showing sentimental analysis of KSTDC Facebook page

Interpretation:

The above analysis from KSTDC fan page shows that there are very high positive and strong words being discussed which implies that the tourist/followers are happy about KSTDC services and its tourism activities. It also means they are spreading positive word of mouth which has very high lasting impressions (because value for strong is very high)

Karnataka Tourism

Document size (characters) : 43,794

Number of words in the document : 4,077

Attitude Group

Category	Grade	Value	Words	Highlighted words
POSITIVE	VERY HIGH	100	150	above, abundance, accessible, admiring, adventure, ...affordable, amazed, amazing, ardent, astonishing
NEGATIVE	VERY LOW	0	24	black, close, complex, deep, down, emotional, ...endless, evil, hole, lies, maddening, mysterious
STRONG	VERY LOW	0	89	abundance, action, amaze, ardent, army, attraction, ...big, build, capital, champion, combine, cre
WEAK	VERY LOW	0	11	alone, gentle, light, nothing, old, quaint, service, sloth, spend, tiny, unfinished
ACTIVE	VERY LOW	0	68	accommodate, action, activities, adventure, aim, ...alive, arrival, attempt, begin, beginning, bet
PASSIVE	VERY LOW	0	45	been, being, calm, cherish, choice, dream, emotional, ...enjoy, expect, experience, gentle, glance

Table 4: Table showing details of sentimental analysis of Karnataka Tourism Facebook page



Figure 3: Figure showing sentimental analysis of Karnataka Tourism Facebook page

Interpretation:

The above analysis from Karnataka Tourism fan page shows that there are very high positive words being discussed which implies that the tourists are happy about tourism destinations, activities and infrastructure of Karnataka tourism. The key words used are abundance, accessible, admiring, adventure, affordable, amazed, amazing, and ardent.

Twitter

Sentimental Analysis of Tweets- Intencheck Karnataka Tourism

Document size (characters) : 18,095

Number of words in the document : 1,422

Attitude Group

Category	Grade	Value	Words	Highlighted words
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POSITIVE	VERY HIGH	100	42	accurate, adventure, amazing, amazingly, awesome, beautiful, beauty, calm, celebration, charming...
NEGATIVE	VERY LOW	0	3	black, cross, fear
STRONG	VERY LOW	0	20	association, cause, drive, exclusive, experience, fort, government, growth, guarantee, head, he...
WEAK	VERY LOW	0	2	light, mind
ACTIVE	VERY LOW	0	31	activities, activity, adventure, association, care, cause, celebration, clean, connection, cross...
PASSIVE	VERY LOW	0	16	calm, experience, fear, home, long, mind, observe, offer, place, project, quiet, reflection, se...

Table 5: Table showing details of sentimental analysis of Karnataka Tourism Twitter Hashtag



Figure 4: Figure showing sentimental analysis of Karnataka Tourism Twitter Hashtag

Interpretation:

The above analysis about tweets on Karnataka Tourism shows that there are very high positive words being discussed which implies that the tourists are happy about tourism destinations, activities and infrastructure of Karnataka tourism. The key words used are accurate, adventure, amazing, amazingly, awesome, beautiful, beauty, calm, celebration.

Kodagu

Document size (characters) :32,614

Number of words in the document : 3,041

Attitude Group

Category	Grade	Value	Words	Highlighted words
POSITIVE	VERY HIGH	100	74	adventure, amazed, amazing, ample, award, awestruck, beautiful, beauty, better, calmness, clean...
NEGATIVE	VERY LOW	0	17	artificial, blind, complex, disappointed, division, down, game, garbage, hard, keen, retreat, s...
STRONG	VERY LOW	0	59	achieve, ample, authority, award, big, bridge, capital, catch, center, collective, complete, co...
WEAK	VERY LOW	0	13	alone, division, elderly, fall, follow, help, light, mind, only, private, relax, retreat, small...

ACTIVE	VERY LOW	0	56	achieve, activities, adventure, award, better, buy, catch, check, combination, come, commemorat...
PASSIVE	VERY LOW	0	48	accept, become, been, born, complete, cover, disappointed, end, enjoy, experience, fall, follow...

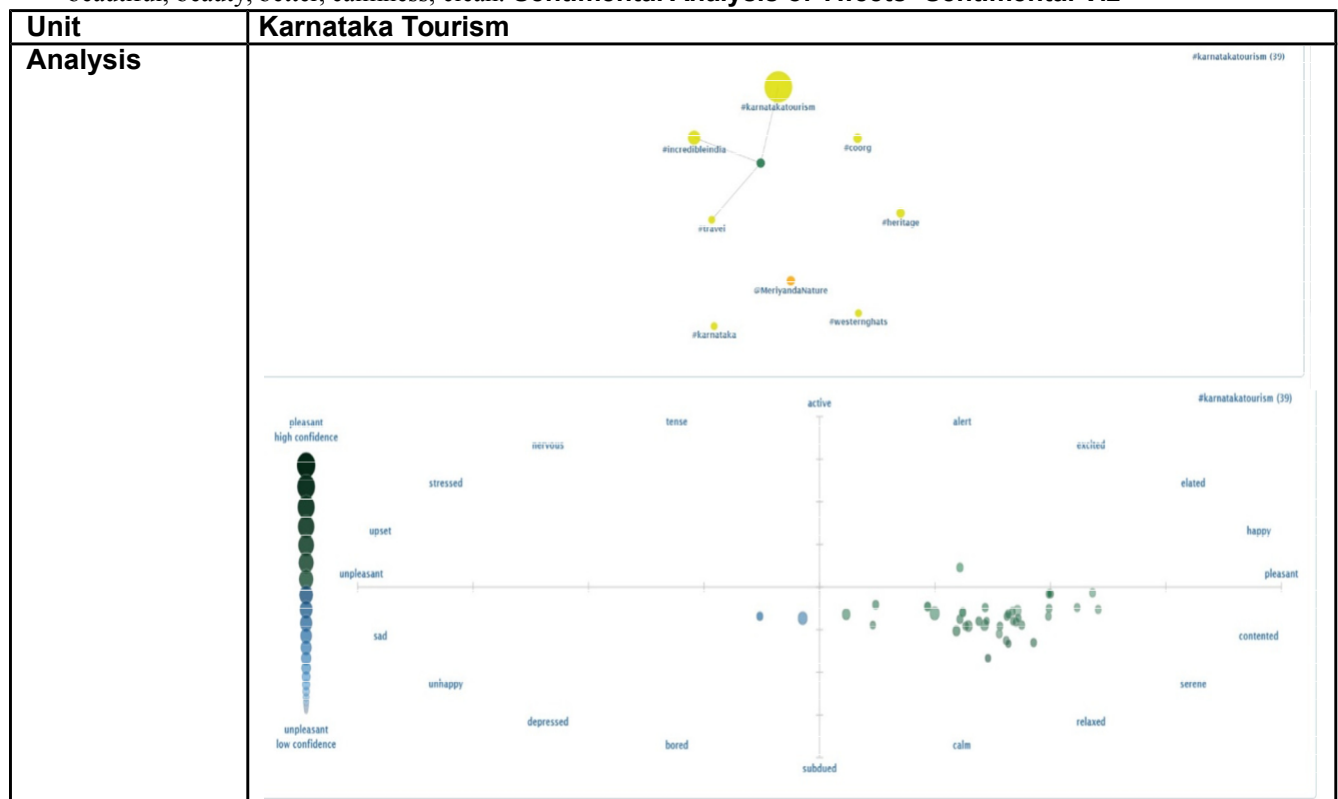
Table 6: Table showing details of sentimental analysis of Kodagu Twitter Hashtag



Figure 5: Figure showing sentimental analysis of Kodagu Twitter Hashtag

Interpretation:

The above analysis about tweets on Kodagu shows that tourists/followers share very high positive feeling towards Kodagu. Which implies that the tourists are happy about tourism destinations, activities and infrastructure of Kodagu. The key words used are adventure, amazed, amazing, ample, award, awestruck, beautiful, beauty, better, calmness, clean. **Sentimental Analysis of Tweets- Sentimental Viz**



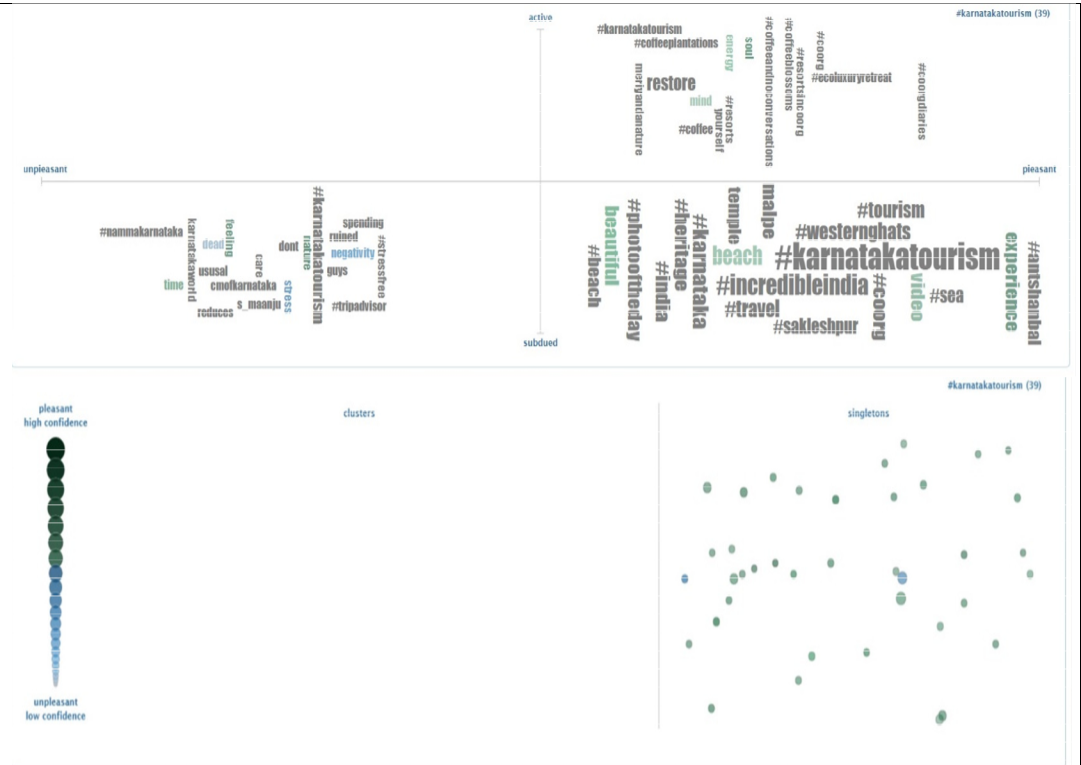
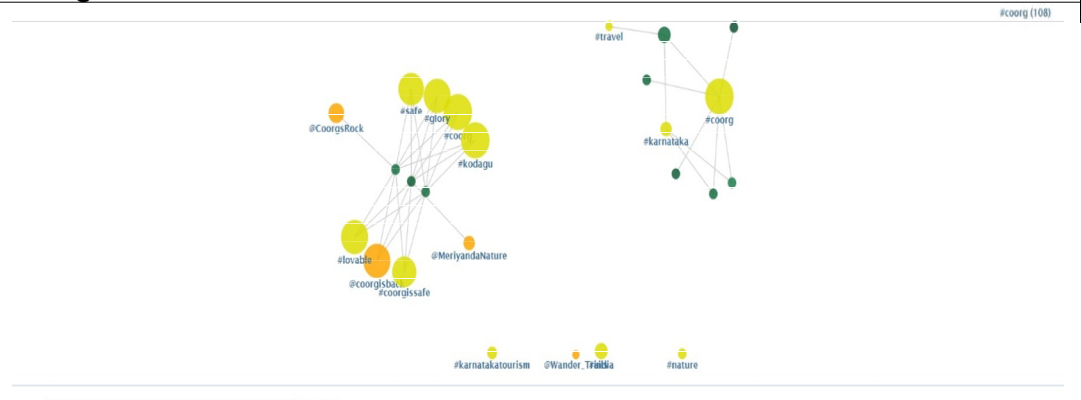


Figure 6: Figure showing sentimental analysis of Karnataka Tourism Twitter Hashtag

Interpretation	From the above analysis it shows that most of the people discuss about the positive attributes about Karnataka Tourism. It also found that there is an affinity between Karnataka Tourism, Incredible India and Travel.
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Unit	Kodagu
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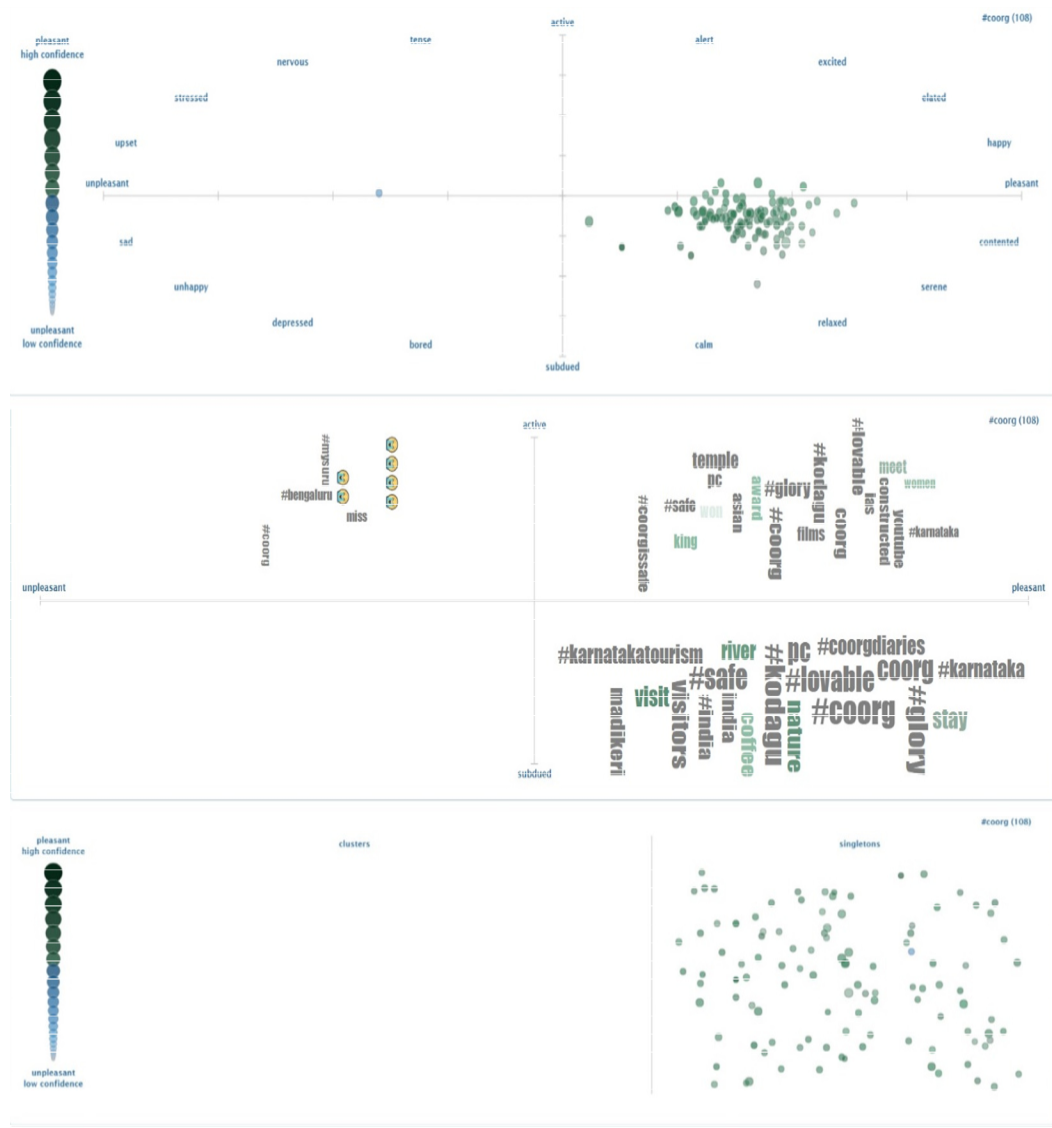


Figure 7: Figure showing details of sentimental analysis of Kodagu Twitter Hashtag

Interpretation

From the above analysis it shows that tourists are showing pleasant, active and subdued attitude almost equally towards Kodagu which implies tourists are happy. It also found that there is affinity between Kodagu, Karnataka and travel and also many others regarding safety which show case there is more affinity towards Kodagu by tourists.

Findings and Suggestions of the Study

Based on the analysis of data following findings and suggestions have been made,

General Findings and Suggestions:

Average involvement: Based on the analysis we can find that the tourists and followers are involved in destination experience sharing through social media in most of the selected Facebook pages and tweet hashtags related to Karnataka Tourism, but there also need to make this happen in all Facebook pages and tweet hashtags related to Karnataka Tourism

The attitude of the individuals was positive, strong, active and passive in most of the cases whereas there are few cases where attitude is negative, weak which present serious scenario for those cases. So those needs to be addressed by the respective authorities.

There is a strong affinity between Karnataka tourism with each district tourism and also with the issues relating to tourism and its related activities.

In most of the cases EWOM is positive

The results of Facebook pages and twitter hashtag complement each other in majority of the case. 78

Specific Findings and Suggestions related to Facebook Pages

KSTDC fan page shows that there are very high positive and strong words being discussed which implies that the tourist/followers are happy and have positive word perception about KSTDC services and its tourism activities. It also means they are spreading positive word of mouth which has very high lasting impressions (because value for strong is very high). So, KSTDC should try to keep the same kind of service and also should introduce more variety which will make the tourists to be delighted.

Karnataka Tourism fan page shows that there are very high positive words being discussed which implies that the tourists are happy about tourism destinations, activities and infrastructure of Karnataka tourism. The key words used are abundance, accessible, admiring, adventure, affordable, amazed, amazing, and ardent. It also suggested that Karnataka Tourism should maintain the same level of image with tourists and also need to keep them happy for longer period of time.

Belagavi fan page shows that normal, positive, strong and passive words are being discussed, which implies that the tourists/followers have positive feelings towards district tourism and satisfaction level is average as most of the scores are below 50. So, district administration needs to improve overall performance of tourism activities including destination development to improve the tourism.

Bellary fan page shows that the tourists and followers have reasonably strong feeling about tourist destinations, activities and services. But they are not so happy and positive about the tourism activities and services. So, there should be lot of steps need to be taken for improvement.

Bengaluru fan page shows that tourist and followers have positive word of mouth as score for positive words is normal. It is surprising that though Bengaluru is very well developed and a vibrant city, but there no strong and active words which are statistically valid. It means government should take necessary steps to engage with the tourists and followers and talk about its potential.

Bidar fan page shows tourists and followers have very high strong opinion (assistance, beware, convert, development, ensure, every, health, implementation) which implies that the tourists are showing lot of concerns over development in tourism activities in Bidar. But the concern is low positive value and presence of negative and weak words. So, the District authorities should make more effort on development of tourism and allied activities.

Chikkamagaluru fan page shows that Tourists and followers shows very high Positive word of mouth being discussed which implies that the tourists are happy about tourism destinations, activities and infrastructure of Chikkamagaluru. The words used are amazing, appreciation, awesome, beautiful, beauty, blissful, careful, celebration. The authorities need to keep the momentum and make the tourists delighted and happier about the District tourism.

Chitradurga fan page shows that tourists and followers are little bit happy about tourism activities in Chitradurga. So, there should be measures from District authorities to change this attitude. Even though there are lot words which are discussed on different attitudes the statistical validity is not existed for them. Mangalore fan page shows that there are normal words are being discussed in majority of the attributes and low in active and passive words, which implies that the tourists and followers have positive attitude at the same time they also have issues about tourism activities in Mangalore. So, authorities should try to make the strategies to bring more positive attitude for tourists/followers.

Davanagere fan page shows that tourist and followers have positive opinion as score for positive words is normal. Davanagere which has been the trading city needs lot of improvements in tourism. So, the District authorities should make the development in tourism and allied activities.

Dharwad fan page shows that tourists and followers show strong positive opinion about Dharwad. Which implies they are happy about tourism activities in Dharwad. At the same time other attitudes even though discussed they are not having statistical validity. The authorities should try to have an eye on continuous development.

Hassan fan page shows that tourist and followers are having positive feeling about District tourism at the same time they also suggesting improvements and developments as they are not fully satisfied. So, authorities should try to do more and more development in tourism and its activities.

Kalaburagi fan page shows that tourists and followers are sharing highly positive feeling towards district tourism which implies that the tourists are happy about tourism activities in Kalaburagi and because of normal strong words they also in need of development. So, authorities should try to do the more and more development to attract tourists.

Kodagu fan page shows that tourists and followers using strong feelings towards the destinations which implies that the tourists are demanding lot of reconstruction and developments in tourism activities in Kodagu, the flood being the major factor. So, the District administration should make sure Kodagu will get back its golden days back.

Kolar fan page shows that tourists and followers are sharing positive and strong word of mouth on District tourism which implies that the tourists are happy about tourism activities in Kolar. So, the authorities should try to maintain the same attitude with tourists and followers.

Mysore fan page shows tourists and followers are sharing positive opinions about Mysore but value is normal, which implies that the tourists satisfaction is average it requires improvements about tourism activities in Mysore as other positive attributes are not discussed in high frequency.

Raichur fan page shows tourists and followers are sharing little positive feeling about District tourism but at the same time there is a need to improve tourism in Raichur, because of the strong words used such as beware, company, ensure, experience, huge, join, kick, management. So, the District authorities should take proper care with regard to tourism.

Specific Findings and Suggestions related to Twitter hashtags

Tweets on Karnataka Tourism shows that there are very high positive words being discussed which implies that the tourists are happy about tourism destinations, activities and infrastructure of Karnataka tourism. The key words used are accurate, adventure, amazing, amazingly, awesome, beautiful, beauty, calm, celebration. Most of the people discuss about the positive attributes about Karnataka Tourism. It also found that there is an affinity between Karnataka Tourism, Incredible India and Travel.

Tweets on Bagalkot shows that tourists and followers are sharing pleasant and passive opinion about District tourism which implies that the tourists are ok with tourism activities in Bagalkot. It also found that there is affinity between Bagalkot, Karnataka and Friends2support. So, the District authorities needs to strategies and workout lot of actions to increase tourism and improve tourism related activities.

Tweets on Mysore Tourism are falling from unpleasant to pleasant, but more are in the pleasant side it shows that tourists and followers share more positive word of mouth which implies that the tourists are satisfied but requires some more improvements about tourism activities in Mysore. Tourists are showing pleasant, unpleasant, active and subdued attitude almost equally towards Mysore. It also found that there is affinity between Mysore, Karnataka and Education and many others which show case there is more affinity towards Mysore by tourists. So, Authorities should try to use it as an opportunity to improve overall tourism experience.

Tweets on Kodagu fall towards pleasant and between active and subdued It shows that tourists and followers share very high positive feeling towards Kodagu. Which implies that the tourists are happy about tourism destinations, activities and infrastructure of Kodagu. The key words used are adventure, amazed, amazing, ample, award, awestruck, beautiful, beauty, better, calmness, clean. tourists are showing pleasant, active and subdued attitude almost equally towards Kodagu which implies tourists are happy. It also found that there is affinity between Kodagu, Karnataka and travel and also many others regarding safety which show case there is more affinity towards Kodagu by tourists.

Tweets about Belagavi fall at the centre leaning towards pleasant, it shows that tourists and followers share positive feeling towards district which implies that the tourists are not fully satisfied about tourism activities in Belagavi. Tourists are showing pleasant, unpleasant, active and subdued attitude almost equally towards Belagavi. It also found that there is affinity between Belagavi, Karnataka and Railway and many others which show case there is more affinity towards Belagavi by tourists.

Tweets on Bengaluru fall at the centre leaning more towards pleasant, it shows tourist and followers have more positive word of mouth as score for positive words is normal. Tourists are showing pleasant, unpleasant, active and subdued attitude almost equally towards Bangalore. It also found that there is affinity between Bangalore, Karnataka and Bangalore Traffic and many others which show case there is more affinity towards Bangalore by tourists. It is astonishing that though Bengaluru is very well developed and a vibrant city, but there no strong and active words which are statistically valid. It means government should take necessary steps to engage with the tourists/followers and talk about its potential.

Tweets on Bidar shows that tourist/followers have positive and strong word of mouth as score for positive words and strong words are normal. Which implies that the tourists are satisfied but requires some more improvements about tourism activities in Bidar. Tourists are showing pleasant, unpleasant, active and subdued attitude differently but there is no active and unpleasant attitude towards Bidar. It also

found that there is affinity between Bidar, Railway minister and many others related to political parties which show case there is more affinity towards development of infrastructure towards Bidar by tourists. So, the district authorities should take care of the necessary developments regarding tourism and its activities

Tweets on Mangalore shows that tourist/followers have positive opinion as score for positive words are normal. Tourists are showing pleasant, unpleasant, active and subdued attitude almost equally towards Mangalore. It also found that there is affinity between Mangalore, India, Fashion, Trip and many others which show case there is more affinity towards Mangalore by tourists. Being the developed city and with high number of tourists places the district authorities should take care of the necessary developments regarding tourism and its activities so that tourists/followers will have very high positive and strong words.

Tweets on Dharwad shows that tourist/followers have positive and strong feeling as score for positive words and strong words are normal. Which implies that the tourists are satisfied but requires some more improvements about tourism activities in Dharwad. Tourists are showing pleasant, active and subdued attitude towards Dharwad, Tourists are happy about Dharwad. It also found that there is affinity between Dharwad, Women Empowerment and KARailway and many others which show case there is more affinity towards Dharwad by tourists. So, the district authorities should take care of the necessary developments regarding tourism and its activities.

Tweets on Shivamogga shows that tourist/followers have very low word of mouth as score for all words are very low and statistically invalid also. Which implies that the tourists are not satisfied or not showing interest to share about the District tourism. Tourists are showing pleasant, unpleasant, active and subdued attitude almost equally towards Shivamogga. It also found that there is affinity between Shivamogga, Karnataka and Bangalore and many others which show case there is more affinity towards Shivamogga by tourists. It is very astonishing as this District is also having a greater number of tourist places and getting these kinds of opinions. This is a big concern for the authorities as they should work very much and change the attitude of tourists/followers about the District.

Tweets on Tumkur shows that tourist/followers have very little positive opinion as score for positive words are low. Which implies that the tourists are little satisfied. Tourists are showing pleasant, unpleasant, active and subdued attitude almost equally towards Tumkur. It also found that there is affinity between Tumkur, Karnataka and Madhugiri which show case there is low affinity towards Tumkur by tourists. The District tourism requires improvements and developments regarding tourism and its activities. It is very surprising also being next to the capital city and having named as satellite city still lot of developments not happened on tourism.

Tweets on Bellary shows that tourist/followers have negative feeling as score for negative words are very high. Which implies that the tourists are not satisfied and it requires more improvements about tourism activities in Bellary. Tourists are showing pleasant, unpleasant, active and subdued attitude almost equally towards Bellary. It also found that there is affinity between Bellary, Karnataka and Bangalore and many others which show case there is more affinity towards Bellary by tourists. So, the district authorities should take care of the necessary developments regarding tourism and its activities.

Conclusion:

Based on all the analysis carried out we can say that Tourists and followers in Facebook pages and twitter hashtag are generally showing very much positive attitude towards Karnataka Tourism. In specific to individual district they are expressing the difficulties, issues and problems they are facing in few cases. In the Districts where they are satisfied with all tourism activities, they are showing positive opinions. There is also not much difference between the opinions shared in Facebook pages and twitter except very few cases. So, in the end we can conclude that governments and agencies related to tourism should continuously measure the opinions, feelings and word of mouth expressed by Tourists and followers in the social media, so that it will help them in policy decisions.

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