

IMPACT OF WEB 2.0 (SOCIAL MEDIA) IN MARKETING TOURISM DESTINATIONS IN BAUCHI STATE

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Abstract

This study investigated the impact of web 2.0 (social media) in marketing tourism destination in Bauchi state. A survey research design was used for this study and the population were projected at 4,739,398. A stratified random sampling was used to select 3 Local Governments from three geo-political zone of the state. 50 respondents were selected from each zone in 2 selected local governments and 25 respondents were selected in each of the selected Local Government. Thus, a sample of 150 respondents was drawn from the total population a ratio of 1: 31,596 of Bauchi state population was used. A questionnaire titled Impact of web 2.0 in marketing tourism destinations in Bauchi state(IWMTDBS) was used as an instrument for data collection. The data collected was subjected to descriptive statistics of frequency and percentage to organize the demographic characteristics of the respondents whereas mean and standard deviation was used to analyse the data which was a yardstick for decision making in the study. Based on the findings of this study, it is concluded that web 2.0 (social Media) has positive impact on Marketing Tourism Destinations in Bauchi State. It is therefore recommended that the owners of different recreational and tourism facilities should be upgraded to meet the required standard in other to attract visitors to their destinations using web 2.0.

Introduction

There is no doubt that over the years, social media have in many ways changed the way we communicate, interact, share and conduct our relationships with people around our environment especially, with friends, family, colleagues, politicians, news media, celebrities and organization alike. The explosion of social media into

the world have paved ways for effective communication and creating a mutual understanding among members of the society. (Reitz, 2012).The dramatic transformation of the media landscape, inevitably connected to an array of social, economic, political and cultural factors, confronts us as a decisive yet still on-going

development of the historical present. The emergent of internet on a mass scale in the Mid-1990s, modern electronic media and their affordances, as well the creative practices that emerge in the social media, are in constant transformation. In recent years, internet and its ancillary technologies, such as mobile phones and the platforms for social media have further extended this development. The uses of Facebook, twitter, and YouTube have now become important institutions of the Public sphere. (O'Reilly, 2014)

According to Badamasi, (2020), Web 2.0 is a collection of open-source, interactive and user-controlled online applications expanding the experience, knowledge and market power of the users as participants in business and social processes. Web 2.0 supports 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 because social media are flexible enough to match our social capabilities, they are responsible for the rise of the new ways of coordinating group action. He also believes that social media have radically altered the way groups communicate, assemble, and manage one another. Major part of our lives is now entangled with social media (new media)-mobile phones, laptops, iPods, blogs twitters, SMS, emails, TV screens etc.

Social media provide the opportunity to connect with customers using richer media with greater reach since these digital media not only allows sellers to share and exchange information with their customers but also allows customers to share and

exchange information with one another as well (Davidson, 2018; Badamasi, 2020).

Bauchi state being one of the states in the North Eastern Nigeria with tourism potentials (Musa, 2021) need to develop its available tourist centre to enhance its economic and socio-cultural development. Some of the notable tourist centre and remarkable cultural festival includes; Yankari Game reserve and safari, Sumu wildlife Park, Geji Rock Painting, Bauchi State Museum and Monuments, Baba-goni Architect, Tomb of Sir Abubakar Tafawa Balewa, Gubi Dam, Durbar, Eid-fitir, LhmZaar, and other notable festival and tourist site in the state (Bauchi State Tourism Board, 2019). To the researcher's opinion, the tourist centres and festivals mentioned can be of benefit to Bauchi State if proper marketing communications are implemented. As such, the aim of this research is to identify the Impact of web 2.0 (social Media) in Marketing Tourism Destinations in Bauchi States. Looking at the advantage Web 2.0 holds, one would have expected a tremendous turnout of tourists flow into Bauchi state to enjoy the different tourism resources (Musa, 2021; Jane, 2020). However, destination marketers seem not to understand the benefits proffer by the web 2.0. Therefore, the tourism establishment need to take advantage of the Web 2.0 (Social Media Platforms) and interact fully with the array of their customers for better productivity while also maximizing profit and retaining customers (Musa, 2021; Jane, 2020). This enables the researchers to conduct a study on the impacts of web 2.0 (social media) in marketing tourism destination in Bauchi state. To guide this research work, the following question was raised to guide the study:

1. In what way has the use of web 2.0 (social Media) help in Marketing Tourism Destinations in Bauchi States?

Methodology

A survey research design was used for this study and the population were projected at 4,739,398. A stratified random sampling was used to select 3 Local Governments from three geo-political zone of the state. 50 respondents were selected from each zone in 2 selected local governments and 25 respondents were selected in each of the selected Local Government. Thus, a sample of 150 respondents was drawn from the total population a ratio of 1:

31,596 of Bauchi state population was used. A questionnaire titled Impact of web 2.0 in marketing tourism destinations in Bauchi state (IWMTDBS) was used as an instrument for data collection. The questionnaire was validated by Lecturers in the Department of Human Kinetics and Health Education, Bayero University Kano and a reliability coefficient index of 0.74 was obtained when pilot tested. The researchers and four research assistants distributed the questionnaire and the data collected was subjected to descriptive statistics of frequency and percentage to organize the demographic characteristics of the respondents whereas mean and standard deviation was used to analyse the data which was a yardstick for decision making in the study.

Results

Table 1: The use of web 2.0 (social Media) in Marketing Tourism Destinations in Bauchi States

S/N	ITEMS	Mean	SD
1	Through the use of social media platform to find and share information about the destination as well as sharing their experience which influence potential tourist to the destination they visit	3.5281	1.15979
2	Social media help in rating hotels and other holiday spots and thereby inform other potential customers about the real conditions at the locations	3.8342	1.28262
3	The social media improves the quality and quantity of feedback from customers and thereby reduces the need for expensive market research.	3.7015	1.09433
4	The social media platforms give a destination a competitive edge over their competitors since their consumers help them in selling their destination	3.9128	1.48676
5	Through higher public esteem the social media content can be tied to the expression praise or satisfaction about a destination which will help in marketing such destination	3.6830	1.88827

	Aggregate Mean	3.7326	
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From the table above, it shows the use of web 2.0 (social Media) in Marketing Tourism Destinations in Bauchi States. All the obtained mean and the aggregate mean were above the fixed mean of 2.5. The study revealed that the social media platform help to find and share information about the destination as well as sharing experiences which influence potential tourist to the destination they visit, it further showed that the social media help in rating hotels and other holiday spots and thereby inform other potential customers about the real conditions at the locations. Furthermore, the study revealed that social media improves the quality and quantity of feedback from customers and thereby reduces the need for expensive market research, in addition the study discover that the social media platforms give a destination a competitive edge over their competitors since their consumers help them in selling their destination and through higher public esteem the social media content can be tied to the expression of praise or satisfaction about a destination which will help in marketing such destination, which is identified as the use of web 2.0 (social Media) in Marketing Tourism Destinations in Bauchi State.

Discussion:

This study investigated the impacts of web 2.0 (social media) in marketing tourism destination in Bauchi state. Based on the findings of this study, respondents were of the opinion that social media platform help to find and share information about the destination as well as sharing experiences which influence potential tourist to the

destination they visit. This is in line with Kakoyi & Iwuagwu (2015) who reported that to achieve and maintain their competitive advantage and enhance their economic, social and environmental performance over a longer sequence of short periods in such an unstable landscape, tourism destinations and more specifically Destination Marketing Organizations (DMOs) are increasingly investing in digital technologies. Among digital technologies, Web 2.0 technologies under the guise of social networking sites (SNSs) and social media (SM) have been increasingly adopted over the last decade by destination marketers as a cost-effective means to market destinations. The study further revealed that the social media help in rating hotels and other holiday spots and thereby inform other potential customers about the real conditions at the locations in Bauchi State. This commemorates Badamasi, (2020) that different research findings indicate an increase in scholarly literature revolving around the adoption and use of Web 2.0 for destination marketing purposes.

Furthermore, the study revealed respondents were of the opinion that social media improves the quality and quantity of feedback from customers and thereby reduces the need for expensive market research in Bauchi State. This agrees with O'Reilly, (2014) who opined that the web 2.0 is a composition of economical, technological and social trends which can be characterised through user participation, openness and network effects.

The study showed that the social media platforms give a destination a competitive

edge over their competitors since their consumers help them in selling their destination and through higher public esteem the social media content can be tied to the expression of praise or satisfaction about a destination which will help in marketing such destination as the use of web 2.0 (social Media) in Marketing Tourism Destinations in Bauchi State. This is in line with O'Reily(2014) that websites like "holidaycheck.co.uk" or "tripadvisor.co.uk" gives users the possibility to rate hotels and other holiday spots and thereby informs other potential customers about the real conditions at the locations which influence their decision to visit such destinations.

The study finally revealed that through higher public esteem the social media content can be tied to the expression praise or satisfaction about a destination which will help in marketing such destination in Bauchi State. This relates to Dahlgren, (2013) who described the second incarnation of the Web (Web 2.0) as the Social Web, because, in the contrast to Web, its content can be more easily generated and published by users, and the collective intelligence of users encourages and democratic use. It also correspond with Anderson, (2007) who suggest that web 2.0 involves the concept of a group of technologies that have become profoundly related to the term and have contributed to the creation of a more socially connected Web, where anyone can participate by adding and editing content. The short answer, for many people, is to make a reference to a group of technologies which have become deeply associated with the term: blogs, wikis, and pod-casts, RSS feeds, which facilitate a more socially

connected Web where everyone is able to add to and edit the information space.

Conclusion and Recommendations.

Based on the findings of the study, it is concluded that the use of Web2.0 (Social Media) in marketing tourism destinations in Bauchi state includes the followings; social media platform help to find and share information about the destination as well as sharing experiences which influence potential tourist to the destination they visit, Social media help in rating hotels and other holiday spots and thereby inform other potential customers about the real conditions at the locations, The social media improves the quality and quantity of feedback from customers and thereby reduces the need for expensive market research, The social media platforms give a destination a competitive edge over their competitors since their consumers help them in selling their destination and through higher public esteem the social media content can be tied to the expression of praise or satisfaction about a destination which will help in marketing such destination. It is therefore recommended that the owners of different recreational and tourism facilities should be upgraded to meet the required standard in order to attract visitors to their destinations using web 2.0. More so, destination marketers should use web 2.0 to improve their services in regards to bookings, and services rendered in order to maintain a good image of the destination as well as retain customers and make new ones.

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