

*Majors: MKT*

*No. 21*

*Effectiveness of Social Media Marketing on Development Of Tourism  
Industry*



By:

*Meeran Nabi Khan*

*01-222181-008*

Supervisor:

Umar Chaudhry

Department of Business Studies

Bahria University Islamabad

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**Abstract :**

Majority of businesses in tourism industry small or medium sized utilize social media as a primary source of marketing their services , this practice has developed the need to have a deeper insight on how effective is the social media for promoting tourism on both private business platform and on national/government level . Businesses need to understand the dynamics of social media marketing and how to best utilize this platform for best of their interests. Many countries of this modern age are using social media platform to promote tourism. This study will discuss about different factors of SMM (Social Media Marketing) which assist in spreading awareness of brands associated with tourism such as Airlines , Travel Agencies , Hotels and other facilities which are part of tourism.

**Keywords :**

Social Media Marketing , Marketing , Social Media , Tourism , Customer , Customer Response , Entertainment , Interaction , Trendiness , Customization , Electronic Word of Mouth , Pakistan , Travel , Services , Promotion