



## Social Media Use in Tourism of Kolhapur City in Maharashtra, India

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### Abstract

A social network is defined by the primary type of media shared among users. WhatsApp, Facebook, and Twitter are some of the widely used new social media tools that have amazing video and image-sharing capabilities. When people are on vacation, they capture their moments on camera and film. With the invention of digital formats, consumers post their videos and photos for the world to see. Videos and pictures are taken at general interest sites, such as famous restaurants, city landmarks, and other venues. In Kolhapur city of Maharashtra (India), there is a heavy flow of tourists throughout the year. This is because the city has ancient religious temple, named Mahalakshmi Temple. The use of social media by the tourists for their visits to city for religious as well as other sightseeing destinations in the city has not been explored earlier. Therefore, as a part of the present research study, we attempt to explore this research gap. For this purpose, 151 tourists in the study area were contacted to collect their responses through a questionnaire. The analysis shows that respondents have massive acceptance of social media as the most useful medium for tourism-related information. In the age of digital infotainment, the spread of information is preferred to be through online which reaches by a click than the traditional media. So there should be investment in creating high- quality videos showcasing destination, travel tips, and local experiences for promoting all popular tourist destinations.

**Keywords:** Digital platforms, Social media, Tourism

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