Influence of Social Media among Tourists with a Special Reference to Wayanad, Kerala

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Abstract: *Social media is the new way of sharing information via the internet. It is very effective than conventional media among travelers because of its wide popularity. So social media is one of the leading media which influence travelers to choose a destination or choose things related to it. This study considers the influence of social media among tourists. In accordance to the dynamic panel data approach of this study, it infers potential ways in which social media is used as a tour planner and how it can be helpful to analyse the positive and negative factors included in it.*

Keywords: Social Media

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