

Unlocking Chhattisgarh: How Social Media is Redefining the State's Tourism Experience

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Abstract: This paper is an exploration of the impacts of social media on the marketing of Chhattisgarh tourism. Quantitative method was utilized, whereby tourists actively using social media at major destinations within the state were surveyed. Purposive sampling is adopted to guarantee representation of different demographics. About the 250 questionnaires were distributed and 211 valid responses were received making 211 as the final sample for the present study. Results indicate that user-generated content (UGC) is one of the most crucial in building the sense of authenticity, destination image, and influencing travel decisions, whereas real-time communication promotes the development of trust and responsiveness. Exposure of social media raises awareness about the cultural heritage, natural attraction and unique experiences of Chhattisgarh, which enhance visit intention and positive word of mouth. The paper constructs a basic framework incorporating UGC, response strategies, and demographic heterogeneity in destination marketing within emerging areas. Practically, the tourism brand of Chhattisgarh can be reinforced, the experiences of visitors can be enhanced, and sustainable tourism can be developed based on the use of local content creators, platform-friendly storytelling, and selected engagement strategies. The research provides theoretical guidance and practical recommendations on destination marketing through social media in the developing environments.

Keywords: Social Media, Tourism, Destination, User Generated Content, Responsiveness

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