



A CONNECTION BETWEEN TOURISM AND NEW DEFINITIONS IN SEMANTIC MEDIA PRACTICE AND THEORY

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ABSTRACT

It is possible to determine whether or not an individual is committed to an organisation by looking at a variety of job traits. Employment execution, citizenship conduct in hierarchical organisations, and turnover are some of the factors that contribute to this phenomenon. Research has shown that there is a connection between a person's dedication to their chosen career and a number of factors, such as the presence of part-time employment, the development of one's muscles, job stability, opportunities for advancement, and an appreciation of authority. This connection has been demonstrated through research. There were three different private universities that were responsible for carrying out these research initiatives. This study on the relationship between employee satisfaction and loyalty to their employer was accomplished by employing a quantitative technique in order to obtain the data that was required for the study. It has been established that each of the three factors that explain pleasure in one's job are related to one another. It is probable that the findings make it feasible for the leadership of the institution to receive instructions regarding how to increase the level of commitment shown by employees. It has been established that there is a positive correlation between the amount of devotion that employees express being dedicated to their jobs and the level of job satisfaction that they experience. It is especially true that the level of commitment that employees have for their individual companies is positively influenced by the degree to which they are satisfied with their employment.

Keywords: *Job Satisfaction, Employee Commitment, Organisational commitment, job stability.*

1. Introduction

Research shows that 70% of contracts for different types of projects were for amounts less than 10,000 GBP; for a project located in a rural location, this percentage is likely to be substantially lower. Furthermore, there have been cases where contracts totalling more than ten thousand pounds made up the majority of the primary contracts. Due to the concentration of small businesses in this location, one may argue that the industry is not overly concentrated. In light of this fact, the



difficulty of developing integrated supply chains that prioritise end-product value and customer satisfaction becomes apparent. Contrasted with the abundance of smaller subcontractors, there is a severe shortage of general contractors capable of supervising large-scale projects. On the other hand, when doing large-scale home remodeling projects, major construction corporations frequently collaborate with SMEs. Smaller businesses with annual budgets of 50,000 GBP or less are the most often awarded these subcontracts. Knowledge management (KM) has the potential to significantly improve construction industry organisations' bottom lines by facilitating the collection and analysis of useful data. The only way to truly succeed at anything is to face and conquer all of the obstacles in the way. Due to the nature of the industry, inefficient methods of project delivery are unfortunately prevalent in the construction industry. Construction companies' bottom lines take a blow, and customer satisfaction takes a nosedive. An increasing number of construction firms are coming to the realisation that data integration across project, organisational, and individual hurdles is essential (Bausch et al., 2024).

The rise of tacit knowledge management may be attributed, in part, to this phenomenon. The evidence strongly suggests that this is one of the main reasons for KM's increasing prominence in the construction industry. The construction business still has its detractors who believe it isn't creative, that it's constantly "reinventing the wheel," that it rips off the same concepts, and that it squanders resources (Kirilenko & Stepchenkova, 2024).

2. Background

Compared to other elements of their occupations, certain individuals express higher levels of satisfaction with respect to certain components of their work. The extent to which an individual is



content with their employment has an effect not only on their health and well-being, but also on their productivity and the possibility that they were quitting the company. This is the conclusion that can be drawn from the findings of the study. It is quite probable that the degree to which an individual is satisfied with their employment is directly proportionate to the degree to which their working environment is harmonious with their own personal goals and preferences. This is a strong likelihood. There is another way to state this, which is to say that the degree to which an individual is content with their place of employment is directly tied to the degree to which their aims and aspirations are met by their place of employment. Despite the fact that Lambert, Barton, and Hogan describe it as "the fulfilment of gratification of certain needs that are associated with one's work," Lambert defines it as "the degree to which a person likes his or her his or her job. " A number of authors have used the word "job satisfaction" in a variety of various ways, each of which is unique to an individual. In today's highly competitive business environment, employees are one of the most important factors that contribute to the overall success of a company. This is because workers are one of the most important contributing factors (Mihalic, 2024).

The fact that this has occurred is a direct result of the tremendously competitive climate in which business is done. Additionally, Fiorita et al. discovered that well-managed employee commitment may result in greater levels of productivity, performance, and effectiveness, as well as decreased levels of absenteeism and employee turnover on both an individual and organisational level. This was confirmed by the findings of the aforementioned researchers. On both levels, it was discovered that this really is the case. This is something that has been proved to take place when the commitment of employees is controlled in a suitable manner. When a person is able to gain happiness from their profession, they are more likely to go above and beyond what is required of



them and to remain loyal to the organisation for which they are employed. This is because they are more likely to feel connected to the work that they do. Given that it has been established that unhappy workers have a negative impact on productivity, it is vital that businesses take into consideration the factors that lead to employee happiness in the workplace. This is because unsatisfied workers have a negative impact on output (Lehto et al., 2024).

3. The purpose of the research

The purpose of the research is to explore the evolving relationship between tourism and new concepts in social media theory and practice. This study aims to analyse how social media influences tourist behaviour, namely trip planning, experience sharing, and destination marketing. The main objectives of the study are to determine the effects of social media usage changes on vacationers' habits, assess the influence of user-generated content and influencer marketing on tourists' perceptions of destinations, and examine the trends' implications for conservation efforts and historical preservation. This study uses contemporary social media theories to provide insight on the effects of algorithms, the dynamics of community development, and the performative aspects of online tourist narratives. Research is goal of research is to help stakeholders better understand this interdependent relationship and to provide them with concrete recommendations on how to implement responsible and sustainable tourism practices.

4. Literature Review

In this particular setting, it is of the utmost importance to first explain what knowledge is not in order to offer a clearer grasp of what knowledge is and why it is significant. The major emphasis of efforts to interpret the complex web of language is knowledge, which includes a variety of



concepts such as data, information, knowledge, and wisdom, amongst others. The basic objective of these endeavours is to enhance one's knowledge. With the help of these endeavours, the objective is to get a more comprehensive comprehension of the many different facets of information. Data, information, knowledge, and wisdom (often abbreviated as DIKW) are ordered in a hierarchy of richness, with wisdom taking the top position as the most valuable ingredient. This is according to a study that was conducted not too long ago. In the context of this discussion, the term "data" refers to any facts, observations, or assessments that are pertinent to the item that is now being discussed. The simplicity with which the data may be captured, saved, and disseminated becomes irrelevant to the question of whether the material in question has any context, importance, or aim. The process of data analysis involves transforming raw data into a meaningful indication of a pattern or trend in the data. Raw data is data that has not been processed. At the beginning of this process, raw data that has not been processed is utilised. The process of accumulating knowledge in a structured manner with the intention of enhancing one's capacity to act is what is meant by the term "understanding" (Zhan et al., 2024).

The things that make up knowledge are as follows. It is possible to consider information to be the foundation of knowledge due to the fact that it acts as the foundation for the growth of existing knowledge. In spite of the fact that the DIKW hierarchy has garnered a significant amount of support in the field of knowledge management, it has been called into question by scholars who have also produced alternative models. As an illustration, Clarke included the concept of "understanding" into the DIKW model as an interpolative, statistical cognitive, and analytical process. This article provides a more in-depth description of it. Specifically, it was described as



the method by which new information may be obtained from facts that were previously inside existence (Stäheli & Stoltenberg, 2024).

5. Question

- How does the gamification of tourism experiences challenge traditional semantic media theories?

6. Methodology

Research design: SPSS version 25 was used to analyse quantitative data. The 95% confidence interval and the odds ratio were used to determine the direction and degree of the statistical link. At $p < 0.05$, the statistically significant threshold was declared. The researcher was using descriptive analysis to determine the fundamental characteristics of the data. The data's validity was valuated using ANOVA.

Sample: A total of 820 questionnaires were distributed to the respondents. Out of this number 775 sets of the questionnaire were returned, and 680 questionnaires were analysed using the Statistical Package for social science (SPSS version 25.0) software.

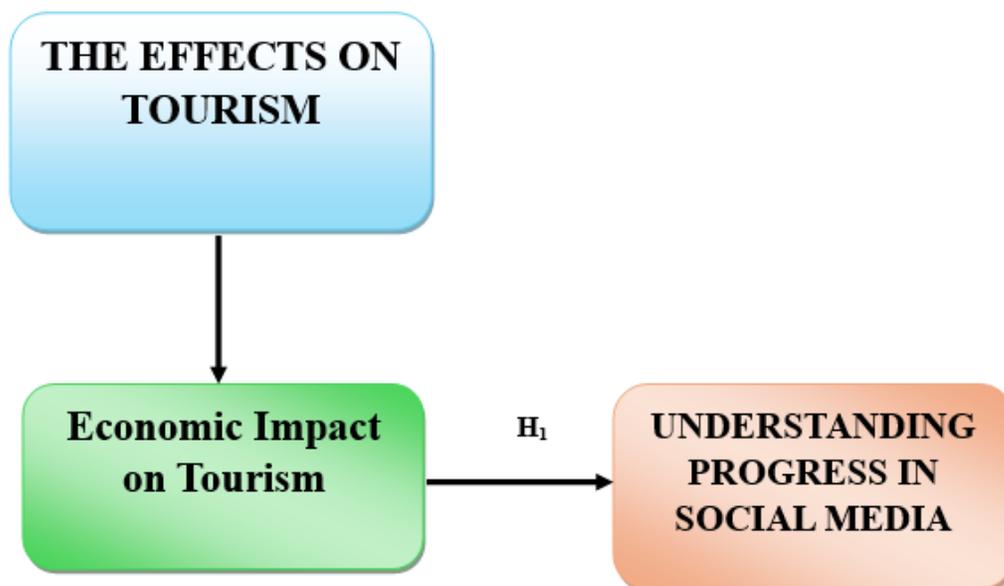
Data and Measurement: Quantitative analysis was used to gather primary data for the research project. The survey was broken down into two sections: (a) demographic data; and (b) factor answers for both online and offline channels using a 5-point Likert scale. Researchers gather secondary data from a variety of sources, mostly the internet.

Statistical Software: For statistical analysis, SPSS 25 and MS-Excel were used.



Statistical Tools: To comprehend the fundamental characteristics of the data, descriptive analysis was used. The researcher uses the logistic regression model, ANOVA, to assess the validity and reliability of the data.

i) Conceptual framework



7. Results

7.1 Factor Analysis

The number of variables and keeping the subset that best represents the data, principal component analysis (PCA) simplifies the study. Just to clarify, I've included an example below. Take a 25-question focus group survey as an example. The researchers are making an effort to reduce the number of questions in the poll in an effort to make it shorter. After PCA has found and eliminated



the duplicates, the "survey" becomes much simpler. Feel free to exclude questions 22 and 25 from consideration as they are distinct yet related. Fast variable or query retrieval is possible with principal component analysis (PCA). Another perplexing notion is that EFA is essentially PCA rebranded under a different moniker. Because components, not factors, are of primary interest to EFA researchers, the term "factor" is misleading and inaccurate. To make principal component analysis (PCA) diagrams, one can use any number of tools. Reduce the number of variables using principal components analysis, just as exploratory factor analysis. Using a small selection of "principal components" along with a complete set of independent variables, this method can account for almost all of the variation in the original set of variables. Standing for principal component analysis: If researchers are careful when choosing which variables to include, they can increase the likelihood that their measurement scale precisely captures the target construct. Especially if they've worked with several variables before, this becomes glaringly obvious when there are seven or eight claims or questions for every survey variable. Here, the researcher runs the risk of erroneously supposing that several of these factors are gauging the same idea, such as depression. Figure out which variables the structure "loads" and which it ignores. First, it determines whether there is a more accurate approach to quantify the target construct; second, it determines whether a current measurement scale can be made shorter by removing unnecessary components from a new one. The above examples show that principal component analysis is often used. One well-liked approach to checking for latent component structure in data is "Factor Analysis" (FA). Indicators or observable variable scores could be influenced by intangible factors. The FA makes use of models. The main goal is to mimic relationships, whether they be actual, fake, or unobservable. To find out if research data is good for factor analysis, can apply for the Kaiser-Meyer-Olkin (KMO) Test. For both the overall model and each independent variable, this



test determines if the sample is representative. To determine how likely it is that different datasets share variance, employ statistical measurements. Factor analysis offers better results with lower proportions. Consequently, the range of integers that KMO may return is limited to 0 to 1. It is acceptable to do statistical analysis on the sample if the KMO values are more than 1 or less than 0.8, respectively. Need to take immediate action to resolve the issue since KMO values below 0.6 indicate that the sample size was insufficient. Be wary of statistics that teeter on the edge of precision, even if several writers have proposed reading this as 0.5. Several writers have argued that thinking of this quantity as half is more natural. There are more correlations that are close to zero in the partial form than in the entire form, according to KMO. Imagine this scenario: To reiterate, the issue's nature and the number of correlations considerably complicate component analysis.

For reference, Kaiser put the following values on the results:

- 0.00 to 0.49 unacceptable .
- 0.50 to 0.59 miserable.”
- “0.60 to 0.69 mediocre.
- 0.70 to 0.79 middling.
- 0.80 to 0.89 meritorious.
- 0.90 to 1.00 marvelous.

The initial phase of factor analysis involves assessing whether the data possesses the requisite characteristics. Factor analysis is not appropriate for all data sets, particularly those exhibiting weak or absent relationships among the variables. “To ascertain the suitability of the data for



factor analysis, the researcher employs the following criteria: Bartlett's and KMO for each independent variable.

“Utilize the KMO and Bartlett test to examine all variables simultaneously.” A robust correlation is shown when the KMO value exceeds 0.5 and the significance level of Bartlett's test is below 0.05. KMO measurements can be calculated for each variable as an alternative option. accept values over 0.5.

Table: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.906
Bartlett's Test of Sphericity	Approx. Chi-Square	589.867
	df	190
	Sig.	.000

The information in this research has a KMO value of .906. Bartlett's test of sphericity also yielded a 0.00 significance level. Therefore, it was shown that the sample was enough for doing factor analysis. Four factors were recovered using EFA, and their eigenvalues were 19.37, 1.801, 1.365, and 1.112, in that order.



7.2 Test for Hypothesis

7.2.1 Dependent Variable:

Understanding progress in social media: It is vital to analyse the growth of social media in terms of technology, user behaviour, the effect it has on society, and the commercial applications it has in order to understand the advancement of social media. From its early days as easy platforms for personal interaction to its current status as sophisticated ecosystems that have an influence on a range of aspects of everyday life, social media underwent significant evolution throughout the course of its history (Mihalic, 2024).

7.2.2 Independent Variable

The Effects on Tourism: Within the realms of social, economic, cultural, and environmental transformation, tourism is a potent agent of change. The impacts of it, both favourable and bad, are determined by a variety of variables, including globalisation, technology improvements, and altering tastes among travellers (Lehto et al., 2024).

7.2.3 Factor

Economic Impact on Tourism: The economic impact of tourism is substantial and multifaceted, influencing local, national, and global economies. This impact is further shaped by advancements in technology, including semantic media practices, which enhance tourism-related economic activities (Hao et al., 2024).



- **Relationship between economic impact on tourism and understanding progress in social media.**

The influence of social media on tourist behaviour, destination marketing, and income production is central to the link between social media development and the tourism industry's bottom line. By increasing exposure and accessibility, social media has emerged as a key instrument for influencing tourist economies. Thanks to developments in social media technologies like AI-driven personalisation, real-time data analytics, and sophisticated algorithms, tourism stakeholders can now more precisely target certain groups, increasing the ROI of their efforts. A great way for users to promote their favorite places is through user-generated content like reviews, vlogs, and social media posts. Local increase in visitor arrivals and expenditure on transportation, lodging, and local attractions is a key driver of economic growth, driven by this dynamic. In addition to mainstream tourism, social media helps develop niche sectors like eco-tourism and adventure tourism by drawing attention to off-the-beaten-path locations and activities. Economic gains are distributed beyond typical tourist sites as a result of this diversification. When it comes to crisis management, social media is crucial for areas that rely on tourism to recover economically. In order to restore confidence and encourage travel, platforms give real-time updates, advocate for safety measures, and conduct campaigns to reassure potential tourists. By promoting locations and associated items, influencers also help the economy flourish, which has repercussions in many other industries including retail, hospitality, and more (Shokhrh et al., 2024).



On the basis of the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between economic impact on tourism and understanding progress in social media.

- *H₀: There is no significant relationship between economic impact on tourism and understanding progress in social media.*
- *H₁: There is a significant relationship between economic impact on tourism and understanding progress in social media.*

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	95887.440	455	4977.496	675.867	.000
Within Groups	3264.546	224	1.877		
Total	98151.986	679			

The study's outcome is noteworthy. “With a p-value of.000 (less than the.05 alpha level), the” value of F, which is 675.867, approaches significance. This means “*There is a significant relationship between economic impact on tourism and understanding progress in social media.*” is accepted and the null hypothesis is rejected.



8. Discussion

Discovering, experiencing, and sharing locations has been revolutionised by the intersection of tourism and emerging ideas in social media theory and practice. From searching for ideas to sharing experiences after a trip, social media platforms are influential at every stage of the travel process. awareness how this interaction impacts the modern tourism experience requires an awareness of emerging ideas like algorithmic influence, performativity, and user-generated content. By exposing locations through aesthetically pleasing material that frequently becomes viral, platforms such as TikTok and Instagram function as potent discovery tools. This kind of virality can make certain places much more famous than they already are, but it can also lead to overtourism and the loss of interest in less popular places. Through genuine evaluations, advice, and shared experiences, regular people may now democratise travel tales through user-generated content. While this change from top-down marketing helps build trust and relatability with consumers, it also brings new risks including the spread of false information or unrealistically perfect depictions. Tourists frequently put aesthetics first rather than genuine connection with their locations, as the notion of performativity shows. This is especially true when posting photos and videos to social media. Concerns over the impact on local cultures and ecosystems as well as the veracity of tourist encounters have been prompted by this trend.

9. Conclusion

Tourism and new ideas in social media have a complex interplay that is mutually advantageous to both parties. Furthermore, despite the fact that social media helps boost visibility for locales and makes travel information more available to a greater number of people, it also brings forth new challenges in terms of authenticity, sustainability, and inclusivity. The algorithmic effect, user-



generated content, and performativity frameworks are all important theoretical and practical frameworks that may be utilised to get an understanding of these dynamics. Stakeholders in the tourism industry need to find a way to strike a balance between being creative and engaging in behaviours that are ethical and sustainable if they want to make the most of this link and ensure that everyone, from visitors to destinations to local communities, benefits from it.

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