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**Examining the Impact of social media on Tourist Behaviour and
Experience**



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Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

Dhananjay Sunil Jagdale

Signature: _____

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Abstract

Tourists are now a significant economic force and social media helps tourists plan their travels, and it also has a big impact on the tourism sector, which is an information-intensive economy. It helps to promote destinations, raise awareness, and influence their behaviour and decision-making process. Meanwhile, when it comes to creating jobs and boosting the economy, the tourism industry has a high potential, however, there is fierce competition in the tourism sector. Plans and initiatives of the government are seen to have changed tourist behavior. There is a lack of data about the impact of social media on the experiences and behaviours of tourists.

Therefore, this study explored the impact of social media on tourist behaviour and experience. Considering this, this study evaluated how social media influences the tourist behaviour, experiences and their decision-making process to visit a destination, examined the role of social media, play on the tourist experiences and tourist decision making process. A quantitative approach was adopted through the distribution of questionnaires to individuals who have a desire to travel, already travelled or they are currently travelling. The data of 513 individuals was collected for the work.

Based on binary logistic regression model, and the one-way ANOVA technique the data was evaluated using IBM SPSS Version 27 software. The study found that social media significantly impacts the tourist intention. The destinations' positive reviews and recommendations on social media significantly influence tourists' intention to travel to that destination. Therefore, the findings suggest that the tourist destinations' management companies, hotels should prioritize branding and internet presence, focus more on good customer service, investing in interesting narratives and aesthetically pleasing material to make a significant emotional impact on prospective tourists, and maintain good online reviews. Effective management of internet reviews and recommendations can also improve the appeal of tourist destinations.

Keywords: social media, tourism, travel, travel destination, tourist behaviour, travel experience.

Resumo

As redes sociais têm um impacto significativo no sector do turismo, que é uma economia de informação intensiva. Ajudam a promover os destinos, a aumentar a consciencialização e a influenciar o processo de tomada de decisões. A maioria dos locais onde as redes sociais são mais utilizadas tem milhões de utilizadores activos em várias plataformas de redes sociais. Entretanto, existe uma concorrência feroz no sector do turismo. Pensa-se que os planos e iniciativas governamentais alteraram o comportamento dos turistas. No entanto, há falta de dados sobre o impacto das redes sociais nas experiências e no comportamento dos turistas. Por conseguinte, este estudo tem como objetivo explorar o impacto das redes sociais no comportamento e na experiência dos turistas.

Neste contexto, o estudo avalia a forma como as redes sociais influenciam o processo de tomada de decisão dos turistas para visitar um destino e examina o papel das redes sociais na relação entre as experiências dos turistas e o processo de tomada de decisão dos turistas. Para tal, adotamos uma abordagem quantitativa através da distribuição de questionários a indivíduos que têm vontade de viajar, já viajaram ou estão a viajar. Para o trabalho, foram coletados os dados de 513 indivíduos. Com base no modelo de regressão logística binária e na técnica ANOVA unidirecional, os dados são avaliados utilizando o software IBM SPSS versão 27.

O estudo conclui que as redes sociais têm um impacto significativo na tomada de decisões e na intenção dos turistas. As críticas e recomendações positivas dos destinos nas redes sociais influenciam significativamente a intenção dos turistas de viajar para esse destino. Por conseguinte, os resultados sugerem que as empresas de gestão de destinos turísticos e os hotéis devem dar prioridade à marca e à presença na Internet, concentrar-se mais no bom serviço ao cliente, investir em narrativas interessantes e em material esteticamente

agradável para causar um impacto emocional significativo nos potenciais turistas e manter boas críticas em linha. Uma gestão eficaz das críticas e recomendações na Internet também pode melhorar a atração dos destinos turísticos.

Para aprofundar este tópico, é importante considerar o papel das diferentes plataformas de redes sociais no sector do turismo. As plataformas de redes sociais ajudam significativamente a promover um destino. Por exemplo, os turistas gostam de publicar nas plataformas móveis das redes sociais as suas experiências únicas e o Instagram é conhecido pela sua ênfase na partilha de fotografias e vídeos visualmente apelativos, o que pode ter um impacto significativo na perceção dos destinos turísticos. Os turistas podem ser mais propensos a visitar um destino se virem imagens deslumbrantes e experiências emocionantes partilhadas por outros utilizadores.

Além disso, as empresas do sector do turismo podem aproveitar o poder das redes sociais para prestar um serviço ao cliente mais eficiente e personalizado. As plataformas das redes sociais oferecem uma forma conveniente de os turistas contactarem as empresas para fazerem perguntas, resolverem problemas ou deixarem comentários. Ao responderem rapidamente às questões dos clientes e ao prestarem assistência útil, as empresas podem melhorar a experiência global do cliente e construir uma reputação positiva.

A necessidade de autenticidade e transparência nas comunicações de marketing também é importante. Os turistas de hoje valorizam experiências genuínas e são cada vez mais céticos em relação ao marketing tradicional. As empresas do sector do turismo podem tirar partido desta situação partilhando conteúdos autênticos e transparentes nas redes sociais, como fotografias e vídeos dos bastidores, testemunhos de clientes reais e histórias de viagens inspiradoras.

Além disso, as empresas do sector do turismo podem utilizar o marketing de conteúdos para atrair e envolver os turistas. O marketing de conteúdos envolve a criação e partilha de conteúdos relevantes e valiosos, como artigos de blogues, guias de viagem, vídeos informativos e infográficos. Ao fornecerem conteúdos úteis e inspiradores, as empresas podem atrair a atenção dos turistas e estabelecerem-se como autoridades no seu domínio.

As empresas do sector do turismo também podem explorar o poder das parcerias com influenciadores digitais. Os influenciadores têm um público fiel e são frequentemente vistos como figuras de autoridade em determinados nichos. Ao colaborar com influenciadores que têm um público interessado em viagens e turismo, as empresas podem chegar a um público mais vasto e dar a conhecer os seus destinos ou serviços.

Podem utilizar as redes sociais como uma ferramenta para prestar um serviço ao cliente mais eficiente e personalizado. As plataformas de redes sociais oferecem uma forma conveniente de os turistas entrarem em contacto com as empresas para fazerem perguntas, resolverem problemas ou deixarem comentários. Ao responderem rapidamente às perguntas dos clientes e ao prestarem assistência útil, as empresas podem melhorar o seu serviço ao cliente.

No entanto, é importante reconhecer que as redes sociais também apresentam desafios e riscos para as empresas do sector do turismo. Por exemplo, as redes sociais podem amplificar o feedback negativo e as críticas dos clientes, o que pode prejudicar a reputação de uma empresa. Além disso, as plataformas das redes sociais estão sujeitas a alterações frequentes nos algoritmos e nas políticas, o que pode afetar a visibilidade e o alcance dos conteúdos das empresas.

Por conseguinte, é essencial que as empresas do sector do turismo adotem uma abordagem estratégica e equilibrada para a sua utilização das redes sociais. Isto inclui

monitorizar regularmente as conversas nas redes sociais, responder proactivamente ao feedback dos clientes, manter uma presença consistente e autêntica nas redes sociais e adaptar as estratégias de marketing conforme necessário.

Além disso, as empresas do sector do turismo devem também manter-se vigilantes contra a proliferação de desinformação e de críticas falsas nas plataformas das redes sociais, que podem induzir em erro potenciais clientes e prejudicar a credibilidade de um destino ou prestador de serviços. A implementação de sistemas robustos para verificar e gerir as críticas em linha pode ajudar a mitigar estes riscos e a manter a confiança dos consumidores. Além disso, investir na formação dos funcionários para lidarem com as interações nas redes sociais de forma profissional e responsável é crucial para salvaguardar a reputação da marca e garantir experiências positivas para os clientes em todos os pontos de contacto digitais

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Chapter one

1.1 Introduction

People may now easily access social media at any time and from any location, thanks to the widespread usage of smartphones. People now have the freedom to access and create information, and most of the information is freely available. Everything is accessible and open at this point (Dutton et al., 2011). An indication of the information technology industry in modern culture has the increased usage of social media networking. Information is seen as being extremely vital in this period of human life (Prisgunanto, 2020). There is an abundance of online information and material on tourism destinations as a result of the development of social media communication (Kaosiri et al. 2019).

A new and exciting venue for socialization and engagement has been made possible by digital communication. Daily life is becoming more and more impacted by digital channels like social media and mobile phones. Social media's interactive features have transformed the consumer's mindset from one of passive recipients of marketing materials to one of active participants. Social media has a big impact on the tourism sector, which is an information-intensive economy. It helps promote destinations, raise awareness, and influence decision-making and behaviour. One of the nation's using social media the most is India. India has more than 680 million active users on social media sites including Facebook, Instagram, and WhatsApp. Therefore, there is a great deal of opportunity to use this network to boost the tourist industry (Gupta, Sajnani, & Gowreesunker, 2023).

The proliferation of mobile applications and Internet technologies has significantly increased the tendency of tourists to share content on social media (Javed, Tužcková, & Jibril, 2020).

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Social media is a type of online community where users may participate in a variety of activities, such as communicating with one another, producing content, exchanging ideas, and transferring information both locally and internationally. Consumer awareness, adoption of products and services, and purchase behaviour are all continuing to increase because of product and service promotion through digital marketing channels (Alamsyah et al., 2020; Rakhmetzhan A., Medukhanova L. 2017). On the other hand, distance might deter tourists due to things like increased flight prices, longer trip times, perceived hazards, and unpredictability (Bianchi, Milberg, & Cúneo, 2017).

According to Adedoyin et al. (2022), tourists are now a significant economic force. Social media helps tourists plan their travels and ultimately impacts their behaviour and decision-making, given the widespread use of social media in the tourism sector. There is fierce competition in the tourism sector and Travelers' behaviours are influenced by the visuals and information about tours they may obtain through digital marketing and tactics (Parida, S., Amponsah, M., & Ramkissoon, H. 2023). Plans and initiatives of the government are seen to have changed the way that tourists behave, 21% or less of the one billion individuals who travel annually to places other than their home countries are under the age of thirty (Khoa et al., 2023). To emphasise social media's importance in the tourism industry, it should be noted that visitors' behaviour can be affected by the technology, depending on their goals and reason for visiting (Zeng and Gerritsen, 2014). For example, business tourists may use social media in a different way than leisure tourists (Verma, Stock, & McCarthy, 2012).

Studies conducted in Romania recently have demonstrated the growing significance of social media. One such study examined the function and influence of YouTube for prosumers and discovered that the platform has grown to be a major source for the growth of travel destinations (Briciu & Briciu, 2020).

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These websites' content has an impact on people's daily lives as well as many businesses, such as tourism (Islam, 2021). Social media and digital marketing information (online information) impact most travel decisions (see de Amorim, Sousa, Dias, & Santos, 2022; Islam, 2021; Magano & Cunha, 2020). Tourists like posting on mobile social media platforms about their unique experiences. According to Wong, Lai, & Tao (2020), this sharing activity may encourage tourists to plan their travel in the future. These days, tourists use social media to compare experiences in order to help them choose places, shops, and caterers. Tourists may check-in on time and share their experiences on destination pages on social media with the use of GPS, which helps future and potential tourists plan their trips (Islam, 2021).

Because of this, online evaluations and suggestions continue to be a vital source of information for those who are travelling, 68% of customers check these reviews prior to making travel plans (Roller, 2023). Based on these evaluations, travel agencies employ digital marketing to promote locations using high-quality photos, videos, and blog articles that persuade prospective tourists to choose one over the other (Kim & Kim, 2019; Toral et al., 2009). Digital marketing also makes it possible for visitors to interact with the area and the locals. In order to encourage consumers to research and plan their travel destinations, social media applications like Facebook, YouTube, Twitter, Instagram, Snapchat, LinkedIn, Telegram, and WhatsApp Business are commonly used as digital marketing interactions (Stylidis, 2022; Toral et al., 2009).

When it comes to creating jobs and boosting the economy, the tourist industry has high potential. According to Dwivedi, Yadav, & Raghavjibhai Patel (2009), a favourable destination image directly affects visitor arrivals and, consequently, the economic growth of that region.

1.2 Statement of the Problem

The influence of trusted friends, conveyed through social media, is increasingly impacting tourism behaviours and destination choices (Oliveira, Araujo, & Tam, 2020). Tourists seek guidance, endorsements, and knowledge from online social networks while organising their vacations (Bilgian, Barreda, Okumus, & Nusair, 2016). A study done by Molinillo et al. (2018) found that travel platforms such as TripAdvisor, Expedia, and Yelp have a significant influence on tourists' decision-making processes, demonstrating considerable potential. According to the study by Molinillo et al. (2018), guests are more likely to trust and rely on online reviews from other guests than on the most recent recommendations on the hotel's website.

In their study, Al-Adwan, A. S, Husam K (2018) investigated how tourists' sharing of their experiences on social media affects tourists' behaviour when choosing a location. They specifically focused on the impact of both positive and negative travel experiences shared online. Due to the intangible nature of hospitality and tourism services, tourists are unable to assess them before experiencing them. Consequently, the impact of tourist shared experiences or electronic word-of-mouth (e-WOM) has grown substantial as visitors are more engaged in interpersonal connections (Jalilvand & Samiei, 2012).

In their 2023 study, Gupta, Sajnani, & Gowreesunker examined the many marketing strategies employed by the Government of India and several state governments of India to foster tourism. They also investigated the function and influence of social media marketing in boosting tourism. The findings indicate that social media influences tourists' decision-making process, which might be advantageous for promoting different locations.

Nevertheless, there is a lack of data about the impact of social media on the experiences and behaviours of tourists. Therefore, this study aims to address it.

1.3 Objectives of the Study

The purpose of the study is to examine the impact of social media on Tourist behaviour and experience. The study seeks.

1. To explore the impact of social media on tourist behaviour and experience.
2. To evaluate how social media influences the tourist decision-making process to visit a destination.
3. To evaluate how social media influences the tourist intention.

1.4 Significance of the Study

Social media has completely transformed the tourist experience, including all aspect of the journey. Before embarking on their journey, these platforms provide passengers with the opportunity to gather information about places, share advice, and organize their travel plans by drawing on the collective experiences of others (Idbenssi, Safaa, Perkumienė and Škėma, 2023). While on the journey, social media serves as virtual companions, enabling travelers to instantly share photos, videos, and interactions with their social networks, fostering a feeling of connection and immediacy (Idbenssi, Safaa, Perkumienė, & Škėma, 2023). After the trip ends, visitors utilize social media platforms to disseminate their memories, narrate their experiences, and motivate others to venture into unexplored locations. These platforms have also facilitated the formation of communities of enthusiastic visitors who share knowledge and experiences. They play a crucial role in controlling the reputations of places and tourist services by providing comments and reviews (Idbenssi, Safaa, Perkumienė and Škėma, 2023).

Tourist experiences encompass the interactions between tourists and destinations, which can potentially influence and modify visitors' initial views of a place and directly influence their future judgments about destination choices and intention to revisit (Hung et al., 2021). The tourist experience plays a crucial role in determining the success and expansion of the tourism

business. By placing a high importance on and enhancing the satisfaction of tourists, destinations can reap economic advantages, establish a favourable image, get a competitive advantage, cultivate loyalty, and contribute to sustainable development (Visitor Experience Academy, 2024).

An unforgettable and pleasurable guest experience generates favourable word-of-mouth promotion. Contented tourists disseminate their experiences among acquaintances, relatives, and on various social media platforms, exerting an impact on the decisions of others to go on a visit. Positive evaluations and endorsements contribute to the establishment of a destination's standing and entice a greater number of tourists, resulting in consistent growth in the tourism sector (Visitor Experience Academy, 2024).

Ultimately, this study seeks to provide valuable additions to the existing body of knowledge on tourism, social media, and visitor behaviour and experiences. Additionally, it will serve as a valuable resource for students, academics, and scholars who are undertaking research on a similar research topic.

1.5 Organisation of the Study

The study is organised into five chapters. Chapter one presents the introduction of the study which entails the background of the study, the statement of the problem, the objectives of the study, the significance of the study and finally the organization of the study. Chapter two presents the literature review which entails the concept of tourism and tourist destination, tourist experience, concept of social media, tourist intention to visit. Chapter three covers the methods used for the study and it entails the research approach, research instrument, target population, data analysis and ethical consideration. Chapter four presents the findings and analysis of the data gathered and discussion of the study findings. Finally, chapter five presents the conclusion and recommendation of the study.

Chapter Two

Literature Review

2.1 Tourism and Tourist Destination

Tourism encompasses a variety of options, such as urban tourism, seaside tourism, rural tourism, ecotourism, wine tourism, culinary tourism, health tourism, medical tourism, religious tourism, cultural tourism, sports tourism, educational tourism, and business tourism (including meetings, incentives, conferences, and events) (Camilleri & Camilleri, 2018).

Tourism has had beneficial effects on society and culture. The beneficial effects of tourism on the culture and society include the preservation of social heritages, cultural events, and skills; the acquisition of first-hand knowledge about different cultures; the promotion of societal acceptance of differences; and the elimination of prejudices. Tourism has a crucial role in safeguarding and advancing various art forms and traditions that might otherwise face the risk of extinction. The local communities derive advantages from the establishment of infrastructure facilities and recreational activities aimed at promoting tourism. Tourism also provides economic empowerment for women by creating more employment options. Additionally, it results in a shift of decision-making power within households from men to women (Filieri, 2021).

The influx of tourists consequently results in a surge in revenue for the state government. Tourism-related activities make a substantial contribution to the state's revenue through the collection of taxes, licensing fees, and permits.

Jovicic (2019) conducted a study in which the author looked at the evolution of significant ideas pertaining to travel destinations. The objective was to highlight the significant changes

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in the understanding of the term 'destination' that have taken place in recent decades. The study found that the digital revolution has given rise to the concept of smart destinations, where all stakeholders have access to knowledge and information. This accessibility enables continuous innovation in their activities.

In today's world, it is extremely difficult to successfully promote the geographical features of destinations without the use of digital technologies that facilitate effective coordination between the governmental, business, and consumer sectors. Tourists play a vital role in the tourism experiences offered by individual businesses and tourism systems. Therefore, it is important to engage tourists at every stage of the tourism consumption process, starting with initial inspiration and continuing through post-travel activities. The level of active engagement and the utilization of technology might vary significantly in a value co-creation process (Neuhofer et al., 2012, 2014).

Xue and Zhang (2020) utilized data to examine the travel patterns of tourists that frequented Suzhou, China, between April 2012 and October 2013. Xue and Zhang categorized tourists into three distinct groups based on their place of origin: long-haul, short-haul, and local. An analysis of the spatial patterns, preferred attractions, restaurants, motels, and expenditure levels of the three groups revealed distinct behavioral and consumption patterns among them.

Tourists visit destinations that are easily reachable. If individuals are staying in a location for longer than twenty-four hours, they will need accommodation. Both leisure and business travelers have the opportunity to visit sights and participate in recreational activities. Therefore, it is imperative that tourism sites possess appropriate amenities and services (Camilleri & Camilleri, 2018).

Furthermore, Qian, Law, and Wei (2018) revealed that, apart from physical distance, cultural distance also impacts tourists' repeated visitation, duration of stay, and expenditure. Jackman,

Lorde, Naitram, and Greenaway (2020) conducted a study using airport data from more than 350,000 pleasure tourists visiting Barbados. They discovered that geographic distance, cultural distance, and climatic distance all have a positive impact on how long they stay in Barbados. However, economic distance has a negative impact on it.

2.2 Tourist Experience

The value derived from a tourism experience can be divided into two components: (1) the utilitarian value, which is influenced by the duration of the experience, and (2) the cumulative value, which is associated with the lasting consequences of the experience (Ortega & Franco, 2019). Tourism organizations can generate value by aligning their actions with customer expectations, knowledge, memory, and sense of identity (Cutler & Carmichael, 2010). Alternatively, tourism enterprises can generate value by actively participating in the provider sphere (as defined by Gronroos & Voima, 2013) and by creating suitable experience escapes (Mossberg, 2007).

A tourist experience refers to the personal and psychological condition experienced by a tourist during a service interaction. However, this definition fails to sufficiently capture the essence of a remarkable tourism experience (Kim et al., 2012; Otto & Ritchie, 1996; Tsai, 2016; Zhang et al., 2018). Consequently, many scholars have contended that not all tourism experiences can be guaranteed to become memorable because various factors beyond management's control influence a tourist's experience (Farber & Hall, 2007; Knobloch et al., 2017). Additionally, tourists subjectively interpret tourism activities and destinations (Knobloch et al., 2017; Zhang et al., 2018). Furthermore, tourists reconstruct memorable tourism experiences by recounting unique travel experiences (Kim et al., 2012; Seyfi et al., 2019) based on their recollection and memory of the trip (Sthapit et al., 2018; Zhang et al., 2018).

The tourism business faces the most difficult task of converting staged experience offers into personalized experiences, based on this notion.

Consequently, the majority of scholars highlight the significance of creating memorable tourism experiences for tourists, as it greatly influences their future decision-making (Chen, A., 2019; Seyfi et al., 2019). In this regard, tourists tend to draw upon their past experiences and memories when planning future trips (Lehto et al., 2004; Zhang et al., 2018) and deciding whether or not to revisit a specific destination. Tung and Ritchie (2011) and Kim et al. (2012) were early researchers who conducted studies to establish scales for measuring memorable tourism experiences. Tung and Ritchie (2011) established four categories, namely affect, expectancies, consequentiality, and recall, which encompass many aspects of memorable travel experiences. Kim et al. (2012) classified memorable tourism experiences into seven categories (hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty) using 24 characteristics. These indicators are believed to influence a person's recollection of their tourism experiences.

Consequently, other researchers have utilized and expanded upon these dimensions in various businesses and countries. For instance, Kim and Ritchie (2012) as well as Tsai (2016) have verified the validity of the memorable tourism experience constructs established by Kim et al. (2012) and affirmed the scales used to measure these experiences. Kim et al. (2012) introduced the fundamental ideas of memorable tourism experiences. However, the impact of these ideas on the memorability of experiences is subjective, since each individual creates their own experience based on their own judgment and perception (Sthapit & Coudounaris, 2018). Tsai (2016) argues that the varying origins of tourists result in a range of interpretations of tourist products.

According to Forlani and Pencarelli (2018), the tourism experience initially involves minimal engagement and limited utilization of technology. Tourist experience encompasses various dimensions such as attractions, accessibility, facilities, services, and hospitality. (Qu & Li, 2020).

Subsequently, it advances to the collaborative development of tourism experiences with the company, however it still lacks the incorporation of technology. The latter phase entails the technology tourism encounter, distinguished by extensive utilization of technology, although primarily centered around companies due to limited consumer engagement. The ultimate stage involves the complete integration of technology into the tourism experience, where the design, delivery, and value generation of the experience are optimized through the utilization of both co-creation and technology (Forlani & Pencarelli, 2018).

2.3 Social Media and Tourism

2.3.1 The Concept of Social Media

Cohen (2020) simplified the discussion on the clarification of social media by presenting varied definitions of social media and delineating significant attributes of social media. The characteristics of social media can be summarized as follows: (a) social media relies entirely on information technology for its technical functioning, utilizing online applications, tools, and platforms. (b) social media encompasses communication channels that facilitate the creation, exchange, and collaboration of content among participants and the public, resulting in widespread transformations; and (c) social media connects users in a virtual community, influencing the behavior of individuals in real life (Zeng & Gerritsen, 2014). According to Meikle (2011), social media can be described as the merging of personal communication with public media. Social media comprises seven fundamental components: identification, conversations, sharing, presence, relationships, reputation, and groups (Kietzmann, Hermkens, McCarthy, et al., 2011). Social media is a highly influential networking tool that is closely

connected to several aspects of real life, including social and economic domains (Zeng and Gerritsen, 2014).

Various authors have elucidated the concept of social media. Boyd defines social media as platforms such as social networking sites, blogging platforms, video-sharing sites, and other associated technologies that enable users to create and distribute their own material (Boyd, 2010).

Social media comprises many user-centric platforms that enable the dissemination of engaging material, the generation of dialogues, and communication with a wider audience. The digital space is primarily established by and for individuals, offering a favorable environment for various forms of interaction and networking to take place across different domains, such as personal, professional, business, marketing, political, and societal (Kapoor, Tamilmani, & Rana, 2018). These social media platforms are helpful because users often fail to distinguish between virtual friends and actual friends, as long as they experience a sense of support and belonging within a community of like-minded individuals (Lazakidou, 2012). Social media facilitates the enhancement of connections by enabling the exchange of significant life events in the form of status updates, images, and other media. This, in turn, reinforces their face-to-face interactions as well (Barkhuus and Tashiro, 2010).

According to Shirky (2008), social media enhances the ability to share and collaborate beyond traditional institutions. Jenkins et al. (2013) contend that the unique aspect of social media is that it allows individuals who previously lacked the means to share their videos and experiences to do so, provided they have a smartphone with social media capabilities and an internet connection. In McGregor's (2019) study, the focus was on the influence of social media on public opinion in the news and its impact on journalistic practices.

The findings revealed that although social media users do not accurately represent the electorate, the press still reported online sentiments and trends as a form of public opinion. This reporting served the purpose of reinforcing the horserace narrative and complementing survey polling and vox populi quotes. These behaviors were integrated into professional routine journalists relied on social media to mirror public sentiment, particularly following media events such as debates.

2.3.2 Social Media Marketing

Social media is widely recognized as a successful tool that helps organizations achieve their marketing goals and strategies, particularly in areas such as consumer engagement, customer relationship management, and communication (Filo et al., 2015; Saxena & Khanna, 2013). Social media marketing is a crucial component of modern companies in the 21st century (Felix, Rauschnabel, & Hinsch, 2017).

Existing research examines specific objectives of social media marketing through empirical investigation. These objectives include driving sales, enhancing brand recognition, improving brand perception, generating online traffic, reducing marketing expenses, and fostering user engagement by encouraging content posting and sharing on platforms (Ashley & Tuten, 2015; Bianchi & Andrews, 2015; Schultz & Peltier, 2013). In addition to these mostly proactive goals, organizations can employ social media marketing in a more responsive manner. Organizations have created several interactive techniques and processes to improve their brand identity and marketing success (Filo et al., 2015; Schulz & Peltier, 2013). Significant effort and resources have been allocated to this area with the aim of attracting more customers, either through their active participation or by enhancing online customer relationships (Filo et al., 2015).

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Businesses have shifted their marketing focus to social media platforms at a comparable rate. The coexistence of businesses and users on social media has resulted in a transformation in the way organizations engage with their consumers. Furthermore, customers are no longer confined to a passive role in their interactions with a company (Malthouse, Haenlein, Skiera, et al., 2013). Social media may be regarded as a potent instrument employed to establish tighter proximity with the customer. Nevertheless, certain research indicates that the desires of customers diverge to some extent from the offerings provided by enterprises via social media (Baird and Parasnis, 2011). Customers provide feedback, inquire, and anticipate prompt and tailored responses to their individualized issues.

Furthermore, customers provide textual content, images, and videos. Managers have recognized that the shift of the brand to social media necessitates a redefinition of the customer connection, where the customer is now seen as either a supporter or a detractor, rather than just a passive observer (Som and Blanckaert, 2015).

The adoption and implementation of social media apps have garnered significant interest from both practitioners and researchers seeking to get a deeper understanding of their successful utilization (Billings, 2014; Hardin, 2014; Hutchins, 2014; Sanderson, 2014). This is because it is necessary to acquire a deeper understanding of the key prerequisites for effectively implementing this technology, as well as to assess the viability of investing in such applications (Hutchins, 2014). Social media applications have been recognized as highly effective and influential tools that are increasingly integrated into various aspects of people's lives, including social, commercial, business, educational, and political domains (Alalwan & Algharabat et al., 2017).

When discussing social media, platforms such as Facebook, WhatsApp, Twitter, YouTube, LinkedIn, Pinterest, and Instagram are commonly mentioned. These programs rely on user-generated content and have a big impact on lots of different things, like consumer behavior,

business startups, political issues, and investment activities. Online platforms for social interaction and communication, as discussed by Greenwood and Gopal in 2015.

Facebook holds the dominant position in the social media industry, with 1.97 billion monthly users (Statista 2017). Social media platforms are not only filled with written messages but also inundated with the constant uploading of photographs and videos. Recent data reveals that Snapchat alone records around 400 million photos every day, with an average of 9000 photos being posted per second (Lister 2017). While there are 50 million businesses that have active Facebook business pages, only two million businesses are utilizing Facebook advertising. Reportedly, a significant majority of firms, namely 88%, utilize Twitter as a means of marketing their products or services (Lister, 2017).

Social media exerts a significant influence on the strategies that firms employ to engage with customers and, conversely, on how customers interact with them. Furthermore, it has become essential for organizations to utilize social media as a technique for comprehending and enlightening customers in order to maintain competitiveness. Social media platforms have facilitated opportunities for organizations to enhance their internal processes and engage in novel forms of communication with customers, other enterprises, and suppliers (Culnan and McHugh, 2010).

2.3.3 Social Media and Tourism

The growing utilization of emerging technologies has significantly transformed the methods by which tourists gather information, assess tourism offerings, and make purchases in the tourism industry (Jurij U., Vesna K., Hrvoje R. 2020). Tourists, particularly young ones, are increasingly adopting digital platforms and actively engaging with social media channels like YouTube, Snapchat. They are also showing a preference for game-based entertainment and are shifting away from conventional social media platforms such as Facebook and Twitter. Tourists

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generally hold favorable opinions towards the utilization of mobile games to augment their customer value and experience, particularly when these applications are practical, engaging, and compatible with their current places (Shen et al., 2020). Furthermore, travelers are progressively motivated by their inquisitiveness and so value the chance to gain pragmatic knowledge about their locations via digital devices.

According to Paço et al. (2019), online activities related to products and services have a favorable impact on customers' decision-making and purchase behaviors. Furthermore, it is widely recognized that digital interactions and marketing play a crucial role in elucidating consumers' intentions toward a certain product or service (Sun et al., 2021). Erkan and Evans (2016) emphasized that social media and digital media platforms have a substantial influence on individuals' purchase behavior for products.

Thakur (2016) stated that experiences pertaining to the content of products and services in the electronic word-of-mouth (eWOM) environment have a substantial impact on users. Filieri et al. (2021) showed that the photographs posted by visitors on social media have a substantial influence on both the desire to return to a destination and the formation of connections.

The impact of online information on tourists' engagement with digital marketing interactions is substantial. The advancements in communication and information technologies have significantly influenced the behavioral intentions of tourists and the online advertising strategies for tourist destinations (Jiménez-Barreto et al., 2020).

According to Werenowska and Rzepka (2020), tourists efficiently get relevant information about the travel and tourism sectors by utilizing electronic word-of-mouth (eWOM) channels. The information available on social networking sites has an impact on customers' intentions to make purchases, according to a study by See-To and Ho (2014). Tsao and Hsieh (2015)

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determined that consumer-focused online information and electronic word-of-mouth (eWOM) significantly impact consumers' intentions and choices while making purchases. Salman M., Zhimin Z., Changbao L., Haywantee R. (2020) assert that online information has a favorable impact on tourists' buying patterns and contentment. The tourists' perceived levels of satisfaction can have either a detrimental or positive impact on their behavioral intentions.

Prisgunanto (2020) investigated the impact of social media, particularly Instagram, on the decision-making process of individuals, particularly expatriates, when choosing tourist sites in Indonesia. The study found that the impact of Instagram on foreign workers' choice to visit tourism places in Indonesia is highly influenced by social media, with just 11.2% of respondents indicating this influence. Instagram is mostly utilized by netizens not only to gather information on tourism-related social media services and amenities but also to foster connections among users. Netizens will not completely rely on the given information, but instead, they will scrutinize and appraise it by initially considering the credibility of the information provider.

The study also reveals that there is no significant correlation between information sharing on Instagram and the attitudes and behaviors of netizens, specifically in relation to their inclination to visit Indonesian sites. Nevertheless, social media serves as a point of reference for future visits.

According to Law et al. (2014), digital travelers typically use the internet to search for information because they believe it offers the greatest pricing. In addition, individuals often seek guidance from online reviews and opinions shared by fellow users, as well as engage with their friends on various social media sites. Travelers regard this information as dependable and valuable for selecting a product that offers a favorable balance between quality and price, while also avoiding making an ill-advised choice. Travel content generated online is commonly regarded as more credible and reliable compared to reviews from experts or promotional

material (Fotis et al., 2012; Gretzel and Yoo, 2008). During the pre-consumption phase, travelers can utilize smartphones, computers, specialized platforms, or smart eyewear to experience augmented reality (AR) or virtual reality (VR) and preview available options (Beck et al., 2019).

Social media sites provide an immersive quality and offer captivating content, which may be considered to promote flow experiences. Therefore, investigating the correlation between social media and experiences among visitors presents a potentially fruitful direction for research (deMatos et al., 2021).

In addition, partnerships between digital marketers and influential bloggers or vloggers facilitate increased visibility through genuine narrative. The significance of firms in the tourist sector properly adjusts their marketing strategies by leveraging the influence of social media.

As consumers increasingly turn to online platforms for travel preparation and rely on reviews and integrated rating systems, there is a significant opportunity to directly engage with them during their journey (Henseler et al., 2018).

2.3.4 Tourist Intention to visit

Tourist Shared tourist experience plays a crucial role in shaping tourists' intentions to revisit a destination or recommend it to others (Chi & Qu, 2008). Satisfactory tourist experiences can increase positive word-of-mouth and inspire repeat visits, contributing to the sustainability of tourist destinations (Wang & Li, 2019).

Chen and Phou (2013) found that the personality of a location significantly influences the behavioral intentions of tourists. According to theoretical principles, a tourist's disposition towards a particular destination influences their decision over where to go. Usakli and Baloglu (2011) found that the personality of a destination strongly influences the level of commitment that tourists have towards that particular region.

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According to Jebbouri et al. (2022), the destination image comes from the individual perspective of the tourists, containing impressions, beliefs, and feelings about a specific environmental setting provided by the company managing the destination. Because of this image, the visitors will have the visiting intention to the tourist attraction. It is found by Lončarić et al. (2018) that tourism experience has a significantly positive effect on future behavioral intentions. Similarly, the research results of Atmari and Putri (2021) indicate that tourism experience has a direct effect on revisit intention. Service experience is found by Seetanah and Nunkoo (2020) to significantly influence the probability of repeat tourism. Experience is the sports event attribute which has the greatest impact on sports tourists' willingness to revisit (Mohd R.J., 2023).

Most of the past studies support that experience has a positive impact on destination imagery, consumption intentions and reuse (Atmari & Putri, 2021). Positive tourist experiences can also lead to emotional attachment and loyalty towards a destination, increasing the likelihood of future visits (Hager T. T., Dalia A., 2016). On the contrary, negative tourist experiences can deter future visits and harm the reputation of a destination (Qu & Li, 2020).

Chapter Three

Methodology

3.1 Introduction

Empirical work is essential to address the initial identified problems and questions. This chapter outlines the methodology used to find answers and achieve the previously defined objectives. Specifically, we discuss how the questionnaire was designed and implemented the data collection process and the statistical analyses carried out to interpret the findings. The methodology chapter elaborates on using IBM SPSS Version 27 for data analysis, which includes descriptive statistics, One-Way ANOVA, binary logistic regression along, with tests like the Kolmogorov Smirnov test and Levene's test to ensure data validity. These steps play a role, in guaranteeing the strength and trustworthiness of the study's results leading to an understanding of what factors influences tourist behavior.

3.2 Research Approach

The project will employ a quantitative research methodology to gather, analyze, and display data in a manner that facilitates the examination of the influence of social media on tourist behavior and experience. According to Williams (2011), defining the issue under investigation is the first step in quantitative research. Then comes the creation of research questions, a thorough review of the relevant literature, and a quantitative analysis of the data gathered.

According to Bryman (2012), quantitative research is a method of study that focuses on the use of numbers to gather and analyze data. Calculations are a fundamental component of quantitative research. Rasinger (2013) defines this research methodology as an endeavor to address inquiries pertaining to quantitative measurements, including "how many," "how much," and "to what extent." Quantitative methods prioritize objective measures and involve

statistical, mathematical, or numerical analysis of data gathered from polls, questionnaires, and surveys. These methods also involve modifying previously collected statistical data using computer tools. Babbie (2010) states that quantitative research is centered around gathering numerical data in order to either generalize the findings to larger populations or gain a deeper understanding of a particular event.

Quantitative research is highly accurate and precise, making it suitable for a broad array of disciplines such as economics, psychology, sociology, political science, and marketing, among others. Conversely, certain fields of study rely predominantly on quantitative approaches for conducting research. The disciplines mentioned, in sequential sequence, are historiography and anthropology (Creswell, 2014). Bryman and Bell (2015) propose that employing logical methods in hypothesis testing reflects a positivist philosophical standpoint, enabling the replication of research and discoveries to validate and ensure the reliability of the results.

3.3 Research Instrument

According to Saunders, Lewis, and Thornhill (2012), the research design serves as the comprehensive approach that directs the implementation of the study to address the research question. Grafton et al. (2011) identified various types and subcategories of research designs. These designs encompass a longitudinal design, a cross-sectional design, an experimental design, a semi-experimental design, a correlational design comprising a case-control study and an observational study, and an observational design.

Considering the many study designs available, along with their respective advantages and disadvantages, the choice for this study will be a cross-sectional design. The utilization of a cross-sectional research design involves conducting an observational study that examines data obtained from a population or a subset of it within a specific time period (Cameron and Price, 2009). The researcher will employ a questionnaire as a means of gathering important

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information from respondents, which will be pivotal to the study. Creswell (2014) defines a questionnaire as a set of prearranged questions that offer several options, used for the goal of carrying out statistical research or a survey. Questionnaires are the prevailing approach for data collection.

We created Questionnaire using Google Forms. Sent them out to participants for them to fill out. In order to collect the information, for our study we used a Questionnaire that was distributed through various channels to ensure a wide reach and active participation. Initially we shared the survey via Google Forms with friends in India, who then passed it along to their contacts, also shared with work colleagues in Portugal. Furthermore, it was also shared with university friends who then passed it along to their contacts. Spread through social media platforms like WhatsApp and Facebook. My supervisor also helped expand its circulation by sharing it within her network. This method allowed us to gather responses from a range of participants for our data collection efforts. In the month of march the survey was done and it remained open for 45 days, giving participants time to complete it.

By using this method, we aim to reach out to a substantial number of individuals. While this approach is commonly used it does come with some drawbacks, such as not all recipients completing or returning the questionnaires.

The questionnaire was divided into three parts to make it easier to understand and cover all aspects thoroughly. The first part explained to participants about data processing consent and the questionnaire's purpose. The second part gathered information on demographics like age, occupation, education level and preferred social media platforms. The final section delved into questions about the participants travel experiences, social media usage habits, travel behavior and their intentions to visit a destination. By structuring the questionnaire in this way, we aimed to ensure that the collected data would be relevant and comprehensive, in supporting the study's objectives effectively.

Constructs

Dimensions	Variables	References
Tourist Behaviour	Personality of the Location Cumulative Value Level of Commitment	e.g. Ortega and Franco, 2019; Usakli and Baloglu, 2011; Ortega and Franco, 2019
Tourist Experience	Local Culture Involvement of the visitors Meaningfulness Service Experience (Overall quality of service provided) Quality of content on social media Accessibility of the Destination Attractions at the destination Facilities Hospitality Perception of Destination Emotional Attachment	e.g. Kim et al., 2012; Kim and Kim., 2019; Toral et al., 2009; deMatos, et al., 2021; Law et al., 2014; Jovicic, 2019; Qu and Li, 2020; Jalilvand and Samiei, 2012; Dwivedi and Patel, 2009; sthapit and coudounaris, 2018
Social media	eWOM (Electronic Word of Mouth) Information Seeking Motivation Reliability	e.g. Thakur, 2016.

Tourist Intention	Positive WOM (Word of Mouth) Impressions Beliefs	e.g. Hager 2016; Jebbouri et al., 2022
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Table 1: constructs

3.4 Target Population

Connell (2016) states that the target population consists of individuals who possess specific essential characteristics of interest. Consequently, the population is both the target group and the most readily available group. For this study, the intended demographic includes individuals aged 18 to 79 who have a desire to travel or are already traveling. To capture a wide range of perspectives, the aim is to reach as many people as possible from various regions around the world. This diverse approach ensures that the data collected reflects a broad spectrum of experiences and viewpoints, enriching the study's findings and enhancing its global relevance.

3.5 Data Analysis

The data was analysed using IBM SPSS Version 27 software. First a descriptive analysis was done to summarize the characteristics of the data. After that various statistical tests were carried out to delve deeper into the data.

One Way ANOVA was performed thrice to explore variations based on marital status, age and education level resulting in three outcomes. To validate the ANOVA findings additional tests were conducted. The Kolmogorov Smirnov (KS) test was utilized to examine the data distribution confirming that it followed a normal distribution, for conducting ANOVA. The results of the KS test can be found in the appendix. Furthermore, we used Levene’s test to

check if the variations, among groups were consistent. It was confirmed that most of the variations were indeed consistent supporting the findings of the ANOVA analysis. The results from Levene's test can be found in the appendix section as well.

Apart from ANOVA we also carried out a logistic regression analysis. This analysis involved using the Hosmer Lemeshow test to assess how well the logistic regression model fits the data. The summary of the model offered insights, into how it explains and predicts outcomes providing a thorough understanding of the dataset.

3.6 Ethical Consideration

Hesse-Biber and Leavy (2011) argue that researchers have a need to anticipate ethical concerns that may develop during the research process, especially when gathering data from or about humans. As Bryman and Bell (2011) and Creswell (2014) point out, it's crucial to consider a number of ethical issues when conducting social science research that uses human subjects. Participants will receive a guarantee that their personal data will be safeguarded in accordance with the Data Protection Act of 1998, ensuring privacy and anonymity. In addition, participants will be notified of their choice to withdraw from the research at any point and will not be obligated to offer a justification for their decision.

Chapter Four

RESULTS AND DISCUSSION

4.1 Introduction

This chapter gives an overview of how the study approached methodology and analyzed data. The researcher successfully gathered information from 513 participants across locations by using a Google Forms survey to capture their tourism experiences and preferences. The primary goal was to achieve the study's objectives. After collecting the data, it was cleaned and imported into IBM SPSS Version 27 for analysis.

The analysis involved descriptive statistics, One Way ANOVA, binary logistic regression and conducting validity tests, like the Kolmogorov Smirnov test and Levene's test to ensure the data's strength and credibility. Furthermore, the Cronbach alpha coefficient was utilized to assess the questionnaires consistency.

4.2 Reliability test

Reliability Statistics	
<u>Cronbach's Alpha</u>	N of Items
.874	25

Figure 1: Test for reliability, SPSS 27

According to Figure 1, $\alpha = .874$. α represents the reliability coefficient that measures the internal consistency of the questionnaire. The answer could be associated with the statement of Bujang et al. (2018) who opined that the value of cronch bach alpha between 0.6 and 1 is said to be reliable.

4.3 Demographic Information

The table below represents the continents of 513 participants in the study.

Continent	Percent
Europe	14.5
Asia	59.1
Africa	25.6
South America	.8

Table 2: continents

The above table revealed 290 (56.5%) of the participants as a whole are respondents from India, this nationality is most significantly represented. The next largest group of those who responded, Nigerians, make up 101 (19.7%) of the sample, suggesting a significant presence in the replies. The 5.5% of Ghanaian responders in all points to a moderate representation.

There are a measurable number of British respondents, 61(11.7%) of the sample. Smaller percentages of other nationalities between 1(0.2%) and 8(1.6%) of the whole participants indicate a more constrained yet varied sample. That is why, this study shows how the survey respondents' nationalities are distributed and emphasizes the importance of some groups, such as the participants from Nigeria and India.

These demographics are crucial to consider when examining how social media affects the behaviour and experiences of tourists since various nationalities may use social media in different ways and have different preferences, which could affect their decisions and actions as they have chosen tourism as their adventure.

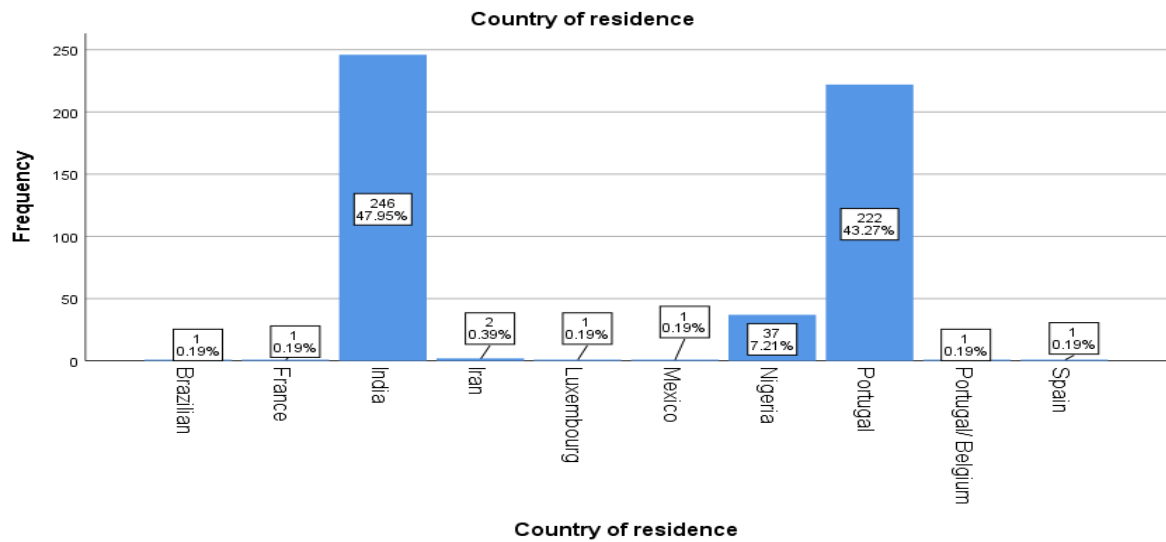


Figure 2: Country of residence

According to Figure 2, 246 (47.95%) of the whole responses of the respondents to the survey questions live in India. At 222 (43.27%) of the responses, Portugal was likewise well represented. Nigeria was represented modestly, with 37 (7.2%) of the replies. Other nationalities with very low percentages of responses between 1(0.2%) and 2(0.39%) were Brazil, France, Iran, Luxembourg, Mexico, Portugal/Belgium, and Spain.

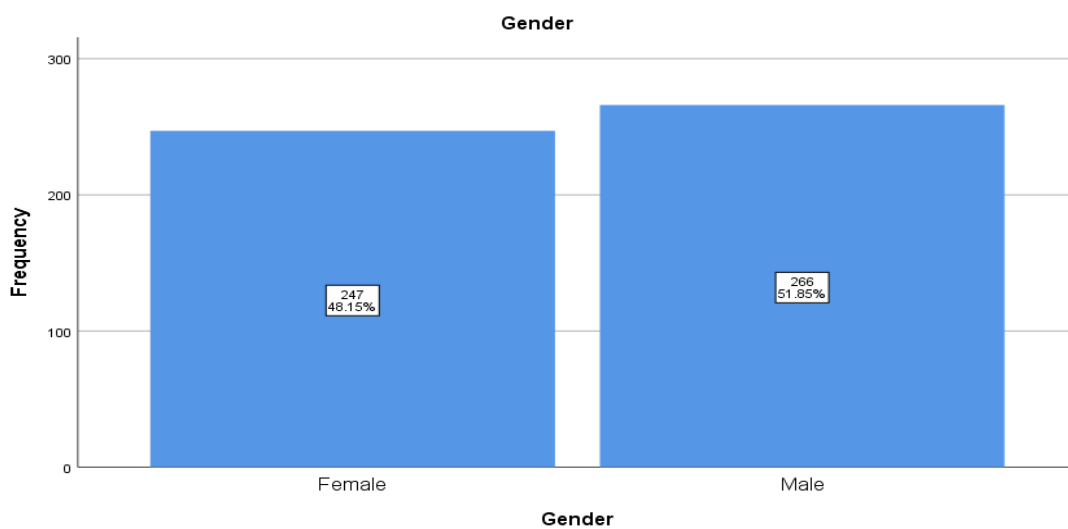


Figure 3: Gender

RESULTS AND DISCUSSION

It appears from Figure 3, of all of these participants, 51.9% identified as male and 48.1% as female. With a slightly larger proportion of male than female replies, this distribution implies that gender representation among the participants was relatively equal.

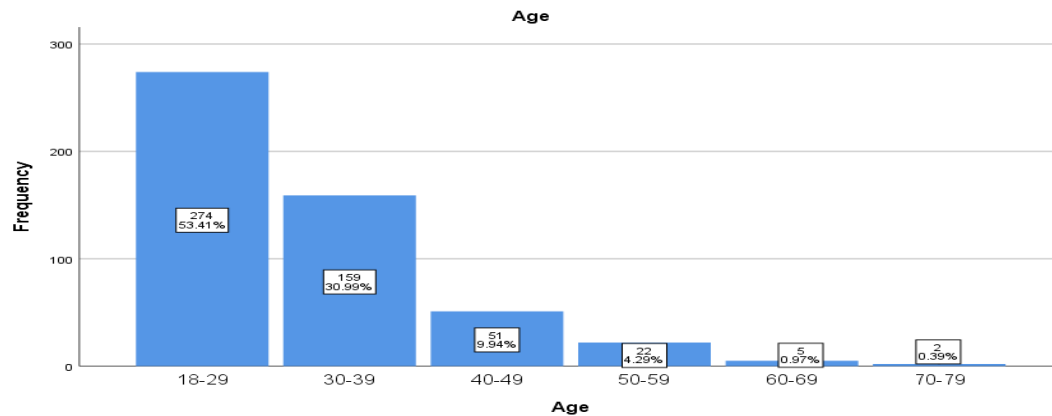


Figure 4: Age group

Figure 4 revealed that 274 (53.4%) of the participants were between the ages of 18 and 29. At 31.0% of participants, or 159 replies, the 30-39 age category is the second most represented. The amount of participants falls as the age categories continue, with fewer percentages in the older age groups. It appears from this distribution that the sample is skewed towards younger members. Although a significant number of younger participants provided their responses in the study, it is crucial to note that older age groups are not well represented.

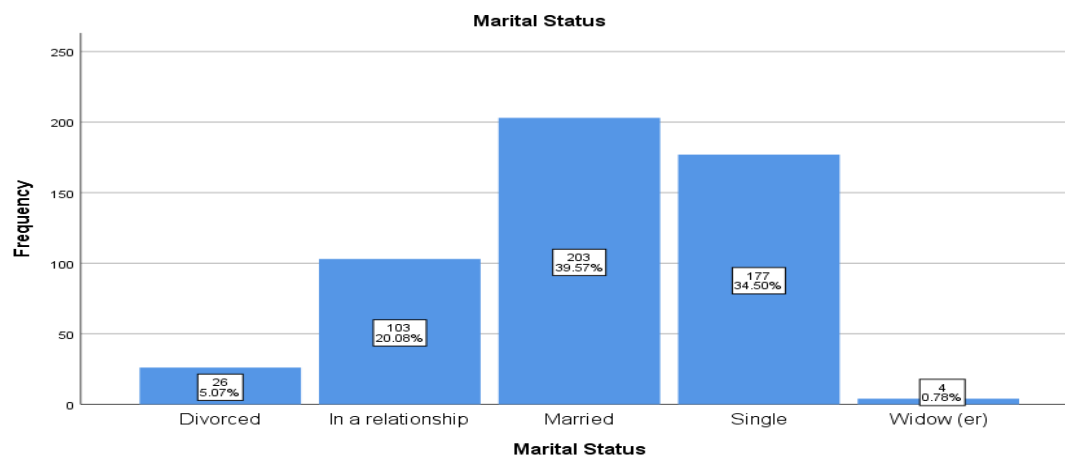


Figure 5: Marital status

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The marital status distribution of respondents in Figure 5, according to a significant proportion of respondents have either been married 103 (39.57%) or single 177 (34.50%). Of the sample, 103 (20.06%) are in relationships and 26 (5.07%) are divorced. Widows make up the smallest group 4 (0.8%) of all participants. This implies that in the framework of examining how social media affects traveller behaviour and experience, this breakdown provides an overview of the distribution of marital status among participants and offers insightful information for more investigation.

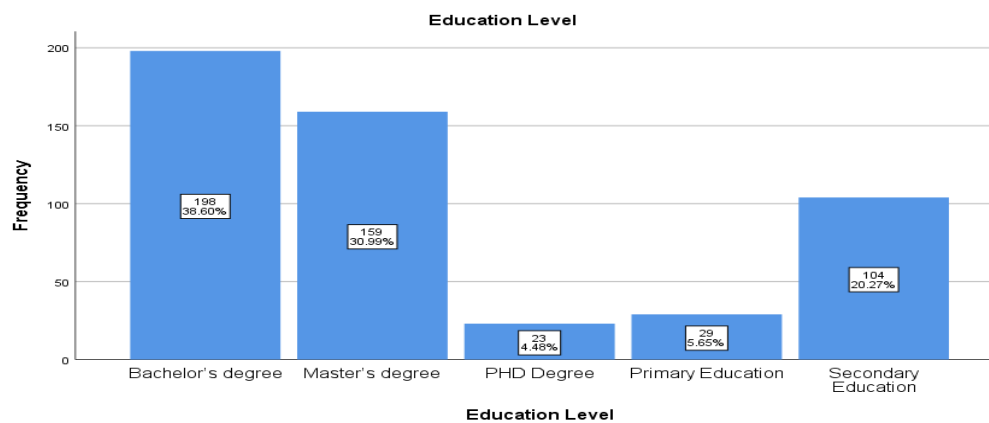


Figure 6: Education level

According to the data provided in Figure 6, 198 (38.60%) of the study participants had at least a bachelor's degree. Close behind, at 159 (30.99%) of the respondents, are those with a master's degree. Higher educated individuals, such those with PhDs, are represented in some measure, but only 23 (4.46%) of the sample. Conversely, respondents who have completed primary and secondary education make up lesser percentages of the sample, that is, 29 (5.7%) respectively. Therefore, given that this distribution indicates that the study's sample is mostly made up of people with higher education, the results might be more applicable to this group. The results' generalizability may be impacted, though, if the overrepresentation of people with higher education levels is not acknowledged. Future study ought to include a more varied sample to get the viewpoints of people with different educational backgrounds, so offering a more

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thorough knowledge of how social media affects traveller behaviour and decision-making processes among various population groups.

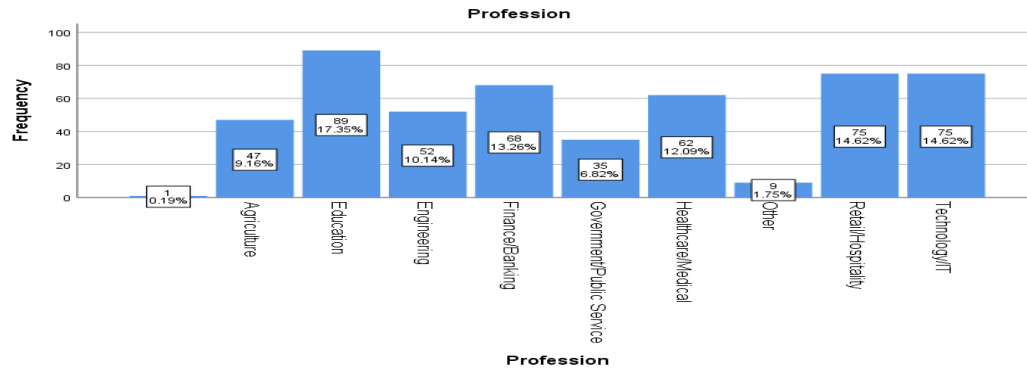


Figure 7: Profession

The figure above revealed that those 89 (17.3%) in the education profession have the most common vocation as identified. Following closely with about 13.26%–14.62% of participants each are in the finance/banking and retail/hospitality profession. Additionally showing notable presence are the fields of engineering, technology/IT, and healthcare/medical, which together account for 52 (10.14%)–62 (12.09%) of the responses. With representation varying from 9 (1.75%) to 47 (9.16%), other professions including government/public service, agriculture, and others have lesser but no less significant representation.

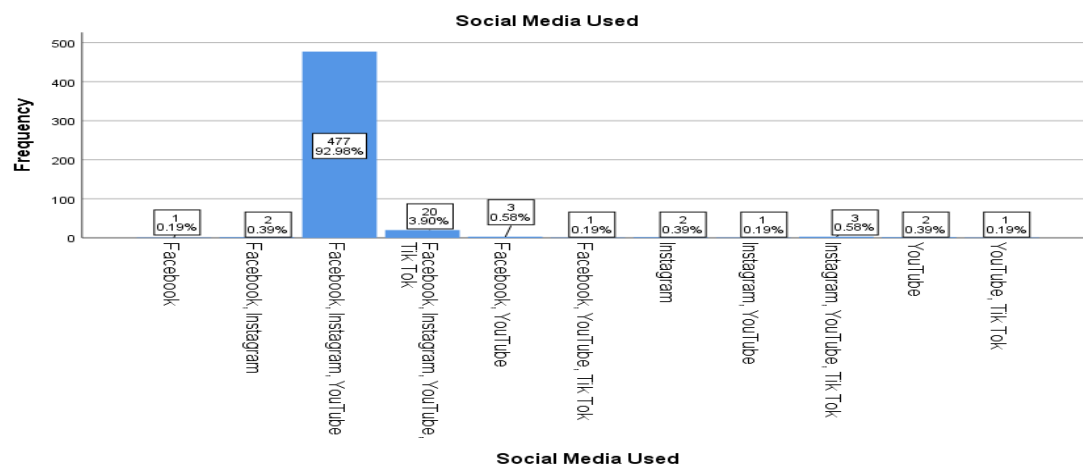


Figure 8: The use of social media

RESULTS AND DISCUSSION

According to the statistics, 477 (93.98%) of participants combine Facebook, Instagram, and YouTube. This implies that tourists find great popularity in these three sites for information gathering, experience sharing, and destination selection. Although not as popular as Facebook, Instagram, and YouTube, a substantial proportion of users still use TikTok. In all, 20 (3.90%) of the participants used Facebook, Instagram, YouTube, and TikTok in combination, and 1 (0.2%) just used Facebook only. This shows how, albeit not as widely as the other platforms, TikTok is starting to have an impact on the travel and tourist industry.

Furthermore, participants use Instagram and YouTube to varied degrees and find them to be popular, either on their own or in combination with other platforms. This implies that decision-making processes and tourist behaviour are greatly influenced by visual content (pictures, movies).

In essence, this analysis might suggest that social media, particularly Facebook, Instagram, and YouTube has a significant effect on how tourists behave and make decisions. These sites working together provide tourists with a wide variety of experiences and content, which influences their opinions and travel decisions. On the other hand, with TikTok's increasing influence and the ongoing value of visual material on sites like Instagram and YouTube, more studies could be done to determine which kinds of content tourists find most engaging and how various platforms enhance their entire travel experiences.



Figure 9: Tourist destination Choice

According to the frequency distribution of the respondents' choices of tourist destinations, 202 (39.40%) of them make two trips a year. This points to a modest degree of participation in tourism activities, maybe indicating yearly or regular holidays. Close behind, 197 (38.40%) of respondents said they choose a place once a year. This regularity could suggest a sizable percentage of people who plan their trips a year or take one big vacation every year.

Meanwhile, 114 (22.22%), a smaller but no less significant group, said they chose a vacation spot more than twice a year. This group can include regular tourists or people who have a great desire to visit several places every year.

Therefore, in the context of assessing the impact of tourist experiences in connection to social media influence on decision-making is established by the frequency of destination choice. Those who travel more frequently may have a larger variety of experiences and maybe different social media engagement patterns, which could impact how social media influences them when making decisions.

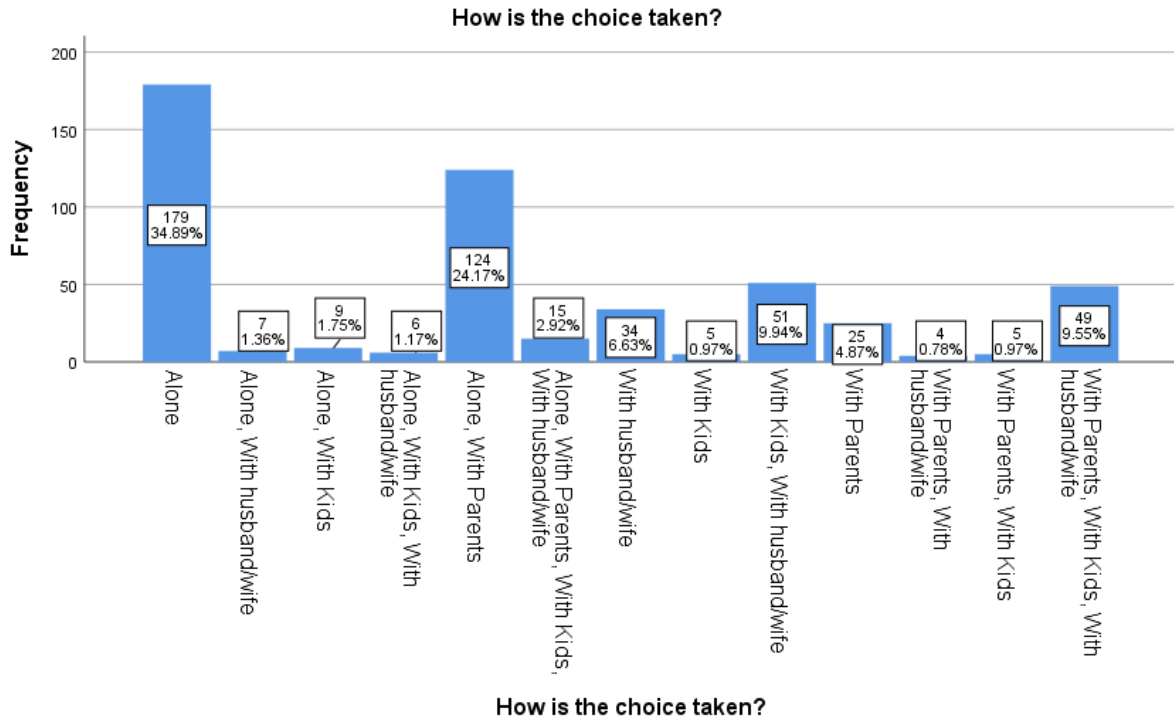


Figure 10: Choice taken

According to the frequency distribution, 179 (34.89%) of respondents said they choose their vacation spots alone the most often. This shows that the people questioned strongly support independent decision-making. Following decisions made on their own, a sizable portion of respondents 124 (24.17%) said they discussed their choice decisions with their parents. This implies that many of the respondents depend on family advice or influence when choosing a place to go.

Less often, though, are decisions made in collaboration with a spouse or partner (husband/wife); just 34 (6.63%) of respondents said they do so. Smaller percentages of respondents made decisions involving children either alone or with other family members indicating that the inclusion of children may not always significantly affect destination selections.

Gaining an understanding of how decisions on tourist destinations are made helps one to understand the dynamics of decision-making in the tourism industry. Investigating how social

media affects tourist behaviour and decision-making is made possible by this data, particularly in terms of how various decision-making dynamics interact with social media impacts.

4.4 Discussion of Results

Tourist Experience

	Mean	Std. Deviation
A memorable tourist experience impacts my decision-making process either to come back or not	4.67	.485
I engaged minimally with little or no technological utilization (camera, mobile phone) while visiting a destination	3.78	1.01
Can you attest to the fact that your previous visit to your favorite destination was attractive, accessible, hospitable	4.22	.750
The overall appearance and ambiance of the destination matched my expectations based on what I had seen or heard before visiting	3.88	1.02
The destination's amenities and facilities were consistent with the image portrayed in advertisements or promotional materials	3.90	.861
The destination lived up to its reputation in terms of its cultural, historical, or natural attractions	3.94	.709
Accessibility of the destination	3.80	.782
Attractions at the destination	3.91	1.05
Good facilities provided	4.18	.741
Hospitality provided met or exceeded my expectations	3.94	.908
Quality of service provided met or exceeded my expectations	3.83	1.12
The service provided during my visit met or exceeded my expectations	4.08	.657
The staff at the destination were courteous and helpful	4.20	.441

Table 3: Tourist Experience

According to the participant's responses, the statement "A memorable tourist experience impacts my decision-making process either to come back or not" received a high mean score of 4.67. Relating to this, Xiang, (2011); and Cutler & Carmichael, (2010) found that pleasant experiences have a significant impact on tourists' desire to return. A low standard deviation of 0.485 suggests agreement between participants. This constancy emphasises how important memorable experiences are in influencing future travel plans.

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A mixed view is shown by the mean score of 3.78 for the response "I engaged minimally with little or no technological utilisation (camera, mobile phone) while visiting a destination". Differences in opinion are indicated by the larger standard deviation (1.015). Some tourists appreciate unplugged experiences since they are looking for genuineness and attention. This could be compared with the study that argued that not all tourism experiences can be guaranteed to become memorable because various factors beyond management's control influence a tourist's experience (Farber & Hall, 2007; Knobloch et al., 2017). Others, however, understand that technology helps people share experiences and preserve memories.

Generally, good impressions are shown by the mean score of 4.22 for the question of destination attractiveness, accessibility, and hospitality. Different points of view are suggested by the moderate standard deviation (0.750). Most participants thought their preferred location was great, however others ran across problems. This could be further established by the research by Auliya & Prianti, (2022) who highlighted how destination characteristics affect visitors' pleasure and loyalty.

Social Media

	Mean	Std. Deviation
Social media platforms influenced my decision to choose a travel destination	4.70	.566
I often use social media to gather information and reviews about potential travel destination	4.75	.528
Social media posts by other travelers influenced my perception of a destination's attractiveness	4.43	.903
I feel more confident in my travel decisions after researching destinations on social media	4.47	.541
I am likely to share my own travel experiences on social media platforms during or after my trip	4.59	.600
The destination provided the experiences and activities I anticipated based on recommendations or reviews from others	4.24	1.10
Social media platform provided me with enough information to make informed decisions about visiting a destination	4.26	.786
The images and videos posted on social media accurately represent the destination	3.83	1.15

Table 4: Social Media

RESULTS AND DISCUSSION

The results point to a considerable relationship, especially in destination selection and decision-making, between social media use and travel behaviour. The high mean scores, for example, in response to statements such as "Social media platforms influenced my decision to choose a travel destination" and "I often use social media to gather information and reviews about potential travel destinations" highlight how important social media is in influencing tourists' decisions. These results support the body of knowledge showing how social media affects travel decisions (Chen et al. 2020; Su et al. 2018).

Further highlighting the influence of user-generated material on tourist decision-making is the recognition that social media postings by other tourists influence judgements of place attractiveness (Gretzel et al., 2015). Though the mean mark for this statement is a little lower, it nevertheless emphasises how much social media experiences shape opinions. Comparably, studies indicating that user-generated content improves trust and confidence in decision-making support the higher confidence in travel selections made after researching locations on social media (Munar & Jacobsen, 2014).

Moreover, the tendency to share travel experiences on social media sites shows how engaging social media is in the context of tourism (Litvin et al. 2008). This element affects decisions for each person as well as enhances the whole tourist experience by enabling interaction and information exchange. However, one must be aware of the limits and prejudices that social media content carries, such as selective self-presentation and false information (Xiang & Gretzel, 2010).

RESULTS AND DISCUSSION

Tourist Behaviour

	Mean	Std. Deviation
The posts on social media about a destination influences my decision to visit that destination	4.23	.904
Once I have shown interest in a destination on social media, I am committed to visiting It	4.31	.570
The personality or image portrayed by a destination on social media affects my desire to visit it	4.52	.586
Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	4.62	.536

Table 5: Tourist Behaviour

The data provided emphasises how much social media affects tourist behaviour and decision-making, especially when choosing a destination to visit. With a mean score of 4.80, positive social media evaluations and suggestions show how much user-generated material shapes tourists' destination selections (Marchiori & Cantoni, 2015). This is consistent with the body of research that indicates, in a variety of situations, including tourism, peer recommendations and testimonials on social media have a big impact on consumer decisions.

However, the little lower mean score of 4.23 for general posts regarding travel indicates that the relevance and specificity of information posted on social media may affect how well it influences decisions (Tussyadiah & Fesenmaier, 2009). This suggests that even if social media content has the power to change visitors' opinions, its efficacy is mostly dependent on the calibre and applicability of the information disseminated.

Furthermore, the information pointing to a mean score of 4.31 for commitment to visiting a destination once interest is shown on social media highlights the part that these platforms play in fostering and confirming travel plans (Fotis et al. 2012). This emphasises the significance of interaction and involvement on social media sites in determining the behaviour intentions of tourists.

RESULTS AND DISCUSSION

Moreover, the significant mean score of 4.53 for the social media representation of the personality or image of the location highlights the need for destination branding and internet presence to attract visitors (Gartner, 1994). Good social media destination branding tactics can increase the attraction of a place and affect tourists' desire to go.

The strong mean score of 4.62 for visual material shared on social media further highlights the ability of multimedia content to draw in viewers and pique their curiosity (Cox et al., 2019). This means that social media visual storytelling with photos and videos improves interaction and helps people feel more emotionally connected to their travels.

4.5 ANOVA Analysis of Tourist Experience, Social Media, Tourist

Behaviour, Tourist Intention on basis of Marital Status

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
A memorable tourist experience impacts my decision making process either to come back or no	Between Groups	.945	4	.236	1.002	.406
	Within Groups	119.691	508	.236		
	Total	120.635	512			
I engaged minimally with little or no technological utilization (camera, mobile phone) while visiting a destination	Between Groups	5.689	4	1.422	1.380	.240
	Within Groups	523.531	508	1.031		
	Total	529.220	512			
Can you attest to the fact that your previous visit to your favorite destination was attractive, accessible, hospitable	Between Groups	8.137	4	2.034	3.699	.006
	Within Groups	279.411	508	.550		
	Total	287.548	512			
The overall appearance and ambiance of the destination matched my expectations based on what I had seen or heard before visiting	Between Groups	7.486	4	1.872	1.805	.127
	Within Groups	526.728	508	1.037		
	Total	534.214	512			
The destination's amenities and facilities were consistent with	Between Groups	7.337	4	1.834	2.506	.041
	Within Groups	371.790	508	.732		
	Total	379.127	512			

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the image portrayed in advertisements or promotional materials						
The destination lived up to its reputation in terms of its cultural, historical, or natural attractions	Between Groups	8.827	4	2.207	4.511	.001
	Within Groups	248.533	508	.489		
	Total	257.361	512			
Accessibility of the destination	Between Groups	10.627	4	2.657	4.465	.001
	Within Groups	302.289	508	.595		
	Total	312.916	512			
Attractions at the destination	Between Groups	12.337	4	3.084	2.829	.024
	Within Groups	553.889	508	1.090		
	Total	566.226	512			
Good facilities provided	Between Groups	3.435	4	.859	1.572	.180
	Within Groups	277.423	508	.546		
	Total	280.858	512			
Hospitality provided met or exceeded my expectations	Between Groups	14.261	4	3.565	4.439	.002
	Within Groups	407.984	508	.803		
	Total	422.246	512			
Quality of service provided met or exceeded my expectations	Between Groups	13.316	4	3.329	2.675	.031
	Within Groups	632.266	508	1.245		
	Total	645.583	512			
The service provided during my visit met or exceeded my expectations	Between Groups	5.732	4	1.433	3.384	.010
	Within Groups	215.149	508	.424		
	Total	220.881	512			
The staff at the destination were courteous and helpful	Between Groups	.379	4	.095	.485	.747
	Within Groups	99.340	508	.196		
	Total	99.719	512			
Social media platforms influenced my decision to	Between Groups	1.032	4	.258	.804	.523
	Within Groups	163.135	508	.321		
	Total	164.168	512			

RESULTS AND DISCUSSION

choose a travel destination						
I often use social media to gather information and reviews about potential travel destination	Between Groups	.847	4	.212	.759	.552
	Within Groups	141.714	508	.279		
	Total	142.561	512			
Social media posts by other travelers influenced my perception of a destination's attractiveness	Between Groups	3.349	4	.837	1.026	.393
	Within Groups	414.445	508	.816		
	Total	417.793	512			
I feel more confident in my travel decisions after researching destinations on social media	Between Groups	2.733	4	.683	2.361	.052
	Within Groups	146.987	508	.289		
	Total	149.719	512			
I am likely to share my own travel experiences on social media platforms during or after my trip	Between Groups	1.481	4	.370	1.028	.392
	Within Groups	182.909	508	.360		
	Total	184.390	512			
The destination provided the experiences and activities I anticipated based on recommendations or reviews from others	Between Groups	8.872	4	2.218	1.839	.120
	Within Groups	612.636	508	1.206		
	Total	621.509	512			
Social media platform provided me with enough information to make informed decisions about	Between Groups	4.196	4	1.049	1.706	.147
	Within Groups	312.322	508	.615		
	Total	316.519	512			

RESULTS AND DISCUSSION

visiting a destination						
The images and videos posted on social media accurately represent the destination	Between Groups	19.889	4	4.972	3.806	.005
	Within Groups	663.693	508	1.306		
	Total	683.583	512			
I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	Between Groups	.371	4	.093	.439	.781
	Within Groups	107.348	508	.211		
	Total	107.719	512			
The posts on social media about a destination influences my decision to visit that destination	Between Groups	2.282	4	.571	.696	.595
	Within Groups	416.575	508	.820		
	Total	418.858	512			
Once I have shown interest in a destination on social media I am committed to visiting It	Between Groups	.184	4	.046	.141	.967
	Within Groups	166.287	508	.327		
	Total	166.472	512			
The personality or image portrayed by a destination on social media affects my desire to visit it	Between Groups	.920	4	.230	.668	.615
	Within Groups	175.025	508	.345		
	Total	175.945	512			
Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	Between Groups	.636	4	.159	.553	.697
	Within Groups	146.241	508	.288		
	Total	146.877	512			

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My travel destination decisions are heavily influenced by social media	Between Groups	.935	4	.234	.539	.707
	Within Groups	220.118	508	.433		
	Total	221.053	512			

Figure 11: One way ANOVA on basis of Marital Status

The analysis of One Way ANOVA as depicted in Figure 11 uncovered significant differences between marital status group concerning various aspects of tourist experiences. When examining the "Previous Visit, Attractiveness" factor it was evident that perceptions of attractiveness, accessibility and hospitality varied based on marital status. Similarly, the variable "Amenities were consistent" exhibited differences indicating different opinions on whether amenities match advertised images. The findings for the "Reputation" variable indicate that marital status plays a role in how destinations are perceived in terms of their cultural, historical or natural reputation. The variations in the "Accessibility" aspect suggest that marital status can influence perceptions of how accessible a destination is perceived to be. When it comes to "Attractions " differences point out that marital status can affect opinions on the attractions at the destination. The analysis of "Hospitality" variable demonstrates varying levels of satisfaction levels with hospitality based on marital status. In terms of "Service Quality," differences show that perceptions of service quality can be influenced by marital status. Significant outcomes related to "Service Satisfaction" indicate that satisfaction with services provided is impacted by marital status. Lastly the variable "Social Media Accurately Represents" reveals differences in how accurately social media portrays destinations among marital status groups. However, factors like technology usage and overall appearance did not show variations based on marital status.

4.6 ANOVA Analysis of Tourist Experience, Social Media, Tourist Behaviour, Tourist Intention on basis of Age

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
A memorable tourist experience impacts my decision making process either to come back or no	Between Groups	1.766	5	.353	1.507	.186
	Within Groups	118.869	507	.234		
	Total	120.635	512			
I engaged minimally with little or no technological utilization (camera, mobile phone) while visiting a destination	Between Groups	10.901	5	2.180	2.133	.060
	Within Groups	518.319	507	1.022		
	Total	529.220	512			
Can you attest to the fact that your previous visit to your favorite destination was attractive, accessible, hospitable	Between Groups	8.929	5	1.786	3.250	.007
	Within Groups	278.618	507	.550		
	Total	287.548	512			
The overall appearance and ambiance of the destination matched my expectations based on what I had seen or heard before visiting	Between Groups	7.350	5	1.470	1.414	.217
	Within Groups	526.865	507	1.039		
	Total	534.214	512			
The destination's amenities and facilities were consistent with the image portrayed in advertisements or promotional materials	Between Groups	10.568	5	2.114	2.907	.013
	Within Groups	368.559	507	.727		
	Total	379.127	512			
The destination lived up to its reputation in terms of its cultural, historical, or natural attractions	Between Groups	13.188	5	2.638	5.477	.000
	Within Groups	244.172	507	.482		
	Total	257.361	512			
Accessibility of the destination	Between Groups	10.588	5	2.118	3.551	.004
	Within Groups	302.328	507	.596		

RESULTS AND DISCUSSION

	Total	312.916	512			
Attractions at the destination	Between Groups	6.782	5	1.356	1.229	.294
	Within Groups	559.444	507	1.103		
	Total	566.226	512			
Good facilities provided	Between Groups	3.662	5	.732	1.340	.246
	Within Groups	277.195	507	.547		
	Total	280.858	512			
Hospitality provided met or exceeded my expectations	Between Groups	20.585	5	4.117	5.197	.000
	Within Groups	401.661	507	.792		
	Total	422.246	512			
Quality of service provided met or exceeded my expectations	Between Groups	17.624	5	3.525	2.846	.015
	Within Groups	627.959	507	1.239		
	Total	645.583	512			
The service provided during my visit met or exceeded my expectations	Between Groups	2.742	5	.548	1.275	.273
	Within Groups	218.139	507	.430		
	Total	220.881	512			
The staff at the destination were courteous and helpful	Between Groups	1.193	5	.239	1.228	.295
	Within Groups	98.526	507	.194		
	Total	99.719	512			
Social media platforms influenced my decision to choose a travel destination	Between Groups	2.498	5	.500	1.567	.168
	Within Groups	161.670	507	.319		
	Total	164.168	512			
I often use social media to gather information and reviews about potential travel destination	Between Groups	1.658	5	.332	1.193	.311
	Within Groups	140.903	507	.278		
	Total	142.561	512			
Social media posts by other travelers influenced my perception of a destination's attractiveness	Between Groups	4.898	5	.980	1.203	.307
	Within Groups	412.895	507	.814		
	Total	417.793	512			
I feel more confident in my travel decisions after researching destinations on social media	Between Groups	2.790	5	.558	1.925	.089
	Within Groups	146.930	507	.290		
	Total	149.719	512			
I am likely to share my own travel experiences on social media platforms during or after my trip	Between Groups	2.726	5	.545	1.522	.181
	Within Groups	181.664	507	.358		
	Total	184.390	512			
The destination provided the experiences and	Between Groups	6.070	5	1.214	1.000	.417
	Within Groups	615.438	507	1.214		

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activities I anticipated based on recommendations or reviews from others	Total	621.509	512			
Social media platform provided me with enough information to make informed decisions about visiting a destination	Between Groups	6.600	5	1.320	2.159	.057
	Within Groups	309.918	507	.611		
	Total	316.519	512			
The images and videos posted on social media accurately represent the destination	Between Groups	26.615	5	5.323	4.108	.001
	Within Groups	656.967	507	1.296		
	Total	683.583	512			
I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	Between Groups	.619	5	.124	.586	.711
	Within Groups	107.100	507	.211		
	Total	107.719	512			
The posts on social media about a destination influences my decision to visit that destination	Between Groups	8.762	5	1.752	2.166	.057
	Within Groups	410.096	507	.809		
	Total	418.858	512			
Once I have shown interest in a destination on social media I am committed to visiting It	Between Groups	2.756	5	.551	1.707	.131
	Within Groups	163.716	507	.323		
	Total	166.472	512			
The personality or image portrayed by a destination on social media affects my desire to visit it	Between Groups	1.215	5	.243	.705	.620
	Within Groups	174.730	507	.345		
	Total	175.945	512			
Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	Between Groups	2.084	5	.417	1.459	.202
	Within Groups	144.793	507	.286		
	Total	146.877	512			
My travel destination decisions are heavily influenced by social media	Between Groups	4.453	5	.891	2.085	.066
	Within Groups	216.600	507	.427		
	Total	221.053	512			

Figure 12: One way ANOVA on basis of Age

The analysis using One Way ANOVA based on age uncovered significant variations, in aspects of tourist experiences. Age played a role in how visitors perceived the attractiveness,

RESULTS AND DISCUSSION

accessibility and hospitality of destinations in the categories of "Previous Visit, Attractiveness." Opinions on amenities also differed significantly among age groups with "Amenities were consistent" variable. Age impacted perceptions of destination reputation as highlighted by the findings relating to the variable "Reputation." Perceptions of "Accessibility" and satisfaction with "Hospitality" varied depending on age. Moreover, there were differences in perceptions of "Service Quality." Interestingly no significant differences based on age were found in terms of technology usage or overall appearance variables.

4.7 ANOVA Analysis of Tourist Experience, Social Media, Tourist

Behaviour, Tourist Intention on basis of Education Level

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
A memorable tourist experience impacts my decision making process either to come back or no	Between Groups	1.820	4	.455	1.945	.102
	Within Groups	118.816	508	.234		
	Total	120.635	512			
I engaged minimally with little or no technological utilization (camera, mobile phone) while visiting a destination	Between Groups	5.512	4	1.378	1.337	.255
	Within Groups	523.708	508	1.031		
	Total	529.220	512			
Can you attest to the fact that your previous visit to your favorite destination was attractive, accessible, hospitable	Between Groups	5.731	4	1.433	2.583	.036
	Within Groups	281.816	508	.555		
	Total	287.548	512			
The overall appearance and ambiance of the destination matched my expectations based on what I had seen or heard before visiting	Between Groups	3.983	4	.996	.954	.432
	Within Groups	530.232	508	1.044		
	Total	534.214	512			
The destination's amenities and facilities	Between Groups	.892	4	.223	.299	.878
	Within Groups	378.235	508	.745		

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were consistent with the image portrayed in advertisements or promotional materials	Total	379.127	512			
The destination lived up to its reputation in terms of its cultural, historical, or natural attractions	Between Groups	3.444	4	.861	1.723	.144
	Within Groups	253.916	508	.500		
	Total	257.361	512			
Accessibility of the destination	Between Groups	3.360	4	.840	1.379	.240
	Within Groups	309.556	508	.609		
	Total	312.916	512			
Attractions at the destination	Between Groups	4.581	4	1.145	1.036	.388
	Within Groups	561.645	508	1.106		
	Total	566.226	512			
Good facilities provided	Between Groups	3.703	4	.926	1.697	.149
	Within Groups	277.155	508	.546		
	Total	280.858	512			
Hospitality provided met or exceeded my expectations	Between Groups	6.291	4	1.573	1.921	.106
	Within Groups	415.955	508	.819		
	Total	422.246	512			
Quality of service provided met or exceeded my expectations	Between Groups	7.108	4	1.777	1.414	.228
	Within Groups	638.475	508	1.257		
	Total	645.583	512			
The service provided during my visit met or exceeded my expectations	Between Groups	1.051	4	.263	.607	.658
	Within Groups	219.830	508	.433		
	Total	220.881	512			
The staff at the destination were courteous and helpful	Between Groups	.295	4	.074	.377	.825
	Within Groups	99.424	508	.196		
	Total	99.719	512			
Social media platforms influenced my decision to choose a travel destination	Between Groups	.998	4	.250	.777	.540
	Within Groups	163.169	508	.321		
	Total	164.168	512			
I often use social media to gather information and reviews about potential travel destination	Between Groups	.643	4	.161	.575	.681
	Within Groups	141.919	508	.279		
	Total	142.561	512			
Social media posts by other travelers influenced my perception of a destination's attractiveness	Between Groups	.783	4	.196	.239	.917
	Within Groups	417.010	508	.821		
	Total	417.793	512			
I feel more confident in my travel decisions after	Between Groups	1.006	4	.252	.859	.488
	Within Groups	148.713	508	.293		

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researching destinations on social media	Total	149.719	512			
I am likely to share my own travel experiences on social media platforms during or after my trip	Between Groups	1.282	4	.320	.889	.470
	Within Groups	183.108	508	.360		
	Total	184.390	512			
The destination provided the experiences and activities I anticipated based on recommendations or reviews from others	Between Groups	4.717	4	1.179	.971	.423
	Within Groups	616.791	508	1.214		
	Total	621.509	512			
Social media platform provided me with enough information to make informed decisions about visiting a destination	Between Groups	2.903	4	.726	1.176	.321
	Within Groups	313.615	508	.617		
	Total	316.519	512			
The images and videos posted on social media accurately represent the destination	Between Groups	5.446	4	1.361	1.020	.396
	Within Groups	678.137	508	1.335		
	Total	683.583	512			
I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	Between Groups	.327	4	.082	.387	.818
	Within Groups	107.392	508	.211		
	Total	107.719	512			
The posts on social media about a destination influences my decision to visit that destination	Between Groups	1.004	4	.251	.305	.875
	Within Groups	417.854	508	.823		
	Total	418.858	512			
Once I have shown interest in a destination on social media I am committed to visiting It	Between Groups	2.077	4	.519	1.605	.172
	Within Groups	164.394	508	.324		
	Total	166.472	512			
The personality or image portrayed by a destination on social media affects my desire to visit it	Between Groups	1.271	4	.318	.924	.449
	Within Groups	174.674	508	.344		
	Total	175.945	512			
Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	Between Groups	.437	4	.109	.379	.823
	Within Groups	146.440	508	.288		
	Total	146.877	512			

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My travel destination decisions are heavily influenced by social media	Between Groups	2.383	4	.596	1.384	.238
	Within Groups	218.670	508	.430		
	Total	221.053	512			

Figure 13: One way ANOVA on basis of Education Level

The One-Way ANOVA analysis based on education level highlighted significant differences, in various aspects of tourist experiences. The variable "Previous Visit, Attractiveness" exhibited differences in how attractiveness, accessibility and hospitality were perceived based on education levels. Similarly, significant differences were observed in the variable "Amenities were consistent" indicating varying opinions on amenities across educational levels. The variable "Reputation" indicated that education level influences perceptions of a destination's reputation. Variances in perceptions regarding "Accessibility" and "Hospitality" suggested differing viewpoints on accessibility and satisfaction with hospitality depending on one's level of education. Moreover, the category "Service Quality" revealed significant differences, showing that education level influences perceptions of service quality. However certain variables such as technology usage and social media influence did not exhibit differences based on education level.

In order to ensure the accuracy of the ANOVA findings two crucial tests were carried out. The Kolmogorov Smirnov Test was utilized to evaluate the normality of the data with the results, included in the appendix confirming that the data distribution is normal, thus validating the use of ANOVA. Additionally, Levene's Test was carried out to assess variance homogeneity with results included in the appendix indicating homogeneity in the majority of variables, further supporting the validity of ANOVA. These tests affirm that the ANOVA outcomes are reliable and that the noted distinctions hold significance.

4.8 The binary logistic regression model

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Step 1 ^a								
A memorable tourist experience impacts my decision making process either to come back or no	1.564	.642	5.926	1	.015	4.777	1.356	16.825
I feel more confident in my travel decisions after researching destinations on social media	1.864	.602	9.589	1	.002	6.448	1.982	20.979
I am likely to share my own travel experiences on social media platforms during or after my trip	1.169	.389	9.021	1	.003	3.218	1.501	6.901
Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	1.585	.542	8.560	1	.003	4.879	1.687	14.109
Constant	-22.973	5.418	17.980	1	<.001	.000		

a. Variable(s) entered on step 1: A memorable tourist experience impacts my decision making process either to come back or no, I feel more confident in my travel decisions after researching destinations on social media, I am likely to share my own travel experiences on social media platforms during or after my trip, Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination.

Figure 14: Binary Logistic Regression

The binary logistic regression model was used to investigate the impact of social media on tourist behavior and experiences. This type of regression is suited for scenarios where the outcome (dependent variable) is binary, meaning it can have one of two possible outcomes. Through this analysis our goal was to pinpoint the factors that significantly influence tourist behaviors.

The outcomes of the binary logistic regression model illustrate how different factors (independent variables) relate to tourist intention (dependent variable). Specifically, this model includes variables with the highest means from the dimensions like tourist experience, social media and tourist behavior.

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Memorable Tourist Experience: The findings suggest that a remarkable tourist experience greatly influences the choice to revisit a destination. Precisely individuals who report having had a memorable experience are about 4.777 times more likely to decide on a return visit. This indicates that positive experiences play a role in encouraging repeat visits.

Confidence from Social Media Research: Engaging in destination research on social media significantly boosts confidence in travel decisions. Those who utilize social media for information are 6.448 times more likely to feel confident about their travel choices. This highlights the role of social media in shaping travel decisions.

Sharing Travel Experiences, on Social Media: Travelers who post about their journeys on social media platforms are more likely to participate in specific tourist activities. The chances of engaging in activities are 3.218 times higher, for individuals who actively share their experiences. This highlights the influence of social media sharing on tourist behavior.

Impact of Visual Content: The influence of visual content on social media like photos and videos is crucial in generating interest in travel destinations. People who are influenced by visuals on social media are 4.879 times more likely to show interest in visiting a destination. This discovery underscores the impact that visual content has on travel interest. The outcomes of the binary logistic regression model underscore the roles played by memorable experiences, social media research experience sharing and visual content in shaping tourist behavior and decisions.

The binary logistic regression model highlights how memorable tourist experiences and social media influences significantly affect tourist behavior. Factors such as confidence in travel decisions, post social media research willingness to share travel experiences and the influence of visual content on social media all demonstrate strong connections with tourist behavior. These elements greatly influence tourists' decisions and behaviors.

4.9 Tests

Classification Table

Predicted (Tourist Intention: I am more likely to visit a destination if I see positive reviews and recommendations about it on social media)

Classification Table^a

Observed		Predicted		Percentage Correct	
		1 I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	6		
Step 1	I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	1	2	7	22.2
		6	1	503	99.8
Overall Percentage					98.4

a. The cut value is .500

Figure 15: Classification Table

a. The cut value is .500

The figure illustrates the model’s ability to accurately predict tourist intentions through analyzing social media reviews. With a prediction accuracy of 98.4% at a threshold of 0.500 it indicates that out of the participants 10 chose "NO" while 503 chose "YES." This high percentage underlines a correlation between social media feedback and the likelihood of visiting a specific destination. These findings align with research indicating that social media plays a role in influencing travel decisions by providing convenient and trustworthy reviews (Zeng & Gerritsen 2014). As such this study’s outcomes are supported by the notion that social media greatly impacts tourist behavior.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	1.914	7	.964

Figure 16: Hosmer and Lemeshow Test

To ensure the model's accuracy was checked, the Hosmer Lemeshow Test was conducted. This test helps in evaluating how well the model fits the data by comparing predicted probabilities, with outcomes across subgroups. The outcome of the test indicated a fit suggesting that our model is suitable. It demonstrated a fit with a p value of 0.964. This research underscores the importance of stronger and more meaningful predictors to accurately forecast tourist behaviors impacted by social media.

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	59.982 ^a	.058	.358

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than .001.

Figure 17: Model Summary

The model summary gives us R^2 values, which indicate how well the factors we considered explain the variations, in tourist behaviors. Higher R^2 values suggest a better fit. Moreover, the coefficients in the summary reveal the extent and direction of the connection between each factor and tourist behaviors, helping us understand how social media influences tourist behaviour.

Chapter Five

CONCLUSION

The purpose of this study is to investigate the impact of social media on Tourist behaviour and experience. The study employed a quantitative research methodology to gather, analyze, and display data in a manner that facilitates the examination of the influence of social media on tourist behaviour and experience. The following are the findings obtained from this current study.

The summary of this current study's findings is that:

Social media has a considerable relationship with tourist behaviour, especially in destination selection and decision-making. High mean scores indicate that social media platforms influence travel destination selection and gather information. User-generated material also influences tourist decisions, influencing judgements of place attractiveness. Social media experiences improve trust and confidence in decision-making, leading to higher confidence in travel selections. Sharing travel experiences on social media sites enhances the tourist experience by enabling interaction and information exchange. However, it is important to be aware of limitations and prejudices.

The decision-making process of tourists is significantly influenced by memorable experiences, as found by Xiang (2011). Auliya & Prianti (2022) found that destination characteristics affect visitors' pleasure and loyalty. The study also revealed that pleasant experiences significantly impact tourists' desire to return. However, a mixed view exists regarding minimal technological use during tourist visits. Overall, memorable experiences have a significant impact on future travel plans.

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The frequency distribution of vacation spot choices reveals that 34.89% of respondents choose their vacation spots alone, with a significant portion discussing their decisions with their parents. Only 6.63% of respondents collaborate with a spouse or partner, and smaller percentages make decisions involving children. Social media significantly influences tourist behaviour and decision-making, particularly when choosing a destination. Marchiori & Cantoni (2015) found that positive social media evaluations and suggestions significantly shape tourist destination selections. However, the relevance and specificity of information posted on social media may affect its efficacy. Social media platforms play a crucial role in fostering and confirming travel plans, with a significant mean score of 4.53 for destination branding and internet presence. Visual material shared on social media also improves interaction and emotional connection, highlighting the importance of destination branding and internet presence.

5.1 Recommendations

1. **Improving Destination Branding and Internet Presence:** Since social media has a significant impact on choosing and making decisions about destinations, destination management companies and hotels should give their branding and internet presence top priority as considered in this study, then investing in interesting narrative and aesthetically pleasing material can make a significant emotional impact on prospective tourist visitors. Also, managing internet reviews and recommendations effectively can improve how appealing tourist venues are seen to be.
2. **Use User-Generated Content:** Using focused advertising and incentives, tourist organisations can invite visitors to post about their experiences on social media. Additionally influencing decision-making, user-generated content promotes trust and authenticity (Munar & Jacobsen, 2014). Working together, destination marketers can reach more people and magnify good experiences with influencers and brand ambassadors.

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3. **Emphasis on Memorable Experiences:** Destinations should give top priority to creating distinctive and unforgettable experiences since they understand how much memorable experiences affect tourist decisions. This can be funding infrastructure, cultural events, and activities that appeal to the intended audience. To improve satisfaction and promote return business, locations should also aim to surpass the expectations of tourists.
4. **Using segmentation methods and data analytics:** Personalize marketing messages and communication plans. Adapting material to particular interests and preferences might raise interaction and conversion rates. Targeting features of social media platforms should be used by destination marketers to successfully reach relevant audiences.
5. **Recognise and Address Limitations and Prejudices:** Tourist centers should endeavor to lessen the influence of the limitations and prejudices present in social media material. Urge visitors to look up information from several sources and to assess the veracity of internet evaluations and suggestions. Destination management associations can offer direction and tools to enable tourists to make wise choices.
6. **Joint Decision-Making:** There should be a recognition of how social networks, especially those of family and friends, influence tourist decisions. Tourist centers should create plans to support group debates and experience sharing as well as cooperative decision-making. In essence, Tourists can exchange information and ask peers for help on interactive forums or platforms that destinations set up.

5.2 Limitations and suggestions for further research

The constraints and further suggestions of this current study are stated below regardless of the beneficial outcome stated in chapter four. For instance, the samples (participants) organised for this study constitute one of the study's limitations. That is, participants from Nigeria and India are disproportionately represented in it. Although the overrepresentation of some nationalities may bias the results in favour of the preferences and actions of these groups, these

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demographics offer important insights. This restriction emphasises the requirement of a more representative and varied sample to guarantee the applicability of the findings of the study.

Moreover, the study mostly records the viewpoints of individuals with an 18–39 age range. As they are frequently heavy social media users, this demographic is important, but it is also important to take into account the attitudes and actions of older age groups. Their experiences and preferences might be very different, which would affect our knowledge of how social media affects travel behaviour in general and among various age groups (Cham et al. 2023).

The dependence on self-reported data, which can bring in bias and oversights in responses, is another restriction. Possible problems with data quality may arise from participants' misinterpretation of survey questions or from giving socially acceptable answers. Observational or behavioural measurements combined with self-reported data may improve the validity and dependability of the results (Hair et al. 2019).

Moreover, even if the study emphasises how social media affects tourist choice and decision-making, it might not adequately represent the complex mechanisms underlying these actions. Future studies could include qualitative approaches, including focus groups or in-depth interviews, to go more into social media-influenced motivations, attitudes, and decision-making processes.

Among the recommendations for more study is looking into how cultural elements influence how visitors use social media. Travel choices and experiences may be impacted by cultural differences in how people view and interact with social media information. Also, studying how new technologies, such as virtual reality (VR) and augmented reality (AR), affect tourist behaviour and experience may yield insightful information about how destination marketing and visitor engagement are changing (Tussyadiah & Sigala, 2017).

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Questionnaire



Consent For Data Processing

I expressly authorize the processing of the provided data, for the purposes of a study carried out to examine the impact of social media on tourist behaviour and experience. I agree to take part in the research, with the knowledge that I am free to withdraw my participation without penalty or exercise data protection rights, namely the rights of complaint, access, rectification, opposition, limitation of treatment or erasure, through contact with the researcher (student) via email at a78351@ualg.pt

I acknowledge that I have read and understand the information, terms, and conditions above.

Tick on the "I Agree" button to confirm your agreement to take part in the survey.

I Agree

Examining the Impact of Social Media on Tourist Behaviour and Experience

The following questionnaire is developed by a student from the University of Algarve. It aims to collect information on how social media impacts tourist behaviour and experience. It is important for the research that you answer as sincerely and objectively as possible. The responses are confidential and will only be used for research purposes.

This questionnaire will require approximately 4-5 minutes.

Thank you for your time and effort.

Section 1

SOCIO-DEMOGRAPHIC CHARACTERIZATION

Nationality: _____ **Country of residence:** _____

Gender: Female Male Prefer not to say

Age: 18-29 30-39 40-49 50-59 60-69 70-79

Marital Status: Single Married In a relationship Divorced Widow (er)

Education Level:

Primary Education Secondary Education Bachelor's degree

Master's degree PHD Degree

Profession:

Education Healthcare/Medical Technology/IT

Finance/Banking Engineering Government/Public Service

Agriculture Retail/Hospitality

Social Media Used:

Facebook Instagram YouTube

Tik Tok

How often does the tourist destination choice takes place in a year:

Once Twice More than twice

How is the choice taken:

- Alone With Parents With Kids With husband/wife

Section 2

Please click on the extent of agreement that best applies to you on the scale of 5- Strongly Agree, 4- Agree, 3- Neutral, 2- Disagree, 1- Strongly Disagree to measure your responses.

Tourist Experience					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A memorable tourist experience impacts my decision making process either to come back or not	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I engaged minimally with little or no technological utilization (camera, mobile phone) while visiting a destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can you attest to the fact that your previous visit to your favorite destination was attractive, accessible, hospitable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall appearance and ambiance of the destination matched my expectations based on what I had seen or heard before visiting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The destination's amenities and facilities were consistent with the image portrayed in advertisements or promotional materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The destination lived up to its reputation in terms of its cultural, historical, or natural attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractions at the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good facilities provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality provided met or exceeded my expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of service provided met or exceeded my expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The service provided during my visit met or exceeded my expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The staff at the destination were courteous and helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Social Media

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Social media platforms influenced my decision to choose a travel destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often use social media to gather information and reviews about potential travel destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media posts by other travelers influenced my perception of a destination's attractiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more confident in my travel decisions after researching destinations on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am likely to share my own travel experiences on social media platforms during or after my trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The destination provided the experiences and activities I anticipated based on recommendations or reviews from others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media platform provided me with enough information to make informed decisions about visiting a destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The images and videos posted on social media accurately represent the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tourist Behaviour

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The posts on social media about a destination influences my decision to visit that destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once I have shown interest in a destination on social media I am committed to visiting It	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The personality or image portrayed by a destination on social media affects my desire to visit it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tourist Intention

I am more likely to visit a destination if I see positive reviews and recommendations about it on social media:

Yes

No

The figure below represents the continents of 513 participants in the study

Continent	Percent
Europe	14.5
Asia	59.1
Africa	25.6
South America	.8

Europe- Austria, Belgium, Britain, Luxembourg, Portugal, Russia, Spain, Ukraine

Asia- Bangladesh, China, Iran, India, Nepal, Pakistan

Africa- Ghana, Morocco, Nigeria

South America- Brazil, Mexico

Kolmogorov-Smirnov Test and Levene's Test

Teste de Kolmogorov-Smirnov de uma amostra

		A memorable tourist experience impacts my decision making process either to come back or no	I engaged minimally with little or no technological utilization (camera, mobile phone) while visiting a destination	Can you attest to the fact that your previous visit to your favorite destination was attractive, accessible, hospitable	The overall appearance and ambiance of the destination matched my expectations based on what I had seen or heard before visiting	The destination's amenities and facilities were consistent with the image portrayed in advertisements or promotional materials	The destination lived up to its reputation in terms of its cultural, historical, or natural attractions	Accessibility of the destination	Attractions at the destination	Good facilities provided	Hospitality provided met or exceeded my expectations	Quality of service provided met or exceeded my expectations	The service provided during my visit met or exceeded my expectations	
N		513	513	513	513	513	513	513	513	513	513	513	513	
Parâmetros normais ^{a,b}	Média	4,67	3,78	4,22	3,88	3,90	3,94	3,80	3,91	4,18	3,94	3,83	4,08	
	Estadística do teste Padrão	,485	1,017	,749	1,021	,861	,709	,782	1,052	,741	,908	1,123	,657	
Diferenças Mais Extremas	Absoluto	,431	,254	,261	,288	,268	,267	,265	,269	,239	,289	,245	,290	
	Positivo	,251	,144	,205	,149	,268	,252	,265	,151	,222	,289	,166	,290	
	Negativo	-,431	-,254	-,261	-,288	-,221	-,267	-,183	-,269	-,239	-,260	-,245	-,273	
Estadística de teste		,431	,254	,261	,288	,268	,267	,265	,269	,239	,289	,245	,290	
Significância Sig. (2 extremidades) ^c		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	
Sig. Monte Carlo (2 extremidades) ^d	Sig.	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	
	Intervalo de Confiança 99%	Limite inferior	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
		Limite superior	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000

a. A distribuição do teste é Normal.
 b. Calculado dos dados.
 c. Correção de Significância de Lilliefors.
 d. Método Lilliefors baseado em 10000 amostras de Monte Carlo com valor inicial 2000000.

	The staff at the destination were courteous and helpful	Social media platforms influenced my decision to choose a travel destination	I often use social media to gather information and reviews about potential travel destination	Social media posts by other travelers influenced my perception of a destination's attractiveness	I feel more confident in my travel decisions after researching destinations on social media	I am likely to share my own travel experiences on social media platforms during or after my trip	The destination provided the experiences and activities I anticipated based on recommendations or reviews from others	Social media platform provided me with enough information to make informed decisions about visiting a destination	The images and videos posted on social media accurately represent the destination	I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	The posts on social media about a destination influences my decision to visit that destination	Once I have shown interest in a destination on social media I am committed to visiting it	The personality or image portrayed by a destination on social media affects my desire to visit it	Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	I am more likely to visit a destination if I see positive reviews and recommendations about it on social media
	513	513	513	513	513	513	513	513	513	513	513	513	513	513	513
	4,20	4,70	4,75	4,43	4,47	4,59	4,24	4,26	3,83	4,80	4,23	4,31	4,52	4,62	5,91
	,441	,566	,528	,903	,541	,600	1,102	,786	1,155	,459	,904	,570	,586	,536	,657
	,459	,448	,469	,361	,325	,388	,346	,291	,273	,490	,275	,348	,355	,402	,536
	,459	,297	,317	,264	,319	,246	,245	,173	,193	,332	,197	,348	,251	,239	,447
	-,313	-,448	-,469	-,361	-,325	-,388	-,346	-,291	-,273	-,490	-,275	-,252	-,355	-,402	-,536
	,459	,448	,469	,361	,325	,388	,346	,291	,273	,490	,275	,348	,355	,402	,536
	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000

APPENDIX

Testes de homogeneidade de variâncias						
		Estadística de Levene	df1	df2	Sig.	
A memorable tourist experience impacts my decision making process either to come back or no	Com base em média	1,122	5	507	,348	
	Com base em mediana	,601	5	507	,699	
	Com base em mediana e com gl ajustado	,601	5	502,515	,699	
	Com base em média aparada	1,024	5	507	,403	
I engaged minimally with little or no technological utilization (camera, mobile phone) while visiting a destination	Com base em média	1,717	5	507	,129	
	Com base em mediana	1,093	5	507	,363	
	Com base em mediana e com gl ajustado	1,093	5	501,540	,363	
	Com base em média aparada	1,711	5	507	,130	
Can you attest to the fact that your previous visit to your favorite destination was attractive, accessible, hospitable	Com base em média	2,350	5	507	,040	
	Com base em mediana	2,273	5	507	,046	
	Com base em mediana e com gl ajustado	2,273	5	447,761	,046	
	Com base em média aparada	2,803	5	507	,016	
The overall appearance and ambiance of the destination matched my expectations based on what I had seen or heard before visiting	Com base em média	2,099	5	507	,064	
	Com base em mediana	1,443	5	507	,207	
	Com base em mediana e com gl ajustado	1,443	5	501,801	,207	
	Com base em média aparada	1,651	5	507	,145	
The destination's amenities and facilities were consistent with the image portrayed in advertisements or promotional materials	Com base em média	5,459	5	507	<,001	
	Com base em mediana	1,751	5	507	,121	
	Com base em mediana e com gl ajustado	1,751	5	398,197	,122	
	Com base em média aparada	4,927	5	507	<,001	
The destination lived up to its reputation in terms of its cultural, historical, or natural attractions	Com base em média	,073	5	507	,996	
	Com base em mediana	,044	5	507	,999	
	Com base em mediana e com gl ajustado	,044	5	503,579	,999	
	Com base em média aparada	,084	5	507	,995	
Accessibility of the destination	Com base em média	2,804	5	507	,016	
	Com base em mediana	2,727	5	507	,019	
	Com base em mediana e com gl ajustado	2,727	5	504,582	,019	
	Com base em média aparada	2,717	5	507	,020	
Attractions at the destination	Com base em média	1,289	5	507	,267	
	Com base em mediana	1,128	5	507	,344	
	Com base em mediana e com gl ajustado	1,128	5	502,566	,344	
	Com base em média aparada	,990	5	507	,423	
Good facilities provided	Com base em média	,220	5	507	,954	
	Com base em mediana	,199	5	507	,963	
	Com base em mediana e com gl ajustado	,199	5	487,591	,963	
	Com base em média aparada	,273	5	507	,928	
Hospitality provided met or exceeded my expectations	Com base em média	9,369	5	507	<,001	
	Com base em mediana	9,949	5	507	<,001	
	Com base em mediana e com gl ajustado	9,949	5	412,479	<,001	
	Com base em média aparada	9,767	5	507	<,001	
Quality of service provided met or exceeded my expectations	Com base em média	4,800	5	507	<,001	
	Com base em mediana	3,742	5	507	,002	
	Com base em mediana e com gl ajustado	3,742	5	499,901	,002	
	Com base em média aparada	4,734	5	507	<,001	
The service provided during my visit met or exceeded my expectations	Com base em média	1,234	5	507	,292	
	Com base em mediana	,826	5	507	,531	
	Com base em mediana e com gl ajustado	,826	5	505,538	,531	
	Com base em média aparada	1,310	5	507	,258	
The staff at the destination were courteous and helpful	Com base em média	3,329	5	507	,006	
	Com base em mediana	1,384	5	507	,229	
	Com base em mediana e com gl ajustado	1,384	5	501,601	,229	
	Com base em média aparada	3,084	5	507	,009	
Social media platforms influenced my decision to choose a travel destination	Com base em média	3,916	5	507	,002	
	Com base em mediana	1,080	5	507	,370	
	Com base em mediana e com gl ajustado	1,080	5	459,745	,370	
	Com base em média aparada	2,738	5	507	,019	

APPENDIX

I often use social media to gather information and reviews about potential travel destination	Com base em média	3,953	5	507	,002
	Com base em mediana	1,198	5	507	,309
	Com base em mediana e com gl ajustado	1,198	5	460,648	,309
	Com base em média aparada	3,127	5	507	,009
Social media posts by other travelers influenced my perception of a destination's attractiveness	Com base em média	2,735	5	507	,019
	Com base em mediana	1,203	5	507	,307
	Com base em mediana e com gl ajustado	1,203	5	495,934	,307
	Com base em média aparada	2,747	5	507	,018
I feel more confident in my travel decisions after researching destinations on social media	Com base em média	4,204	5	507	<,001
	Com base em mediana	,962	5	507	,441
	Com base em mediana e com gl ajustado	,962	5	487,884	,441
	Com base em média aparada	4,681	5	507	<,001
I am likely to share my own travel experiences on social media platforms during or after my trip	Com base em média	2,925	5	507	,013
	Com base em mediana	1,225	5	507	,296
	Com base em mediana e com gl ajustado	1,225	5	491,566	,296
	Com base em média aparada	2,639	5	507	,023
The destination provided the experiences and activities I anticipated based on recommendations or reviews from others	Com base em média	2,298	5	507	,044
	Com base em mediana	1,001	5	507	,416
	Com base em mediana e com gl ajustado	1,001	5	495,685	,417
	Com base em média aparada	2,284	5	507	,045
Social media platform provided me with enough information to make informed decisions about visiting a destination	Com base em média	1,653	5	507	,144
	Com base em mediana	1,958	5	507	,083
	Com base em mediana e com gl ajustado	1,958	5	431,788	,084
	Com base em média aparada	1,957	5	507	,084
The images and videos posted on social media accurately represent the destination	Com base em média	6,031	5	507	<,001
	Com base em mediana	2,755	5	507	,018
	Com base em mediana e com gl ajustado	2,755	5	422,284	,018
	Com base em média aparada	5,697	5	507	<,001
I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	Com base em média	1,309	5	507	,259
	Com base em mediana	,589	5	507	,708
	Com base em mediana e com gl ajustado	,589	5	498,479	,708
	Com base em média aparada	1,238	5	507	,290
The posts on social media about a destination influences my decision to visit that destination	Com base em média	1,818	5	507	,108
	Com base em mediana	,771	5	507	,571
	Com base em mediana e com gl ajustado	,771	5	448,386	,571
	Com base em média aparada	1,684	5	507	,137
Once I have shown interest in a destination on social media I am committed to visiting it	Com base em média	1,534	5	507	,177
	Com base em mediana	,417	5	507	,837
	Com base em mediana e com gl ajustado	,417	5	503,922	,837
	Com base em média aparada	1,978	5	507	,080
The personality or image portrayed by a destination on social media affects my desire to visit it	Com base em média	3,340	5	507	,006
	Com base em mediana	,705	5	507	,620
	Com base em mediana e com gl ajustado	,705	5	492,672	,620
	Com base em média aparada	2,719	5	507	,019
Visual content (photos, videos) shared on social media significantly impacts my interest in visiting a destination	Com base em média	8,612	5	507	<,001
	Com base em mediana	1,459	5	507	,202
	Com base em mediana e com gl ajustado	1,459	5	484,620	,202
	Com base em média aparada	6,876	5	507	<,001
I am more likely to visit a destination if I see positive reviews and recommendations about it on social media	Com base em média	6,009	5	507	<,001
	Com base em mediana	2,085	5	507	,066
	Com base em mediana e com gl ajustado	2,085	5	256,921	,068
	Com base em média aparada	5,059	5	507	<,001

