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**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**SOCIAL MEDIA: MOTIVATIONS FOR SHARING  
TOURISM EXPERIENCES AMONG UiTM  
TERENGGANU STUDENTS**

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## DECLARATION

We hereby declare that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our own expect those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

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## ABSTRACT

The tourism industry has greatly benefitted from the advancement of technology such as the internet that disseminate large amount of tourism related information through a large network. It has enabled the development of social networking technologies such as social media which triggers tourists' action towards sharing their tourism related information with other people connected to the same social network and eventually building further social relationship. However, evaluating the internet resources is not easy and the reason behind massive information sharing is still unclear. Hence, this study aims to examine the tourists' motivation for sharing tourism experience via the social media in order to determine their pattern of sharing online content. From the study conducted, majority of the respondents hold an Instagram account (69.8%, 266 respondents) and prefer the mastery of visual content as the main medium when posting online (72.4%, 276 respondents). Approximately the mean is 4.13 of the respondents (n=381) were motivated to share their travelling experience due to keep my friends and family up to date. From the research conducted, the practice of sharing information through social media appears as a norm and tourists occasionally share their travelling experience right after their trip (48.6%, 185 respondents) with their social community.

*Keywords: Social Media, Motivations, Tourist Pattern*

# TABLE OF CONTENTS

	<b>Page</b>
<b>Declaration</b>	<b>i</b>
<b>Abstract</b>	<b>ii</b>
<b>Acknowledgement</b>	<b>iii</b>
<b>Table of Contents</b>	<b>iv</b>
<b>List of Tables</b>	<b>vii</b>
<b>List of Figures</b>	<b>vii</b>
<b>Chapter 1 Introduction</b>	<b>1</b>
1.1 Overview	1
1.2 Background of the Study	1
1.3 Problem Statement	2
1.4 Objective	2
1.5 Research Questions	2
1.6 Conceptual Framework	3
1.7 Significant of the Study	3
1.8 Limitation of the Study	4
1.9 Definition of Key Terms	4
1.9.1 <i>Social Media</i>	4
1.9.2 <i>Motivation</i>	4
1.9.3 <i>Tourism Experiences</i>	5
<b>Chapter 2 Literature Reviews</b>	<b>6</b>
2.1 Overview	6
2.2 Technology	6
2.2.1 Social Media	7
2.2.1.1 Types of Social Media	8
2.2.1.1 (a) Facebook	9
2.2.1.1 (b) Instagram	10
2.2.1.2 Benefits of Using Social Media	11
2.3 Motivations for sharing online content	12
2.3.1 Theories of Motivation	12

	2.3.1.1 Maslow;s Human Motivation theory	12
	2.3.1.2 Plog’s Theory	13
	2.3.1.3 Pull and Push Theory	13
2.4	Sharing Tourism Experience	14
<b>Chapter 3</b>	<b>Methodology</b>	<b>16</b>
3.1	Overview	16
3.2	Research Design	16
3.3	Population and Sample Size	16
	3.3.1 Target Population	16
	3.3.2 Sampling Size	17
3.4	Instrument Development & Testing	17
	3.4.1 Section A: Social Media Profile	17
	3.4.1.1 Close-Ended Question	17
	3.4.2 Section B: Motivation to Share Travel experiences	18
	3.4.2.1 Likert Scale Question	18
3.5	Data Collection Procedure	18
3.6	Respond Rate	19
3.7	Plan for Data Analysis	20
3.8	Research Ethic Consideration	20
	3.8.1 Validity	20
	3.8.2 Reliability	20
	3.8.3 Pilot Study	20
	3.8.4 Cronbach’s Alpha of Variable	21
3.9	Summary	21
<b>Chapter 4</b>	<b>Result and Data Analysis</b>	<b>22</b>
4.1	Overview	22
4.2	Descriptive Data	22
	4.2.1 Part A: Social Media Profile	22
	4.2.2 Part B: Motivation to Share Travel Experiences	26
<b>Chapter 5</b>	<b>Conclusion</b>	<b>27</b>
5.1	Overview	27
5.2	Summary output Research Objective (RO)	27
	5.2.1 Research Objective 1	27
	5.2.2 Research Objective 2	27