

# Examining the Impacts of Travellers' Intrinsic Motivation in Social Media Travel Sharing Behaviour in Indonesia

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)  
2022, Vol. 14 (2) pp 168-182  
© The Author(s) 2022  
Reprints and permission:  
UITM Press  
Submit date: 10<sup>th</sup> April 2022  
Accept date: 23<sup>rd</sup> May 2022  
Publish date: 30<sup>th</sup> June 2022

## Elisabet Dita Septiari

School of Management, Universiti Sains Malaysia, 11800 Minden, Pulau Pinang, Malaysia  
Universitas Atma Jaya Yogyakarta, Indonesia  
[dita.septiari@uajy.ac.id](mailto:dita.septiari@uajy.ac.id)

## Azizah Omar\*

School of Management, Universiti Sains Malaysia, 11800 Minden, Pulau Pinang, Malaysia  
[aziemar@usm.my](mailto:aziemar@usm.my)

### Proposed citation:

Septiari, E.D. & Omar A. (2022). Examining the Impacts of Travellers' Intrinsic Motivation in Social Media Travel Sharing Behaviour in Indonesia. *Journal of Tourism, Hospitality & Culinary Arts*, 14(2), 168-182.

### Abstract

This study examines the intrinsic motivation factors on social media travel sharing behaviour. The self-determination theory has been applied as an underlying research framework of the study. An online survey was sent to 409 millennial Indonesian domestic travellers. Partial least squares (PLS) were conducted to test the research framework model. The findings revealed that intrinsic motivation factors to know, accomplish, and experience stimulation positively impacted social media travel sharing behaviour. The study findings also indicated that experience stimulation had the most significant impact. The results suggested that various types of intrinsic motivation had different effects on different contexts. Hence, the result explained the importance of travel sharing through social media to promote the tourism industry. Tourism companies can enhance their services to facilitate travellers build their cognitive skills and stimulate their emotions, so they voluntarily share their social media experiences. The topic of this study is a combination of research on motivation research and tourist behaviour in the context of social media. It identified how three types of intrinsic motivation affected travel sharing on social media. The result suggested that intrinsic motivation should not be treated as a unitary construct.

### Keywords:

Intrinsic Motivation; Travel Sharing; Social Media; Self Determination Theory; Tourist Industry

## 1 Introduction

Travel and tourism have become the most important economic sectors worldwide (Bernardi, 2018). This sector creates many job opportunities to fulfil travel and tourism needs, encourages domestic and foreign trade, and generates prosperity worldwide (Alamsyah et al., 2018). Here, the millennial generation's appearance becomes one of the driving factors for the tourism industry's growth (Kasim & Wickens, 2020). This generation is more fascinated with travelling compared to other generations (Cunha, 2019; Helmi et al., 2021).

However, since 2020 in view of the Covid-19 pandemic, the tourism industry has decreased. Many countries then have made policies to lockdown purposely to reduce the spread of the Covid-19; travelling is prohibited then. It suppressed the global travel and tourism GDP by 30% (UNWTO, 2021). Consequently, it has led to the disruption from downstream to upstream in the tourism industry, terminated business globally, and increased unemployment.

This study focuses on a Southeast Asia country, Indonesia. At the end of 2021, Indonesia started to boost the tourism industry with domestic tourists. One way to convince people to travel again is through travel experiences shared on social media. Sharing is perceived as more objective, credible, and reliable compared to marketer-generated information (Almeida & Campos, 2021; Wakefield & Wakefield, 2016). Sharing from trusted sources affects travel purchase, intention, and travel choices (Munar & Jacobsen, 2014; Zhou et al., 2020). People who have seen travelling posts on social media feel brave to travel again and learn how to deal with restorative procedures in tourist destinations. Moreover, Indonesia is one of the most significant social media users, spending 3 hours and 14 minutes per day on average using social platforms (Kemp, 2020). Travel sharing on social media has impacted the increase of the netizens' intention to travel.

Social media travel sharing is a voluntary activity to broadcast travel experiences on one or more social media platforms (Kang & Schuett, 2013; Li, 2020; Oliveira et al., 2020) that can be in the form of texts, images, audio, and videos (Wong et al., 2019). Travel sharing in social media is a spontaneous behaviour dependent upon the creator's creativity to create the content (Bilgihan et al., 2016). Given the decrease in tourism revenue due to the Covid-19 pandemic, companies have to save on the promotion budget. They must understand the travellers' motivation to share their travel experiences on social media.

There are some motivation theories used to explain the practice of travel sharing in social media, such as Social Influence Theory (SIT) (Kang & Schuett, 2013; Oliveira et al., 2020); Uses and Gratification Theory (UGT) (Jiaoju Ge et al., 2020; Hur et al., 2017; DongHee Kim & Jang, 2018); Social Comparison Theory (SCT) (Taylor, 2020); Self-Determination Theory (SDT) (Divine et al., 2019; X. Zhang et al., 2018). Our research filled the gap of why and how specific motivations can drive travel sharing behaviour using a framework building SDT (Ryan & Deci, 2017, 2020). SDT is different from other motivation theories for treating motivation as volitional - not a unitary construct. It

categorises the motivation based on their degree of autonomy as intrinsic and extrinsic motivation (de Vries et al., 2017; Deci & Ryan, 2020). Compared to extrinsic motivation, intrinsic motivation is more powerful in driving behaviour (Erdogan, 2020; Ryan & Deci, 2017; T. Wang et al., 2016). Therefore this study focused on intrinsic motivations.

The SDT domain of multidimensional intrinsic motivation has not been explored yet in the context of travel sharing through social media. Intrinsic motivation was initially explained as a one-dimensional construct (Deci & Ryan, 2000). Vallerand and his colleagues (1997) introduced three types of intrinsic motivation: motivation to know, accomplishment, and experiencing stimulation. This study assessed the differences in intrinsic motivation variance to understand travel sharing in social media better. For instance, Zhang et al. (2020) indicated that all three types of intrinsic motivations influence consumer engagement toward hospitality brands. On the other hand, Ferguson et al. (2015), using the three dimensions of intrinsic motivation, could only find that experience stimulation influenced online supportive behaviour.

This study explores how three dimensions of intrinsic motivation influence travellers' travel sharing on social media. The contribution of this study to tourism literature is to clarify the effect of each dimension of intrinsic motivation travel sharing in social media. Although various intrinsic motivations are necessary, this construct is frequently operationalised as one-dimensional (Ferguson et al., 2015). Studies investigating the three dimensions of intrinsic motivation are limited; in turn, the current study brings a deeper insight into acknowledging the different types of intrinsic motivation to share travel experiences on social media. This study also brings a relevant understanding by comparing Zhang et al. (2020) and Ferguson et al., 2015 across different contexts. The current study can offer helpful guidance for tourism practitioners to choose with intrinsic motivation to focus on saving the budget.

## **2 Literature Review**

In Indonesia, tourism is one of the leading factors in boosting other related economic sectors' growth (Central Bureau of Statistics, 2019). Since 2016, the tourism industry's donation to GDP has increased but has decreased in 2020 due to the Covid-19 pandemic (WTTC, 2020) (<https://www.wttc.org>). Many countries have made policies to lockdown to reduce the spread of the Covid-19 virus, and here travelling is prohibited. Therefore, the government has changed the orientation of the Indonesian market segment from foreign tourists to domestic ones until international flights are recovered (Ministry of Tourism and Creative Economy/ Agency for Tourism and Creative Economy, 2020). The government attempts to encourage domestic tourists to travel around Indonesia.

Indonesia has over 17,000 islands, spreading from Nias to Papua, and filled with unique tourism destinations. However, not all destinations are popular for domestic tourists, thus leading to an unequal distribution of regional income from the travel and tourism industry (IDN, 2020). Travel sharing on social media could encourage domestic

tourists to recognise the tourism destinations around Indonesia and build travel intention with low-budget promotion (Kusubandio, 2019).

Social media has become a knowledge-sharing platform in which more and more travellers connect, share, and interact to exchange information (Bilgihan et al., 2016; Mladenović & Krajina, 2020; Okazaki et al., 2017). Travellers can access trip information quickly through the internet. This knowledge sharing helps travellers gain information before and during the trip to plan or enhance their travelling. In addition, it helps the travel companies to understand and learn the customers' demands (Louw, 2019; Nezakati et al., 2015; Sharma, 2021).

## **2.1 Travel Sharing**

Travel sharing is a form of knowledge sharing from experienced travellers about their trips to others who plan them (Lee & Hyun, 2018; Oliveira et al., 2020). In tourism research, knowledge sharing has been defined as the willingness of travel members to share their expertise or experiences with other members (Okazaki et al., 2017). Overall, travel sharing on social media is different from knowledge sharing. Tourists voluntarily show their experiences of visiting a place with or without information gathered from other parties. Technological advances and digital channels here support travel sharing on social media as a habit (Ramadania et al., 2021).

Travel sharing behaviour on social media is defined as an individual behaviour or activity in which they broadcast their travel-related experiences to other members through one or more social media platforms (Kang & Schuett, 2013; Oliveira et al., 2020). The traveller would share texts, images, audio, and videos (Wong et al., 2019) during the pre, during, or the post-trip stage (Bilgihan et al., 2016). The information-sharing may include general or specific information about the holiday, such as prices, weather conditions, scenery, attractions, emotions, imaginations, and fantasies about features of a holiday (e.g., photographs, emoticons, and videos) (Du et al., 2020; Munar & Jacobsen, 2014; Taylor, 2020).

Travel sharing behaviour on social media is one of the most critical aspects of traveller behaviours for consumers and companies. Consumers evaluate information subjectively and choose opinions and thoughts from other consumers as reliable sources (Du et al., 2020; Kim & Jang, 2017). Consumers sharing content on social media is perceived as more objective, credible, and reliable than marketer-generated information (Ham et al., 2019; Lee & Hyun, 2018). Content sharing influences other people in making travel purchasing decisions (e.g., when choosing destinations, hotels, restaurants, and attractions) (Oliveira et al., 2020; Wong et al., 2019). The information in social media becomes the collective knowledge and favoured information channels in the tourism industry (Oliveira et al., 2020). As for the travellers sharing on social media makes their trip experiences more memorable (Wong et al., 2019).

Sharing experiences helps the travel and tourism industry raise business growth, improve innovation, gain competitive advantages, and raise profitability (Jing Ge & Gretzel, 2018). The interaction between the company and travellers leads to co-creation

in tourism production, service distribution, promotion, and customer relationship management. Then the co-creation leads to innovation, raising profitability and competitive advantage (Bhattacharya & Srivastava, 2018; Pranita, 2018). However, as user-generated content, travel sharing relies on the users' creativity to create content and influence the companies positively or negatively (Pranita, 2018; Sashi et al., 2019). The success of promoting tourism companies and organisations depends on whether travellers are willing to share their experiences and knowledge with other users (Bhattacharya & Srivastava, 2018; Sashi et al., 2019).

## **2.2 The Self-Determination Theory**

Motivation theories are broadly used to study human behaviour and performance in the research literature (Gan & Li, 2017; J. S. Kim et al., 2020; Rigby & Ryan, 2018). It is an important concept to explain behaviour production (Xuequn Wang et al., 2019). Most motivation theories treat motivation as a single variable in which measuring approaches is merely to presume that someone has "more" or "less" of it (Rigby & Ryan, 2018). In contrast, SDT conceptualises that motivation is not a unitary construct but a volitional one (Ryan & Deci, 2020). It describes multiple types of motivation based on the various drivers. People can be motivated internally or externally, and both motivations influence the intention and actual behaviour (Rigby & Ryan, 2018).

The different motivations indicate varying degrees to which the value and regulation of the requested behaviour have been internalised and integrated (Ferguson et al., 2015; Ryan & Deci, 2017; Xuequn Wang et al., 2019). SDT assumes that people are naturally favoured to integrate themselves with external regulation. Then, the integrated process is a natural process in which people actively transform external regulation into self-regulation (Ryan & Deci, 2020). The stronger the internalised regulation, the more it is integrated into an individual and becomes the basis for self-determined behaviour. The varying motivation is arranged from the degree to which motivation appears from the self (self-determined) to emerge from external (non-self-determined) (Xuequn Wang et al., 2019). Intrinsic motivation is the natural tendency in adaptation, mastery, spontaneous interest, and exploration essential to developing cognitive and social capability (Ntoumanis et al., 2021; Ryan & Deci, 2017). This motivation relates to activities done for their innate interest and enjoyment (Ferguson et al., 2015; Ryan & Deci, 2017; Xuequn Wang et al., 2019). This study focuses on intrinsic motivations because for being more powerful in driving behaviour compared to extrinsic motivation (Ryan & Deci, 2020; T. Zhang et al., 2020).

### *2.2.1 The formation of intrinsic motivation*

Intrinsic motivation is the most autonomous motivation (Ferguson et al., 2015), dealing with behaviour performed for itself to feel pleasure and satisfaction innate in the activity (Ryan & Deci, 2020). Motivation is driven by spontaneous reward or feeling during the task, such as interest, enjoyment, fun, and excitement, rather than external pressure or reward (Ntoumanis et al., 2021; T. Zhang et al., 2020). People are intrinsically motivated when feeling pleasant or positive emotions such as enjoyment, freedom and

relaxation (Divine et al., 2019; Ferguson et al., 2015; X. Zhang et al., 2018). They focus on the task with slight pressure or tension. Further, the high levels of intrinsic motivation positively influence individuals' affection and cognition (Zhang et al., 2020). Most empirical studies on SDT have described intrinsic motivation as a one-dimensional construct. However, it is also posited to be a multidimensional construct (Ferguson et al., 2015). Vallerand and his colleagues described three types of intrinsic motivation: motivation to know, accomplishment, and experiencing stimulation (Vallerand, 1997).

Intrinsic motivation to know relates to constructs such as exploration, learning goals, intrinsic intellectuality, intrinsic motivation to learn, and intrinsic curiosity (Vallerand, 1997). Thus, it refers to an engagement in an activity for the pleasure and satisfaction that one experiences while learning, exploring, or trying to understand something new (Ferguson et al., 2015; T. Zhang et al., 2020). J. S. Kim et al. (2020) found that curiosity significantly predicts intention to travel to North Korea. Zhang et al. (2020) also indicated that intrinsic motivation to know is significant in predicting consumers' engagement in social commerce. Intrinsic motivation to know also positively impacts engagement in charitable events (Ferguson et al., 2015).

Intrinsic motivation toward accomplishment refers to the engagement in an activity for the pleasure and satisfaction experienced while attempting to overcome oneself, problem-solving, and beat the challenge (Vallerand, 1997). Prior literature found that intrinsic motivation to accomplish was significant in predicting the impact on the behaviour engagement in charitable events online and offline (Ferguson et al., 2015). T. Zhang et al. (2020) also found that intrinsic motivation to accomplish was significant in predicting consumers' engagement in social commerce because they solve the purchasing problem using social commerce. The accomplishment also becomes the motivation of inbound tourists to support sustainable tourism in Tanzania (Kanza et al., 2020).

The last type is an intrinsic motivation to experience stimulation that deals with engagement in an activity to experience pleasant sensations associated with one's senses, such as aesthetic, peak experiences, and sensory (Vallerand, 1997). This motivation also refers to activity engagement for the sheer joy, fun, or pleasurable sensations that arise from the task (Divine et al., 2019; T. Zhang et al., 2020). Most previous research illustrated intrinsic motivation as entertaining, fun and pleasure feeling (Divine et al., 2019; Xiaorong Wang et al., 2016). For example, travellers share their travel experiences on social media to be joyful with the pleasant sensation while viewing the aesthetic experience during their trip. Some research found that the intrinsic motivation to experience stimulation was a significant predictor of behaviour or behaviour intention (Divine et al., 2019; Ferguson et al., 2015; Xiaorong Wang et al., 2016; T. Zhang et al., 2020).

Based on the literature review above, this study also has hypotheses that all dimensions of intrinsic motivation are positively related to sharing behaviour.

H1: Intrinsic motivation to know positively affects travel sharing behaviour in social media.

H2: Intrinsic motivation to accomplish positively affects travel sharing behaviour in social media.

H3: Intrinsic motivation to experience stimulation positively affects travel sharing behaviour in social media.

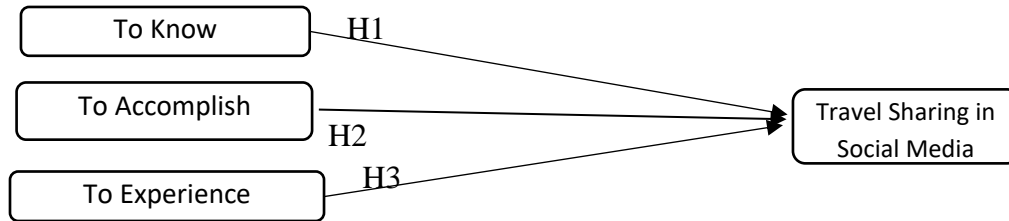


Figure 1: Research Framework

### 3 Methodology

An online survey using Google form was employed as the data collection method. The subjects in this study were recruited from Genpi Indonesia, an online Indonesian volunteer tourism community, who were 25 years old or over, had experience as Indonesian domestic tourists at least one year ago and shared their experiences on social media. The questionnaire for intrinsic motivation dimensions was adapted from T.Zhang et al. (2020) and travel sharing on social media from Oliveira et al. (2020). Each variable was measured with four reflective questions and rated on a 5-point Likert Scale from "strongly disagree" to "strongly agree." The questionnaire of this study was translated into Indonesian using back-translation. Before applying the survey, a subsequent pilot study with 30 respondents was conducted to assess the reliability and validity of the measurement instrument. The online survey was employed from October 2021 to January 2022. The total respondents were 457 responses, and the completed answers were 409, representing a response rate of 89.5%.

Table 1 presents respondents' demographic information and shows the domination of females (58.2%) compared to the males. The demography profile of respondents also represented that mostly their ages were between 25 and 32 years old (69%). Most of the respondents were employees (62.3%) with an income in the range of 3-6 million per month (35.2%) and less than three million (30.1%). Meanwhile, the respondents spent their time on social media mostly between 1 and 3 hours per day (46.9%).

Table 1: Profile of the respondents

Characteristics	Frequency(n=409)	Respondents (%)
Gender		
Female	238	58.2%
Male	171	41.8%
Age		
25-28	160	39%
29-32	124	30%
33-36	74	18%
37-40	47	11%
41-44	4	1%
Profession		
Employee	255	62.3%
Self-employed/ entrepreneur	117	28.6%
Students	23	5.6%
Unemployed	14	3.4%
Income per month (IDR)		
Less than 3 million	123	30.1
3-6 millions	144	35.2
6.1-9 million	100	24.4
9.1 -12 millions	28	6.8
above 15 millions	14	3.4
Everyday spending time on social media (on average)		
Less than 1 hours	8	2%
1-3 hours	192	46.9%
4-7 hours	154	37.7%
More than 7 hours	55	13.4%

## 4 Findings

This study used Partial least squares (PLS) to analyse the research framework model with two-stage measurement. The PLS algorithm was deployed to evaluate the measurement model in the first stage, as presented in Table 2. The loading factor for each item was above 0.5 and loaded exactly on their construct (Hair Jr et al., 2014). The composite reliability (CR) was over 0.8, indicating that the internal consistency of the construct was acceptable. The average variance extracted (AVE) was larger than 0.5, indicating the convergent validity.

Table 2: Item descriptive statistics

Item	Mean	SD	Loading	Composite Reliable	Average Variance Extracted (AVE)
IK1	4.154	0.832	0.884	0.94	0.797
IK2	4.352	0.784	0.909		
IK3	4.428	0.678	0.909		



IK4	4.396	0.763	0.869		
IA1	4.445	0.691	0.886	0.945	0.812
IA2	4.35	0.728	0.924		
IA3	4.225	0.796	0.909		
IA4	4.35	0.725	0.884		
IE1	4.386	0.732	0.883	0.951	0.828
IE2	4.401	0.71	0.917		
IE3	4.318	0.731	0.941		
IE4	4.352	0.677	0.898		
TSB1	3.976	0.938	0.914	0.945	0.81
TSB2	3.846	0.995	0.928		
TSB3	3.633	1.167	0.885		
TSB4	3.594	1.139	0.872		

Notes: intrinsic motivation to know (IK); intrinsic motivation to accomplish (IA); intrinsic motivation to experience stimulation (IE); Travel Sharing on Social Media (TSB).

The variance inflation factors (VIFs) were used to measure the common method bias in latent variables. If the value of VIF were more than 5, it reflects the problem of potential collinearity. Table 3 shows that the VIF ranged from 1.604 to 1.902, indicating no collinearity between the latent variables in the framework. Then, the second stage assessed the research framework by looking at the significance of the path coefficient and explained variation ( $R^2$ ) using the bootstrapping technique in PLS.

Table 3 also shows the predictive relevance ( $Q^2$ ), The  $f^2$  effect sizes, and the  $R^2$  effect sizes. The  $f^2$  effect sizes illustrated that intrinsic motivation to know, accomplish, and experience stimulation affected travel sharing on social media, but with a small impact because less than 0.15 (Hair Jr. et al., 2016). The value of  $Q^2$  was higher than 0. The model has a predictive relevance for travel sharing on social media (Hair Jr. et al., 2016).

Table 3: Structural Model Evaluation

Construct	$R^2$	VIF	$f^2$ effect sizes	predictive relevance ( $Q^2$ )
Intrinsic Motivation to Know → Travel Sharing on Social Media	0.413	1.604	0.081	0.422
Intrinsic Motivation to Accomplish → Travel Sharing on Social Media		1.902	0.030	
Intrinsic Motivation to Experience Stimulation → Travel Sharing on Social Media		1.701	0.113	

Figure 2 represents the results of the research model, explaining that the proposed model explained 43.1% of the variation of actual travel sharing on social media. The result showed that H1 was supported; intrinsic motivation to know positively impacted travel sharing on social media ( $\beta=0.271$ ,  $p<0.01$ ). H2 was also supported; intrinsic motivation to accomplish positively affected travel sharing in social media ( $\beta =0.179$ ,  $p<0.01$ ). Lastly, intrinsic motivation to experience stimulation also positively impacted

travel sharing on social media ( $\beta = 0.330, p < 0.01$ ). The experience stimulation became the most significant intrinsic motivation for explaining travel sharing on social media.

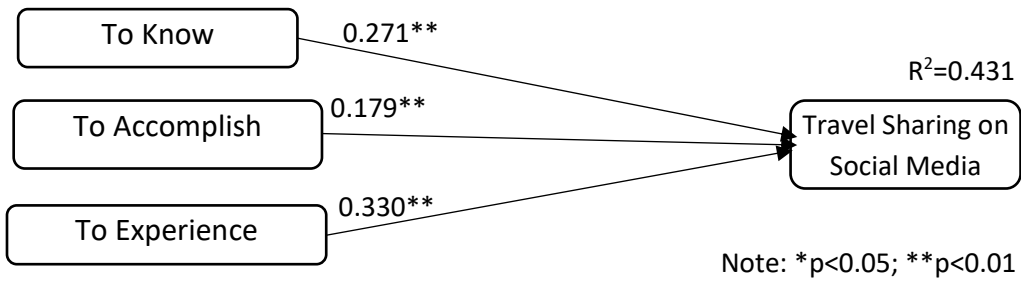


Figure 2: Result of Model Testing

## 5 Discussion and Conclusion

The change of marketing strategies from traditional advertisement with a costly budget to the use of "trusted recommendations" is supported by the emergence of the internet and social media (Adeola et al., 2019). Social media platforms have facilitated customers to honestly produce and share their experiences with products or services. Their content is perceived as trusted information for social media users (Ham et al., 2019; Lee & Hyun, 2018) and help to make travelling purchase decisions (Oliveira et al., 2020; Wong et al., 2019). Sharing experiences helps the travel and tourism industry raise business growth, improve innovation, gain competitive advantages, and raise profitability (Jing Ge & Gretzel, 2018).

This study affirmed a worthwhile conclusion. It identified how three types of intrinsic motivation affected travel sharing on social media. Intrinsic motivation has a different impact depending on the nature of the task or activity but usually produces a positive outcome. The results indicated that intrinsic motivation to know, accomplish, and experience stimulation- positively impacted travel sharing on social media. Thus tourists share their travel experiences when motivated to learn something and achieve and explore sense stimulation through interaction with social media. The need for experience stimulation had the most powerful impact on travel sharing on social media. It indicated that emotional motivation (to experience stimulation) brought a more significant impact than cognitive motivation (to know and accomplish) on sharing travel on social media. Emotional experiences/stimuli provide a stronger driver because they are more clearly and accurately remembered and have remarkable resilience (Tyng et al., 2017).

In general, this study supported previous literature in SDT that intrinsic motivation is an essential driven behaviour (Zhang et al., 2020). However, prior literature investigating the difference between the various types of intrinsic motivation, especially in tourism, is found limited. This study identified the effects of types of intrinsic motivation in social media travel sharing. Those are intrinsic motivation to know, motivation to accomplish, and motivation to experience stimulation that positively impacted travel sharing on social media. This finding represented that travellers enjoy

building their cognitive skills from travel-sharing activities. Travellers also share their travel experiences when feeling entertained and stimulating their sensing. These findings differed from Ferguson et al. (2015) and Zhang et al. (2020), as summarised in Table 4.

Table 4: Result Comparison

Research	Intrinsic motivation to know	Intrinsic motivation to accomplish	Intrinsic motivation to experience stimulation
Current study	+	+	+ (*)
Ferguson et al. (2015)	n.s	n.s	+ (*)
Zhang et al. (2020)	+	+ (*)	+

Note: n.s = not significant; + = positive impact; - = negative impact; \* = the biggest impact.

These findings explained the importance of travel sharing through social media to promote the tourism industry. We found that travellers would share their travel experiences on social media when they enjoyed building their cognitive skills and felt entertained. Offering tourism destinations with entertaining attractions or activities will encourage travellers to share their travel experiences. Providing information about tourism destinations and where and how to make good content can encourage people to share their travel experiences.

## 6 About the author

Elisabet Dita Septiari is a Ph.D. student at the School of Management at the University Sains Malaysia. She is also a lecturer in Universitas Atma Jaya Yogyakarta at Indonesia. Her research mainly involves tourism and consumer behaviour.

Azizah Omar is a Professor of Marketing at the School of Management at the University Sains Malaysia. Her research mainly involves social marketing, experiential marketing, internet marketing, healthcare & wellness management, strategic branding

## 7 References

- Adeola, O., Hinson, R. E., & Evans, O. (2019). Social media in marketing communications: A synthesis of successful strategies for the digital generation. In *Digital Transformation in Business and Society: Theory and Cases*. [https://doi.org/10.1007/978-3-030-08277-2\\_4](https://doi.org/10.1007/978-3-030-08277-2_4)
- Airbnb. (2016). Airbnb and the rise of millennial travel. In *Airbnb and Millennial Traveler*. <https://www.airbnbcitizen.com/wp-content/uploads/2016/08/MillennialReport.pdf>
- Alamsyah, A., Shafira, S., & Yudhistira, M. A. (2018). Summarising online conversation of Indonesia tourism industry using network text analysis. *Sustainable Collaboration in Business, Technology, Information and Innovation (SCBTII)*, 1–6.

- Almeida, S., & Campos, A. C. (2021). New avenues for business competitiveness: the case of a community of practice in the hotel sector. *International Journal of Culture, Tourism, and Hospitality Research*. <https://doi.org/10.1108/IJCTHR-12-2020-0285>
- Bernardi, M. (2018). Millennials, sharing economy and tourism: the case of Seoul. *Journal of Tourism Futures*, 4(1), 43–56. <https://doi.org/10.1108/JTF-12-2017-0055>
- Bhattacharya, A., & Srivastava, M. (2018). A Framework of Online Customer Experience: An Indian Perspective. *Global Business Review*. <https://doi.org/10.1177/0972150918778932>
- Bilgihan, A., Barreda, A., Okumus, F., & Nusair, K. (2016). Consumer perception of knowledge-sharing in travel-related online social networks. *Tourism Management*, 52, 287–296. <https://doi.org/10.1016/j.tourman.2015.07.002>
- Central Bureau of Statistics. (2019). Statistik wisatawan nusantara 2018. BPS-Statistics Indonesia. <https://www.bps.go.id/publication/2019/07/02/5249c2b645e21291b51dfc1a/statistik-wisatawan-nusantara-2018.html>
- Cunha, M. N. (2019). The tourism journey, from inspiration to post-travel phase, and the mobile technologies. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–17.
- de Vries, L., Peluso, A. M., Romani, S., Leeflang, P. S. H., & Marcati, A. (2017). Explaining consumer brand-related activities on social media: An investigation of the different roles of self-expression and socialising motivations. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2017.05.016>
- Divine, A., Watson, P. M., Baker, S., & Hall, C. R. (2019). Facebook , relatedness and exercise motivation in university students : A mixed methods investigation. *Computers in Human Behavior*, 91, 138–150. <https://doi.org/10.1016/j.chb.2018.09.037>
- Du, X., Liechty, T., Santos, C. A., & Park, J. (2020). ‘I want to record and share my wonderful journey’: Chinese Millennials’ production and sharing of short-form travel videos on TikTok or Douyin. *Current Issues in Tourism*, 0(0), 1–13. <https://doi.org/10.1080/13683500.2020.1810212>
- Expedia. (2016). Millennial traveller report: why millennials will shape the next 20 years of travel. <https://www.foresightfactory.co/wp-content/uploads/2016/11/Expedia-Millennial-Traveller-Report-Final.pdf>
- Erdogan, Ü. (2020). The effect of intrinsic and extrinsic motivation on revisit intention: The mediator role of customer satisfaction. *MTCON’20*, 212.
- Ferguson, R., Gutberg, J., Schattke, K., Paulin, M., & Jost, N. (2015). Self-determination theory, social media and charitable causes: An in-depth analysis of autonomous motivation. *European Journal of Social Psychology*, 45(3), 298–307. <https://doi.org/10.1002/ejsp.2038>
- Gan, C., & Li, H. (2017). Understanding the effects of gratifications on the continuance intention to use WeChat in China: A perspective on uses and gratifications. *Computers in Human Behavior*, 78, 306–315. <https://doi.org/10.1016/j.chb.2017.10.003>
- Ge, Jiaojia, Sui, Y., Zhou, X., & Li, G. (2020). Effect of short video ads on sales through social media: the role of advertisement content generators. *International Journal of Advertising*, 0(0), 1–27. <https://doi.org/10.1080/02650487.2020.1848986>
- Ge, Jing, & Gretzel, U. (2018). A taxonomy of value co-creation on Weibo—a communication perspective. *International Journal of Contemporary Hospitality Management*, 30(4), 2075–2092. <https://doi.org/10.1108/IJCHM-09-2016-0557>
- Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). SAGE Publication.

- Ham, C.-D., Lee, J., Hayes, J. L., & Bae, Y. H. (2019). Exploring sharing behaviors across social media platforms. *International Journal of Market Research*, 61(2), 157–177.  
<https://doi.org/10.1177/1470785318782790>
- Helmi, A., Sarasi, V., Kaltum, U., & Suherman, Y. (2021). Discovering the values of generation X and millennial consumers in Indonesia. *Innovative Marketing*, 17(2), 1–8.  
[https://doi.org/10.21511/im.17\(2\).2021.01](https://doi.org/10.21511/im.17(2).2021.01)
- Hur, K., Kim, T. T., Karatepe, O. M., & Lee, G. (2017). An exploration of the factors influencing social media continuance usage and information sharing intentions among Korean travellers. *Tourism Management*, 63, 170–178.  
<https://doi.org/10.1016/j.tourman.2017.06.013>
- IDN. (2020). Indonesia millennial report 2020. In IDN Research Institute (Vol. 01).  
<https://www.idntimes.com/indonesiamillennialreport2020>
- Kang, M., & Schuett, M. A. (2013). Determinants of sharing travel experiences in social media. *Journal of Travel and Tourism Marketing*, 30(1–2), 93–107.  
<https://doi.org/10.1080/10548408.2013.751237>
- Kanza, S., Anderson, W., Mossberg, L., Andersson, T., & Komba, L. (2020). Chapter Three Travel Motivation and Willingness. In *Sustainable Tourism Development in Tanzania* (p. 35).
- Kasim, A., & Wickens, E. (2020). Exploring youth awareness, intention and opinion on green travel: The case of Malaysia. *Tourism and Hospitality Research*, 20(1), 41–55.  
<https://doi.org/10.1177/1467358418781441>
- Kemp, S. (2020). Digital 2020: Global Internet use Accelerates.  
<https://Datareportal.Com/Reports/Digital-2020-Indonesia>.
- Kim, D., & Jang, S. (2017). Symbolic consumption in upscale cafés: Examining Korean gen Y consumers' materialism, conformity, conspicuous tendencies, and functional qualities. *Journal of Hospitality and Tourism Research*, 41(2), 154–179.  
<https://doi.org/10.1177/1096348014525633>
- Kim, DongHee, & Jang, S. (Shawn). (2018). Online sharing behavior on social networking sites: Examining narcissism and gender effects. *International Journal of Hospitality Management*, 68(October 2017), 89–93. <https://doi.org/10.1016/j.ijhm.2017.09.015>
- Kim, J. S., Lee, T. J., & Kim, N. (2020). What motivates people to visit an unknown tourist destination ? Applying an extended model of goal-directed behavior. *International Journal of Tourism Research*, 23(1), 13–25. <https://doi.org/10.1002/jtr.2388>
- Kusubandio, W. (2019). Program strategis bidang pariwisata & ekonomi kreatif tahun 2019-2024.
- Lee, K.-H., & Hyun, S. S. (2018). The effects of tourists' knowledge-sharing motivation on online tourist community loyalty: the moderating role of ambient stimuli. *Current Issues in Tourism*, 21(13), 1521–1546. <https://doi.org/10.1080/13683500.2016.1145197>
- Li, F. (Sam). (2020). Understanding Chinese tourists' motivations of sharing travel photos in WeChat. *Tourism Management Perspectives*, 33(October 2019), 100584.  
<https://doi.org/10.1016/j.tmp.2019.100584>
- Louw, C. (2019). Airport Wi-Fi service delivery and monetisation strategies - An international perspective. *African Journal of Hospitality, Tourism and Leisure*, 8(5).
- Ministry of Tourism and Creative Economy/ Agency for Tourism and Creative Economy. (2020). Rencana Strategis Kemenparekraf/Baparekraf: 2020-2024. In *Kemenparekraf*.
- Mladenović, D., & Krajina, A. (2020). Knowledge Sharing on Social Media: State of The art in 2018. *21(1)*, 44–63.

- Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43, 46–54.  
<https://doi.org/10.1016/j.tourman.2014.01.012>
- Nezakati, H., Amidi, A., Jusoh, Y. Y., Moghadas, S., Aziz, Y. A., & Sohrabinezhadtalemi, R. (2015). Review of Social Media Potential on Knowledge Sharing and Collaboration in Tourism Industry. *Procedia - Social and Behavioral Sciences*, 172, 120–125.  
<https://doi.org/10.1016/j.sbspro.2015.01.344>
- Nielsen, Razmerita, & Kirchner. (2016). What factors influence knowledge sharing in organisations? A social dilemma perspective of social media communication. *Journal of Knowledge Management*, 20(6).
- Ntoumanis, N., Ng, J. Y. Y., Prestwich, A., Quested, E., Hancox, E. J., Thøgersen-ntoumani, C., Deci, E. L., Ryan, R. M., Lonsdale, C., & Williams, G. C. (2021). A meta-analysis of self-determination theory- informed intervention studies in the health domain : effects on motivation , health behavior , physical , and psychological health. *Health Psychology Review*, 15(2), 214–244. <https://doi.org/10.1080/17437199.2020.1718529>
- Okazaki, S., Andreu, L., & Campo, S. (2017). Knowledge Sharing Among Tourists via Social Media: A Comparison Between Facebook and TripAdvisor. *International Journal of Tourism Research*, 19(1), 107–119. <https://doi.org/10.1002/jtr.2090>
- Oliveira, T., Araujo, B., & Tam, C. (2020). Why do people share their travel experiences on social media? *Tourism Management*. <https://doi.org/10.1016/j.tourman.2019.104041>
- Pranita, D. (2018). Digitalisation: The Way to Tourism Destination’s Competitive Advantage (Case Study of Indonesia Marine Tourism). *KnE Social Sciences*, 3(11), 243.  
<https://doi.org/10.18502/kss.v3i11.2763>
- Ramadania, Al Fatih, Y., Darma, D. C., & Fauziah, F. (2021). Millennials and Traveling To Domestic Destination. *GeoJournal of Tourism and Geosites*, 35(2), 398–405.  
<https://doi.org/10.30892/gtg.35218-664>
- Rigby, C. S., & Ryan, R. M. (2018). Self-Determination Theory in Human Resource Development : New Directions and Practical Considerations. *Advances in Developing Human Resources*, 20(2), 133–147. <https://doi.org/10.1177/1523422318756954>
- Ryan, R. M., & Deci, E. L. (2017). Self-determination theory: Basic psychological needs in motivation, development, and wellness. Guilford Publications, Inc.
- Ryan, R. M., & Deci, E. L. (2020). Intrinsic and extrinsic motivation from a self-determination theory perspective : Definitions , theory , practices , and future directions. *Contemporary Educational Psychology*, 61(April), 1–11. <https://doi.org/10.1016/j.cedpsych.2020.101860>
- Sashi, C. M., Brynildsen, G., & Bilgihan, A. (2019). Social media, customer engagement and advocacy: An empirical investigation using Twitter data for quick service restaurants. *International Journal of Contemporary Hospitality Management*, 31(3), 1247–1272.  
<https://doi.org/10.1108/IJCHM-02-2018-0108>
- Sharma, A. (2021). Knowledge sharing intention and consumer perception in social networking sites. *World Review of Science, Technology and Sustainable Development*, 17(4), 348–359. <https://doi.org/10.1504/WRSTSD.2021.117842>
- Taylor, D. G. (2020). Putting the “self” in selfies: how narcissism, envy and self-promotion motivate sharing of travel photos through social media. *Journal of Travel and Tourism Marketing*, 37(1), 64–77. <https://doi.org/10.1080/10548408.2020.1711847>
- Tyng, C. M., Amin, H. U., Saad, M. N., & Malik, A. S. (2017). The influences of emotion on learning and memory. *Frontiers in Psychology*, 8, 1454.
- UNWTO. (2021). World Tourism Barometer. In *World Tourism Barometer* (Vol. 19, Issue 4).  
<https://www.unwto.org/taxonomy/term/347>

- Vallerand, R. J. (1997). Toward A Hierarchical Model of Intrinsic and Extrinsic Motivation. *Advances in Experimental Social Psychology*, 29, 271–360. [https://doi.org/10.1016/S0065-2601\(08\)60019-2](https://doi.org/10.1016/S0065-2601(08)60019-2)
- Wakefield, R., & Wakefield, K. (2016). Social media network behavior: A study of user passion and affect. *Journal of Strategic Information Systems*, 25(2), 140–156. <https://doi.org/10.1016/j.jsis.2016.04.001>
- Wang, T., Yeh, R. K.-J., Chen, C., & Tsydypov, Z. (2016). What drives electronic word-of-mouth on social networking sites? Perspectives of social capital and self-determination. *Telematics and Informatics*, 33(4), 1034–1047.
- Wang, Xiaorong, Huang, Y., Li, X., & Peng, L. (2016). A Moderated Mediation Model of Sharing Travel Experience on Social Media : Motivations and Face Orientations in Chinese Culture. *Journal of China Tourism Research*, 12(1), 42–64. <https://doi.org/10.1080/19388160.2016.1151850>
- Wang, Xuequn, Lin, X., & Spencer, M. K. (2019). Exploring the effects of extrinsic motivation on consumer behaviors in social commerce: Revealing consumers’ perceptions of social commerce benefits. *International Journal of Information Management*, 45, 163–175. <https://doi.org/10.1016/j.ijinfomgt.2018.11.010>
- Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2019). Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions. *Current Issues in Tourism*, 23(14), 1773–1787. <https://doi.org/10.1080/13683500.2019.1649372>
- WTTC. (2020). World Travel & Tourism Council: Travel & Tourism - Global Economic Impact & Trends 2020. <https://wtcc.org/Research/Economic-Impact>
- Zhang, T., Jahromi, M. F., Hua, N., & Lu, L. (2020). Engaging customers with hospitality brands in social commerce activities. *Journal of Hospitality and Tourism Technology*, 11(4), 627–642. <https://doi.org/10.1108/JHTT-04-2019-0056>
- Zhang, X., Wu, X., & Yan, X. (2018). The motivation of tourism photography online sharing. 4th International Conference on Humanities and Social Science Research (ICHSSR), 213(Atlantis Press), 352–356. <https://doi.org/10.2991/ichssr-18.2018.68>
- Zhou, S., Yan, Q., Yan, M., & Shen, C. (2020). Tourists’ emotional changes and eWOM behavior on social media and integrated tourism websites. *International Journal of Tourism Research*, 22(3), 336–350. <https://doi.org/10.1002/jtr.2339>