

TRAVEL EXPERIENCE ON SOCIAL MEDIA: THE IMPACT TOWARDS TOURIST DESTINATION CHOICE

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ABSTRACT

Social media has changed the way travellers see and experience their trip. It creates opportunities for travellers to search for useful travel information, choose destination and share their travel experiences. The aim of this study is to investigate the influence of positive and negative experiences shared on social media as well as subjective norms towards tourist's decision on destination choice by adapting the Theory of Planned Behaviour (TPB). Based on cross-sectional design, the self-administered questionnaires were distributed to local tourists around Klang Valley, Malaysia. A total of 340 respondents participated in this study based on the convenience sampling technique. The Multiple Linear Regression technique analysis was employed to test the research hypotheses. The results revealed positive experience shared on social media and subjective norms perform as the important predictors to explain tourists' behavioural intention to visit a certain destination. In conclusion, this study provides valuable information on the destination management organisations in terms of social media management in the development of strategic plans to increase tourists' behavioural intention.

Keywords: Theory Planned Behaviour, social media, travel experience



INTRODUCTION

The emergence of Internet technology and various functions of mobile applications have dramatically enlarged the tourist's sharing attitude on social media (Javed, Tučková, & Jibril, 2020). Social media is a kind of web-based platform, where people are allowed to engage with various activities by interacting with each other, creating content, sharing ideas, and exchanging information virtually and globally. It is worth noting that the integration ideology of Web 2.0 with the Internet tools and online platforms has allowed for the programmatic integration of application such as websites, mobile applications, and online systems with Web 2.0 applications. As such, an inclusive definition of social media encompasses ideological, technological, and functional components (Wolf, Sims & Yang, 2018). Additionally, most of previous literature have focused on the 'social' nature where social media has been emphasised as a medium for information exchange and interpersonal interaction (Javed *et al.*, 2020; Cahyanto, Pennington-Gray, Mandala, Schroeder, & Kaplanidou, 2016; Munar & Jacobsen, 2014). This can be confirmed by the fact that social media has arisen in different forms, but the main aims remain as to encourage virtual interaction and exchange information among users. In the context of hospitality and tourism industry, most popular social sites among tourist are wikis (e.g., Wikitravel), microblogs (e.g., Twitter), blogs (e.g., Travelblog), social networking sites (e.g., Facebook, Instagram), media sharing sites (e.g., Flickr, YouTube), and review sites or community forum (e.g., TripAdvisor, Agoda).

Notably, each form of social media is different in levels of social interactive, communication structure, social cues, richness, hierarchy, and communication effectiveness (Mohamad, 2020; Munar & Jacobsen, 2014). Basically, social networking sites provide richer social cues than other types of platforms. In addition, the transformation of information communication technology (ICT) has provided opportunities for tourists to create and exchange content which also known as user generated content. It can be seen when social media allows tourist to tailor the communication reach where they can choose an appropriate social media channel based on type of content they want to share and making the content available either for all Internet users, friends, or any specific groups or individuals. Besides, tourists' activities on social media also supported by the various options

of interactive communication such as text, image, video sharing, like, comment, and live option. This unique interactive has made social media as magnificent tool for sharing travel experience mainly on Facebook, Instagram, Twitter and YouTube as well as online community forum such as Trip Advisor, Agoda, Booking.com and Trivago (Ly, Nuangjamnong, & Dowpiset, 2020).

Without any doubt, the growth of ICT through the emergence of social media has generated a great effect to the whole tourism industry. In present time, social media is actively being used to connect tourist with ideas and suggestions of people around the globe regarding tourism destination. In other words, sharing experience activities on social media by previous tourist indirectly helps potential tourists in managing their trips and make a decision on destination choice. Nonetheless, wide Internet access at most of the tourism destination has also encouraged the social media usage among tourists to share stories and travel experiences in real time. This scenario explained that behaviour of tourists has changed by the transformation of ICT, where tourists nowadays more rely on social media to learn and share experiences about a certain destination (Dedeoğlu, Taheri, Okumus, & Gannon, 2020). For that reason, tourism and hospitality organisations are encouraged to integrate social media with the presence business communication tool to encounter the changing needs and desires of tourists (Moro & Rita, 2018). Nowadays, most of organisations under tourism industry have utilised many interactive communication tools to take them as an advantage and opportunity of technology trend by expanding marketing activities on social media with the main purpose of reaching out many potential customers as possible (Bockermann, 2019).

However, it is meaningful to note that tourist's travel planning process and decision-making behaviour to destination choice are mostly influenced by trusted information posted on social media (Sultan, Sharmin, & Xue, 2019). Typically, information shared by consumers is considered more honest than information provided by services provider either it has been shared through traditional media or new media (Bockermann, 2019). It subliminally explains that an ideas, recommendation, or travel experience about a certain tourism destination shared by friends, family and colleagues are considered more reliable and trustworthy in motivating tourist behavioural intention. Before the rise of ICT, traditional Word-of-Mouth (WOM) is considered

as an effective tool in consumer's decision-making process. WOM can be defined as person-to-person communication with its main purposes are to share experiences and point of view between consumers concerning a particular product or service (Huete-Alcocer, 2017; Jalilvand & Samiei, 2012). However, the advancement of ICT has made social media by means of electronic word-of-mouth (e-WOM) able to improve individual's behaviour in sharing their positive or negative experience more effectively. Due to that, the sharing of positive and negative experience has been acknowledged as part of the significant factors toward tourist behaviour and decision on destination choice (Ofunre & Abiola-oke, 2018; Pourfakhimi, Duncan, & Coetzee, 2019; Rizky, Kusdi, & Yusri, 2017).

Basically, tourists' positive and negative emotions towards a tourism destination are associated with their psychological reactions to the destination, which can be influenced by factors such as service quality, personalisation, accessibility, comfortability, and much more. It is common for tourists to express their emotions in social media platforms and share their stories to their relatives and friends when they have pleasant or unpleasant experience about certain tourism services. On the same note, the attitude of sharing experience among tourists provides many opportunities to potential tourists to learn more about a certain tourism destination. Previous literatures have found that sharing experience plays an important role on tourists' destination choice where positive experience sharing will enhance tourist's intention, while negative experience sharing will reduce tourist's intention to do the visit (Filiari, Alguezaui, & McLeay, 2015; Primack *et al.*, 2019; Sultan *et al.*, 2019). Similarly, study by Sridhar and Srinivasan (2012) revealed that negative online hotel reviews significantly decreased the product rating, while the other study by Wakefield and Wakefield (2018) identified that the sharing of negative experience may disrupt individual's emotion to the point of leading to anxiety and anger, thus influencing them in decision making.

Recent studies have highlighted the relationship of social media and tourist's behaviour on destination choice. For instance, research by Chung, Han, and Joun (2015) has analysed the influence of augmented reality (AR) towards tourist intention to visit heritage site in South Korea by extending Technology Acceptance Model (TAM). Several studies have explored the impact of e-WOM on a tourism destination choice by applying Theory of

Planned Behaviour (TPB) and among the studies are about the impact of e-WOM on tourist intention to visit Isfahan (Jalilvand & Samiei, 2012), and to visit Batu City (Rizky *et al.*, 2017). Similarly, another study not just explore e-WOM as predictor toward tourist revisiting intention, but it has also been tested as moderator on the relationship between TPB's variables which are subjective norm, perceived behavioural control, attitude and tourist revisit intention to a religious and tourism destination (Ofunre & Abiola-oke, 2018; Wang *et al.*, 2022). Despite of that, study by Ly *et al.* (2020) has investigated the influence of characteristic of Facebook such as social capital, perceived trust, perceived enjoyment, and perceived usefulness on tourist travel decision making. On the same note, there is also a study that analysed about the role of social media which consist into social media tourism promotion, social media channels, and social media tourism information search on Millennials tourists' behaviour and the destination choice (Javed *et al.*, 2020). Other variables that have been investigated by previous studies associated to tourist's behaviour on destination choice are place identity, destination image, experience sharing, autobiographical memory, brand strategies, attributes of information, perceived credibility, and perceived trust (Fileri, Alguezaui, & McLeay, 2015; Fileri & McLeay, 2013; Liu, Wu, & Li, 2018; Moro & Rita, 2018; Rizky *et al.*, 2017; Zhang, Chen, & Jin, 2021; Nazir *et al.*, 2021).

Based on the literature reviewed, there are limited studies that have examined the influence of tourists' sharing experience on tourist's behaviour to destination choice especially study about the positive and negative travel experiences sharing on social media (Sultan *et al.*, 2019). By the fact that hospitality and tourism services are intangible, it cannot be evaluated by tourist earlier than the consumption experience. Hence, the influence of tourist shared experience or e-WOM has become significant where tourists are more hooked on the interpersonal interaction (Jalilvand & Samiei, 2012; Nilashi *et al.*, 2022; Primack *et al.*, 2019). Therefore, to fill the gaps in the prior literature, this study has extended the concept of TPB by adding positive experience sharing, negative experience sharing, and subjective norm as external variables towards tourist destination choice. This study has extended the application of TPB as it has been extensively recognised as one of the most dominant tools to analyse consumer's behavioural intention (Ajzen, 1991, 2006). Besides, TPB has also been applied in many hospitality and tourism studies to understand tourist's behavioural intention

to visit or revisit a tourism destination (Javed *et al.*, 2020; Joo, Seok, & Nam, 2020; Matikiti-manyeverere & Hattingh, 2020; Ofunre & Abiola-oke, 2018; Rizky *et al.*, 2017)

LITERATURE REVIEW

Theoretical Background: Theory of Planned Behaviour

Theory of Planned Behaviour (TPB) was developed by Ajzen (1991) with the aim of investigating human attitude and behaviour toward a certain phenomenon. Until today, TPB remains as one of the most important underpinning theories in predicting individual's behaviour (Sultan *et al.*, 2019). Based on TPB, there are three main components when it comes with individual's intention to perform a given behaviour (Ajzen, 1991). First, the attitude to engage in a behaviour, which is defined as 'the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question' (Ajzen 1991, p.188). This definition explains that the more individual's favourable attitude, the greater their intention to carry out the behaviour. Second is subjective norm which refers to 'the perceived social pressure to perform or not to perform the behaviour' by the individual (Ajzen 1991, p.188). In general, subjective norm is about individual's belief on others opinion about the individual's engagement of behaviour. Third is perceived behavioural control, which refers to 'the perceived ease or difficulty of performing the behaviour' (Ajzen, 1991). It explains the degree of control individual in performing a behaviour. In short, the general rule of TPB describes that, the greater the favourable attitude, subjective norm and perceived behavioural control, the greater the individual's intention to implement the behaviour in question (Ajzen, 2006).

As the TPB model was widely applied to understand human behaviour in many fields of study, it also widely adopted by researchers in tourism field particularly to study about tourists' destination choice. This is including the study about the impact of e-WOM on tourist intention to travel to Isfahan (Jalilvand & Samiei, 2012), tourist intention to revisit a religious destination (Ofunre & Abiola-oke, 2018), the relationship of sharing tourism experience on social media and destination choice (Sultan *et al.*, 2019), the role of social

media in changing behaviour of millennial tourists (Javed *et al.*, 2020), and factors that affect tourist behaviour to visit rural tourism destination (Joo *et al.*, 2020). Based on the literature reviewed, this study suggests that the TPB is a tremendous tool for exploring tourist's behaviour on destination choice. Hence, this study attempts to investigate tourist's destination choice by adding the variables of subjective norm, positive and negative travel experiences sharing on social media or e-WOM as the predictors towards tourist's decision on destination choice.

Social Media

Over the years, ICT significantly become the fastest-growing industry on a global scale. The establishment of the ICT also saw the emergence of the Web 2.0 technology in continuously changing the landscape of individual's and business's activities. The Web 2.0 is a new edition of the Internet that offers an opportunity for users to generate their own content and communicate with other users (Kaplan & Haenlein, 2010). Social media is one of the initial platforms generated by Web 2.0 technology, which was formulated to limit the control of content by one party, as the key features of Web 2.0 include the generation of feedback and information exchange, and focused on individual and personal social activities in facilitating content creation, sharing of content and social networking (Xiang & Gretzel, 2010; Dedeoğlu *et al.*, 2020). It creates a new Internet generation consisting of users from Instagram, Facebook, Twitter, YouTube, blogs, Flickr, and others.

Social media can be defined as 'a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content' (Kaplan & Haenlein, 2010, p. 161). As social media continues to evolve, its definition and function also change and expand over time. Hence, there is no standard worldwide definition on social media provided by the previous scholars. Cohen (2019) had summarised the definitions of social media based on its nature and characteristics. This includes: 1) social media incorporating a plenty of formats such as image, video, text, audio and pdf; 2) social media allows cross interactions between one or more platforms through activities such as messaging, social sharing, feeds and email; 3) social media provides different level of communication such as one-to-one, one-to many and many-to-many; and 4) social media extends user meeting by creating real-

time online events, expanding online interactions to offline interactions, and supplementing live events online. In this study, social media refers as a group of Internet-based applications that are developed based on the ideology and technology that allow users to interact, communicate, share ideas, content, experiences, perspectives and information with other Internet users (Kaplan & Haenlein, 2010; Xiang & Gretzel, 2010).

In present time, most business organisations around the world are very likely to rely on social media and utilise all its functions for promotional and marketing activities in expanding their businesses (Javed *et al.*, 2020). On the same note, social media has also persistently influenced tourists' behaviour and decision making, specifically on travel planning, tourism product consumption, and destination choice (Buhalis & Law 2008; Filieri *et al.*, 2015; Liu *et al.*, 2018). There are numerous social media channels that has been recognised as the most influence tool toward tourist's behaviour and decision making. The social networking sites such as Facebook, Instagram, Twitter, YouTube and LinkedIn, the content uploaded, on the other hand have become the main media channel for creating and spreading propaganda which are useful for gaining tourists' attention, tourism marketing campaigns and receiving feedback from tourists. On the other hand, online community forum like TripAdvisor, Agoda, Booking.com, Wikitravel, and Trivago have always become main references for many tourists to manage trips and make an evidence-based decision due to comments, reviews and experiences shared by previous tourists regarding tourism product, services and destinations. This style of reaching out for information has recognised the online community forum as authentic and credible tools to provide dependable information and trusted tourism services (Hua, Ramayah, Ping, & Jacky, 2017). Furthermore, most of tourists perceived that information shared by consumers are more reliable and trustworthy than information shared by the business marketers or service provider (Sultan *et al.*, 2019). This can be confirmed when e-WOM has long been recognised as an important marketing tool for most business marketers and main source of information for tourists in their purchase decision making (Ofunre & Abiola-oke, 2018; Pourfakhimi *et al.*, 2019; Rizky *et al.*, 2017).

Tourist Behavioural Intention

Based on TPB, behavioural intention has been explained as individual's intention to perform or not perform a specific behaviour (Ajzen, 1991). Behavioural intention has been accepted widely as a significant mediator in the connection between actual behaviour and other external factors such as subjective norm, attitude, and perceived behavioural control (Ajzen, 1991). Additionally, previous literature stated that individual's behavioural intention, which include purchase intention, and revisit intention has always been influenced by information shared by others either through face-to-face communication or online channel (Jalilvand & Samiei, 2012; Ofunre & Abiola-oke, 2018; Sultan *et al.*, 2019). It is worth noting that antecedents such as WOM, e-WOM and experience shared by previous tourists play an important roles in determining tourist's behavioural intention to visit a tourism destination (Gumpo, Chuchu, Maziriri, & Madinga, 2020; Liu *et al.*, 2018). Nevertheless, there is argument that tourism destination choice is a complex decision. By the fact that it is intangible, tourists are required to carry out an extensive informational search to reduce their perceived risk and uncertainty (Gretzel & Yoo, 2008). Due to that, individual's information adoption can be obtained significantly through the influence of timelines, relevancy, accuracy, value-added and quantity provided by the channel (Filiari *et al.*, 2015; Filiari & Mcleay, 2013). On the same note, tourist behavioural intention has also been found as significantly influenced by the characteristics and types of social media channels (Hua *et al.*, 2017; Javed *et al.*, 2020; Ly *et al.*, 2020; Matikiti-manyeverere & Hattingh, 2020; Nazir *et al.*, 2021), perceived value (Lin & Kuo, 2016), subjective norm (Ofunre & Abiola-oke, 2018; Sultan *et al.*, 2019), attitude (Wang *et al.*, 2022), e-WOM (Filiari & Mcleay, 2013; Gretzel & Yoo, 2008; Ofunre & Abiola-oke, 2018; Pourfakhimi *et al.*, 2019; Rizky *et al.*, 2017), tourists' travel experiences (Primack *et al.*, 2019; Sultan *et al.*, 2019), and nostalgia (Zhang *et al.*, 2021).

Positive and Negative Experience Sharing

Undeniably, social media plays an important role in determining tourists' perceptions, attitude, and behaviour toward tourism products and destination as it provides an interactive communication tool of e-WOM (Liu *et al.*, 2018; Lee *et al.*, 2021; Nazir *et al.*, 2021). e-WOM can be defined

as ‘any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to multitude of the people and institutes via the Internet’ (Hennig-Thurau *et al.*, 2004, p. 38). On the same note, e-WOM also widely refers as non-commercial and interpersonal communication on online channels among consumers pertaining to their personal experiences with a product, service, brand, firm or destination (Pourfakhimi *et al.*, 2019). As tourism services is intangible and difficult to describe, e-WOM plays an important role to reduce tourists’ hesitation and develop confidence through others recommendations (Gretzel & Yoo, 2008). e-WOM on the other hand has always been accepted as a convenient and efficient tool for obtaining and sharing experience among tourists due to its wide accessibility, rapid dissemination, boundless scope of reach, up to date, represent tourists’ real experiences, and pleasant characteristics (Pourfakhimi *et al.*, 2019). Despite of great attributes of e-WOM, sharing experience on social media has also been influenced by the multiple cues of social media where tourists can freely share their experience by posting photograph, video, and perform live option or real-time sharing (Munar & Jacobsen, 2014). Moreover, it also been influenced by tourist’s perception on social media presence such as perceived enjoyment, perceived trust, perceived ease of use, perceived usefulness and perceived risk (Hua *et al.*, 2017; Ly *et al.*, 2020; Matikiti-manyeverere & Hattingh, 2020; Nazir *et al.*, 2021).

Generally, tourism experience is defined as ‘an individual’s subjective evaluation and undergoing (i.e., affective, cognitive, and behavioural) of events related to his/her tourist activities that begins before (i.e., planning and preparation), during (i.e., at the destination), and after the trip (i.e., recollection)’ (Tung & Ritchie, 2011, p. 1369). Experiences are noted as something personal which created based on individual’s perception and reaction toward a specific tourism products and places such as accommodation, attractions and destinations (Munar & Jacobsen, 2014). Truly, the sharing experiences in social media by tourist is not limited to their knowledge about the destination’s attributes such as attractions, weather conditions, prices, and accessibility, but it may include their experiences and reactions toward the services received, communication, and expectation on the tourism product or destination. In line with the above reasoning, it is worthwhile noting that tourist’s experiences and reactions towards tourism destination can be both positive and negative, and therefore it will

affect the type of sharing experience on social media either positively or negatively by posting emoticons, photographs, video and other cues on social media (Munar & Jacobsen, 2014). Previous literature stated that positive travel experiences shared on social media usually signifies the symbol of individual's personal life such as professionalism, wealth and social status, personality traits, and happiness which may influence tourist's travel desire toward a destination (Lin & Kuo, 2016). Thus, it is strongly suggested to study in depth about the implications of e-WOM on tourists' behaviour (Filieri & Mcleay, 2013).

Evidently, the shared experiences on social media capable in influencing tourists' behaviour and destination choice either positively or negatively. Study by Sultan *et al.* (2019) indicated that positive shared travel experience on social media has positive correlation on tourists' destination choice. Similarly, positive experience sharing on SNSs found has significant effect on Millennial consumers' destination visit intention (Lin & Kuo, 2016). Kim and Fesenmaier (2015) have confirmed that travellers who share positive experiences on social media has increased their positive affect than negative affect, thus leads to the overall positive evaluations than travellers who do not share their experiences. On the other hand, Zhou, Zhan, and Zhou (2019) have studied about the effect of negative experience sharing toward online brand community. The results showed that negative brand experience sharing strongly associated with rejection. On the same note, tourists' experience has also found the insignificant effect intention to revisit a tourism destination (Lin & Kuo, 2016). Similarly, Sultan *et al.* (2019) found that travel experience that been shared on social media negatively has negatively associated with tourists' attitude on destination choice. Hence, it is worth to understand about the important of experience sharing on social media and why tourists search for opinion from virtual platforms in their decision making. Therefore, the following hypotheses was formulated:

H₁: Positive experience sharing on social media has significant influence on tourists' behavioural intention to visit tourism destination

H₂: Negative experience sharing on social media has no significant influence on tourists' behavioural intention to visit tourism destination

Subjective Norm

Subjective norm is one of the factors in TPB that influences individual's behavioural intention. Subjective norm can be defined as 'the perceived social pressure to perform or not to perform the behaviour' by the individual (Ajzen 1991, p.188). An element of subjective norm is normative belief, which refers to individual's belief on referent other's opinion such as peers, friends, family, media and colleagues related to the individual's performance of the behaviour. The idea is considered as social pressure, which become important if the motivation to conform with that pressure is higher. Previous literature has noted that subjective norm is one of the significant predictors in examining people's intention including in the tourism and marketing literature. In tourism context, prior literature stated that tourists' decision on destination choice are persuaded by tourists' views about whether their closed one such as friends, family and colleagues will approve their decision to visit a specific destination (Abbasi, Kumaravelu, Goh, & Singh, 2019).

Evidently, subjective norm is found as significant affecting tourist's intention to choose Isfahan as tourism destination (Jalilvand & Samiei, 2012). Further, subjective norm empirically proves as to have the significant influence on consumers' online shopping behaviour (Bhatti & Akram, 2020). On the other hand, study by Sultan *et al.* (2019) indicated that subjective norm has negative correlations on tourists' destination choice attitude. On the same note, subjective norm also found has no relationship with tourist's revisit intention to Penang Hill (Abbasi *et al.*, 2019). Thus, this study hypothesised that:

H₃: Subjective norm has significant influence on tourists' behavioural intention to visit tourism destination

Conceptual Framework

Figure 1 below demonstrates the conceptual framework which illustrates the relationship between positive experience, negative experience, and subjective norm underpinning tourists' behavioural intention to travel to a tourism destination.

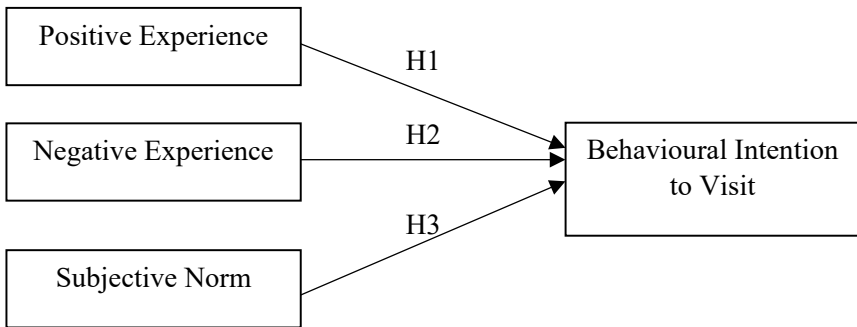


Figure 1: Conceptual Framework

METHODOLOGY

To investigate the predictors of tourist's behavioural intention to visit a tourism destination, a quantitative study was performed by employing the cross-sectional design in which research data are collected at a single point in time from multiple respondents (Sekaran, 2003). Based on the convenience sampling technique, self-administered questionnaires were distributed to the target sample, which are local tourists who stayed in Klang Valley and have experience referring to information shared on social media by previous tourists in their decision making to visit a certain destination. The sample size was determined based on two recommendations by previous scholars. First, Stevens (1996) stated that study which used Multiple Linear Regression technique are suggested to follow the rule of thumb 15:1, where 15 refers to total respondents and 1 refers to total continuous items. Based on this procedure, 15 samples should be multiplied by the total number of continuous items for the variables in the conceptual framework. Since this study has 16 continuous items, the minimum target sample is finalised at 240 (15 samples x 16 items). Second, Tabachnick and Fidell (2007) suggested that a sample size of 200 to 500 respondents is appropriate for most of management research. Based on these recommendations, a total 340 respondents were considered acceptable and valid for further analysis. Thus, a total 340 respondents were finalised as the selected sample size for this study.

Research Instrument-Questionnaire

The research questionnaire consists of two sections; Section A encompasses the profile demographic of respondents alongside questions that required to analyse the frequency, percentage, mean and standard deviation. On the other hand, Section B covers questions on the continuous variables which are positive experience, negative experience, subjective norm and behavioural intention. Variable positive experience was measured using four items adapted from Filieri and Mcleay (2013), while four items from Zhou *et al.* (2019) were employed to measure the variable of negative experience. Variable subjective norm was measured using four items applied from study by Jalilvand and Samiei (2012). Lastly, variable behavioural intention was measured using four items from Chung *et al.* (2015) and Liu, Li, and Kim (2015). All items in Section B were measured using a five-point Likert scale (1=strongly disagree to 5=strongly agree).

Reliability Test

A reliability test was conducted on 30 local tourists in Klang Valley to identify the reliability and validity of the questionnaires. The data collected for reliability test are excluded from actual data. Table 1 demonstrates the Cronbach alpha coefficient value (α) for the research variables. The results show that all items for each variable are reliable since the Cronbach alpha coefficient value is more than 0.7 (Nunnally, 1978).

Table 1: Reliability Test Result

No	Variables	Total Items	($\alpha > 0.7$)
1.	Behavioural intention	4	0.824
2.	Positive experience	4	0.844
3.	Negative experience	4	0.873
4.	Subjective norm	4	0.903

Data Analysis

The data gathered from the respondents were coded in the IBM Statistical Package for Social Science (SPSS) version 22.0 for inclusive analysis. The descriptive analysis was conducted to generate findings in the form of frequency, percentage, means and standard deviation. The

inferential analysis through the Multiple Linear Regression technique was operated to investigate the cause-and-effect relationship between variables.

FINDINGS

Demographic of the Respondents

The analysis toward 340 respondents found that 52.4% of them are male and 47.6% are female, where a majority of the respondents fell under group of age 26 to 35 years old (40.9%). Most of the respondents have bachelors' degree (49.4%) and employed under private sector (41.8%). The analysis revealed that 83.5% of the respondents had referred to social media in planning their trip. In terms of social media usage, the result indicated that 83.5% of the respondents prefer to utilise social media channels to obtain information about a specific destination. The analysis also showed that majority of the respondent more prefer to obtain the information needed through Instagram (74.1%), followed by community forum such as TripAdvisor, Trivago and Agoda (73.2%), and Facebook (54.4%). This result explained that social media can be trusted information sources for tourists in their decision on destination choice. An analysis on tourist's behaviour indicated that most of tourists tend to post and share their activities on social media along their vacation (73.2%). In terms of experience sharing on social media, most of the respondents very likely to show their feeling by uploading photos and videos (84.4%), reviewing about the destination and services provided (71.8%), and also updating their current status (54.7%).

Descriptive Analysis

Positive Experience

Positive experience shared on social media scored an average mean of 17.74, with the highest mean of 4.50 reflected in the item 'tourists' positive experience made it easier for me in making decision to visit a destination,' while the lowest mean (4.41) is shown in the item 'tourists' positive experience contributed to my knowledge about a destination.' These results explain that tourist's decision on destination choice is easily made when previous tourists shared their experience positively on social media. Besides, the positive experience also perceived as a useful information for tourists and thus enhances their knowledge about the destination.

Negative Experience

In terms of negative experience shared on social media, it recorded an average mean 16.47. The item 'tourists' negative view will influence my perception towards a destination' scored the highest mean (4.15) for negative experience variable. This result indicated that negative experience shared by previous tourists will affect current tourist's perception that the destination has provided insufficient service and facilities or any other risk factors that may lead to public dissatisfaction. On the other hand, the lowest mean score (4.08) for negative experience variable has shown by item 'tourists' negative reviews make me difficult to choose a holiday destination.' This result explains that even though tourists has targeted a specific destination for their holiday, their decision can be disrupted by negative experience shared by previous tourists on social media. Thus, it can be concluded that negative experience will affect individual emotions and decision on destination choice.

Subjective Norm

The influence of subjective norm on destination choice scores an average mean 15.67 with the highest mean score (4.01) represented by the item 'many people like me should use social media when planning and organising a trip.' This finding clarifies that tourists have a positive perception toward social media as a significant platform to provide a useful information to help them in planning and organising a holiday trip to a specific destination. The lowest mean score (3.79) for subjective norm variable is scored by the item 'most people who are important to me think that I should refer social media when planning and organising a trip', 'signifying the mutual agreement of tourists and their closed one such as family, friends, peers, and colleague that social media acceptance in trip planning and destination choice is essential'.

Behavioural Intention to Visit

As for tourist behavioural intention to visit a destination, the average mean score is 17.34 indicating that the intention of visit a specific destination is important among tourists. The highest mean (4.43) score is shown by item 'viewing tourist's post in social media makes me have the desire to visit the destination in the near future' while the lowest mean score (4.24) is reflected by item 'I would recommend the destinations shared by tourist to my family and friends.' These outcomes can be concluded that previous tourist's posting in social media such as photo, video or through the other

posting option provided by social media channels indirectly will influence current tourist's intention to visit to the same destination in the future, and thus will encourage their behaviour to recommend the destination to their closed one such as family, friends, and colleague. Table 2 summarises the results for descriptive analysis of the research variables.

Table 2: Descriptive Results

Variables	Items	Means	SD	Factor Mean	Factor SD
Positive Experience	PE_1 Tourists' positive experience made it easier for me in making decision to visit a destination.	4.50	.649	17.74	2.38
	PE_2 Tourists' positive experience enhanced my effectiveness in making decision to visit a destination.	4.42	.731		
	PE_3 Tourists' positive experience contributed to my knowledge about a destination.	4.41	.749		
	PE_4 Tourists' positive experience makes me excited to visit a destination.	4.42	.758		
Negative Experience	NE_1 Tourists' negative reviews make me difficult to choose a holiday destination.	4.08	.975	16.47	3.16
	NE_2 Tourists' bad experience make me have negative feeling about a destination.	4.12	.917		
	NE_3 Tourists' negative view will influence my perception towards a destination.	4.15	.906		
	NE_4 Tourists' negative view affect my interest to visit a destination.	4.12	.917		

Subjective Norm	SN_1	Most people who are important to me think that I should refer social media when planning and organising a trip.	3.79	1.061	15.67	3.60
	SN_2	People whose opinions I value would prefer me to use social media when searching information for destinations.	3.97	1.021		
	SN_3	Many people like me should use social media when planning and organising a trip.	4.01	.953		
	SN_4	People whom I trust recommend me to use social media when searching for destinations.	3.91	1.056		
Behavioural Intention to Visit	BI_1	Viewing tourist's post in social media makes me intend to visit the destination in the near future.	4.39	.747	17.34	2.57
	BI_2	Viewing tourist's post in social media makes me have the desire to visit the destination in the near future.	4.43	.751		
	BI_3	I would take the destination shared by tourist into consideration when planning for my future holidays.	4.28	.777		
	BI_4	I would recommend the destinations shared by tourist to my family and friends.	4.24	.896		

Inferential Analysis

The Multiple Regression technique analysis was employed to investigate the cause-and-effect between predictors of positive experience

shared on social media, negative experience, and subjective norm toward tourist behavioural intention to visit a tourism destination as this technique has always been used to explore the interrelatedness among variables and empowering the prediction of an explicit outcome. To confirm that research's data are disordered, a preliminary analysis for the assumption of normality, outliers, and multicollinearity was performed (Pallant, 2011; Tabachnick & Fidell, 2007). The preliminary analysis indicates multicollinearity issue based on few indicators, namely (1) the tolerance value is more than 0.1, (2) the variance inflation factors (VIF) value is less than 10, (3) the correlation between the predictors and dependent variable is more than 0.3, and (4) the correlation among the predictors is less than 0.8 (Pallant, 2011; Tabachnick & Fidell, 2007). Table 3 illustrates the value of tolerance, VIF, and the correlation between variables for the present study.

Table 3: The Value of Tolerance, VIF and Correlation

Variables	Tolerance	VIF	Behavioural Intention	Positive Experience	Negative Experience	Subjective Norm
Behavioural Intention	-	-	1			
Positive Experience	0.651	1.536	0.738	1		
Negative Experience	0.666	1.502	0.456	0.525	1	
Subjective Norm	0.704	1.421	0.579	0.484	0.466	1

The normal p -plot for regression residual and the scatterplot indicates that the data are distributed normally. The assumption on outliers showed that all cases have standardised residual values of between 3.3 and -3.3. This means that there are no outliers' issue in the research data (Pallant, 2011). Moreover, the values of Mahalanobis distance were also supported where no cases were appeared standardised residuals greater than the suggested cut-off value. Table 4 shows the model summary for this study. The results reveal that the predictors of positive experience, negative experience and subjective norm explain 60.8% ($R^2=0.608$) of the tourist behavioural intention to visit a tourism destination. Table 5 shows that the independent variables make a significant prediction of the dependent variable, $F(3, 336) = 174.065, p = .000$.

The *F*-test statistics has revealed a linear relationship between the independent and dependent variables in the research model, where the regression is seen as a good fit for the data. Table 6 illustrates both the unstandardised and standardised coefficients for each predictor in conjunction with the *t* statistic and the corresponding *p*-values. The report shows that positive experience sharing on social media has a significant influence on tourist behavioural intention to visit a tourism destination ($\beta = 0.593, t = 14.021, p < .05$). The analysis also shows similar result for subjective norm ($\beta = 0.286, t = 7.039, p < .05$). Nevertheless, negative experience sharing on social media was found to have no significant influence on tourist behavioural intention to visit a tourism destination ($\beta = 0.011, t = 0.266, p > .05$).

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.780	.608	.605	1.61730

Table 5: ANOVA Test Result

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	1365.880	3	455.293	174.065	.000*
Residual	878.858	336	2.616		
Total	2244.738	339			

*Significant at $p < .05$

Table 6: Unstandardised and Standardised Coefficient Results

Variables	Unstandardised Coefficients		Standardised Beta	t	Sig
	B	Std Error			
Positive Experience	.642	.046	.593	14.021	.000*
Negative Experience	.009	.034	.011	.266	.790
Subjective Norm	.204	.029	.286	7.039	.000*

*Significant at $p < .05$

Hypotheses Testing

Firstly, the research findings revealed that positive experience shared on social media has significant influence on tourists' behavioural intention

to visit a tourism destination ($\beta = 0.593, t = 14.021, p < .05$). This finding is consistent with study by Liu, Li, and Kim (2015), which found that travel experience plays an important role towards the development of destination image, satisfaction and behavioural intention among the first time and repeaters tourists. Similarly, positive experience shared on social media found has significant impact on tourists' intention to travel to Batu City, Indonesia (Rizky *et al.*, 2017). A study by Sultan *et al.* (2019) also found that positively shared travel experience through social media has positive connection towards tourists' attitude on destination choice. In addition, latest study has also proven that positive travel experience shared on social media in the form of photograph will enhance potential tourist's positive emotion on the destination, and thus enhances their intention to visit (Zhang *et al.*, 2021). Therefore, Hypothesis 1 is accepted.

Next, negative experience shared on social media was found to have no significant influence on tourists' tourists' behavioural intention to visit a tourism destination ($\beta = 0.011, t = 0.266, p > .05$). Previous studies have confirmed that negatively shared travel experience on social media has negative correlations on tourists' attitude on destination choice (Lin & Kuo, 2016; Sultan *et al.*, 2019). Result by previous studies also indicated that negative information disseminate on Internet will influence tourists' intention to travel negatively. For instance, study by Jalilvand and Samiei (2012) found that tourists have no intention to travel to Iran due to negative information spread on Internet and virtual communities forum. Additionally, negative experience also related to the negative relationship with tourists' destination choice (Sultan *et al.*, 2019). Hence, Hypothesis 2 is accepted.

Finally, the research finding noted that subjective norm has significant influence on tourists' tourists' behavioural intention to visit a tourism destination ($\beta = 0.286, t = 7.039, p < .05$). This is similar to the findings of Jalilvand and Samiei (2012), who also found that subjective norm is an important factor in determining tourist intention to visit to a certain destination. Additionally, research findings by Bhatti and Akram (2020) indicated that subjective norm is the important determinant for consumer's online shopping behaviour particularly when it comes to privacy risk where consumer perceives that the retailer will use and share their personal information without permission. Therefore, Hypothesis 3 is accepted. Table 7 illustrates the summary of hypothesis testing.

Table 7: Summary of Hypotheses Testing

Hypotheses	Relationship of Variables	β	t	Sig	Result
H ₁	Positive experience -> Behavioural intention to visit	.593	14.021	.000*	Accepted
H ₂	Negative experience -> Behavioural intention to visit	.011	.266	.989	Accepted
H ₃	Subjective Norm -> Behavioural intention to visit	.286	7.039	.000*	Accepted

*Significant at $p < .05$

DISCUSSION

The emerging of Internet has significantly empowered tourists’ capability to gather and disseminate tourist destination-related information. As tourists have easy access to tourism-related information around the globe, they can also influence other tourists’ perception easily by sharing their own experiences through numerous online platforms particularly in social media. Commonly, social media usage among tourist can be seen through two main phases, namely before trip and after trip. Before the trip, people search for travel information and recommendations mainly to get ideas and looking for useful information in planning and organising their trip. After the trip, travellers tend to tell the world about what they felt by sharing their experiences through social media (Oliveira, Araujo, & Tam, 2020). This phenomenon has encouraged this study to develop new knowledge about tourists’ perception and behaviour in social media. This knowledge will be contributing not only to the literature development, but tourism business organisations to understand about the determination factors on tourists’ destination choice. This study attempts to illuminate e-WOM effect on the process of a tourism destination choice. By applying the TPB, this study has developed a conceptual framework to investigate the influence of positive and negative travel experience sharing on social media as well as subjective norm towards tourists’ destination choice.

The research findings indicated that positive sharing experience on social media has a significant impact on tourist’s tourists’ behavioural intention to visit a tourism destination. Nevertheless, negative sharing experience on social media has found no significant impact on tourist’s

tourists' behavioural intention to visit a tourism destination. Previous studies agreed that online reviews have always been perceived as credible sources of information among tourists than others (Gretzel & Yoo, 2008; Akehurst, 2009; Fotis *et al.*, 2012). It is worth noting the complex tourist's decision on destination choice which required an extensive related information, as tourism destination is intangible and perceived to have high level of risk. Due to that, tourists tend to search useful information particularly reviews and experience sharing through online channel to support their decision. This can be confirmed by the fact that positive experience sharing and positive reviews revealed in social media able to enhance tourists' confidence and reduce their risk perception towards a certain tourism services or destination (Filieri *et al.*, 2015; Sultan *et al.*, 2019). On the same note, negative reviews and information available on online channel has a negative impact on tourists' perception and attitude negatively, and thus affect their traveling decision or destination choice (Jalilvand & Samiei, 2012; Lin & Kuo, 2016; Sultan *et al.*, 2019; Zhou *et al.*, 2019). On the other hand, Kim and Chen (2018) also mentioned that negative experience shared in social media greatly impacting the potential tourists' behavioural intention and destination image than the positive impact shared in social media. In line with the reasoning, negatively shared travel experience would enhance tourist's perception that the destination has unsatisfactory service quality, and insufficient facilities which will enhance their perceived risk and decrease behavioural intention to visit.

Supporting the previous result by Jalilvand and Samiei (2012), this study also confirms that subjective norm is a significant determinant of tourist's intention to travel to tourism destination. This finding explains that important people around tourist such as family, peers and friends play an important role in influencing tourist's attitude to gather information on social media during decision making process on destination choice. Without any single double, these groups of people play a significant role in individual's decision making. Evidently, subjective norm able to influence people's decision directly or indirectly (Bhatti & Akram, 2020). Thus, it is common for individual to change their decision when people around them think in contrary or suggest for alternatives. In sum, it is worthwhile in noting that positive sharing experiences on social media and subjective norm play the important role in accelerating tourists' travel intentions as they are able to create positive image of the destination and reduce marketing expenditures.

As the uniqueness of virtual worlds provide big opportunity for tourism organisations to boost up their business through tourists' online activities, it is important for the tourism managers to familiarise themselves with this current phenomenon of virtual worlds.

IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

As tourism-related product is classified as intangible, it is difficult for tourists to assess them before their consumption. Hence, in the digital era, social media become the significant sources of information for most of tourists around the world to obtain any relatable information of tourism destination and evaluate them before their decision on destination choice. Based on the research findings, this study proposes the following practical implications that might be useful to the managers of tourism destinations. To begin, tourism managers might take an initiative to develop online tourism community as tourists nowadays more rely on it for exchanging information and speak about their travel experiences. Besides, tourists' trustworthiness on e-WOM information is evidently high compared to information provided by service providers (Gretzel & Yoo, 2008; Pourfakhimi *et al.*, 2019). Therefore, it is important for tourism managers to establish business's web site as the main channel for tourists to exchange information, share opinion and experiences, as well as promote business's activities conveniently.

Next, tourism managers can encourage tourists to actively participate in discussing any related issues on online tourism communities. By doing this, information about a certain destination will be disseminated among potential tourists in online channel easily. It is worth to say that high volume of tourists' reviews about a destination will increase the probability of the destination becoming a tourist choice. In addition, research findings indicate that positive experience sharing on social media provides significant impact on potential tourists' intention to visit a tourism destination. Thus, it is important for the tourism managers to provide tourists with unforgettable experience such as by providing tourist with personalisation services or award suitable gift for their loyalty as useful strategy to create positive image of the destination in tourist's mind. This is important because happy and satisfied tourists will disseminate positive e-WOM about the destination to

other tourists in online communities. On the same note, tourism managers also have to know how to respond to any negative reviews and manage disappointed tourists because it will affect current tourist's intention to revisit the destination and also potential tourists' perception and intention to visit.

Despite the important implications, this study faced several limitations. Since this study was conducted during COVID-19 pandemic, research sample covers only local tourist in Klang Valley, Malaysia. Thus, future studies are suggested to generalise the research findings to different group of samples or via cross-cultural studies. Next, data gathered were analysed by using Multiple Linear Regression technique. To extend the conceptual framework, future research is encouraged to employ advance multivariate technique analysis Structural Equation Modelling (SEM) through software such as SmartPLS, AMOS or MPlus. By using these kinds of techniques, the contribution and impact of each predictor can be discussed thoroughly. Finally, the predictors of tourists' destination choice explored in this study is limited to positive and negative experience shared on social media, as well as subjective norms. There are still many predictors which may affect tourists when choosing a destination such as e-WOM, perceived risk of social media, perceived ease of use, perceived usefulness, online reviews, perceived value, perceived enjoyment, and perceived trust.

CONCLUSION

In conclusion, the research findings have encouraged the industry player to become more aware towards the power of social media including user-generated content and its implications to the business's growth. By understanding the impact of tourists' experiences sharing on social media, it would help the business's management team in developing marketing strategies particularly in terms of the utilisation of social media advantages and how to overwhelm the potential of disadvantages.

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