



Journal of Management & Social Science

ISSN Online: 3006-4848
ISSN Print: 3006-483X

<https://rjmss.com/index.php/7/about>

RECOGNIZED IN "Y"
CATEGORY BY



[Exploring Inhibition: Key Factors Restricting Tourists from Sharing their Travel Experiences]

Danish Ali

Lecturer; Department of Tourism & Hotel Management, University of Chitral Pakistan, KP, Pakistan. danishalikhan763@gmail.com

Dr. Mohammad Alam

Assistant Professor, Department of Tourism and Hospitality, Hazara University, Mansehra alampices@gmail.com

Dr. Mohammad Hanif Khan

Assistant Professor, Department of Tourism and Hotel Management, University of Malakand. hanifyousafzai@uom.edu.pk

Review Type: Double Blind Peer Review

ABSTRACT

This research examines the influence of inhibitor factors (security and privacy reasons, environmental reasons, personal reasons, relationship reasons) on tourist travel experience expressing within the limits of Abbottabad, Khyber Pakhtunkhwa Pakistan. We distributed 100 questionnaires among tourists and 89 survey responses were given back and used for further analysis. We use simple linear regression to get the research outcomes. We proposed that security, privacy, environmental, personal, and Travel experience sharing was directly and negatively impacted by relational issues. Our finding identifies that security, privacy, and Travelers' likelihood to discuss their experiences on social media was impacted by personal concerns, whereas environmental relationships do have not any concerns. This study assists travel-related businesses in lowering or getting rid of obstacles to greater content sharing. The social media initiatives of tourism businesses can benefit from the guidance provided by the findings of this study.

Keywords: Inhibitors, social media (SM), travel-experience sharing, tourist. Travel restrictions

Introduction

Tourism has recently emerged as a global industry with a significant impact on the nation's economy. Furthermore, it is applicable to a variety of other industries, encompassing the business structure, advertisements, support for goods, advertisements, and promotion (Ali & Xiaoying, 2021). As globalization increases, the economic significance of tourism becomes essential for developing a destination for tourists, considering the ongoing demand for information regarding the area. Still, consumer behavior is gradually changing due to the fast pace at which information is accessible and the swift development of technological advances, which has an impact on the commercial approaches of tourism destinations.

Sharing travel-related experiences or information through social media is common in this modern era. Since social media usage is always rising worldwide, People are more eager to tell other people or tourists about their trip experiences. The number of independent travelers has been rising, with the majority of them being Millennials who preferred an independent travel style (Staff, 2010), millennials spend more money and time, making youth travel an exceptional economic Force (Mohn, 2016). Millennials are internet-savvy, continually connected, and social media fascinated. They use social media and the internet not just for inspiration and research but also for sharing their travel experiences (Wong, 2016). Sharing travel experiences has a big influence on the travel industry and how individuals make decisions. The emergence of internet-based social

media platforms has made it possible for visitors to quickly and readily share their experiences, making the information provided on these platforms an important source that could sway the decision of prospective tourists to go (Su et al., 2021; Kang & Schuett, 2013). Those who use social media frequently participate in networks and exhibit social effects on them. One of the biggest industries influencing the use of new communication technologies is the travel and tourism sector (Chung & Buhalis, 2008; Hughes et al., 2010). As a result, all tourism destinations are vying for the attention of potential travelers. The ability to use social media and the internet are crucial for delivering high-quality information, drawing tourists, and improving the destination as a tourist destination (Ali & Xiaoying, 2021).

The degree to which a person thinks that individuals who are significant to him or her want them to engage in a particular action is known as the theory of social influence (Kang & Schuett, 2013). Technological advancements have brought about changes in the industry's exchange of information techniques and sources. Important platforms for the creation, distribution, editing, acquiring, and disseminating of content are now available. These include social networks, such as Facebook, Instagram, photo-sharing websites (such as Flickr, google photo, snip tube), video-making and sharing websites as YouTube, virtual communities, microblogging services such as Twitter, social tagging services as Digg, newsreaders (e.g. as Google Reader, and review/rating websites for travel destinations e.g. as TripAdvisor, Trivago (Arica et al., 2022). Nowadays, tourists facilitated various social media platforms (e.g., Facebook, Instagram, Twitter) to share their travel experiences with a larger and broader audience than before. Social media application is given a new shape to tourist destination promotion (Zeng & Gerritsen, 2014). Since visitors live far away from the destination, online information on social media is among the most reliable methods to get information regarding tourist destinations, travel agents, and other required facilities. Besides, most tourists decide their traveling based on previous traveler feedback. Therefore, using social networking sites is the perfect way to attract potential tourists in decision-making regarding the final destination (Kiralova & Pavlicecka, 2015).

The literature about social media and destination image making is well known (Baloglu & McCleary, 1999; Marine-Roig & Clavé, 2016) and social media in travel and tourism firms is quite popular (Leung et al., 2013). Notably, the research has risen recently, as both ideas have been introduced (Hays et al., 2013). Most research focuses on how destinations utilize social media platforms to boost and enhance their destination image (Usakli et al., 2017), the image recognized by visitors as a significance of social media tactics carried out (Agustí, 2018), or how tourists through social media sites become co-creators of the destination image

by sharing their travel experience on SM (De Las Heras-Pedrosa et al., 2020). Fewer studies have focused on the inhibiting factors that affect travel experience sharing among tourists through social media. In previous studies, more focus was on factors acting as facilitators of travel experience sharing and limited studies are done about inhibiting factors (Arica et al., 2022). The purpose of this study is to investigate the factors that prevent travelers from sharing their travelogues on social media. The aim of this research is to create a comprehensive strategy that incorporates the elements that could influence travelers' social media content-sharing habits.

It was found that not all tourists utilize social media at the same degree, but a small number of users are responsible for the majority of the information that tourists post on the platform. Most SM users only read posts; they rarely upload their own content. Despite the fact that the majority of travelers look for information on social media for before planning their trip, they share less content and information after their post trip. Researchers have looked at the elements and behaviors that influence visitors to post on SM as a result of the variations in their SM research and sharing. (Arica et al., 2022). We discover that the western context was the primary focus of this kind of inquiry based on a review of the appropriate literature. By contrast, when literature concentrates on the Asian perspective, it mainly concentrates on East Asia (Stepchenkova & Mills, 2010). Pakistan is very different from other East-Asian nations, even the societies, customs, and tourist destinations of the south Asian nations differ from those of the East-Asian regions.

The choice of Pakistan as the study's context contributes to an array of knowledge about the barriers that prevent travelers from sharing their travel experiences with one another. Pakistan leading tourists' destinations which are a huge potential for tourism. To be more precise, the KP province is the tourism gold mine of the nation and is quickly rising to the top of the list of travel destinations for both local and foreign travelers. The Hindu Kush and Himalayan mountains have impacted its historical, religious, and natural resources, making it a well-populated region with breathtaking alpine scenery, recognizable animals, imposing forests, and an abundance of glacial lakes.

Theoretical Framework and Hypothesis Development

Travel Experience Sharing

Travelers can now easily and rapidly share their trip experiences thanks to the development of Internet-based social media platforms (Kang & Schuett, 2013). Shared content on social media platforms is acknowledged as a valuable source of information that might impact prospective passengers' decision to travel. According to Chiu et al. (2026; King & Schuett, 2013), It alludes to Internet-based online media where individuals with comparable goals, hobbies, and habits

interact socially, build personal websites, and exchange information and insights. The ability to effortlessly create and share a wide range of information, including texts, images, videos, and other types of media, is one of social media's most significant features (Postman, 2009; Rau et al., 2008). These tools allow social media consumers to broadcast travel-related content, experiences, and narratives by allowing them to add text, images, audio files, and videos. Users can also share feedback, views, reviews, ratings, and recommendations about their travels (Kang & Schuett, 2013; Xiang & Gretzel, 2010). These contents are known as user-generated content and considered as a more objective and reliable information source in travel planning. The sharing of travel experiences has become common in today's era. Social media is one of the areas of the Internet that tourism scholars are particularly interested in. Tourism experts have been captivated by the impact of social media in changing and influencing how people use travel in recent years (Cahyanto et al., 2016). According to research, travelers share this material with others for a range of factors, including brand admiration and support, self-presentation and social interaction, rewards and enjoyment, and the obvious motivation of offering useful information (Dwyer et al., 2019).

Inhibitors

A particular form of self-management is inhibition. Generally speaking, self-management is the ability to control or modify one's reactions, particularly when doing so is dictated by norms of acceptable behavior (Baumeister, R. F. 2014). Inhibition is a psychological concept that deals with controlling feelings, desires, and behavior. A wide personality characteristic known as inhibition is the consistent inclination to control one's emotions and actions when interacting with others (google). User-generated material created using a variety of methods and posted online is frequently referred to as social media. This quickly expanding market comprises social knowledge sharing, sharing of images and videos (blogs), and sharing of opinions (Facebook, Instagram). These social media platforms enable users to collaboratively search for organize and create information. Even though most social media platforms are rather simple to use, some travelers can find it challenging because they have to learn how to get around and work with others in the online community (Cahyanto et al., 2016). Although most tourists search for information on social media throughout their travel planning, they share less content and information after their journey (Oliveira et al., 2020). The disparities in tourist SM research and sharing have prompted researchers to investigate the factors and behaviours that lead tourists to post on SM. Four variables were identified as barriers/inhibitors to tourists' willingness to post content on SM. These are Environmental issues, personal concerns, relationship worries, and security and privacy concerns (Arica et al., 2022).

Security and Privacy Reasons

Sharing trip experiences could have some disadvantages. The first issue is privacy, which is connected to both home security and personal safety. Due to the public disclosure of personal information, the potential loss of privacy may also be seen as a "cost" and serve as a barrier to using an online community (Cahyanto et al., 2016). Sharing while travelling, for instance, might give criminals access to tourists' current location and their empty homes. The GPS coordinates in the geotagging data buried in the metadata of a shared photo allow crooks to find tourists even if they do not expressly check-in and broadcast their positions. Consequently, sharing content after arriving home is less dangerous. In order to access SM, tourists must be cautious of cybersecurity and the method of connection they are using. Networks that are open, unrestricted, or unsecure are more accessible to cyberattacks. The risks of sharing travel experiences online include the potential for a loss of privacy and the leakage of personal information while using internet platforms. Tourists who share personal information online, such as images of boarding passes, reservations, passports, and travel tickets, credit risk fraud and identity theft (Cahyanto et al., 2016; Govani & Pashley, 2007). It is commonly noted that rather than bragging about their experiences, travellers should keep their experiences to themselves, and that a fixation with documenting a journey can distract from experiencing the enjoyment of travelling. Capturing the experiences may also divert people's focus away from paying attention to their surroundings in order to stay safe while travelling (Arica et al., 2022).

H1: Meaningful travel experience sharing is inversely correlated with privacy and security concerns.

Environmental Reasons

According to research, some visitors struggle to learn how to navigate and engage in SM (Cahyanto et al., 2016; Yoo & Gretzel, 2008). There are certain disadvantages of SM in general. SM breaks through social and cultural communication barriers (Arica et al., 2022). There are some surrounding factors (environmental) which inhibit tourist to share their travel experience. In environmental reasons there may be low response rate from people, people consider response rate as success factor, when there are low response rate people don't want to share their travel experience on SM. One of the environmental reasons is poor interaction design, that prohibit travelers to share their experience on SM. One of the most important things to know is that quality messages is everything, visitor think poor quality messages can be the reason to inhibit them to share travel experience (Sun et al., 2014) and (Oliveira et al., 2020). Previous study shows that The most powerful element in lowering participant sharing was environmental concerns.

H2: Sharing real traveling experiences is inversely correlated with concerns about the environment.

Personal Reasons

Personal matters relate to your feelings. As not all tourists engage with and use SM in the same way, it was revealed that most of the information provided by tourists on SM was created by a limited number of users. Most SM users read and review posts but do not post content themselves (Arica et al., 2022). These people may have low self-esteem and hence be unwilling to reveal information on SM, or they may not feel like they fit in any society, or they may be less proficient with communications technology (Oliveira et al., 2020). There may be other personal reasons which stop tourist to share travel experience. Some travelers were too nervous to talk about their vacation adventures in public, they may not feel comfortable to share their travel experience on SM. Some travelers worried that what they share may be irrelevant, inaccurate to a certain discussion. Researchers have found that some tourists were reluctant to post their travel experiences on social media, they don't have confidence to post. They don't post since their needs, such as seeking for information, may be met entirely by just watching and not post content themselves (Oliveira et al., 2020).

H3: Expressing real travel experiences is adversely correlated with personal concerns.

Relationship Reasons

Relationships are the connection between people. According to research, one of the worries that kept people from sharing any form of content was a lack of communication skills and connection with other people. Some travelers were reluctant to commit to a group, they don't want to share their travel experience with other people on SM (Oliveira et al., 2020). Some people had low interaction with people, low connection cause low sharing of travel experience. Many travelers didn't want to spend extra time and effort to keep a commitment with people on SM. (Arica et al., 2022).

H4: Sharing real travel experiences is inversely correlated with relationship issues.

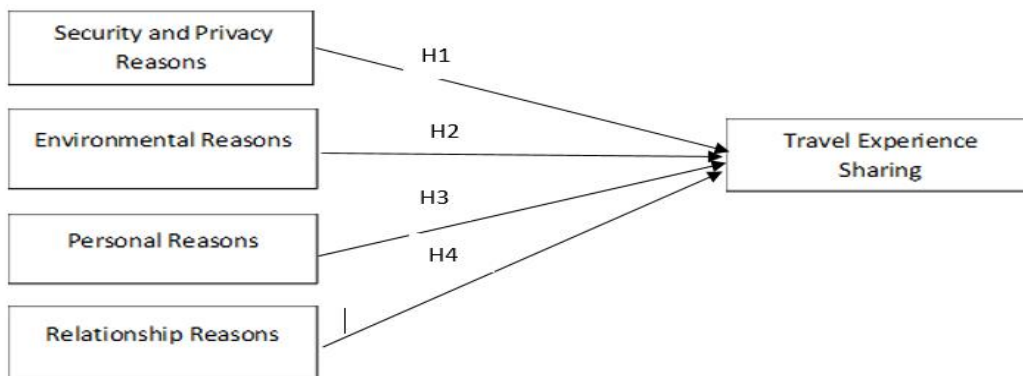


Figure 1: Theoretical Framework

Research Methodology

The research was quantitative, with the researcher discussing reasons which are stopping tourist from sharing travel experience and testing hypotheses based on the research's theoretical framework. The current study was conducted in Pakistan in Abbottabad region to determine the factors inhibiting on the travel experience sharing among tourists. The strong influence of inhibitor factors was demonstrated using quantitative data. The information was gathered using a standardized study questionnaire. The questionnaire had only closed-ended questions. Data was collected in manual way (hard copy). The numeric data could be analyzed using different statistical software.

Sample

A survey was undertaken from the travelers, with the goal of finding influence of inhibiting factor on sharing travel experience on SM. A total of 100 sample size were fill from people which was tourist at any time and was also social media users. 91 questionnaires were returned out of a total of 100, with 2 missing observations. As a result, the study's sample size was 89 people. The data was obtained in a simple and accessible manner for the respondents using a convenience sampling technique.

Research Instrument

A twenty-three-items survey was created for the purpose of collecting data. Using 14 items modified from (Sun et al., 2014; Oliveira et al., 2020), the inhibitors of travel experience sharing on SM were examined. i.e. (security and privacy reasons had 3 items, environmental reasons had 4 items, personal reasons had 4 items, relationship reasons had 3 items). The actual sharing of travel experiences has been evaluated using the four-item measure created by Oliveira et al. (2020).

Five items were used for demographic information, for assessing the demographic data, both numerical and categorized scales were employed. English was used for completing the questionnaires. A closed-ended statements were included in the questionnaires, and a Likert scale with five points was employed (1 being strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree). The

Journal of Management & Social Science

VOL-2, ISSUE-1, 2025

quantitative data obtained with the use of surveys and evaluated by utilizing the Statistical Software in the Social Sciences i.e. IBM SPSS Statistics 20.

Data Analysis

For analysis of data various methods were used, the data collected from tourists. Demographic analysis was done to check the characteristics of respondents. Descriptive statistics was applied on the data to calculate percentage of data. Correlation analysis was applied to analyse the relationship among variables.

Demographic Analysis

To have a quick review on the characteristics of the respondents, demographic analysis is performed. Out of 89 respondents, 53% are male and 47% were female. The 72% single, 28% married. The respondents lie between the ages of 15-20 were 21%, respondents lie between the ages of 21-25 were 41% and 38% respondents lie between the ages of 26-30 years. Among the responding employees the qualification of 15% were college and university students, 48% were in postgraduate category and 37% were postgraduate. Among the respondent employee the occupation of 14% was government employee, 13% was private sector employee, 59% was students, 4% were business owner, 8% were housewife. Further demographic analysis are shown in Table 1.

Table 1: Demographic Analysis

		Frequency	Percentage
Gender	Male	47	52.8
	Female	42	47.2
Marital status	Single	64	71.9
	Married	25	29.1
Education			
	College/ university	14	15.7
	Undergraduate	42	47.2
	Postgraduate	33	37.1
Age	15-20	19	21.2
	21-25	38	42.6
	25-30	33	37.1
Occupation	Government sector employee	13	14.6
	Private sector employee	12	13.5
	Student	53	59.6
	Business owner	4	4.5
	Housewife	7	7.9

Descriptive Analysis

Although the standard deviation provides a more accurate assessment of dispersion due to the possibility of an anomaly significantly exaggerating the range, the mean, or average, is perhaps the most frequently employed measure of a central tendency.

Table 2: Descriptive Analysis

Variables	Mean	Std. Deviation
Travel experience sharing	3.15	.73
Privacy and security reasons	2.59	.99
Environmental reasons	3.05	.65
Personal reasons	2.29	.81
Relationship reasons	2.89	.91

In table mean values, standard deviations, reliability of variables are given. The mean value for travel experience sharing is ($M = 3.15, SD = .73$), security and privacy reasons ($M = 2.59, SD = .99$), environmental reasons ($M = 3.05, SD = .65$), personal reasons ($M = 2.29, SD = .81$) and relationship reasons ($M = 2.89, SD = .91$). Table 2 below shows all the variables with their respective mean and standard deviations.

Regression Analysis

Simple linear regression technique is used for hypothesis testing, result of the hypothesis are shown in Table.3. First, we observed that security and privacy reasons (SPR) have negative concern with travel experience sharing (TES) ($\beta = -.355, t \text{ value } -5.147, p\text{-value} = .000, p < 0.01$) supporting H1. We proposed hypothesis that environmental reasons (ER) have negative concern with travel experience sharing (TES) ($\beta = -.033, p = .783, p > 0.01$) hypothesis (H2) not supported, it is non-significant. We observed that personal reasons (PR) have negative concern with travel experience sharing (TES) ($\beta = -.339, t = -3.793, p\text{-value} = .000, p < 0.01$) supporting H4 was significant. We proposed hypothesis that relationship reasons (RR) have negative concern with travel experience sharing (TES) ($\beta = -.137, t = -1.623, p = .108, p > 0.01$) hypothesis not supported.

Table 3: Regression Analysis

Hypothesis	Regression weight	Beta coefficient	R ²	F	t-value	p-value	Hypothesis supported
H1	SPR → TES	-.355	.233	26.49	-5.147	.000	Yes
H2	ER → TES	-.033	0.01	.076	-.276	.783	No
H3	PR → TES	-.339	.142	14.385	-3.793	.000	Yes
H4	RR → TES	-.137	.029	2.633	-1.623	.108	No

Discussion

Journal of Management & Social Science

VOL-2, ISSUE-1, 2025

In this study, the association among the travel experience sharing (TES) with security and privacy reasons (SPR), environmental reasons (ER), personal reasons (PR) and relationship reasons (RR) is analyzed. The subject of study included the significance of content sharing and the impact of content sharing barriers on the propensity to post travelogues on social media. The following were the primary findings:

The variables that prevent travelers from sharing content about their travels have been looked at.

The results indicate that security and privacy, and personal concerns affected tourists' tendency to share their travel experiences on SM, whereas environmental and relationship concerns did not. Security and privacy and personal concerns were the most powerful factor in decreasing participant sharing. This suggests that enhancing security and privacy factors will increase the tendency of tourists to share content. Smaller steps toward resolving security and privacy problems will also promote the tendency to share content on SM.

This research helps to clarify the inhibiting factors that affect the sharing of travel experiences on SM. Four elements were found to be deterrents to travelers' propensity to post material on social media. These included worries about the environment, oneself, relationships, security, and privacy. Numerous research (Oliveira et al., 2020; Sun et al., 2014) that assessed the factors that hinder travelers' propensity to post on social media provided support for this conclusion. The findings of this research stress that individuals attach importance to security and privacy (e.g., reveal of personal information, not satisfied with security and privacy policies, preserve security and privacy) and personal factors (e.g., low self-esteem, nervousness, not feel comfortable). Two justifications can be made in this context. Firstly, people's perceptions regarding information privacy and internet security as barriers to content uploading have diminished as a result of the actions done within the parameters of the study. The second finding is that within the research's application area, personal dimension issues are felt more strongly than security and privacy dimension concerns.

Tourists' SM sharing is hindered by privacy and security concerns. Travelers who publish content on social media express concern about security and privacy and worry that their personal information may be revealed. Thus, visitors' inclination to post material on social media may be increased by taking the required steps to lessen or eliminate their concerns about their private information being revealed or their security and privacy being compromised (Sun et al., 2014).

Tourists' relational concerns, which can stem from a fear of commitment to a social group and low interaction with other individuals on SM, can also limit sharing. The individual's tendency to share content on SM remain limited because of personal concerns low self-esteem, nervousness, not feel comfortable and

irrelevant discussions. As a result, increasing an individual's popularity and interaction level on SM will encourage them to share more. This effect is linked to the individual's ability to improve their SM competencies as well as the quality of the content they share. As a result, organizing awareness through education initiatives (for example, including informational videos and photos on their platforms) will help in the promotion of sharing.

Conclusion

To summarize, this study illuminates all of the factors that impact the sharing of travel experiences on social media. Participants were hindered from sharing their experiences due to considerable constraints related to security and privacy. Environmental and interpersonal variables, on the other hand, didn't seem to have much of an impact on sharing behavior. Additionally, personal issues like diminished self-worth and anxiousness play a crucial part in lowering readiness to contribute. Enhancing security and privacy features and promoting engagement through well-liked and interesting content are the best ways to promote more sharing. Moreover, instructional programs that enhance users' content quality and sharing abilities can foster a livelier and safer online travel community.

Limitations

This study assessed the variables preventing visitors from sharing material on social media. Additional variables can be incorporated in order to create further studies. Figuring whether sharing becomes more intense during the tourist experience could be helpful. Since the Abbottabad, Pakistan region provided the information required in this research, further data collecting is necessary to compare results across different geographical regions. Additionally, more thorough sampling across age groups and cultural settings would help to improve the results' capacity to be broadly applied.

References

- Agustí, D. (2018). Characterizing the location of tourist images in cities. Differences in user-generated images (Instagram), official tourist brochures and travel guides. *Annals of Tourism Research*, 73, 103–115. <https://doi.org/10.1016/j.annals.2018.09.001>
- Ali, D., & Xiaoying, L. (2021). The influence of content and non-content cues of tourism information quality on the creation of destination image in social media: A study of Khyber Pakhtunkhwa, Pakistan. *Liberal Arts and Social Sciences International Journal (LASSIJ)*, 5(1), 245–265.
- Arica, R., Cobanoglu, C., Cakir, O., Corbaci, A., Hsu, M.-J., & Della Corte, V. (2022). Travel experience sharing on social media: effects of the importance attached to content sharing and what factors inhibit and facilitate it. *International Journal of Contemporary Hospitality Management*.
- Baumeister, R. F. (2014). Self-regulation, ego depletion, and

Journal of Management & Social Science
VOL-2, ISSUE-1, 2025

- inhibition. *Neuropsychologia*, 65, 313-319
- Baloglu, S., & Mcclary, K. (1999). A Model Of Destination Image Formation. *Annals of Tourism Research*, 26, 868–897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Cahyanto, I., Pennington-Gray, L., Thapa, B., Srinivasan, S., Villegas, J., Matyas, C., & Kioussis, S. (2016). Predicting information seeking regarding hurricane evacuation in the destination. *Tourism Management*, 52, 264–275.
- Chiu, C.-M., Hsu, M.-H., & Wang, E. T. G. (2006). Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories. *Decision Support Systems*, 42(3), 1872–1888.
- Chung, J. Y., & Buhalis, D. (2008). Web 2.0: a study of online travel community. *Information and Communication Technologies in Tourism: Proceedings of the International Conference in Innsbruck, Austria, 2008*, 267–278.
- De Las Heras-Pedrosa, C., Millán, E., Patricia P., I.-S., & Jambrino, C. (2020). Importance of Social Media in the Image Formation of Tourist Destinations from the Stakeholders' Perspective. *Sustainability*, 12, 4092. <https://doi.org/10.3390/su12104092>
- Dwyer, L., Chen, N., & Lee, J. (2019). The role of place attachment in tourism research. *Journal of Travel & Tourism Marketing*, 36(5), 645–652.
- Govani, T., & Pashley, H. (2007). *Student awareness of the privacy implications when using Facebook*. Carnegie Mellon University. unpublished manuscript.<
<http://www.citeseerx.ist.psu.edu/viewdoc/download>.
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: its use by national tourism organisations. *Current Issues in Tourism*, 16(3), 211–239. <https://doi.org/10.1080/13683500.2012.662215>
- Hughes, M., Martin, S., Morgan, R., & Robson, M. (2010). Realizing Product-Market Advantage in High-Technology International New Ventures: The Mediating Role of Ambidextrous Innovation. *Journal of International Marketing*, 18, 1–21. <https://doi.org/10.2307/25800808>
- Kang, M., & Schuett, M. (2013). Determinants of Sharing Travel Experiences in Social Media. *Journal of Travel & Tourism Marketing*, 30, 93–107. <https://doi.org/10.1080/10548408.2013.751237>
- Kiralova, A., & Pavlicecka, A. (2015). Development of social media strategies in tourism destination. *Procedia-Social and Behavioral Sciences*, 175, 358–366.
- Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social Media in Tourism and Hospitality: A Literature Review. *Journal of Travel & Tourism Marketing*, 30, 3–22. <https://doi.org/10.1080/10548408.2013.750919>
- Marine-Roig, E., & Clavé, S. (2016). A detailed method for destination image analysis using user-generated content. *Information Technology & Tourism*, 15, 341–364. <https://doi.org/10.1007/s40558-015-0040-1>

Journal of Management & Social Science
VOL-2, ISSUE-1, 2025

- Mohn, T. (2016). *Travel boom: Young tourists spent \$217 billion last year, more growth than any other group. Forbes*. Retrieved.
- Oliveira, T., Araujo, B., & Tam, C. (2020). Why do people share their travel experiences on social media? *Tourism Management*, 78, 104041.
- Postman, J. (2009). *SocialCorp: Social media goes corporate*. Peachpit Press.
- Rau, P.-L. P., Gao, Q., & Ding, Y. (2008). Relationship between the level of intimacy and lurking in online social network services. *Computers in Human Behavior*, 24(6), 2757–2770.
- Stepchenkova, S., & Mills, J. E. (2010). Destination image: A meta-analysis of 2000–2007 research. *Journal of Hospitality Marketing & Management*, 19(6), 575–609.
- Su, L., Tang, B., & Nawijn, J. (2021). How tourism activity shapes travel experience sharing: Tourist well-being and social context. *Annals of Tourism Research*, 91, 103316.
- Sun, N., Rau, P. P.-L., & Ma, L. (2014). Understanding lurkers in online communities: A literature review. *Computers in Human Behavior*, 38, 110–117.
- Usakli, A., Koç, B., & Sönmez, S. (2017). How “social” are destinations? Examining European DMO social media usage. *Journal of Destination Marketing & Management*, 6. <https://doi.org/10.1016/j.jdmm.2017.02.001>
- Wong, K. (2016). How Millennials And Gen Z Transformed Tourism Marketing Through Sharing. *Forbes*. Retrieved December, 23, 2017.
- Xiang, Z., & Gretzel, U. (2010). Role of Social Media in Online Travel Information Search. *Tourism Management*, 31, 179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>
- Yoo, K. H., & Gretzel, U. (2008). What motivates consumers to write online travel reviews? *Information Technology & Tourism*, 10(4), 283–295.
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27–36.