

Exploring the Effectiveness of Social Media on Tourism Destination Marketing: An Empirical Study in a Developing Country

RASHED HOSSAIN¹, AL- AMIN², LISA MANI^{3,*}, MD MOMINUL ISLAM⁴,
TAHMINA AKTER POLI⁵, MD NOOR UDDIN MILON⁵

¹Department of Accounting & Information Systems, University of Dhaka,
Dhaka-1000, Dhaka,
BANGLADESH

²Department of Marketing, University of Dhaka,
Dhaka-1000, Dhaka,
BANGLADESH

³Department of Finance and Banking, Shahjalal University of Science and Technology,
Sylhet- 3114, Sylhet,
BANGLADESH

⁴Department of Management Information Systems, Begum Rokeya University, Rangpur,
Rangpur-5404, Rangpur,
BANGLADESH

⁵Government of People's Republic of Bangladesh,
National Board of Revenue, Dhaka-1000, Dhaka,
BANGLADESH

**Corresponding Author*

Abstract: - More than 3.049 billion monthly active social media (Facebook) users are engaging in sharing content, views, surfing, and bridging their friends and family. Web 3.0 is a buzzword now That is going to ensure the decentralization of information, blockchain technology, data security, data privacy, and individual control over private data. The world's scenery has been changed through the invention of the internet and social media has changed the landscape in the same way in this century. Social media has revolutionized the way companies convey their assortment of products and services to prospective customers. It has become a catalyst for changing the decisions of social media users. It has enabled every little firm to become a large conglomerate to pinpoint their niche customer segment and reach them effectively with various techniques. It has been observed that influencers in social media have a noteworthy and robust correlation (i.e., 73%) and contribute the most to travelers' travel decision-making, indicating the least reliability (28% correlation). The study shows that the R square value is 0.88 and the adjusted R square value is 0.88, indicating that travelers' decision-making is 88% shaped by social media influencers. Therefore, the boom of social media has also facilitated the way people communicate with each other, especially when they seek recommendations for purchasing something or availing of a service. It provides a platform for both consumers and businesses to have two-way communication where both parties can interact effectively on a real-time basis without incurring much expense. Social media has also brought a lot of tourist destinations closer to tourists that are situated in a remote part of the country or in a place that is quite untouched by tourist groups. It allows destination organizations like sites, parks, hotels, and amusement centers to conveniently publish multimedia content involving blog posts, images, videos, and interactive games and attract visitors to these destinations. Social media marketing also provides real-time information on customer profiles, behaviors, and perceptions to the marketing manager. It also influences tourist groups in making travel decisions like choosing a destination, a time of travel, or a package that they might want to avail of. In this research paper, we have identified four social media stimuli and shown their correlation with tourists' decision-making. In this paper, it has been identified that more than 80% of the time, social media has a positive influence on travelers' decisions about their tour itinerary. Social media has

opened the horizon of decentralized communications among people all over the world. People can easily find their content as they are looking to meet their demands.

Key-Words: - Tourism Destination Marketing, Social Media, Effectiveness, Social Media User, Developing Country, SPSS, Empirical Study.

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1 Introduction

It can't be denied that social media has revolutionized the way we experience the world around us. It provides significant marketing opportunities for a few industries, and among them, the tourism industry is one, [1]. This is because 'Traveling' is one of the most talked-about topics on social media, as people share their memorable moments with their loved ones around them. The research will look at the different roles that social media marketing plays in the growth of tourism in Bangladesh, [2]. Touring is a big part of Bangladesh's income. Since 2014, the sector has made a direct input of 296.6 billion BDT, which is 2% of the GDP. But that number is projected to rise to 5% by 2022. Bangladesh's tourism industry also creates about 15,00,00 jobs or 3% of all jobs in the country. On the other hand, Bangladesh does not do well on the world tourism index. The World Economic Forum has published a report about travel and tourism competitiveness, and Bangladesh has been ranked 125th among 141 countries around the world. Most people who come to Bangladesh from other countries are there to travel. As technology improves and media becomes more global, tourists can share information in new ways through blogs, websites, and social media sites, [3].

Social media has been becoming a powerful tool for promotional activities for organizations to target the market and serve profitably is one of the aims of the study. It has studied previous evidence of several researchers on how social media had a positive impact on promotional marketing to operate their business activities profitably and target their customers with wonderful experiences. Although social media augments low engagement connections and superficial friendships among people it has low emotional and psychological impact on people. Sometimes it is addictive and a waste of valuable time surfing social media unnecessarily. Nowadays social media like Facebook has been utilizing artificial intelligence of people's preference for what they are searching on Facebook and they are getting their content according to their preferences and previous surfing.

It is now open discussion that social media participation can generate a return of investment through extensive engagement and interaction through social media like Facebook. The key objective of the paper is to find out and determine key drivers for heightened social media participation, engagement, and interactions to get a return on investment.

Although human decision-making is a complex task, some factors contribute to making a quick decision for traveling to certain destinations. People are investing their time by surfing multiple content from the sharing, explanation, and visiting of different places by their friends and family on Facebook or social media. When someone goes to a new place and provides a review of the same, it is quite easy to decide to travel to this place. Positive reviews are a powerful tool to generate a new flow of travelers to a new destination. Travel agencies are promoting their content about new places to visit but people are searching and trying to find out the positive reviews from the general public. People nowadays are not interested in believing the advertisements unless they observe the individual or personal review. There are so many social media tools that influence consumer interest through short videos, reviews of the traveler, promotional clips, food reviews, place reviews and so forth, [4]. This paper will assess how various social media tools influence consumer interest, reliability, and satisfaction regarding a travel destination.

Social media has also made it easier for online travelers to share consumer-generated content (CGC). Internet users can now work together, talk to each other, and share their blogs, videos, photos, reviews, and other original content about a tourist location, such as hotels, restaurants, vehicles, service centers, and so on. Social media makes it easier and cheaper for destinations to get in touch with tourists than more traditional methods of communication. Access to information, planning and booking trips, and sharing travel memories have all changed a lot in this industry.

1.1 Background of the Problem

Tourism plays a key role in a country's economy. Tourism destinations like hotels, resorts, amusement parks, and historical places all try to grab the tourist's attention by using various forms of communication. However, it is not easy to communicate about a destination to a geographically dispersed population globally who typically have different and unique tastes for tourism. Hence, tourism destinations fail to connect with the appropriate groups of audiences who would be interested in their services, [5]. This is even truer for destinations that are located in remote areas of the world yet have a distinct appeal to the people. These small destination firms can't afford to use traditional communication tools and thus fail to address the tourist groups. Tourists these days are also becoming more independent when it comes to choosing a destination for travel and managing a travel plan by themselves. Especially young tourists these days don't go out to a physical travel agent's office at all but rather seek travel agents' information on social platforms and even plan tours by themselves using social media. Even the use of online directories and Yellow Pages has fallen significantly owing to the versatility of social media platforms. Nowadays, tourists are more dependent on social media to learn about a destination's service quality and seek recommendations from others on the platform. They also judge a travel destination based on their social media presence, [6].

1.2 Statement of the Problem

Tourist spots aren't using social media for marketing, and they don't understand how important it is to connect with people on social media. The business press and academic literature don't tell marketing managers how to use marketing strategy in an integrated way. Because of this, a lot of managers don't fully understand the role that social media plays in their companies' marketing efforts, [7]. Consumer-to-consumer talks on social media are having a bigger effect on the market, but there aren't yet clear ways to shape those conversations. This is also making it more difficult for independent travelers to seek travel information that can be easily made available on social media by tourist destinations. Also, there are not many studies on how consumers perceive information found on social media about destination places, what information they seek from social media, and how tourist information found on social media influences their decision-making, [8].

1.3 Purpose of the Study

There are four main research goals for this study:

1. The study will explore why and how destination organizations use social media promotional tools and techniques to target the market and serve profitably.
2. Determine the key drivers for heightened social media participation, engagement, and interactions.
3. Determine factors that contribute to decision-making by a traveler when choosing a travel destination on social media.
4. Assess how various social media tools influence consumer interest, reliability, and satisfaction regarding a travel destination.

2 Literature Review

2.1 Social Media Marketing

People are talking a lot about social media and Web 2.0 these days. They are also technology ideas that have changed the way businesses talk to each other, how businesses talk to customers, and how customers talk to each other in Figure 1. Social media has revolutionized the way people get information and how much power they have in negotiations in Figure 1, [9].

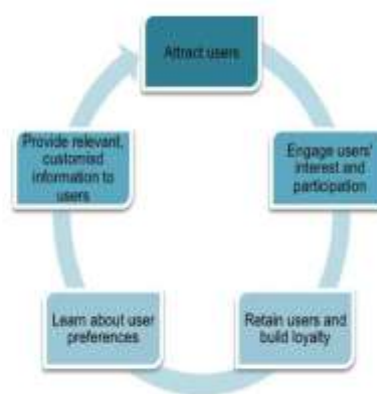


Fig. 1: Key steps for successful social media marketing, [10]

Social media is one of two "megatrends" that can have a big effect on how users can post their content, like photos, videos, and comments, and share it with peer groups [11]. It helps the businessman design the production services for the target audience for their ultimate satisfaction. Market research can be conducted through the audiences of social media to meet customer needs in Figure 1. Hotels and other travel businesses can learn more about what their customers like and don't

like about them and their rivals by reading the comments on sites like Virtual Tourist, [12].

Looked at more than 250 pieces from 2000 to 2014 that were written about modeling and predicting tourism demand. Their research showed that there isn't a single model that always does better than other models. Instead, using more than one method can improve the accuracy of forecasts. Looked at 278 e-tourism studies that were done over the 25 years from 1998 to 2013.

Destination marketing implies the places and locations or tourist spots to visit through extensive promotion. To put it another way, destination marketing is advertising a place as a tourist attraction. In product marketing, customers get goods through distribution channels, [13]. In destination marketing, on the other hand, customers travel to the destinations, which changes the ways that the products are promoted in some ways. In the last few years, tourists have been able to find out about the places they want to see, [14].

To stay competitive is the main reason why location marketing is done. Destinations are where most tourism activities happen. They are also an important part of any model of the tourism system and have become the basic unit of study in tourism, [15]. But destination marketing and management is a complicated subject that needs a thorough, all-encompassing, and organized method to fully grasp. On the demand side, travelers can choose from many places to visit. A few years ago, the focus shifted from marketing to management, [16]. These groups are still generally called destination marketing organizations (DMOs). So, a destination marketing organization is the group in charge of advertising a clear goal.

2.2 Destination Marketing using Social Media as a Tool

Destination marketing is all about creating value regarding the destinations of a country. Different promotional tools are applied to increase awareness among tourists and attract the destinations of a state in Figure 2.

Consumers today are leaving traditional forms of advertising like radio, magazines, and so on after adopting digital media, [17]. Different kinds of social media give people a lot of options for searching for information, which can affect their choice to buy. Costs have gone down because most social networking sites are free, so there is no cost to make a page or share information. On Facebook, it says that it is "free and always will be", [18]. Online platforms are now very popular for social interaction, customer engagement, and the

development of products and services by researching the needs and wants of the target audiences, and building long-lasting customer relationships for sustainability in the competition in Figure 2.



Fig. 2: The Role of Destination Marketing Organizations in Destination Marketing, [19]

2.3 Social Media Applications from the Consumers' Perspective

A new study from Google found that 84% of leisure tourists used the Internet to help them plan their trips. Looked at how likely it was for online travelers to find social media material while searching the web and found that social media produced effective results, [20]. Because websites with traveler-generated content are becoming more and more popular, some scholars say that social media is the most important part of the research step of planning a trip. Finding trip information was the main reason why travelers used user-generated content (UGC) and social media in Figure 3, [21]. Social media is increasingly influencing destination awareness and selection. However, little research has examined how social media affects alternative evaluations and buying decisions. Social media UGC was mostly used for vacation planning information searches, [22].

Several academic studies have verified social media's influence on travel decisions. Social media affects hotel consumer choices, [23]. Russian and other former Soviet Union Internet users organize their holidays. Valence, framing, and ratings in online reviews affect hotel guests' booking decisions in Figure 3.

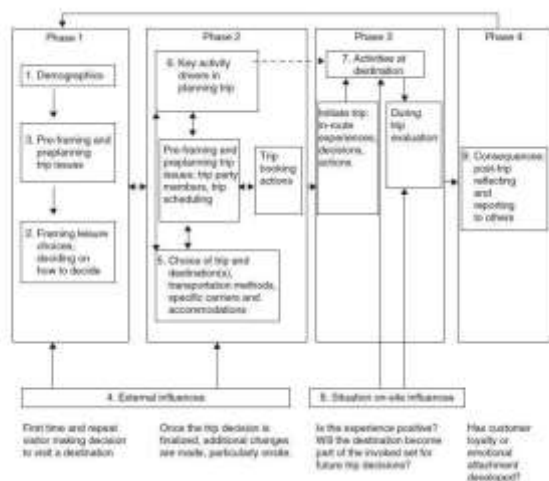


Fig. 3: Process model of Travel decision-making

All users can create or improve the material, [24]. Today's passengers may consume, produce, and share travel information online. Expected social, hedonic, and functional benefits influence tourists' intentions to use social media for vacation planning, [25]. A traveler's personality influences whether they create travel-related UGC. The decision-making process of travelers was discussed, who has shown four phases through which a traveler takes a travel-related decision and influencing factors that shape their decision-making process in Figure 3, [26]. The decision-making process primarily involves pre-tour planning and framing activities, on-tour activities, and decision-making consisting of situational actions.

2.4 Research Hypothesis

The hypotheses of this research Depend on the previous literature on how social media influences tourism destination marketing, [27]. It is about exploring whether social media has an in-depth influence on tourism destination marketing or not based on the interests of tourists, although they post images, videos, and moments on these digital platforms.

The Hypothesis hence will be:

H1: Social networking sites positively influence decision-making for tourists.

H2: Social networking sites don't influence decision-making for tourists.

If the alternative hypothesis (H1) is correct, then tourist spots that are active on social media can greatly increase their chances of being viewed. One way to be present is to have an active page on social media sites, post regular content on those sites, and include all of our contact information and user

reviews on that page, which could interest tourists, [28].

If the null hypothesis (H0), on the other hand, is true, it means that social networking sites don't have a big effect on where people choose to visit. Because of this, being involved in social media wouldn't make enough money, and it would also show that traditional media are still the main reasons why tourists choose where to travel, [29].

3 Methodology and Procedures

The goal of the research technique is to make sure that theoretical analysis is done in a planned way. This is where the researcher can compare, assess, and look at the different theoretical parts of the study as well as the terms and ideas that go with them, [30]. Giving reasons for the methods used helps the researcher present the study goals in a step-by-step way, [31]. Because the steps are done in a certain order, the researcher can carefully understand and explain the research's goals.

3.1 Research Design

There are two research methods: the intuitive method and the deductive method. The deductive approach is to develop a study hypothesis based on existing theories and then plan to test that hypothesis, [32]. After following the linked steps, the research study will show whether the hypothesis is correct. The main idea behind the inductive method is to give the researcher a certain reason by looking at different real-life examples, [33]. The person doing the study will use the logical method in this case. When the researcher is done using the correct theory and books, he can switch to the inductive method. However, this study can't be done because there isn't enough literature on the topic, [34]. So, the researcher will have to make a guess and then test it. The researcher can make the best use of the logical method because it doesn't require any assumptions and gives a clear picture of the factors that lead to the best results. Both qualitative and quantitative studies are used in the study, [35]. Both first-hand as well as second-hand sources will be used to gather research data. For qualitative research, a lot of research will be done by reading a lot of different online sources and talking to focus groups in depth. As part of the quantitative part, a 5-point Likert scale will be made and sent to all participants through an online poll, [36].

3.2 Sample and Population Selection

Population is the total number set which contains all the participants of the specific group that are chosen. Tourists are the population in this study. The target population for a survey is the entire set of units for which the survey data are to be used to make decisions, [37]. The target population specifies the materials for which the results of the survey are meant to generalize a concrete form. It should be clearly defined according to research aims. Therefore, for this study, the target population was defined as tourists who are targeting tourist destinations and tourism products and services, [38]. A person who visits a country for short terms (e.g., tourists) is therefore not a resident of that country. The definition, however, does not clarify the time length to become a resident. Nevertheless, in this study, the researchers precisely considered persons who have lived in Bangladesh at least for the past two years. The rest were not considered as part of this study for reasons such as their minimal Bangladeshi tourism experience and spot-related services that they experienced.

A sample is a subset of the population where individual's participants or respondents are taken from the target population, [39]. There are three types of sampling techniques such as probability sampling from where each sample has the same probability that is chosen, purposive sampling means selecting the sample that makes the sample representative depends on opinion or purpose and lastly no rule sampling which does not maintain any rule, any sampling representative and where there is no selection bias as the population is homogeneous. We have taken the sampling method where 150 people take part in the actual part of the data collection and analysis. Respondents will be chosen using the convenience sample method, and they will be given a structured questionnaire. Nobody of a certain age or gender will be the focus of the event. What is expected from interviewees is that they know about and use social networking sites. So, we can say that "social network users" are the people this study is aimed at [39].

3.3 Data Collection

Information will be gathered through both online and offline methods. University students and corporations will be required to allocate a small amount of time to complete an online questionnaire for data collection purposes, [40]. Individuals who do not use social networks will be excluded from the analysis. The ready questionnaire link was distributed by email, Facebook, Instagram, and WhatsApp to gather data online and responses.

Online collection of data or responses is the most common method of data collection because it is easy to reach people, they can fill out the questionnaire at their convenience, and participants value anonymity. Data collection begins on December 25, 2022, and ends on December 31, 2023. Tourism participants' perceptions of destination marketing can differ greatly from internet sources; hence, secondary data will not be used in this study. This is because visitors' perspectives change. This research will employ primary, first-hand data because visitor perceptions change. I will use independent variables to evaluate the measures in my research, [41]. Tourist decision-making is the dependent variable. Survey Monkey will produce the questionnaire. The 21-question survey will be in English only. The researcher designed the questions because there is little research on this area, [42]. One of the most commonly used survey assessment methods is the Likert scale. A brief introduction will describe the study's purpose and participant expectations. Each scale item will require agreed-upon ratings. This question will employ a five-point Likert scale with categories of "strongly disagree," "disagree," "do not agree nor disagree," "agree," and "strongly agree." First, the dependence of social media on tourism destinations will be analyzed. Then, user reliability, interest, and satisfaction with utilizing social media for tourism will be analyzed to determine how social media information influences their travel plans, [43]. Age and profession are collected in the questionnaire's final section. To better understand respondents' behavior, they were asked how often they travel, how many social media friends they have, and how much they spend on travel, [44].

3.4 Data Analysis

Statistical and numerical methods are needed to analyze quantitative data, [45]. Statistics like mean, median, and mode will be used to assess the depth. The correlation model and regression analysis model will analyze Destination's social media marketing's impact on travelers. Researchers utilize SPSS to analyze numerical data and create charts and tables, [46].

3.5 Reliability and Validity Testing

By gathering data from suitable sources, the researcher will ensure research reliability. Students and corporations that tour frequently and are active on social media will provide the most accurate information, [47]. Additionally, these respondents are well-educated and comprehend social media. Also, the researcher will employ a questionnaire,

which is most reliable for collecting valid data. The researcher's data will be more reliable using original data. This makes sense because secondary data may not accurately represent tourist perception. Statistical tools will also ensure validation by reducing errors, [48].

4 Result and Discussion

4.1 Demographic Characteristics

Demographic characteristics involve information regarding respondents' age, income, gender, and profession that can guide the researcher in deciding which group of respondents is the most representative segment for the survey. The result shows that 78% of people who participated in the survey responded as students. 22% of professional respondents in this data collection in Figure 4. The number of teenagers is the main target of social media. They share their views, travel experiences, food reviews, and overall new place reviews, disperse valuable information, engage in some related tour-related Facebook groups, and share their tour pictures on social media groups for a better understanding of the new locations to visit.

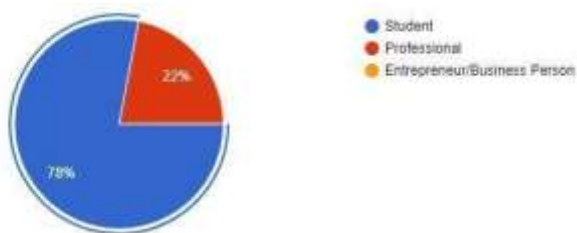


Fig. 4: Demographic Variables of the Respondents

The figure shows that students and professionals mostly use social media for seeking travel-related information, and the number is higher for students as they are the heaviest users of various social media sites in Figure 4.

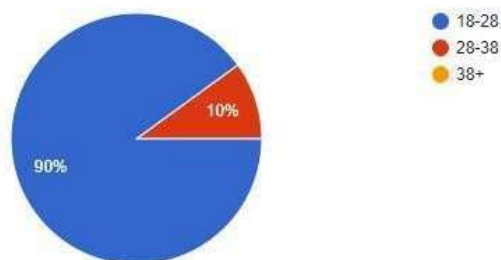


Fig. 5: Demographic Variables of the Respondents

90% of the respondents who participated in the survey are between the ages of 18–and 28, who are

Generation Y people who mostly spend their time on social media like Facebook in Figure 5. Thus, destination sites should develop contents that attract these people. It can also be deduced that senior citizens, mostly over 40, still rely on traditional travel agencies to fulfill their travel needs. So, it can be said that students aged 18–28 are the most represented group in this survey in Figure 5. People nowadays don't trust personal tour blogs used to post review videos and photos for a better understanding of places, the food that they take, the experiences they gather, and the cost they incur in Figure 5.

4.2 Findings of the Study

The current study tries to dig out the factors of the decision for traveling through extensive research on social media like Facebook, Instagram and YouTube for choosing the right place at the right time, at the right way, and at the right cost. Travel experiences are priceless. It includes the positive interference of the family members, the peer group, and the partners. If it is not memorable, It becomes a bad experience. The respondents to the survey were asked different closed-ended structured questions regarding social media factors that influence their travel decision-making. The factors involved include whether they consider social media as a perception regarding traveling or not. Further, their perceptions regarding the reliability, interest, and satisfaction of travel destinations' social media posts were analyzed to check how those things influenced their decision-making when choosing a travel plan. All of the respondents replied that they use social media, and thus the respondent's understanding of the survey questions is ensured, and their opinions can be quite dependable for the research work.

The Close Ended Survey Question was did you use social media? The respondent's answer was 100% positive in Table 1.

Table 1. What sort of benefits do you get the most from using Social Media?

Social Media Provides Information	24%
Social Media presence gives a sense of reliability	36%
Social Media posts trigger interest in me	21%
I feel satisfied with sharing experiences on Social Media	19%

Then the respondents were asked what sort of benefits they get from using social media to analyze

their perception of the various elements of social media posts that we have planned to highlight throughout the research in Table 1. People who participated in the survey feel it as reliable, with 36% and 24% feeling it was beneficial. The decision-making becomes easy after analysing the social media posts, reviews, peer group discussions and video in Table 1.

Table 2. Frequency of Perception

	PER 1	PER 2	PER 3
S.Agree	3	19	3
Agree	14	25	19
Neutral	13	1	16
Disagree	17	4	10
S.Disagree	3	1	2

Different social media websites provide tour-related information for tourists to make decisions in Table 2. In this research, respondents were asked three questions regarding their perception and expectations that social media websites are providing them with travel-related information for the benefit of tourists.

Respondents were asked whether tourist destinations maintain a sufficient social media presence or not. There was a mixed opinion regarding this, as 28% agreed they do, whereas 40% of respondents believe that they don't maintain sufficient social media presence in Table 2. However, respondents agreed in large numbers that they seek tour-related information on social media before planning any trip. Finally, 38% of respondents felt that destinations provide action-based services on their social media websites in Table 2. So, it was found that people think some destinations provide sufficient information and necessary action buttons on their social media pages, whereas some destinations don't maintain enough social media presence at all. People are now more prone to social media.

Table 3. Mean, Mode, and SD of Perception

Perception	SoI1	SoI2	SoI3
Mean	2.94	4.14	3.22
Mode	2	4	4
SD	0.80	0.74	0.87

The researcher calculated the average, middle value, and standard deviation in Table 3. The average perception was between 2.94 and 4.14, suggesting that a significant number of individuals

use social media to find travel information in Table 3. The standard deviation of 80 suggests that respondents perceived the questions similarly, as it was lower than the mean in Table 3.

Table 4. Frequency of Reliability

	REL1	REL2	REL3
S.Agree	3	1	10
Agree	15	18	27
Neutral	21	20	9
Disagree	10	9	3
S.Disagree	1	2	1

The respondents were asked about their perception of a tourist destination's reliability after viewing its social media presence and whether they depend on information from social media in Table 4. 36% of participants trust tour organizations and agencies on social media, while 54% believe that a tour destination's legitimacy is improved by its social media presence in Table 4. Only 30% of respondents indicated complete reliance on information sourced from social media in Table 4.

Table 5. Mean, Mode, and SD of Frequency of Reliability

Frequency of Reliability	REL1	REL2	REL3
Mean	3.18	3.14	3.84
Mode	3	3	4
SD	0.896478371	0.880862286	0.888934239

It was found by calculating the mean, median, and mode of reliability that the mean reliability frequency was above Table 5, indicating a positive response from the participants of the target group. Respondents mostly agreed on the questions, as the mode was also between 3 and 4. The standard deviation of the frequencies was around .88, which was quite low compared with the mean value and indicates that the respondents perceived the questions similarly and marked them the same in Table 5. People feel reliable in making decisions by taking information from social media.

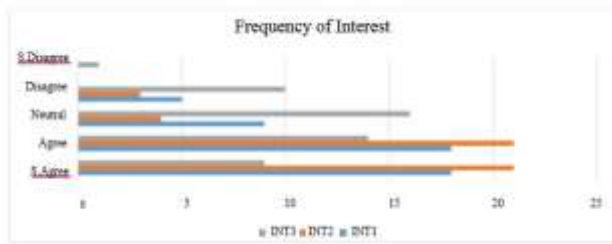


Fig. 6: Frequency of Interest

It has been identified that 64% of respondents agreed that social media posts are strong enough to trigger travel interest in them in Figure 6. In the category of travel-related posts, 86% of respondents said that consumer-generated information (CGI) posts seem to be more effective in triggering travel interest in them. 40% of the respondents said that tour ads that they see on social media are sometimes irrelevant to them; however, 30% of respondents stayed neutral about the question in Figure 6.

In the next part, respondents were asked how happy they are with sharing travel information on social media sites and whether they think the travel information they find on these sites is accurate and useful. About 64% of people who answered said they like to share their trip stories on social media sites. However, only 36% of those who answered positively said that the information on these sites was clear. Almost one-third of those who answered thought that Destinations wasn't being honest when they shared information on social media sites.

Table 6. Frequency of Decision-Making

	DM1	DM2	DM3
S.Agree	12	14	8
Agree	16	20	26
Neutral	9	8	13
Disagree	10	8	3
S.Disagree	3	0	0

Finally, it was evaluated whether respondents planned for a trip only using the information found on social media or not and whether customer reviews found on social media pages influenced them to make travel decisions or not in Table 6.

Table 7. Frequency of Decision-Making Mean Mode and Standard Deviation

Decision Making	DM1	DM2	DM3
Mean	3.48	3.8	3.78
Mode	4	4	4
SD	0.68	0.78	0.56

The decision-making sections' mean, mode, and standard deviation were looked at, and the average mean was about 3.7 in Table 7. It means that tourists who are planning to visit a new destination are more prone to decide if the score indicates a high score. The decision-making score is relatively high as the result is satisfactory. The value of a standard deviation here indicates the greater variability of making a tourist destination decision. It also implied that respondents felt favorably about how social media affected their travel plans for their desired destination. The standard deviation (averaging 65) shows that most of the people who answered the survey had a similar understanding of the questions and gave similar answers and at the same time it points out that data are widely spread out for a better understanding of the tourist for decision making about their tourist destination in Table 7.

4.3 Correlation Analysis

The statistical method used to figure out how strong the link is between two continuous factors that can be measured numerically is called correlation analysis which is presented in Figure 7.

	Perception	Reliability	Interest	Satisfaction	Decision Making
Perception	1	0.393	0.028	0.317	0.473
Reliability	0.393	1	0.115	0.326	0.275
Interest	0.0289	0.115	1	0.086	0.649
Satisfaction	0.317	0.326	0.086	1	0.739
Decision Making	0.473	0.275	0.649	0.739	1

	Social Media	Decision Making
Social Media	1	0.8069
Decision Making	0.8069	1

Fig 7: Correlation Matrix

Satisfaction influencers (73% correlation) contribute the most to travelers' travel decision-making, and reliability factors have the least (28%) correlation with travelers' travel decision-making in Figure 7. There is a strong correlation between decision making and reliability has been shown in the current study in Figure 7. Satisfied influencers have a positive impact on social media users for

decision-making about their tourist destinations. The perception, reliability, interest of the respondents, satisfaction level, and decision making all are highly correlated in the current study found in correlation analysis.

4.4 Regression Analysis

It tries to show how much of the traveler’s decision-making gets explained by social media influencers. Multiple regression in this study implies a strong and positive linear relationship between IV and DV. The value of multiple R .94 indicates a strong and positive correlation between the two variables in Figure 8. Adjusted R square value suggests the majority of the participants have positive aspects of making decisions based on social media data and inferences they gather through surfing the internet. The standard error of the estimate in this study has found the model is more precise and accurate as it results.

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.942289460							
R Square	0.887979030							
Adjusted R Square	0.883796812							
Standard Error	0.240919441							
Observations	30							
ANOVA								
	df	SS	MS	F	Sig			
Regression	1	25.53481241	25.53481	380.34694	1.80242E-24			
Residual	28	0.291788813	0.010421					
Total	29	25.82660122						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-1.23217620	0.234757928	-5.24875	1.28E-05	-1.703840331	-0.720501123	-1.7054613	-0.720983126
Social Media	1.170681111	0.076198323	15.35170	1.69E-24	1.228949339	1.312214684	1.228949339	1.312214684

Fig. 8: Regression Analysis

In this research work, a simple linear regression model is used. The study shows that the R square value is 0.88 and the adjusted R square value is .88, indicating that travelers' decision-making is 88% explained by social media influencers in Figure 8. The following equation best describes a traveler’s tendency to make travel decisions based on social media influencers.

$$\text{Travel Decision Making} = -1.23 + (1.37 * \text{Social Media})$$

The independent variable travel decision-making is largely dependent on social media regarding travel. There is a clear influence represented in the linear regression model on travel decision-making. The coefficient 1.37 represents the actual effect of destination decision-making based on social media uses. The value -1.37 indicates that if the unit value of social media increases, the travel decision-making increases by 1.37. The assumption calculated in the regression model is validated in the study. So it is crystal clear that social media has a

positive and strong correlation and impact on travel decision-making of destination marketing.

4.5 Discussion

This study examined how social media influencers may help tourists promote their destinations on Facebook, Twitter, Instagram, YouTube, and more. To explore how social media influences things like reliability, satisfaction, interest, and perception affect traveler decisions, I identified four. I record and analyze the respondents' information, as outlined in the preceding chapter. Our research shows that visitors are most affected by how easy it is to share travel information on social media and how clear it is, [49]. Respondents also agreed that rating travel pages and giving travel feedback increases their attachment to destination organizations, indicating that ‘customer interaction’ on social media influences travelers the most when choosing a destination. The social media's best feature is a two-way connection with clients, [50]. They also said that corporations can acquire customers' trust by letting them share information on social media and letting them vouch for the brand. However, consumer interest can't be quantified, so corporations can only estimate client sentiment by analyzing their social media posts, [51].

To start the research, I'll employ four social media influencers, who identified four behavioral elements that social media can affect. We've tried to show how consumers see, feel, and think about social media and how it affects their decisions. The data supported Evans and Mathur's argument but argued that social media's reliability is the most powerful factor in attracting customers, [52]. He says customers appreciate a company's goods when they know they will be delivered consistently and when they exceed their promise. According to his theory, travelers are more likely to choose a destination with reputable and dependable information. My research only showed a 28% association between social media reliability and tourist decision-making, suggesting that Bangladeshi tourists are not encouraged to base their travel decisions on social media dependability, [53]. Thus, reliability has an impact on travel experiences found in the study discussed above to a new destination. Marketing of related data such as reliability is further boosted when people see other travelers vouching for a particular travel destination and providing real-time pictures, videos, reviews, positive experiences, blog posts, and updates about the destination. Tourists may also take into account transparent and credible travel information, so those

factors have a minimal impact on their decisions, [54]. Since Bangladesh is a collectivist nation and internet travel groups are cheaper than going alone, Bangladeshis have started using them to establish new friends. promotional activities through social media about destinations should have the reliability to visit that place with security. People who plan to go to a new destination always think about the reliability and security issues for their safety observing the previous reviews and experiences of other people or visitors gathered earlier.

In our research, we have seen that their consumer's perceptions of information found on social media have a moderate influence on their decision-making. Consumers hardly predict the service quality of tourist products (accommodation, commutation, entertainment, etc.) because they are not tangible, and thus their perception of the products encourages them to make travel decisions. This is why consumers feel more encouraged to travel when tourist companies demonstrate the utilities of a comfortable stay, smooth commutation, and an unparalleled entertainment experience in a visually attractive manner. Moreover, when destination organizations provide call-to-action buttons like booking and calling, their consumer's perception of the authenticity of a destination enhances, [55].

This finding goes hand in hand with the theory of finding out that CTA buttons are 75% more responsible for converting visitors to customers. However, the aesthetics, position, and function of the CTA button must be appropriate enough to trigger consumer interest.

One of the most important aspects of social media posts is their relevance to the consumer's interest profile. 45% of consumers were quite unsure of whether the tour ads they saw on social media were relevant to them or not. Irrelevant social media ads not only fail to convince customers of the proposition but also drag away their interest from another offering from the same provider. Thus, a destination organization must understand the demographic profile of the target audience before letting the ad show up in their news feed because, with too many competitors offering similar services, it is always a hit-or-miss situation for destination organizations, [56].

It has been crystal clear that around eighty percent of travelers' decision-making is influenced by social media. Moreover, social media helps tourists integrate with other services like ride-sharing, hotel sharing, and mapping on their smartphones, thus enhancing the convenience of making a tour plan all by themselves. However,

Bangladeshi travelers negated the question of whether social media provides sufficient information for planning a complete trip or not, which indicates that destination organizations must go through the tourists's decision-making process, as explained to understand which social media influencer is effective at which stage and arrange their services accordingly, [57].

5 Recommendations and Conclusion

5.1 Recommendation

Researchers have seen that social media stimuli have a significant impact on consumers' travel decision-making, [58]. Destination organizations can utilize the findings of this research to influence their social media strategies in the following ways:

- The first job for destination organizations would be to set up their social media pages on various social media sites (Facebook, Youtube, Instagram, etc.) and include sufficient travel details and call-to-action buttons like inquiring, checking route maps on Google Maps, seeing attractions and activities of the destination, and such, [59].
- When customers see a destination's footprint on multiple social media sites, they are likely to have a strong perception of those destinations.
- Several things on social media have been shown to make tourists more likely to visit a place: the ability for users to share trip information on these sites; and the perceived reliability of information on these sites, [60].
- Destinations should encourage tourists to share more travel information on social media and can initiate a contest where tourists who share their travel experiences in most places will get special loyalty points. Destination organizations should also get themselves enlisted with various governmental and non-governmental tourism development societies and promote their affiliation with those organizations, [61]. Moreover, tourists feel more reliable towards a destination when their friends and families vouch for the place, and that's why new destinations should undertake incentive programs to increase positive word-of-mouth among friends and families. In these ways, destination organizations can increase the sense of trust and credibility among tourists, [62].
- Destination organizations should exhibit the ratings and reviews from prospective customers of popular sites like TripAdvisor at their destination premises so that customers visiting

the establishment instantly get a positive vibe from those tokens of reference, [63]. It is thus highly recommended that the destination website regularly check up on customers' conversations and comments made on social media about their destination site.

- In our research, it was found that when destination organizations fail to pinpoint their customer base, customers feel irritated to see irrelevant ads on their page and are likely to unfollow the destination, [64].
- Destination organizations should also provide enough information to guide tourists making a complete trip by including the available accommodation options that are nearby, available transportation facilities that the customers can use, available guide options, food, and other leisure options so that tourists don't need to go elsewhere to find a link to those services. This is why a destination organization can hold potential tourists for a long time on its social media page, [65]. If possible, destination organizations should also form affiliations with the mentioned service providers to help tourists plan a complete trip.

5.2 Conclusion

It is concluded that the goal of the study was to find out how important different social media influencers are in helping tourists decide where to travel. Since social media has become a very influential marketing tool for small and medium enterprises and an easy way to pinpoint niche targets, every company, from goods to services to businesses, uses social media to harness customer relationships, [66]. It is stipulated that social media has a crucial impact on increasing awareness about a destination, augmenting the image of the destination where tourists can visit, amplifying the number of tourist engagement, addressing the current level of problems and solutions of the destination, and contacting marketing campaigns to foster word of mouth. Destination organizations that mostly promote tourist spots in Bangladesh have downplayed the role of social media in getting people interested in traveling to those places, [67]. Previously, destination organizations have always relied on conventional travel agencies and media to reach out to clients and thus have always stayed away from directly interacting with the target audiences. They have very little idea about which social media influencer has the most influence in shaping tourists' travel decision-making, which has led me to work on this research paper. There were very few research studies done previously to

understand the relationship between social media and tourism in general, but little concentration was put on assessing specific elements of social media and their direct connection to tourists' decision-making, [68].

The first objective of the research was to identify various underlying aspects of social media posts, chiefly messages, photos, videos, etc., that have the power to transform something intangible like a travel experience into tangible digital content. Thus, we came up with four influencers that were chosen as the independent variables for our research work. The dependent variable was the tourist's decision-making, as we were to assess how those influencers affect a tourist's decision-making. After carefully studying various research works and papers, we came to the understanding that those four elements somewhat positively or negatively affected tourists' decision-making in some ways. However, an exact correlation was to be drawn, [69]. Hence, we have followed the Single Linear Regression Analysis method to analyze the relationship between the independent variables and dependent variables in a survey that consisted of 15 questions presented in 5 sections. The Likert Scaling Technique was applied to help respondents give their opinions conveniently and for convenient analysis work. Social media has revolutionized the picture of tourism destination marketing by connecting people through social media in multiple ways i.e. addressing the challenges of a new destination, finding out an effortless solution for the challenge, empowering the connectivity of social media, enhancing the credibility by posting videos, images, block, and real time experience, exploring new trends and technology for effective destination marketing.

6 Limitations and Future Scope of the Study

The researcher may have to deal with some different problems and restrictions while doing this study. It's hard to get accurate numbers on customer information about how tourists see things because it's seen as personal information, [70]. The respondents are making it hard to get information from them. Also, it can be hard for the researcher to come up with a hypothesis and try it to see if it should be accepted. The researcher may also have trouble using different statistical tools and meeting his own needs. Most of the time social media platforms magnify negative publicity about tourist destinations which creates a security crisis for the

tourists. Required data is stiff to collect because of privacy issues from the actual tourists of different destinations. Sometimes it is difficult to measure the effectiveness of social media like Facebook because of target market engagement, involvement, sharing of actual data, and other indicators. However, these limitations certainly generate some scoops for future research. For instance, social media marketing campaigns in tourist destinations can segment and target actual and potential customer groups for targeting innovative marketing campaigns, content personalization strategies to serve new target markets, and reaching a large target customer for future sustainability in the competitive market. It's a great opportunity to target the new customer from Snapchat, TikTok, and other social media platforms by analyzing demographic information, customer attitude and perception, destination marketing aspects, and utilizing a user-generated matrix for destination marketing, [71]. There is another scope of extending the guideline and applying best ethical practices of maintaining customer privacy issues, extending data protection scope, user transparency, complying with ethical code of conduct, and administering ethical corporate social responsibility in destination marketing research.

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