



## The Influence of Social Media in Tourism Marketing Strategy: Side by Side Research in China and Indonesia

Xu Liang<sup>1\*</sup>, Lalu Muhammad Furkan<sup>2</sup>

Management Study Program, Faculty of Economic, Universitas Mataram

Corresponding Author: Xu Liang [xuliang7782025@163.com](mailto:xuliang7782025@163.com)

---

### ARTICLE INFO

*Keywords:* Social Media, Tourism, Marketing Strategy

*Received :* 16, January

*Revised :* 30, January

*Accepted:* 25, February

©2025 Liang, Furkan: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The rapid advancement of social media has significantly transformed the tourism industry. Previous studies indicate that social media outpaces traditional communication tools in its ability to quickly reach and engage a global audience. While most existing studies focus on single-country analyses or broader global trends, this study provides a comparative examination of two countries. In this case, the current research aims to explore the influence of social media on tourism marketing strategies in Indonesia and China, two influential players in the global tourism sector. A library research methodology was employed, gathering data from nine academic journal articles sourced from reputable, indexed databases such as Google Scholar, Science Direct, and ResearchGate. The findings reveal distinct differences in the role of social media in the tourism marketing strategies of both countries. In China, social media primarily contributes to promotion and branding efforts, as well as influencing decision-making processes. In contrast, the social media in Indonesia enhances destination visibility as a key component of its tourism marketing strategy. This study underscores the importance of adapting social media strategies to local contexts to maximize their potential in promoting tourism and fostering long-term industry development.

---

## INTRODUCTION

Innovation is a crucial driver for achieving sustainability and fostering growth across all industries, and the tourism sector is no exception. Over the past several decades, the global tourism industry has experienced significant expansion, establishing itself as a vital contributor to economic development (Firman, et al., 2023). Tourism, viewed as a social phenomenon, encompasses a broad range of events and relationships that arise from the dynamic interactions between tourists, businesses, host governments, and local communities (Firman, et al., 2023). Tourism serves as a cornerstone of economic activity and a leading sector in numerous countries, including China and Indonesia. The tourism industry has significantly contributed to economic development in those countries. However, its rapid growth has also brought about certain adverse effects on social, cultural, and environmental aspects. To ensure the long-term viability and positive impact of tourism, it is essential to implement a sustainable development strategy (Lasso & Dahles, 2018).

In this case, the rapid advancement of social media has revolutionized the hospitality, tourism, and travel (HTT) sectors, offering advertisers unparalleled opportunities to connect with and engage their audiences (Chu et al., 2020). This digital transformation has enabled businesses in these industries to foster more interactive and dynamic communication with consumers, creating new avenues for marketing and customer relationship management (Chu et al., 2020). For example, social media users play a significant role as endorsers in promoting travel destinations across various platforms such as Facebook, YouTube, Instagram, TikTok, and more. Through their extensive reach and established credibility, these individuals successfully highlight destinations, increasing their attractiveness and global visibility (Xu & Pratt, 2018). Moreover, according to Hays et al. (2013), social media surpasses traditional communication tools in its ability to quickly reach a broader audience. Consequently, it is vital for destinations to develop strategies to handle sudden increases in popularity generated through social media platforms.

While there is an increasing body of literature on the influence of social media in tourism marketing, few studies have comprehensively studied its impact across different national contexts, particularly in countries with distinct socio-economic and cultural characteristics like Indonesia and China. Most existing research tends to focus on single-country analyses or broad global trends (Vij & Rizwan, 2022; Tarsakoo & Charoensukmongkol, 2020; Rather, 2021), overlooking the nuanced differences in how social media is utilized within specific tourism markets. In the case of Indonesia and China, both countries are influential players in global tourism yet present unique challenges and opportunities for tourism marketers due to differences in digital infrastructure, social media platforms, and consumer behaviors. This gap in the literature calls for a focused investigation into how social media marketing strategies are tailored to the specific dynamics of each country's tourism sector. By filling this gap, the study aims to offer valuable insights into the role of

social media in tourism marketing within two distinct, yet rapidly growing, tourism markets.

## LITERATURE REVIEW

A survey conducted by Digital Global in 2020 revealed that the number of social media users has surpassed 3.8 billion. With nearly 60% of the global population connected to the internet, current trends indicate that social media usage will soon encompass more than half of the world's population. This widespread adoption has been mirrored in corporate spending, with companies allocating 28% of their digital marketing budgets to social media in 2019. The varied frequency of social media tools in marketing reflects its growing prominence in reaching and engaging audiences (Hysa et al., 2021). Social media platforms are distinguished by their high interactivity and the use of a variety of accessible applications and communication tools.

Kaplan and Haenlein (2010) define social media as a group of web-based applications built on the principles of Web 2.0, which enable users to create, share, and exchange content. These platforms facilitate the creation and dissemination of user-generated content, which has become a key feature of modern online communication. Kaplan and Haenlein (2010) further categorize social media based on two primary factors: social presence/media richness and self-presentation/self-disclosure. The first factor focuses on the degree of personal interaction and richness in communication, while the second considers how individuals present and disclose aspects of their identity. The primary purpose of social media is to build and maintain relationships, making it one of the most popular forms of online interaction, with platforms such as social networks and virtual worlds playing a central role in this process.

Building on this foundation, Hysa et al. (2021) offers a more detailed classification of social media, recognizing a variety of distinct types. These include blogs and microblogs (e.g., Twitter), social networks (e.g., TikTok, Instagram, Facebook), and professional networking sites (e.g., LinkedIn). Additionally, there are collaborative networks and shared projects like Wikipedia, internet forums such as Globetrotter, Fly4Free, and Lonely Planet, as well as content communities like YouTube, Vimeo, and Pinterest. Social media also includes rating services and portals like TripAdvisor, Booking, and Airbnb, virtual social worlds such as Second Life, and virtual game worlds like World of Warcraft. This diverse range of platforms demonstrates the multifunctional nature of social media, catering to a wide array of user needs, from personal networking and entertainment to collaborative projects and the sharing of experiences within specialized communities. Each platform serves a distinct purpose, shaping how users interact, share information, and engage with content in the digital landscape.

In the tourism sector, social media has become an indispensable tool for building the brand identity of regions, companies, and attractions. It facilitates relationship-building with tourists not only before their visit but also during and after their stay, creating a continuous engagement cycle. Increasingly, the public relies on social media to share and seek travel-related information,

making it a critical resource in travel planning (Berthon et al., 2012). With the advent of social media, its role in marketing has transformed dramatically. User-generated content on social platforms now plays a significant role in shaping an organization's image, influencing its revenue streams, and even impacting its long-term viability.

These developments have also opened new avenues for communication in the tourism sector, particularly in marketing innovative tourism products (Hysa et al., 2021). Social media serve as a powerful information and communication platform, effectively engaging diverse generations of travelers (Xiang et al., 2015). Consequently, marketers—including those representing hotels, restaurants, and municipal authorities—should leverage these platforms to promote new destinations and attract potential visitors (Bora Ly & Romny Ly, 2020). Crafting compelling promotional campaigns on social media is essential to inspire users to explore specific locations. The rapid advancement of technology suggests that the role of social media in tourism marketing will expand even further.

## **METHODOLOGY**

This study employed a library research methodology. The researcher collected a total of nine academic journal as a data from a variety of credible, indexed sources, including Google Scholar, Science Direct, and ResearchGate. Content analysis was utilized to examine and interpret the text by categorizing information into specific themes, concepts, and terminology. Following the procedures outlined by Krippendorff (1985), the content analysis process began with unitizing, which involved identifying relevant data and selecting appropriate texts or sources such as articles, interviews, or videos. The next step, coding, involved creating a structured approach to sorting and categorizing the data into functional themes or groups. Data reduction followed, simplifying extensive content into manageable patterns or themes to identify the core messages within the data. The researcher then interpreted the patterns discovered to draw conclusions that addressed the research questions. Finally, the study ensured the reliability and validity of the findings through a validation process, confirming that the results were consistent and accurate by adhering to established coding rules.

## **RESEARCH RESULT AND DISCUSSION**

The impact of social media on tourism marketing strategies remains a topic of ongoing interest, with varying views on its effectiveness across different regions. The effectiveness of social media as a tool for tourism marketing is largely dependent on factors such as content relevance, audience engagement, and platform utilization. When marketing strategies fail to align with local consumer behavior or fail to take full advantage of platform-specific features, the results can be suboptimal, leading to reduced reach and effectiveness. In this section, the researcher examines and discusses the findings from both Indonesia and China, exploring how social media is used in tourism marketing in each country.

### ***The Influence of Social Media in Tourism Marketing Strategy in China***

The present study reviewed a minimum of four scholarly articles examining The Influence of social media in Tourism Marketing Strategy in China. This concept pertains to the diverse ways in which social media platforms shape and transform marketing practices within the Chinese tourism industry. The analysis identifies two key influences of social media in this context: (1) promotion and branding, and (2) decision-making processes. These aspects will be explored in detail in the subsequent sections to provide a comprehensive understanding of their impact.

#### ***Helps Promotion and Branding***

The findings from the literature highlight the significant role of social media in influencing tourism promotion and branding. First, Wang et al. (2021) observed a dramatic surge in visitors to a remote destination, with the number of tourists increasing from approximately 50 in January 2021 to between 400 and 600 by February 2021. The rapid surge in popularity of remote destinations, as noted by Wang et al. (2021), reflects the efficacy of targeted social media campaigns. In China, platforms like Xiaohongshu (Little Red Book) have been instrumental in promoting niche travel spots. Xiaohongshu, often referred to as "China's Instagram," allows users to share travel experiences and recommendations, significantly influencing travel trends among Chinese youth. Wang et al. (2021) demonstrate the transformative impact of social media campaigns on the visibility and appeal of remote destinations. This finding reflects the potential for targeted social media promotions to disrupt traditional hierarchies in tourism marketing, enabling lesser-known destinations to compete with established tourist spots.

Pop et al. (2021) further emphasized the critical influence of trust in content created by social media influencers (SMIs). Their study revealed a significant positive relationship between the perceived trustworthiness of SMI content and the travel intentions of young consumers. This finding underscores the growing importance of influencer partnerships in crafting effective tourism branding strategies. In China, influencers on platforms such as Weibo and Douyin (TikTok) collaborate with tourism boards and travel agencies to showcase destinations, thereby shaping travel aspirations. The trust placed in these influencers translates into increased engagement and travel bookings (Wang et al., 2021). Trust in influencer-generated content is a critical determinant of its effectiveness, as young consumers are more likely to translate positive perceptions into concrete travel plans. Effective partnerships with SMIs can create authentic narratives that resonate deeply with prospective travelers, thereby strengthening a destination's brand identity.

Yuan et al. (2022) expand the discussion by showcasing the multifaceted influence of social media on travel-related decisions. From initial destination selection to on-the-ground activity planning, social media serves as a dynamic tool that supports tourists at every stage of their journey. Yuan et al. (2022) highlighted that social media impacts all four types of travel-related decisions: destination choice, itinerary planning, accommodation selection, and activity preferences. Research indicates that Chinese consumers use the Internet as a

primary research tool for travel planning, with social media playing a crucial role in influencing their decisions (Arlt & Thraenhart, 2011). This comprehensive impact suggests that tourism stakeholders must adopt an integrated approach to social media marketing, ensuring consistent and engaging messaging across all platforms to maintain a cohesive brand image. The findings collectively highlight the profound influence of social media on tourism promotion and branding. By leveraging the power of strategic content, trustworthy influencers, and real-time engagement, tourism stakeholders can effectively position their destinations in a highly competitive market.

### *Effect on Decision-Making Processes*

The findings from the reviewed literature highlight the significant role of social media in shaping decision-making processes in the context of tourism. Social media platforms serve as a bridge between consumers and tourism service providers, facilitating various stages of decision-making, from initial interest to post-purchase satisfaction.

Pop et al. (2021) emphasizes the pivotal role of trust in Social Media Influencers (SMIs) in shaping consumer decisions and enhancing post-purchase satisfaction. Their research indicates that consumers who place trust in SMIs are more likely to make confident purchasing decisions, leading to higher satisfaction levels after the purchase. This finding aligns with the broader understanding that trust is a fundamental component in consumer behavior, especially in digital environments where direct product experience is absent. The finding was also supported by (Tarigan & Tinambunan, 2022) states that promotion through social media simultaneously and significantly influences travel decisions. The authenticity and perceived reliability of SMIs can mitigate consumer uncertainty, thereby facilitating more decisive purchasing actions. For tourism marketers, this underscores the importance of collaborating with credible SMIs to build trust and positively influence consumer satisfaction.

Agyapong and Yuan (2022) explore the mediating role of social media between behavioral intentions and tourism destination decision-making among foreign students. Their study reveals that social media platforms serve as crucial intermediaries that translate consumers' behavioral intentions into actual decisions regarding tourism destinations. The accessibility and abundance of information on social media enable consumers to conduct in-depth in-trip information searches, which significantly impact their destination choices (Dwityas & Rizki, 2017). This highlights the necessity for tourism service providers to maintain an active and informative social media presence, offering timely and relevant content that caters to the evolving information needs of potential tourists.

Yuan et al. (2022) identify social media as having the most substantial influence on accommodation choices. The interactive and visual nature of social media platforms allows consumers to explore accommodation options extensively, compare alternatives, and make informed decisions (Gupta, 2019). User-generated content, such as reviews and personal experiences shared on these platforms, further enriches the information pool, aiding consumers in their decision-making process. This finding suggests that accommodation

providers should focus on enhancing their social media engagement strategies, encouraging satisfied customers to share their experiences online, and providing comprehensive visual content to attract potential guests.

Supporting these findings, recent research indicates that influencers significantly drive purchasing decisions, particularly among younger demographics. A study by Sprout Social (2024) reveals that Generation Z consumers exhibit higher trust in influencers and are more inclined to make purchases based on influencer recommendations compared to other consumer groups. Furthermore, the quality of information available on social media platforms has been found to affect consumers' travel intentions both rationally and emotionally. High-quality, reliable information can enhance consumers' confidence in their travel decisions, while emotionally engaging content can inspire and motivate travel intentions.

### ***The Influence of Social Media in Tourism Marketing Strategy in Indonesia***

This study conducted a comprehensive review of a minimum of five scholarly articles that delve into the influence of social media on tourism marketing strategies in Indonesia. The research emphasizes the significant role social media platforms play in shaping and transforming marketing practices within the country's dynamic tourism sector. By leveraging these platforms, marketers are able to create more engaging, impactful campaigns that resonate with both local and international audiences. One particularly notable influence identified through the analysis is the enhancement of destination visibility, which has emerged as a key factor in attracting tourists and promoting the unique appeal of various locations. This aspect will be thoroughly examined in the subsequent sections to provide an in-depth understanding.

### ***Enhanced Destination Visibility***

The influence of social media on tourism marketing has been widely studied, particularly with regard to its effect on the visibility and attractiveness of tourist destinations. In the context of Indonesia, the findings of several studies reveal a strong relationship between social media activity and tourists' decisions, behaviors, and intentions regarding destination visits. These findings indicate that social media not only serves as a platform for destination marketing but also plays a crucial role in enhancing destination visibility, influencing both current tourist behaviors and potential visitors.

Nugraha and Adialita (2020) highlight the significant influence of social media on tourists' interest in visiting Bandung City, showcasing how social media platforms influence the initial stages of the travel decision-making process. Tourists, particularly in a digital era, often turn to platforms like Instagram, Facebook, TikTok and Twitter for inspiration and information about potential destinations (Pop et al., 2021). The positive influence on tourists' interest in Bandung City demonstrates how social media marketing can be effectively utilized to spark curiosity and entice travelers to explore a destination. Similarly, Firman et al. (2022) observed that social media positively influences tourism growth in Indonesia. Their study emphasizes that platforms like social media not only raise awareness but also enhance the overall image of

tourist destinations across the country. As more travelers engage with content related to specific destinations, their likelihood of traveling to Indonesia increases, creating a ripple effect that contributes to the growth of the local tourism industry. The role of social media in enhancing visibility is pivotal, as it creates opportunities for local businesses and tourism stakeholders to showcase their offerings to a global audience, making Indonesia a more attractive destination.

The positive relationship between social media and purchase intention, as noted by Jaya and Prianthara (2020), further strengthens the case for social media's role in boosting tourism marketing strategies. Their research found that social media not only informs tourists about destinations but also significantly influences their intent to make bookings. The visual and interactive nature of platforms like Instagram and YouTube helps potential tourists envision themselves in those locations, prompting them to follow through with their purchase decisions (Agyapong & Yuan, 2022). As users frequently encounter destination promotions, user-generated content, and testimonials, they are more likely to feel motivated to visit, driving higher engagement and conversions. Another important finding from Damanik et al. (2019) reveals that social media directly influences tourists' motivation to visit the historical site of Kota Tua in Jakarta. The study emphasizes the role of social media in motivating potential tourists by providing information, promotional content, and captivating visuals that trigger the desire to visit. This influence extends beyond just raising awareness; it actively shapes tourists' motivation by portraying destinations in ways that appeal to different interests, such as historical significance, cultural experiences, or aesthetic appeal (Yuan et al., 2022). The dynamic nature of social media allows for targeted content that resonates with specific traveler profiles, further increasing the likelihood of visits.

Finally, the work of Wilopo and Nuralam (2024) highlights the strong influence of social media marketing on tourists' revisit intentions, specifically among international tourists in Indonesia. This finding underscores the long-term value of social media as a tool not only for attracting new tourists but also for building loyalty and encouraging repeat visits. By engaging with tourists' post-visit through follow-up content, promotions, and community-building efforts, destinations can foster a sense of connection that encourages tourists to return (Yuan et al., 2022). The strategic use of social media platforms to maintain engagement after the initial visit is crucial in sustaining destination visibility and cultivating a loyal customer base.

The studies reviewed illustrate that social media plays a multifaceted role in enhancing the visibility of tourism destinations in Indonesia. From sparking initial interest to fostering revisits, social media serves as an essential tool in driving both short-term and long-term tourism growth. Destinations can significantly benefit from leveraging social media to not only attract new visitors but also build stronger relationships with past tourists, ensuring sustained visibility and success in a competitive global tourism market.

## CONCLUSION AND RECOMMENDATION

This study explores the dynamic role of social media in tourism marketing strategies, comparing its influence in China and Indonesia. The findings highlight the transformative influences of digital platforms in enhancing destination visibility, shaping decision-making, and fostering brand engagement. In China, social media drives promotion and branding, leveraging influencers and user-generated content to attract younger audiences and shape travel decisions. Conversely, in Indonesia, social media plays a pivotal role in boosting destination visibility and motivating tourist visits through visually rich and culturally tailored campaigns. The comparison underscores the importance of context-specific approaches to maximize social media's potential in tourism marketing. While China's strategy focuses on influencer trust and decision-making facilitation, Indonesia excels in showcasing its cultural and natural assets to global audiences. Both strategies demonstrate the power of social media as a tool to bridge the gap between local contexts and global reach. As social media continues to evolve, integrating advanced technologies like AI and immersive experiences can further enhance its effectiveness. By adopting innovative, localized strategies, tourism stakeholders can strengthen their market position, attract diverse audiences, and ensure sustainable growth in an increasingly competitive industry.

## ADVANCED RESEARCH

The strategic integration of social media in tourism marketing within China and Indonesia reflects the broader evolution of digital engagement in shaping consumer behavior and destination branding. China's reliance on influencer-driven strategies, particularly through platforms like WeChat and Xiaohongshu, underscores the role of social trust and algorithmic curation in facilitating travel decisions. Meanwhile, Indonesia's emphasis on visually compelling and culturally resonant campaigns, amplified through Instagram and TikTok, highlights the significance of narrative-driven content in capturing global interest. This divergence illustrates the necessity of aligning digital marketing tactics with platform-specific user behaviors and cultural expectations. Furthermore, the integration of AI-driven personalization, augmented reality (AR) experiences, and big data analytics presents new frontiers for enhancing engagement and conversion rates in both markets. Future research should explore how adaptive content strategies, predictive analytics, and immersive technologies can refine social media's impact on tourism, ensuring that digital innovations align with evolving traveler expectations and sustainable industry practices.

## REFERENCES

- Agyapong, E., & Yuan, J. (2022). Social media impact on tourism destination decision: Evidence from international students in China. *Open Journal of Applied Sciences*, 12(12), 2055-2080.

- Arlt, W. G., & Thraenhart, J. (2011). Social media tourism marketing in China. In *Trends and issues in global tourism 2011* (pp. 149-154). Berlin, Heidelberg: Springer Berlin Heidelberg.
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business horizons*, 55(3), 261-271.
- Chu, S. C., Deng, T., & Cheng, H. (2020). The role of social media advertising in hospitality, tourism and travel: a literature review and research agenda. *International Journal of Contemporary Hospitality Management*, 32(11), 3419-3438.
- Damanik, D., Wachyuni, S. S., Wiweka, K., & Setiawan, A. (2019). The Influence of social media on the domestic tourist's travel motivation case study: Kota Tua Jakarta, Indonesia. *Current Journal of Applied Science and Technology*, 36(6), 1-14.
- Dwityas, N. A., & Briandana, R. (2017). Social media in travel decision making process. *International Journal of Humanities and Social Science*, 7(7), 193-201.
- Firman, A., Moslehpour, M., Qiu, R., Lin, P. K., Ismail, T., & Rahman, F. F. (2023). The impact of eco-innovation, ecotourism policy and social media on sustainable tourism development: evidence from the tourism sector of Indonesia. *Economic research-Ekonomska istraživanja*, 36(2).
- Firman, Afrizal, Massoud Moslehpour, Ranfeng Qiu, Pei-Kuan Lin, Taufiq Ismail, and Ferry Fadzlul Rahman. "The impact of eco-innovation, ecotourism policy and social media on sustainable tourism development: evidence from the tourism sector of Indonesia." *Economic research-Ekonomska istraživanja* 36, no. 2 (2023).
- Gupta, V. (2019). The influencing role of social media in the consumer's hotel decision-making process. *Worldwide Hospitality and Tourism Themes*, 11(4), 378-391.
- 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.
- Hysa, B., Karasek, A., & Zdonek, I. (2021). Social media usage by different generations as a tool for sustainable tourism marketing in society 5.0 idea. *Sustainability*, 13(3), 1018.
- Jaya, I. P. G. I. T., & Prianthara, I. B. T. (2020, April). Role of social media influencers in tourism destination image: How does digital marketing affect purchase intention? In *3rd International Conference on Vocational Higher Education (ICVHE 2018)* (pp. 9-20). Atlantis Press.

- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business horizons*, 53(1), 59-68.
- Krippendorff, K. (1985). Content Analysis: An Introduction to Its Methodology. In *Sage Publication* (Vol. 31, Issue 6). International Educational and Professional Publisher. <https://doi.org/10.1103/PhysRevB.31.3460>
- Lasso, A., & Dahles, H. (2018). Are tourism livelihoods sustainable? Tourism development and economic transformation on Komodo Island, Indonesia. *Asia Pacific Journal of Tourism Research*, 23(5), 473-485.
- Ly, B. (2020). Effect of social media in tourism (case in Cambodia). *J Tourism Hospit*, 9(1).
- Magdalena, G., Dagna, S., & Grzegorz, S. (2016). *Social media marketing*. Wydawnictwo Politechniki Łódzkiej.
- Nugraha, A. S., & Adialita, T. (2021). Pengaruh Social Media Marketing terhadap Minat Berkunjung Wisatawan di Kota Bandung Melalui Nilai yang Dipersepsikan. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 2(3), 195-212.
- Nugraha, A. S., & Adialita, T. (2021). Pengaruh Social Media Marketing terhadap Minat Berkunjung Wisatawan di Kota Bandung Melalui Nilai yang Dipersepsikan. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 2(3), 195-212.
- Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823-843.
- Rather, R. A. (2021). Monitoring the impacts of tourism-based social media, risk perception and fear on tourist's attitude and revisiting behaviour in the wake of COVID-19 pandemic. *Current Issues in Tourism*, 24(23), 3275-3283.
- Tarigan, M. I., & Tinambunan, A. P. (2022). The effect of social media-based promotion on tourism decisions-making. *International Journal of Environmental, Sustainability, and Social Science*, 3(2), 504-511.
- Tarsakoo, P., & Charoensukmongkol, P. (2020). Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand. *Journal of Asia Business Studies*, 14(4), 441-461.
- Vij, M., & Rizwan, S. A. (2022). Emerging Technologies in Tourism for a Better Experience: The Case of Dubai. *Technology Application in Tourism in Asia: Innovations, Theories and Practices*, 97-107.
- Wengel, Y., Ma, L., Ma, Y., Apollo, M., Maciuk, K., & Ashton, A. S. (2022). The TikTok effect on destination development: Famous overnight, now

what? *Journal of Outdoor Recreation and Tourism*, 37, 100458.

- Wilopo, W., & Nuralam, I. P. (2025). An investigating the influence of social media marketing activities on revisit intention among Indonesian international tourists. *Cogent Business & Management*, 12(1), 2440626.
- Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of retailing and consumer services*, 22, 244-249.
- Xu, X., & Pratt, S. (2018). Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y. *Journal of travel & tourism marketing*, 35(7), 958-972.
- Yuan, Y., Chan, C. S., Eichelberger, S., Ma, H., & Pikkemaat, B. (2022). The effect of social media on travel planning process by Chinese tourists: the way forward to tourism futures. *Journal of Tourism Futures*.