

THE ROLE OF SOCIAL MEDIA IN THE DEVELOPMENT OF TOURISM INDUSTRY

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Abstract

The tourism industry is one of the important revenue poles for every country. The great diversity of tourism areas and the advent of internet tools have created a new perspective on the prosperity of the tourism sector. People rely on social media platforms as resources and intermediaries in the process of purchasing any type of product, its marketing, gathering information about the features and benefits of the product, communicating with each other, and expressing their opinions and ideas. The evolution of social media in the tourism sector has significantly accelerated the process of searching for information about destinations and forming visual images. These changes allow users to easily and quickly access the information they need, and as a result, improve the travel experience and destination selection. Today, accepting the impact of social media in business and the development of the tourism industry has led to the success of this industry in the world. Social media and its relationship with the tourism industry have been confirmed and discussed by many researchers around the world. The current study has looked into how social media has influenced the growth of the tourism sector, offering marketing-based strategies to boost travel, examining the influence of social media trust and information, and offering strategies for social media to function more effectively in the tourism sector. In light of the research's significance and need, a descriptive approach was employed as the research methodology for this meta-synthesis paper. The study's analysis revealed that travelers' desire to travel, their decision to buy tourism-related goods, their level of happiness with such purchases, and their assessment of tourist destinations are all significantly influenced by their level of trust in the information created by social media. Their confidence in social media content positively impacts travelers' information-seeking behavior for tourism locations, and this trust also has a beneficial effect on their experience-sharing behavior.

Keywords: Tourism Destinations, Tourism Products, Social Media, Marketing and Business, Desire to Travel, Trust.

Sosyal Medyanın Turizm Endüstrisinin Gelişimindeki Rolü

Özet

Turizm endüstrisi her ülke için önemli gelir kaynaklarından biridir. Turizm alanlarının büyük çeşitliliği ve internet araçlarının ortaya çıkışı, turizm sektörünün refahı konusunda yeni bir bakış açısı yaratmıştır. İnsanlar herhangi bir ürünü satın alma, pazarlama, ürünün özellikleri ve faydaları hakkında bilgi toplama, birbirleriyle iletişim kurma ve görüş ve fikirlerini ifade etme sürecinde kaynak ve aracı olarak sosyal medya platformlarına güvenmektedir. Sosyal medyanın turizm sektöründeki evrimi, destinasyonlar hakkında bilgi arama ve görsel imgeler oluşturma sürecini önemli ölçüde hızlandırmıştır. Bu değişiklikler, kullanıcıların ihtiyaç duydukları bilgilere kolayca ve hızlı bir şekilde erişmelerini ve bunun sonucunda seyahat deneyimini ve destinasyon seçimini iyileştirmelerini sağlamıştır. Günümüzde, sosyal medyanın iş dünyasındaki etkisini ve turizm endüstrisinin gelişimini kabul etmek, bu endüstrinin dünyada başarılı olmasına yol açmıştır. Sosyal medya ve turizm endüstrisiyle ilişkisi, dünya çapında birçok araştırmacı tarafından doğrulanmış ve tartışılmıştır. Mevcut çalışma, sosyal medyanın turizm sektörünün büyümesini nasıl etkilediğini, seyahati artırmak için pazarlama tabanlı stratejiler sunduğunu, sosyal medya güveninin ve bilgisinin etkisini incelediğini ve sosyal medyanın turizm sektöründe daha etkili bir şekilde işlev görmesi için stratejiler sunduğunu incelemiştir. Araştırmanın önemi ve ihtiyacı ışığında, bu meta-sentez makalesi için araştırma metodolojisi olarak tanımlayıcı bir yaklaşım kullanılmıştır. Çalışmanın analizi, gezginlerin seyahat etme arzusunun, turizmle ilgili mal satın alma kararlarının, bu tür satın alımlardan duydukları mutluluk düzeylerinin ve turistik destinasyonlara ilişkin değerlendirmelerinin, sosyal medya tarafından oluşturulan bilgilere olan güven düzeylerinden önemli ölçüde etkilendiğini ortaya koymuştur. Sosyal medya içeriğine olan güvenleri, gezginlerin turizm lokasyonları için bilgi arama davranışlarını olumlu yönde etkilemektedir ve bu güvenin deneyim paylaşma davranışları üzerinde de olumlu bir etkisi olduğu elde edilmiştir.

Anahtar Kelimeler: Turizm Destinasyonları, Turizm Ürünleri, Sosyal Medya, Pazarlama ve İş, Seyahat İsteği, Güven.

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1. INTRODUCTION

As the largest service sector globally, tourism holds a unique position as one of the robust pillars of the global economy and a highly efficacious facilitator of cross-cultural exchanges. People become more familiar with different cultures, ethnicities, tribes, territories, accents, etc., thanks to the tourism business. Numerous facilities support tourism and are essential to its growth and development in every given area. It is regarded as one of the sources of revenue and foreign exchange from an economic perspective, and these days, the economic side of this business is more significant. Because different countries have different amenities and different attractions, they are attempting to draw tourists from different regions of the world. Nearly every human need is taken into consideration due to the size of the tourism business (Movagharpak & Ghorbani, 2018). Planners and legislators in the nation should pay more attention to the expansion and development of the tourist sector as one means of eliminating the single-product economy and diversifying the nation's revenue streams. More than any other sector, the tourism industry is responsible for the flow of money and currency on a local and regional level. Tourism and its earnings should greatly exceed exports and the country's gross domestic product. Over a hundred million direct jobs have been created by the tourist sector, which has also served as the foundation for enormous social and economic advancements worldwide (Sakti et al., 2016; Rasouli et al., 2015; Muhanna, 2007).

Tourism, as a key factor in the development and progress of societies, provides numerous facilities that are essential for the growth and prosperity of any region. Tourism is known as one of the most harmonious activities among humans and has profound effects on the education, culture and economy of societies. In addition, tourism acts as an effective tool for strengthening international understanding and creating peace at the global level. With urban life and the need to promote social and daily activities, the importance of travel and tourism has increased significantly. Also, the development of communication channels and the diversity of travel options have attracted the attention of different social groups to this field (Ranasinghe et al., 2021).

A nation's tourist industry can be influenced by a wide range of elements, and one of the main players in this space is the media. The media's functions in fostering social involvement, education, establishing culture, and providing information are crucial to the growth of the tourism sector (Hamidi, 2014). The media unquestionably has a significant and profound impact on how visitors and the host society see each other (Javid & Asadi, 2018). The growth of tourism through the media introduces a variety of audiences to the local cultures. The tourism sector has a big impact on the economy and society. The economic and social effects of this industry include employment creation, stable and adequate foreign exchange income, and mutual cultural acceptance in accordance with global peace and harmony (Alipour et al., 2018).

Social media is One of the greatest values in our globalized world. In the modern world,

social media are a new means of communication. Social and economic ties have evolved as a result of social media. By building an online presence, businesses have expanded their global reach (Alice Evangaline Jebaselvi et al., 2023). Today, the tourism sector has become more successful globally as a result of acknowledging the effect of social media on business. The number of tourists visiting the location will rise as a result of public confidence in and familiarity with the media. Understanding consumers' intentions to buy travel related products and accept social media material requires an understanding of the idea of trust (Jabarzadeh et al., 2020). The global number of social media users exceeds one-third. People appreciate social media since it makes a lot of information available to them for their requirements. There is a steady rise in social media posts about travel, and these posts have an impact on prospective travelers. Thus, it's critical to comprehend how social media posts related to travelers' perceptions of destinations and their desire to make purchases (Mohamad et al., 2022; Tavakoli & Rasouli, 2021).

One of the most significant and fundamental problems of the modern period is the interaction between media and tourism, which is closely related to the social, economic, and cultural advancement of societies. The study of media and tourism seems vital and significant as, as cultural instruments, the media portrays places and tourist attractions for people worldwide in an unparalleled way. The media can contribute to the tourism business by elucidating its significance and fostering its culture (Minavand, 2018).

Due mostly to social media's effect, there has been a significant shift in how travelers obtain and use information. Social media's rapid growth may be attributed mostly to its evolution as a tool for influencing emotions, experiences, and perceptions. As such, it serves as a valuable information resource for those making travel-related decisions (Lin & Huang, 2006; Bidabadi Amin et al., 2021).

The tourist sector has seen significant changes as a result of the growth and success of social media in recent years (Leung et al., 2017). Social media is used by nearly 5% of visitors and travelers worldwide to get information and ideas for their next trip (Chung & Han, 2017). Social media platforms like Facebook, Instagram, and TripAdvisor make it simple for travelers to share their thoughts, advice, and travel experiences with others. Potential tourists have found great value in this user-generated content on social media platforms, and it is regarded as a crucial source of information for their trip preparation (Xiang & Gretzel, 2010; Lu et al., 2018). Consequently, it would appear vital and crucial to look into the variables that could influence a person's intention to travel and visit a location on social media.

Significant risks in financial investments are a defining characteristic of the tourism industry. Therefore, it seems logical that forward-thinking travelers would want to plan as much as possible and spend more time researching and evaluating all available options before traveling (De la Hoz-Correa & Muoz-Leiva, 2018). As a result, building a trustworthy online presence on social media

(travel websites, Google searches, etc.) is crucial for media coverage in the tourism sector. However, social media, which is becoming a bigger component of tourism, affects both business and destination selection. The poll indicates that tourists are willing to contribute content and related information, as seen by their motivation to participate in social media (Munar & Jacobsen, 2014).

The findings indicate that consumer information-seeking behavior, willingness to travel, and trust in social media influencers are positively correlated (Bidabadi Amin et al., 2021). Customers are more inclined to look for information from social media influencers if they respect them and are prepared to travel to a location they promote (Shekarchizadeh & Valikhani, 2022). There is no doubt that social media influencers have a significant impact on every step of the vacation planning process if their content can be trusted (). Using social media influencers to market your destination could be beneficial. Influencers on social media can provide more trustworthy travel information than official tourism websites, travel firms, or social media itself. Purchase decisions are also influenced by reliable influencers. Customers may decide to alter their present vacation itinerary based on advice from reliable social media influencers. This implies that businesses can significantly influence consumers' decisions to buy by using social media influencers (Bahirae et al., 2023; Jabarzadeh et al., 2020; Shirkhodai et al., 2017).

One thing to consider about tourist attractions is that some countries, despite having diverse tourist attractions, face challenges in attracting visitors due to their poor location. Social media plays a significant role in attracting these visitors (Balkaran & Maharaj, 2013). Businesses experience high productivity through these networks in various ways, including increasing customer traffic, establishing strong and sustainable relationships with customers, facilitating the purchase decision-making process, learning from customer experiences, and improving product design. Customers can also obtain necessary information about products by relying on the experiences of friends and acquaintances (Chen et al., 2023; Varmaghani et al., 2017)

The role of social media in the development of the travel and tourism sectors requires more attention. The use of e-service development techniques in providing services to travelers and tourists can help improve tourism growth (Esmailzadeh et al., 2014). Considering all aspects, it can be said that social media has not yet been able to fully establish its position in the evolution of electronic travel advertising (Litvin & Hoffman, 2012; Delavar et al., 2016).

The simplest and least expensive electronic access method for gaining knowledge, disseminating it, organizing objectives, and forming new acquaintances or relationships is social media (Jue et al., 2010). Through social networks, businesses may boost visitor participation and capitalize on the potential of these platforms to enhance sales, elevate visitor experiences, and elevate their brand (Eggers et al., 2017). The most significant sources of revenue for developing nations are participation and a rise in the number of visitors arriving at tourist locations (Varmaghani et al., 2017).

Because social media is now heavily involved in the tourism industry, researching this topic is one of the researchers' top priorities.

The way that businesses and markets operate has changed as a result of the growth and development of the digital sphere and the rise in the usage of social media; this shift has affected the tourism industry as well. More than ever, social media influences the selection of vacation destinations, gathering information, and enhancing the quality of the tourism experience (Dehghani Soltani et al., 2018). Equipping tourists with knowledge and information about the tourism product or destination is more effective than other information sources, so it is a potential (Leung et al., 2013). The potential of tourism marketing has increased significantly with the expansion of social media use, but overall, it can be said that social media has not yet been able to play a fundamental role in the evolution of tourism marketing. Thought to be due to the difference in communication and marketing methods between new and old media.

Modern new media, including social networks, with their sharing and multimedia features, offer an ideal platform for introducing a novel marketing strategy. Media technologies are becoming increasingly crucial in this period to offer tourism attractions and draw travelers, given the growing demand for travel from all over the world (Hysa et al., 2021; Qaikhlou-Aliwaki & Fattahi, 2015). Social media is quite effective in marketing in a sector that deals with people's entertainment and moods. One feature that draws users in is the ability to share images, videos, chats, albums, tags, and pals. Under these circumstances, tour operators can interact with clients via the channels listed in the descriptions of their travel packages, prices, and kinds of services. Furthermore, prior research has demonstrated that tourists frequently visit locations that they have only seen in photos on virtual tours (Azizian et al., 2020; Delavar et al., 2016).

Global Internet and social media usage has surged in recent years due to technological advancements and increasing accessibility. Unlike traditional media, social media-also referred to as new media tools have created a user-centered communication environment (Aqili & Ghasemzade Araghi, 2016). There is no longer any time or location pressure on traditional or social media. These new media technologies allow people to speak with one another directly without the need for intermediaries. As a result, those who communicate on social media gain from one another's experiences (Rahman Zadeh, 2010). These social media tool characteristics also play a significant role in shaping people's opinions, actions, and travel preferences. Individuals who use social media platforms might influence one another's travel choices as well as the information they get from these platforms. Social media is thus shown as a technology that has the potential to influence tourism-related activities (Jani et al., 2024; Asadi et al., 2013).

This study aims to identify the reasons behind travelers' usage of social media. The purpose of this study were to examine the influence of tourism-related social media posts on travelers'

perceptions of the location and their intent to buy. A few studies on tour guides' use of social media were examined. This study is considered to be significant in raising tourists' knowledge.

2. THEORETICAL FOUNDATIONS AND RESEARCH BACKGROUND

Social media has impacted life and interpersonal communication within the past ten years. We can now reach a global audience with our messages thanks to this new communication tool, and social media is regarded as the most visually appealing interactive platform available on the Internet (Usui et al., 2018; Hu et al., 2019). However, information technology is advancing quickly in this day and age, and its user base is growing daily. As a result, it's imperative to seize the chances presented by this technical advancement while also taking into account national priorities (Haghighi, 2013). The tourist sector is now the largest industry, having the ability to alter a region's sustainability and impact its social, cultural, economic, and environmental conditions. As a significant component of international communication, both direct and indirect advertising are crucial to the development, acceptance, and growth of international tourism (Salehi & Farahbakhsh, 2014).

The simplest and least expensive electronic access method for gaining knowledge, disseminating it, organizing objectives, and forming new acquaintances or relationships is social media (Jue et al., 2010). Businesses can take advantage of social networks' potential to boost sales, improve customer satisfaction, and strengthen their brand position by boosting client engagement (Eggers et al., 2017). The world's largest and most varied sector, the tourism industry, provides the majority of jobs and income and is crucial to the expansion and development of the global economy (Meyer & Meyer, 2015). The tourism sector is now considered to be of such importance that it ranks third in the World Trade Organization's report. In texts and writings about marketing and commerce, social media and its consequences have long been contentious subjects (Haqiqat et al., 2013). Some research in this area is discussed in this section.

The evolution of the Internet has brought about a transformation in the conventional methods of disseminating travel experiences, while electronic social media has brought about a fundamental shift in the ways that tourism information and trip planning are distributed (Buhalis & Law, 2008). Travelers are encouraged to share their information via social media, which helps facilitate and accelerate the transfer of information. Given the tourism sector's dependence on information, providing high-quality content in online marketing, especially on social platforms, is essential for tourism attractions and companies (Kilipiri et al., 2023; Gulati, 2022).

Travelers may look for information regarding the decision they have made regarding their journey or destination before selecting one (Danko et al., 2008). Social media's existence has altered how travelers obtain information (Hajli et al., 2017; Hajli et al., 2018). Travelers rely on outside sources for information on lodging, activities, transportation, and even shopping when selecting a

destination (Hyde, 2008). A lot of research has been done recently in the literature on the effects of various information sources, including e-travel service providers (Frías et al., 2008). Users' travel information on social networking sites influences their intention to visit a destination and plays a significant role in raising awareness of tourism (Filiari et al., 2015). The majority of people are interested in travelling and would visit a destination by using the information that their friends provide on social media. As a result, developing an appropriate social media platform in this industry is crucial.

Researchers like Gallarza et al. (2002) believe that the primary driver of economic growth and per capita income in developing nations is tourism-related activities. Modern life is full of popular activities, and one of the main drivers of these nations' development is thought to be tourism. It is also among the best instruments for raising employment and lowering poverty. As a result, the strategy for drawing travelers to a tourist location has received more attention from scholars, policymakers, and marketers (Ajzen & Fishbein, 1977). Typically, external information sources like electronic word-of-mouth marketing or traveler blogs are the source of the intention to visit, which is the rational evaluation of the costs and benefits of a range of various places (Chen et al., 2014).

Xiang & Gretzel (2010) analyzed the impact of social media on search engine results for travel-related searches. In this study, a research design was used that simulated the behavior of travelers in using search engines for travel planning using a set of specific keywords and combining them with nine tourist destinations in the United States. The results of the analysis show that social media accounts for a significant share of search results, which indicates that search engines may be directing travelers to social media websites. This study emphasizes the growing importance of social media in the online tourism domain and also illustrates the challenges that traditional travel information providers face. Finally, implications related to online marketing strategies for tourism marketers are examined.

According to Răvar (2011), television advertising and specific products are of great importance in the field of tourism, and visual media, especially television, have a significant impact on the development of tourism in specific areas by providing diverse content such as travel-related segments that deal with food, accommodations, hotels, and historical sites. The combination of images, films, documentaries, and narratives from different environments can have a profound impact on attracting tourists, promoting the travel industry, and capturing the attention of viewers through home television programs.

In the tourism business of Tabriz City, Jabarzadeh et al. (2020) examined the moderating effect of social media familiarity and the strength of the link between trust and intention to visit. The findings demonstrated that a greater level of familiarity with the target media is associated with an

increase in media trust and visits to the target place.

The characteristics that encourage travelers to share their vacation experiences on social media were examined by Arica et al. (2022). The findings demonstrated that travelers' propensity to post about their vacation experiences on social media is positively and directly impacted by non-participatory sharing. Real-trip experience sharing was directly and negatively impacted by relational, environmental, and security issues. Genuine travel experience sharing was positively impacted by self-actualization, benevolence, and personal fulfilment.

To determine the impact of social media influencer trust on customer journey decision-making and to evaluate the significance of customer journey constructs such as desire, information search, alternative evaluation, purchase decisions, satisfaction, and experience sharing Pop et al. (2021) looked at customer journey theory. The findings demonstrated that customer confidence in social media influencers influences travel decisions at every level. Moreover, the influence of trust at each level of the decision-making process is mitigated in the subsequent stage. Influencers on social media can be used as a marketing tool, but influencing travelers' judgments about where to go is also greatly aided by their credibility.

Using word-of-mouth as a mediating element, Feng and Tat-Dat (2021) looked into the impact of travel-related information gleaned from social media on consumer purchase intention. The findings demonstrated that consumers' intentions to make purchases are strongly influenced by the word-of-mouth marketing generated by social media users. In other words, getting information about cruises from social media is more advantageous when it comes from word-of-mouth. Furthermore, word-of-mouth experiences have a big impact on how consumers make decisions.

3. NECESSITY AND PURPOSE OF RESEARCH

From the last ten years until today, many countries have stepped into the tourism industry with all their might to attract more tourists and increase their national incomes. The benefits of tourism and investment in this field have created a huge profit for their country (Taghvaei & Safarabadi, 2011). Regrettably, several nations have failed to secure their rightful place in the tourist sector, even though they possess numerous attributes that are essential to the sector. Taking into account that despite the creation of regulations protecting this sector, managers and officials in the tourism industry have not been able to accomplish their primary objectives. Some nations believe that this industry's structure needs to be revised and changed (Parvaneh et al., 2010).

Currently, with the advancement of technology, numerous activities are taking place on the Internet and social networking applications. Tourists, as consumers, can meet their tourism needs through these applications. These applications allow them to obtain information about tourism businesses and destinations and improve their decision-making process. In this regard, it can be concluded that social media plays a very important role in tourism marketing and helps businesses

and destinations sell “dreams” to tourists (Gretzel, 2018; Meshkini et al., 2018). The use of social media has been remarkably successful and has changed the way people interact with brands, companies and products, as well as the way they express and exchange their opinions. In addition, social media has become a key source of consumer information and has a significant impact on travel and tourism, especially because travel and tourism products are generally experiential (Mohammad Shafiee & Rezaei Hajiabadi, 2023).

The importance of social media in our lives is growing as more people utilize the internet and social networks daily. The tourist sector is entwined with social media, just like other industries. Travelers regularly use social media to inform their decisions (Shirmohammadi et al., 2019). Consequently, it is believed that social media posts affect travelers’ perceptions of the area and their intention to make a purchase. This research aims to examine how tourists’ perceptions of destination image and purchase intentions are affected by information about tourism on social media, with a particular focus on vacation travel. As such, the first thing you must do is ensure that you understand social media completely. It is necessary to thoroughly examine how social media is defined and categorized. A review is conducted of previous research that aims to determine how social media, in its entirety, affects general and travel-related consumer behavior traits, such as image perception and purchase intention.

4. RESEARCH METHODOLOGY

Social media and its relationship with education in the tourism industry is a topic that has been acknowledged and studied by various researchers worldwide. In this regard, a qualitative analysis of the existing literature has been conducted along with definitions and key aspects of multiple works in the field of social media. Examining the multiple factors of social media that affect the tourism industry guides the reader towards creating a balance in the use of these media to minimize their negative effects. Given that successful media, productions can have a significant impact on introducing lesser-known and under-regarded attractions in areas with tourism potential, mass media play a fundamental role in the development of the tourism industry and the introduction of tourist attractions (Mirfakhraddini, 2024; Rabani et al., 2023; Gharaati et al., 2023; Shirmohammadi et al., 2019). Considering the research objectives, the following research questions were answered.

What role does social media play in the development of the tourism industry?

What role does marketing play in the development of the tourism industry?

How does social media affect travel decisions?

How does social media affect tourist trust?

What channels are used to search for information on social media?

Considering the issues raised, the main issue of this research is to examine the impact of media on the attraction and development of the tourism industry. This study analyzes the relationship

between social media and tourism and examines and analyzes the concepts and studies conducted by researchers in this field. This research aims to examine the role of social media in attracting tourists and developing the tourism industry, which includes identifying the existing obstacles and limitations in this area, especially those related to the media, and providing solutions to increase tourism through marketing. Also, the effect of trust on social media and the way of providing information through these media is examined, and solutions are provided to improve the performance of social media in tourism development.

Given the importance and necessity of this research, the research method used in this article is descriptive meta-synthesis. In this research, the library method and information available in articles and reference books were used to collect data in the field of theoretical foundations of the research literature, and related domestic and foreign articles and books were also examined. The study's statistical population included all research (thesis, research projects, and articles) conducted on the role of social media in the development of the tourism industry from 2013 to the time of the study. To determine published research, all scientific databases, including websites, the Humanities Portal, the National Library, as well as Google and Google Scholar, were studied in a free search. The search keywords in the Internet databases included the terms tourism destinations, tourism products, social media, marketing and business, desire to travel and trust.

5. THE ROLE OF SOCIAL MEDIA IN TOURISM INDUSTRY DEVELOPMENT

Since the tourist sector is the cleanest and most lucrative, media advertising strategies must pay attention to its expansion to increase revenue, open up work prospects, generate jobs, and improve both the gross domestic product and the national income of nations. Regarding tourism, the media bears the responsibility of elucidating the significance and exigency of this sector as well as fostering cultural expression (Strippoli et al., 2024; Hajmohammad et al., 2022).

Planning and utilizing the media's resources is necessary to effectively explain the capacities of tourism. By employing contemporary information techniques, the media can introduce the powers of tourism in a fundamentally new way. Social media has transformed the process of building reliable brands. The days of billboards and brochures are over for the travel and tourist sectors. Accumulating favorable user evaluations, social sharing, and customer happiness on social media is essential for business success (Gretzel, 2018; Mohammadi & Mirtaghian Roodsari, 2017).

Without a doubt, social media has a significant influence on a variety of facets of our lives, including travel. The use of social media to promote tourism destinations and draw visitors has gained a lot of attention recently due to the rise in demand for travel by tourists worldwide (Imanifar, 2018). Utilizing social media as a communication and informational tool can considerably aid in the development of the tourism business by assisting companies in managing tourism, obtaining information from users, and communicating with them. As a result, tourism businesses must use

social media to engage and communicate with travelers. However, the tourist sector is a knowledge- and information- based service sector. Thus, the subject of information and its dissemination via different mediums is brought up. For the sole purpose of communicating, using social media does not provide a competitive edge or advance the travel and tourism sectors (Kilipiri et al., 2023; Xiaoluan, 2021).

The guardians of the tourism and tourist fields must give the media adequate and comprehensive information about the potential of tourism while using media and communication techniques. Tourism information has to be verified and shown with images. Of course, clear and open, ambiguity-free, and educated information on tourism should be provided (Sadeghi & Ghaedamini Harouni, 2020). Travel should be able to communicate with the public in a clear, expressive, thorough, and non-generalized manner using media and communication approaches. Information or capabilities related to tourism should be provided responsibly and promptly. The role that tourism can play in creating jobs and revenue should be taken into consideration while showcasing and communicating its potential. There is little doubt that the tourism sector will flourish, grow, and be promoted if the parameters outlined in media planning are taken into account and new communication techniques are used. The foundation for boosting revenue creation, generating jobs, and expanding tourism capabilities is communication and the media (Wang & Yan, 2022; Meshkini et al., 2018).

Radio, television, publications, the internet, and modern media are indirect means of communication that have the power to direct, and apply taste and mentality, and can be very effective in the field of tourism (Javid, 2012). Mass communication tools can portray the beauty, abilities, and potential of a tourist area in the best way by using advertising techniques and artistic creations (Rezaei, 2011). According to the capabilities they have, the media plays an important role in laying the groundwork for the expansion or stagnation of activities related to this sector. With precise and controlled planning, the media can shape the thoughts of the people in society, direct their behavior as desired, and expand their desired point of view (Mokhtari Ardakani, 2009).

Only a well-known location can draw tourists; these visitors are aware of the location, its distinct qualities and attractions, and the amenities it offers, and they have sufficient faith in the location to accommodate their needs for welfare while visiting easily. Even though tourist attractions are appealing and deserving of visitors, they will not succeed in this business without mass media promotion and awareness since travelers and tourists will not be aware of them and will not have much luck in this area (Javid & Asadi, 2018).

People use social media heavily when making decisions and making trip plans. Furthermore, when travelling, the media encourages people to look for further information. Travelers may now share their experiences and emotions from their travels, thanks to the growth of social media, which is

a great way for prospective travelers to gather information before making travel plans (Fardous, 2017). Furthermore, the quality of tourism-related information is enhanced when it is gathered from the viewpoint of travelers, who provide their assessments of the goods and services they have purchased from a particular tourism area (Kim et al., 2017). With tourism products being inherently subjective, destination marketing heavily relies on visual information. Because it can accurately depict the locations and services offered there up until the prospective tourist's actual visit (Fakeye & Crompton, 1991).

Potential tourists' level of familiarity with the place can be raised by the information shown in visual media, which can thus have an impact on the visual information of the tourist destination (Baloglu, 2001). Any travelers' ability to select the ideal location or destination depends on their ability to form an impression of the place, which is a culmination of the opinions, perceptions, and experiences of past visitors. The real experiences the prospective tourist has after visiting that location and his conduct going forward will impact his choice of destinations. It may have a direct impact on judgments made when selecting a travel place (Hajmohammad et al., 2023).

5.1. The Role of Marketing in Tourism Industry Development

Nobody can deny the importance of marketing, its function in business promotion, or its effect on national and international economic development and progress. One of the most useful tools for marketing and promoting these endeavors in the modern era is the Internet (Collin, 2003). Social media platforms are an effective marketing tool for travel agencies. An effective social network can meet the demands of advertising, customer support, and consumer interaction tactics (Panahandeh et al., 2021).

Your firm will succeed greatly if social media and tourism marketing are integrated. Marketing and related research are crucial and essential in the tourism industry. In the tourism sector, marketing entails anticipating visitors' evolving requirements and desires; customer happiness needs to be the first consideration for marketers (Movahed et al., 2012). To plan the appropriate programs based on the social, cultural, political, and economic issues of the target countries and tourist exporting markets, it is necessary to closely investigate all kinds of issues associated with marketing. In the new millennium, with communication technologies serving as the glue that binds disparate societies and civilizations together, advertising particularly in the business sector will surely play a vital and long-lasting role in maintaining the stability of these communications (Rezagholidzadeh, 2010).

The tourism-generated market has unique and intricate coordinates. The fierce rivalry in this sector to draw tourists is one of its key characteristics. Competition in such a setting, where big worldwide corporations are present, suggests that the only way to succeed in this tough competition is through infrastructure investment. Aside from this, other success variables like marketing need to

be given careful consideration (Delshad, 2021). As a science, tourism marketing adheres to certain, defined rules that must be followed to achieve commercial success and grow market share (Sheikhi & Pazoki, 2017).

The media has played a significant role in the development of the tourism industry. These media can have both positive and negative effects on the mindset of travelers, which ultimately affects their decisions in choosing travel destinations (Lexow & Edelheim, 2004). Advertising and social media platforms are selected according to how well-known each company is. Social media has a big impact on how society perceives and feels about things. Put another way, information and promotion via social media is one of the most powerful tools for the growth of tourism. Social media's ability to foster social interaction, inform, educate, and create culture all play critical roles in the growth of the tourism sector. It is crucial to pay attention to all of the media's changeable components as a result (Pricopoaia & Susanu, 2022). The characteristics of media advertising's function in tourism are the credibility of the media, the availability, quality, and quantity of information, as well as the opportunity for travelers to compare opinions (Haml Abadi & Jafari, 2021).

Tourism is the best choice for economic development because it may offer locals significant financial benefits, a first-rate experience, and widespread recognition among visitors. The role that marketing and advertising play in the growth of the travel and tourism sector, however, is yet far off and can be planned (Movagharpak & Ghorbani, 2018). Nowadays, advertising is the most significant tool in the tourism sector and should be used effectively. A proper and competent grasp of advertising and its ideals is essential for the effectiveness of advertising that promotes the nation's cultural and tourism qualities. If used effectively, professional advertising can further cultural objectives both internally and externally; otherwise, it is time, money, and energy waste (Meyer & Meyer, 2015). In the modern world, media and advertising efforts within the tourism sector require the belief that advertising is not expensive, but rather a type of essential investment that advances organizational and national objectives and can yield significant results when executed correctly and morally (Sofronov, 2019).

In the tourism sector, marketing is a management process that involves predicting visitor demands and satisfaction. In turn, this has made suppliers and travel agencies more competitive with one another (Hat et al., 2024; Delavar et al., 2016). Customer relationship management, which comes in a variety of forms and definitions, is one of the most significant social media marketing strategies used in the travel industry. The process of customer discovery, customer engagement, market planning, and customer data analysis is one of the ideas about customer satisfaction management. Knowledgeable customer discovery: this is the process of discovering, classifying, and forecasting the organization's clientele through the examination of investment strategies and customer attributes. Customer interaction: putting into practice and overseeing customer communication by providing

pertinent information at the appropriate moment and making product offers through a variety of interactive channels (Cerchia, 2016). Market planning includes creating strategies and programs for strategic communication as well as specifying the items and distribution routes that are given to particular clients. Analyzing client data involves gathering and examining information from messages that businesses have received via interactive channels (Majeed et al., 2022; Swift, 2002).

One of the most useful tools for marketing and promoting these endeavors in the modern day is the Internet. The discipline of marketing has seen the emergence of new techniques based on the Internet and information and communication technology; as a result, electronic marketplaces and marketing are currently growing quickly in developing nations (Collin, 2003). To promote tourist attractions and draw travelers, media tools are becoming increasingly crucial in this day and age due to the growing demand for travel from tourists worldwide. Social media is quite effective in marketing in a sector that deals with people's entertainment and moods. Features like the ability to share photos, videos, albums, tags, friend circles, and chats draw viewers in. In this case, tour operators can interact with the client via the channels specified in the descriptions of their trip packages, prices, and service offerings. Furthermore, prior research has demonstrated that travelers frequently visit locations that they have only seen on virtual tours. However, information technology is advancing quickly in this day and age, and its user base is growing daily. As a result, it's imperative to seize the chances presented by this technical advancement while also taking into account national priorities. Travelers' judgments are heavily influenced by the media and other information sources. This implies that the nation's leaders, legislators, and administrators of the tourism sector should all give the media's function sufficient consideration (Kilipiri et al., 2023; Salamzadeh et al., 2022; Delavar et al., 2016).

Social media applications in the tourism sector are recognized as a tool for distributing information and services. These applications allow direct communication between sellers of tourism products and consumers (Law et al., 2004). The tourism industry is increasingly utilizing social media platforms as a tool for public relations, sales development, personal selling, and advertising. These businesses can connect with travelers and thereby increase brand awareness (Şahbaz & Bayram, 2013).

Businesses in the tourism industry can develop campaigns and distribute content by utilizing social media apps. As a result, this circumstance offers these companies an alternate marketing plan. Businesses in the tourism industry should use social media more for marketing purposes if they want to stay ahead of the competition. Businesses in the tourist industry can enhance customer satisfaction by interacting with current travelers via social media platforms (Oruç & Dalgın, 2013).

5.2. The Influence of Social Media on Travel Decisions

Individual buying intentions are influenced by the needs and impressions of tourists that are

shaped by social media (Kim, 2012). Advertising campaigns by hotel businesses may not have as much of an impact on the choice of destination or traffic as travel images shared on social media by visitors who have been there (Beeton, 2010). When preparing for their next vacation, travelers use a variety of social networking sites to gather information. However, the most important functions come during the problem identification and information-gathering phases. All phases of the decision-making process see varied levels of consumer use of social networking sites (Dwityas & Briandana, 2017). Social media is primarily utilized for holiday planning to look up information about possible destinations and rule out places that have already been ruled out of the stimulus set. Before deciding what to buy, tourists use social media to research their options. Travelers get information from a variety of social networks during the prepurchase phase, including blogs, social media, websites, travel agencies, etc. (Narangajavana et al., 2017). A multifaceted process involving expectations, planning, forecasting, and sharing of travel experiences is made possible in large part by the Internet. As a result, tourists who look up information on social media about a place are more prepared and can select the one that most closely fits their expectations. Guerreiro et al. (2019) claim that while social media influencers may help customers plan their travels, they have little effect on the selection of options.

Social media frequently has an impact on how options are weighed. Persuasion is projected to rise with the dependability of tourism evaluations due to the faith that is placed in the information sources. Travel inclination is significantly impacted by consumer trust in social media-generated content. Information-seeking for travel destinations is significantly impacted by consumer trust in social media material. Tourist destination evaluations are significantly impacted by consumer trust in social media content. Destination travel product satisfaction is positively impacted by customer confidence in social media material. Social media-generated content influences travelers sharing of their experiences in a favorable way. Travelers are more likely to alter their vacation plans the more social media influences their location decisions (Bidabadi Amin et al., 2021).

5.3. The Impact of Trust in Social Media

Trust is considered one of the essential elements in business and the foundation of any bilateral relationship. Developing trust is a competitive advantage in the tourism industry. Electronic trust, the purchasing experience, site familiarity, security, and privacy are all positively correlated (Ebrahimzadeh Ganji et al., 2016). Therefore, trust and close contact between the parties involved in the exchange have been important in social commerce. Consequently, the success of social media depends on trust (Li et al., 2013). The behavior and decision-making of consumers are greatly influenced by the trust. Online information search behavior is positively impacted by consumer trust in online sources (Jabarzadeh et al., 2020). Studies indicate that social relationships and social purchasing goals are significantly impacted by trust in the social business community and that a person's ability to share their experiences in the community is heavily reliant on their standing within

it (Chen & Shen, 2015). Meanwhile, the opinions and importance of the customer are altered by platforms like Facebook, YouTube, and Instagram, which have millions of users (Luo et al., 2013). Furthermore, social media helps users obtain knowledge faster, cheaper, and more effectively (Schniederjans et al., 2013).

5.4. Information Seeking from Social Media

An essential information source, the internet is becoming more and more necessary every day. The method of looking up travel information and choosing a place has been radically altered by the Internet (Morosan & Jeong, 2008). The Internet can be a useful tool for advertising tourism-related businesses such as restaurants, hotels, and travel agencies. The travel and tourism sector offers a network that enables individuals to exchange travel-related information with others worldwide. Users may access a wealth of information on tourist destinations and their amenities, including locations, features, dining options, and more, thanks to the availability of information and communication technologies, such as websites and social media (Litvin & Hoffman, 2012). Additionally, travelers or patrons of the global tourism sector can share their experiences via the media.

As per the statements made, travelers tend to look for knowledge about people's decision-making experiences mostly through their involvement. Through mobile services, social media has grown in importance as a source of information for travelers in recent years (Jabarzadeh et al., 2020). The foundation of participatory information seeking is the actions taken by a group or team to identify information needs, create queries, obtain information, assess it, and ask for it to be provided to meet those needs. Travelers are more likely to believe information from user experiences, opinions, and narratives than from official sources (Milano et al., 2011). Before making a purchase, users in the social media ecosystem research products and services and ask their peers for advice (Chu & Kim, 2011). According to surveys, meeting new people and interacting with both internal and external groups can help one obtain information while travelling (Tan & Goh, 2015). People therefore place greater importance on social media's ability to speed up the process of accessing information in a variety of disciplines, particularly in the travel and tourism sector.

6. RESEARCH FINDINGS AND RESULTS

The modern tourist industry is built on marketing existing resources and attractions and attempting to develop new ones for a given location. Keeping an eye on developments and the advancement of technology throughout the past century is the key to this development. In other words, tourism is unlikely and impossible to grow without ingenuity (Sofronov, 2019). The requirement for marketing in the tourism sector to please travelers has led to a competitive climate. It must make investments in marketing and tourism infrastructure to enter this cutthroat industry and offer a tourism heritage. Numerous variables influence the tourism industry, which is one of the major concerns in many countries across the world. The media is one of these crucial elements that hasn't

gotten as much attention. There is no particular model that specifies the tasks and responsibilities of the media in the direction of tourism development and promotion, even though there are tourist attractions and capacities in many regions of the world. By establishing and presenting a comprehensive model, the function of media in the development of tourism, as well as the dimensions and elements of this model, should be defined.

Considering that social media and the Internet have become essential components of both personal and professional lives. These advancements have had a significant impact on the tourism sector as well. Social networking is becoming more and more important for traveler consumers, travel-related businesses, and tourist destinations. Every element of our lives, including the way we consume, has been altered by social media. Businesses have been greatly impacted by these advancements, primarily because they have made new marketing methods possible. Undoubtedly, all of this involves tourism, one of the most dynamic industries in the world economy. Your firm will succeed greatly if social media and tourism marketing are integrated. For better or worse, the travel business has moved past the days of brochures and billboards. Social media has revolutionized the process of building a trustworthy travel brand these days. Content creation and curation on social media, user feedback gathering, and customer satisfaction are all essential to the success of travel firms. It's now time for companies to utilize this ability to expand their operations.

Nowadays, advertising is the most significant tool in the tourism sector and should be used effectively. A proper and competent grasp of advertising and its ideals is essential for the effectiveness of advertising that promotes the nation's cultural and tourism qualities (Salehi & Farahbakhsh, 2014). If used effectively, professional advertising can further cultural objectives both internally and externally; otherwise, it is time, money, and energy waste. In today's environment, the notion that advertising is not expensive should be taken into account while planning advertising campaigns for the travel and tourism sectors. Instead, it is a type of core and moral investment to further corporate and national goals, and it can result in significant accomplishments when carried out correctly and morally.

One of the key points to consider when using social media platforms is individual legal responsibilities. These media provide new possibilities for travelers to communicate. Many travelers use these platforms to research their destinations and choices. Posts published on social media have a profound impact on travelers' attitudes towards places and their purchasing decisions. These impacts are divided into various aspects, including purchase intention, perception of luxury and leisure options, familiarity with basic tourism facilities, and the effectiveness of social media. Research shows that travelers are more motivated to travel due to posts on social networks.

Social media presents a huge opportunity for the travel and tourism sectors. The ways that people research travel before departing are one way to observe how social media has affected

tourism. People are now urged to talk about their travel adventures. As a result, social media has altered how people arrive at conclusions. People rely on other people's reviews to establish their faith in tourist locations (Meshkini et al., 2018). Social media platforms are quite effective at marketing to consumers in the entertainment and mood-related industries. As a science, tourism marketing adheres to certain rules that must be followed to achieve commercial success and grow market share.

In tourism development, social media, especially platforms dedicated to sharing photos and videos, require special attention. This means that images and videos recorded by tourists are essential for the online display of each country's tourism capabilities and directly affect the choice of travel destinations by foreign tourists (Delavar et al., 2016). Tourists' trust in the content provided on social media significantly affects their willingness to travel, search for travel information, evaluate tourist attractions, purchase travel-related products, and share their travel experiences. Travelers' judgments are strongly influenced by the media and other information sources, and therefore, paying attention to all the modifiable aspects of media in the tourism industry is of great importance.

Tourists' experience is strongly influenced by trust in social media at key stages. According to research, the travel satisfaction stage shows the greatest direct and indirect impact of trust in social media. Therefore, tourists' travel should be smooth and unobstructed. During the trip, the impact of social media on trust is visible and this impact can be influenced in later stages. The results show a positive correlation between customer information-seeking behavior, travel intention, and trust in social media (Syamsu et al., 2022; Mohamad et al., 2022; Jabarzadeh et al., 2020; Țuclea et al., 2020). With the increase in the level of trust in these media, people become more willing to learn about related topics, especially in the field of tourism. This shows that social media plays an important role in the travel and tourism industry. Obtaining more information from reputable media in the field of tourism can lead to more effective visits to tourist destinations. People who use reputable media are more likely to visit their chosen locations, as their trust in these media increases, and this feeling of trust can be a motivation to visit others.

This study analyzes the impact of factors such as the role of social networks, marketing strategies, trust, and methods of receiving information from the media on tourists' choices and increasing their willingness to travel to tourist destinations, as well as examining the relationship between these factors and the development of the tourism industry. Tourists' trust in content produced on social media has a significant impact on their willingness to travel, purchase of tourism products, satisfaction with travel, and evaluation of tourist destinations. Also, this trust has a positive impact on the search for information related to tourist destinations and the behavior of sharing tourists' experiences. Therefore, it is necessary to take special measures and attention in the field of tourism to develop and flourish this industry. Providing tourism information on online platforms, especially social media, is accompanied by challenges, and collective efforts and cooperation are needed to

build trust among applicants and tourists. In this context, creating a comprehensive online system can help increase tourists' trust and awareness through social media. This research is considered a small step towards achieving broader goals in the field of the impact of social media on tourists' travel choices and preferences and analyzing its relationship with the development of the tourism industry, although there are other important factors in this field.

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