



European Institute of Innovation,
Entrepreneurship, and Technology

**Title: The Role of Social Media in Shaping
Tourism Decisions: A Study of Instagram and
TikTok Influences**

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ABSTRACT

Social media has fundamentally reshaped the landscape of global tourism, particularly through highly visual, fast-paced platforms like Instagram and TikTok. These platforms influence how people search for destinations, compare experiences, and ultimately make travel decisions. This study examines how tourism businesses and influencers use Instagram and TikTok to impact consumer perceptions, motivations, and behaviors. It also considers the role of user-generated content (UGC), trending hashtags, reels, TikTok challenges, short-video reviews, and aesthetic destination portrayals in shaping travel intentions. Drawing on consumer behaviour theories including the Theory of Planned Behavior, Social Learning Theory, and the ELM persuasion model this research explores why modern travellers rely heavily on digital visuals. The paper also includes real-world case studies such as Bali, Dubai, Switzerland, and the Maldives, where tourism growth has directly correlated with viral social media trends. The findings indicate that although social media offers tremendous opportunities for tourism marketing, it also presents challenges including misinformation, unrealistic expectations, and over-tourism driven by viral content.

INTRODUCTION

Over the past decade, tourism has undergone a complete digital transformation. With smartphones becoming universal and internet speeds rising dramatically, travel decisions today often begin on social media rather than through traditional advertisements or travel brochures. Among all social platforms, Instagram and TikTok have become global leaders in shaping how tourists discover destinations, evaluate experiences, and form expectations. Instagram's focus on aspirational photography and TikTok's short-form, visually immersive videos provide travellers with instant, engaging, and highly persuasive content (Jin, 2022).

Tourism is an experience-based industry meaning that consumers cannot "test" the product before purchasing it. Therefore, people rely heavily on visuals, reviews, and peer experiences to reduce uncertainty. Social media fills this gap by offering real-time, authentic or at least seemingly authentic glimpses into destinations (Xiang & Gretzel, 2020). A single viral TikTok video showing a hidden beach, a rooftop café, or a scenic mountain viewpoint can attract thousands of visitors within weeks. Similarly, destination marketing organisations (DMOs) strategically collaborate with travel influencers to showcase curated images of "must-visit" places.

Tourism businesses have recognised this shift and have now adapted their communication strategies accordingly. Many hotels, travel companies, airlines, and destinations produce short-form videos, collaborate with creators, and encourage user-generated content through branded hashtags. Instagram Reels and TikTok make it easier for tourism marketers to reach global audiences without relying on expensive traditional advertising.

The purpose of this assignment is to critically analyse how Instagram and TikTok influence tourism decision-making, using consumer behaviour theories and real-world examples. The paper aims to demonstrate that social media is not merely a promotional tool but a powerful psychological and cultural force shaping global travel trends.

LITERATURE REVIEW

The literature on digital tourism highlights the increasing dominance of social media in travel communication. Xiang & Gretzel (2020) emphasise that travellers now rely on digital content throughout every stage of the decision journey: inspiration, planning, comparison, booking, and sharing. Instagram, with more than 2 billion monthly users in 2025, has become a global hub for travel inspiration. Its emphasis on visually aesthetic content significantly influences how destinations are perceived (Sheldon & Dan, 2019).

Instagram as a Source of Travel Inspiration

Studies show that Instagram’s design encourages users to imagine themselves in the locations they see (Hu, 2021). High-quality photography, travel reels, and influencer storytelling create a strong emotional impact, influencing destination desirability. The concept of “Instagrammability”—how visually attractive a place is for posting—has become a top factor in choosing destinations, especially among younger travellers (Fotis, 2020). Destinations like Santorini, Paris, Cappadocia, and Ubud have seen dramatic tourism growth linked directly to Instagram trends.

TikTok and Short-Form Travel Content

TikTok has evolved into a major player in tourism marketing due to its algorithm-driven discovery system. Unlike Instagram, which relies more on existing networks, TikTok pushes content to users through the “For You Page,” allowing unknown creators to go viral overnight (Li, 2022). Tourism businesses have increasingly adopted TikTok to showcase experiences using short videos, sound-based trends, and storytelling formats. Content such as “3 hidden spots in Dubai” or “Budget trip to Bali under \$300” strongly influences travel intentions.

User-Generated Content (UGC)

UGC is widely considered more trustworthy than brand-generated content (Ayeh, 2015). Research indicates that travellers perceive peer reviews, personal photos, and amateur videos as more authentic, thus more persuasive. Instagram posts tagged by real visitors and TikTok travel vlogs offer diverse, experience-based insights that reduce perceived risk.

Consumer Behaviour Theories and Social Media Influence

Understanding how Instagram and TikTok affect tourism requires a theoretical foundation grounded in consumer behaviour. Several frameworks help explain why users are influenced by visual content and peer recommendations online.

1. Theory of Planned Behavior (TPB)

Ajzen's (1991) Theory of Planned Behavior explains that travel decisions are shaped by three factors:

- **Attitudes** toward the destination
- **Subjective norms**, such as social approval
- **Perceived behavioural control**, or how easy it is to undertake the trip

Instagram and TikTok reinforce these three components strongly. For instance:

- Reels showing beautiful beaches shape **positive attitudes**.
- Viral challenges (e.g., "Bali swing photos") shape **subjective norms**, making certain destinations feel socially essential.
- Travel hacks and itinerary videos increase **perceived control**, making travel seem simple and achievable.

Thus, platforms directly influence intentions that lead to actual travel behaviour (Prada, 2021).

2. Social Learning Theory

Bandura's Social Learning Theory (1977) suggests individuals learn behaviours by observing others. When travellers see influencers or peers enjoying a particular destination, they imitate these behaviors. For example, viral videos of the Dubai Frame or Cappadocia hot-air balloon rides inspire viewers to recreate similar experiences. The "copycat" nature of travel photography aligns strongly with this theory, indicating a deep psychological mechanism at play (Jin, 2022).

3. The Elaboration Likelihood Model (ELM)

The ELM (Petty & Cacioppo, 1986) helps explain why short-form content is so persuasive. Instagram and TikTok rely on **peripheral cues** such as aesthetics, music, colors, and trends rather than deep cognitive processing. Many travel decisions are made impulsively based on these cues, which bypass critical evaluation. This explains why viewers may book a trip after consuming only a few visually appealing videos.

Influencer Marketing in Tourism

Influencers have become critical intermediaries between destinations and tourists. According to Abidin (2018), influencers hold "perceived authenticity," which makes their endorsements highly persuasive. In tourism, mega-influencers (1M+ followers) and micro-influencers (10k–100k) both play significant roles. Destinations often collaborate with influencers to create highly curated imagery showcasing:

- luxury resorts
- “hidden gems”
- food tours
- adventure activities
- hotel room tours
- cultural experiences

Studies show that influencer credibility strongly correlates with user trust and destination interest (Sokolova & Kefi, 2020). For example, Bali’s tourism board collaborates with micro-influencers across Asia, Europe, and Australia, resulting in millions of impressions per campaign.

The Rise of 'Instagrammable Tourism'

A unique trend identified in recent literature is the concept of “Instagrammable tourism.” This refers to destinations or attractions designed specifically for photo-taking. Examples include:

- Bali’s famous “Gates of Heaven”
- Dubai’s Wings of Mexico sculpture
- Singapore’s Jewel Changi Airport waterfall
- Cappadocia’s hot-air balloons

These sites became iconic after going viral online. Over time, entire travel itineraries now revolve around taking photos at these “must-post” places (Sheldon & Dan, 2019). Tourists increasingly select hotels, cafés, and attractions based on their visual appeal rather than cultural or historical significance.

METHODOLOGY

To understand how Instagram and TikTok influence tourism decisions, this study adopts a qualitative research methodology rooted in document analysis, case studies, and secondary data review. This approach is suitable because digital tourism trends evolve rapidly, and qualitative insights allow for deeper exploration of motivations, perceptions, and platform-specific behaviours (Creswell, 2013).

1. Research Design

This assignment uses a **descriptive qualitative design**, focusing on analysing:

- academic articles
- industry reports
- case studies from destinations
- social media analytics
- influencer marketing reports

- tourism board publications

The goal is to understand how visual content impacts consumer decisions and to identify patterns across multiple sources.

2. Data Sources

Secondary data was collected from:

- peer-reviewed journals
- tourism market reports (UNWTO, Statista, WTTC)
- Instagram and TikTok campaign case studies
- influencer marketing insight reports
- tourism board press releases

These sources offer comprehensive perspectives on how social media is used in real-world tourism marketing strategies.

3. Data Analysis Approach

A **thematic analysis** was conducted to identify recurring themes, including:

- social influence & peer validation
- visual aesthetics & destination branding
- viral challenges & trends
- user-generated content & authenticity
- influencer credibility
- impulse-driven decision-making

4. Sampling Strategy

Because this study is based on qualitative secondary data, the sampling approach focuses on relevance and credibility rather than statistical representation. Sources were selected using **purposeful sampling**, meaning only materials that directly relate to Instagram, TikTok, and tourism behaviour were included. The criteria for selection included:

- recency (mostly 2018–2024 publications)
- academic validity
- relevance to visual-based tourism communication
- credibility of data (peer-reviewed or industry-recognized)

This ensures the insights reflect current digital trends and accurate consumer behaviours.

5. Ethical Considerations

Since the research uses publicly available secondary data, ethical risks are minimal. However, all sources are credited through APA citations to maintain academic integrity. No personal data from individuals was collected, ensuring full compliance with general research ethics guidelines (Creswell, 2013).

FINDINGS

The findings from the data analysis reveal multiple interconnected ways in which Instagram and TikTok shape modern tourism decisions. These findings are organised into key thematic areas.

1. Instagram and TikTok as Primary Travel Inspiration Sources

The data shows that for Millennials and Gen Z who represent the majority of global travelers Instagram and TikTok have overtaken traditional sources like brochures, travel agents, and even search engines as the **first point of inspiration** (Statista, 2023).

Several behavioural patterns emerged:

a. Immediate Visual Impact

Short-form videos and aesthetic photos create immediate emotional responses that motivate users to learn more about a destination. For example:

- A TikTok video titled “Things to do in Kyoto” might gain millions of views within days.
- An Instagram Reel showing Santorini sunsets often receives tens of thousands of saves, signalling travel interest.

b. Algorithm-Driven Discovery

TikTok’s “For You Page” enables unknown creators to unexpectedly influence global tourism trends. Many destinations reported visitor surges after going viral, including:

- Albania’s Ksamil Beach
- Turkey’s Salt Lake
- The Philippines’ Siargao Island

These were not traditional tourism giants, highlighting how viral content can rapidly change travel patterns.

2. The Dominance of User-Generated Content (UGC)

UGC emerged as the **most trusted** form of travel content. Research shows travellers believe real people's posts more than official advertisements (Ayeh, 2015).

Key observations include:

- UGC is perceived as authentic, even if it is partially curated.
- Hashtags like #travel, #wanderlust, #hiddenisland, and #budgettravel play an essential role in discovery.
- Tourists actively seek "honest reviews" through TikTok vlogs such as "Pros and cons of visiting X."

Why UGC matters:

It reduces **risk perception**, a major hurdle in tourism. When travellers see others enjoying a destination, they feel more confident that their experience will be similar. This aligns with Social Learning Theory (Bandura, 1977).

3. The Rise of Short-Form Travel Itineraries

One key finding is that Instagram and TikTok have changed how people plan trips. Instead of reading long articles, travellers now rely on:

- 15-second "3 places to visit" Reels
- 30-second "Perfect 1-day itinerary" TikToks
- 1-minute hotel walkthroughs
- Quick food reviews

These micro-itineraries simplify planning, making destinations feel more accessible and less overwhelming.

This increases **perceived behavioural control**, a critical component of the Theory of Planned Behavior (Ajzen, 1991).

4. Social Validation and FOMO as Travel Drivers

Travel is now heavily influenced by **social validation metrics**, such as:

- likes
- comments
- shares

- reposts
- saves

FOMO (Fear of Missing Out)

The findings confirm that FOMO is one of the strongest psychological triggers driving travel decisions. TikTok trends, such as “Places you must visit before you turn 30,” create a sense of urgency. Gen Z travellers, especially, report that they book trips partly because they feel pressure to experience trending destinations before the trend dies (Prada, 2021).

This aligns with ELM’s “peripheral route,” where decisions are influenced by emotions rather than detailed cognitive evaluation.

5. Influencer Marketing Shapes Destination Reputation

Influencers significantly affect how destinations are perceived. Based on the reviewed cases:

a. Mega Influencers (1M+ followers)

They create global awareness but may not always result in high conversions.

b. Micro Influencers (10k–100k followers)

Tourism boards increasingly prefer micro-influencers for:

- higher engagement rates
- niche audience trust
- relatable storytelling

Case Example: Bali

A campaign involving travel micro-influencers from India, Australia, and Europe contributed to Bali’s post-pandemic tourism recovery. Content focused on:

- yoga retreats
- coffee shops
- aesthetic cafés
- beaches
- waterfalls

These posts created a viral ecosystem of travel content that encouraged tourists to replicate the same experiences.

6. Viral Trends Can Transform Destinations Overnight

Some destinations experienced sudden tourism booms due to viral content:

- **Neuschwanstein Castle (Germany)** after a viral drone video on Instagram
- **Nusa Penida (Indonesia)** after TikTok travel challenges
- **The “Pink Beach” in Komodo Island** after a viral aesthetic Reel
- **Chefchaouen (Morocco)** because of Instagram photos of its blue-painted streets

These viral moments contributed to increased visitor numbers, but sometimes caused overcrowding and sustainability issues.

7. The Impact of Aesthetic Culture on Tourism Choices

Instagram popularised the idea of “Instagrammable locations,” and TikTok accelerated it.

Travellers now choose destinations based on:

- photo-worthy spots
- architecture
- colors and lighting
- unique backgrounds
- trendy cafés and experiences

Destinations even redesign public spaces for aesthetic appeal because visually attractive places attract more tourists (Sheldon & Dan, 2019).

8. Trust in Influencer Reviews vs. Brand Advertising

Findings show that travellers trust influencers far more than traditional advertisements because influencers offer:

- personal opinions
- behind-the-scenes views
- budget breakdowns
- honest pros and cons

This human-centered content appears more authentic than brand-generated materials, which are often perceived as overly polished.

9. TikTok as a Tool for Budget Tourism

An emerging finding is that TikTok is extremely influential for budget travellers. Videos such as:

- “Bali under \$300”
- “Budget trip to Vietnam”
- “Cheapest cities in Europe for students”

are widely saved and shared. Budget-focused content receives higher engagement, likely because it reduces psychological barriers related to cost.

10. Emotional Storytelling Enhances Destination Appeal

A key finding from the data is the strong influence of emotional storytelling on travel decisions. TikTok and Instagram posts that follow a narrative structure such as “my solo trip to Paris changed my life” or “why I’ll never forget my journey to Bhutan” generate deeper engagement than generic travel guides (Gretzel, 2020). These stories allow viewers to imagine themselves having similar experiences, which enhances destination desirability through emotional simulation.

Emotional storytelling videos often highlight:

- personal challenges
- memorable moments
- cultural encounters
- food experiences
- personal reflections

The emotional sincerity of these posts makes them more persuasive because they appear honest, relatable, and unscripted. As a result, viewers develop parasocial connections with the creator, which increases trust and influences travel intentions (Abidin, 2018).

DISCUSSION

The findings reveal a complex interplay between social media content, consumer psychology, and tourism behaviour. Instagram and TikTok have become powerful tools not only for marketing but also for shaping culture, identity, and social belonging within travel communities.

1. Social Media as a Psychological Travel Stimulus

The study's findings align with multiple consumer behaviour theories. According to the Theory of Planned Behavior, social media shapes attitudes, subjective norms, and perceived control, all of which collectively influence travel intentions. The visually stimulating nature of Instagram and TikTok directly enhances positive attitudes toward destinations.

Additionally, the findings show that subjective norms such as wanting to go where “everyone else is going” are amplified through viral travel trends. This reinforces FOMO as a psychological driver, particularly among Millennials and Gen Z, who seek social validation through travel content (Prada, 2021).

2. The Persuasive Power of Visuals

The Elaboration Likelihood Model explains why short-form travel content is persuasive: it uses peripheral cues (music, visuals, aesthetics) instead of logical arguments. Most viewers do not deeply evaluate travel information they respond emotionally to aesthetics. This supports why visually stunning destinations such as Santorini and Bali remain dominant across social media feeds.

Furthermore, TikTok's rapid, algorithmic content delivery ensures that users are continuously exposed to travel-related visuals, reinforcing repetitive persuasion and desire formation (Li, 2022).

3. Authenticity vs. Curation

One of the biggest contradictions revealed is the dual role of authenticity. On the one hand, travellers trust user-generated content because it appears real. On the other hand, much of this content is edited, staged, or influenced by sponsored partnerships. This creates a blurred line between genuine experience and curated reality.

Moreover, the expectation vs. reality gap exposes the risks associated with relying too heavily on perfect social media imagery, as it may lead to dissatisfaction during the actual travel experience.

4. Influence of Micro vs. Mega Influencers

The findings reveal a shift in tourism marketing strategies:

- **Mega influencers** offer massive reach but lack relatability.
- **Micro influencers** offer trust, niche audiences, and higher engagement.

This shift reflects the growing importance of perceived authenticity in consumer decisions.

Destination marketing organisations increasingly invite micro-influencers because their content feels more achievable for the average traveller, making their recommendations more persuasive (Sokolova & Kefi, 2020).

5. Democratization and Globalization of Tourism

Social media platforms have democratized tourism marketing:

- Small destinations can gain global visibility.
- Local businesses can promote themselves without major budgets.
- Ordinary travelers can become influential tourism voices.

This creates opportunities for emerging markets and niche travel experiences. However, it also decentralizes control, meaning tourism boards can no longer regulate narratives about their destinations.

6. Challenges: Over-Tourism and Sustainability

Viral content often drives sudden increases in visitors, leading to:

- environmental degradation
- cultural disturbance
- infrastructure strain
- loss of local identity

TikTok's rapid virality speeds up these impacts compared to older platforms. For example, the findings highlight cases where "hidden gems" became overcrowded within months after going viral.

7. The Impact of Emotional Storytelling on Travel Intentions

The findings show that travel content that includes emotional narratives such as personal challenges, transformative moments, or cultural immersion creates deeper psychological engagement than purely aesthetic content. Emotional storytelling works because it activates empathy, imagination, and identification.

When viewers watch a TikTok like "Why travelling to Nepal healed me," they don't only observe the destination; they internalize the emotional journey. This aligns with the concept of **transportation theory**, where people become mentally immersed in a story and are more likely to adopt related attitudes (Green & Brock, 2000).

Tourism marketers increasingly use emotional storytelling to humanize destinations and appeal to personal motivations such as:

- self-discovery
- healing
- adventure
- cultural curiosity
- escape from routine

This demonstrates that social media is not just a platform for sharing visuals it is a space where emotional identity and travel aspirations intersect.

8. Destination Branding Through Aesthetic Culture

Instagram has contributed to the rise of *aesthetic culture* in tourism. Destinations are often judged based on how “Instagrammable” they appear, shaping both tourist expectations and business strategies. Restaurants design interiors for visual appeal, hotels build rooftop infinity pools, and cafés install neon signs or flower walls to attract attention online.

This reflects an emerging trend known as **experience staging**, where businesses design environments specifically for digital consumption (Pine & Gilmore, 2019). On TikTok, the same principle manifests through sound-based trends, transitions, and cinematic angles.

The implication is that tourism marketing now focuses more on:

- aesthetics
- uniqueness
- content creation potential

rather than purely cultural or historical narratives. While this boosts engagement, it raises critical questions about authenticity and the commodification of culture.

9. Peer Validation and the Social Reward System

The discussion also highlights how social media engagement metrics likes, comments, shares act as **social rewards** that reinforce travel behaviour. Research suggests that posting travel content triggers dopamine responses similar to receiving social approval in real-life interactions (Sherman, 2016).

Thus, many travellers don’t just travel *for themselves*; they travel to:

- create content

- gain validation
- maintain social identity
- showcase lifestyle

TikTok trends and Instagram aesthetics create social norms around what a “good vacation” looks like, reinforcing consumer behaviours that align with these norms.

This creates opportunities for destinations to align marketing with social motivations, but it also risks pushing travellers toward performative travel rather than meaningful experiences.

10. The Shift Toward “Hyper-Personalized” Travel Experiences

Findings show that TikTok and Instagram encourage highly personalized, niche travel interests such as:

- vegan cafés
- vintage bookstores
- anime-themed attractions
- aesthetic rooftop bars
- cultural workshops

This aligns with the **long-tail theory**, where niche markets thrive in digital environments (Anderson, 2006).

Tourism marketing has adapted by promoting:

- hyper-local experiences
- community-led tours
- personalized itineraries
- niche travel interests

This shift benefits small businesses and marginalized communities that previously lacked visibility in mainstream tourism marketing.

CONCLUSION

The research clearly demonstrates that Instagram and TikTok have revolutionized the tourism industry by shaping how travellers discover, evaluate, and select destinations. These platforms influence travellers’ emotions, expectations, motivations, and planning styles through visual content, narrative storytelling, peer validation, and algorithm-driven discovery.

The study highlights several key insights:

1. Visual platforms dominate modern travel inspiration.

Travellers increasingly rely on short videos and aesthetic photos rather than brochures or traditional advertising.

2. Consumer behaviour is shaped by psychological triggers.

FOMO, social validation, peripheral persuasion, and emotional storytelling play major roles in influencing travel decisions.

3. UGC and influencers drive trust and authenticity.

Real people's experiences matter more to travellers than polished brand messages.

4. Social media both democratizes and complicates tourism.

Small destinations gain visibility, but viral trends can cause over-tourism and sustainability issues.

5. Aesthetic expectations shape travel motivations.

Destinations often redesign experiences around Instagrammability to attract visitors.

6. Ethical, cultural, and environmental concerns must be addressed.

Responsible tourism communication is essential to manage expectations and protect local communities.

Overall, Instagram and TikTok have become transformative forces in tourism communication, reshaping decision-making processes and redefining how destinations are marketed and experienced. As digital platforms evolve further possibly integrating AI, VR, and hyper-personalized content their impact on tourism is expected to grow even stronger.

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