



European Institute of Innovation,
Entrepreneurship, and Technology

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

Student Name: Ojasvi

Student ID: DE240233

Submission date: 30.11.2025

Table of Contents

Abstract	4
1. Introduction	4
2. Literature Review	5
2.1 Visual Tourism and the Digital Shift	5
2.2 Instagram's Influence on Tourism Perceptions	5
2.3 TikTok and the Rise of Short-Form Travel Storytelling	6
2.4 User-Generated Content (UGC) and Perceived Authenticity	6
2.5 Influencers as Digital Travel Agents	7
2.6 Consumer Behaviour Theories Applied to Social Media Tourism	7
2.6.1 Theory of Planned Behaviour (TPB)	7
2.6.2 Social Comparison Theory	7
2.6.3 Social Proof	7
2.6.4 Elaboration Likelihood Model (ELM)	8
2.7 Negative Impacts: Over-Tourism & Unrealistic Expectations	8
3. Methodology	8
3.1 Research Approach	8
3.2 Data Sources	8
3.3 Data Analysis Process	9
3.4 Limitations	9
4. Findings	10
4.1 Social Media as the Primary Source of Travel Inspiration	10
4.2 Aesthetic Standards Shape Destination Desirability	10
4.3 TikTok's Algorithm Drives Impulsive, Trend-Based Travel	11
4.4 Influencers As Opinion Leaders & Trip Facilitators	11
4.5 User-Generated Content Reduces Perceived Risk	12
4.6 Social Comparison, FOMO & Identity Drive Travel Desire	12
4.7 Short-Form Content Simplifies Complex Travel Information	13
4.8 Expectations vs. Reality Gaps Lead to Dissatisfaction	13
4.9 Over-Tourism & Environmental Stress	14
4.10 Destinations Reinvent Themselves for Social Media	14
5. Discussion	14

5.1 Instagram and TikTok Restructure the Tourism Decision Journey	15
5.2 Emotional Persuasion Through Visual Storytelling	15
5.3 Identity, Social Comparison, and Travel as Self-Branding	16
5.4 Influencer Culture and Para-social Relationships	16
5.5 Short-Form Content as a New Form of Travel Education	17
6. Conclusion	18
7. References	19

Abstract

Social media has reshaped almost every aspect of modern tourism, from how destinations are imagined to how trips are planned, evaluated, booked, and later shared. Among all platforms, Instagram and TikTok have become the most influential due to their visual-heavy content formats, algorithmic discovery systems, and participatory cultures centered around user-generated content. Travellers today often develop their travel intentions while scrolling through curated feeds and personalized “For You” pages, long before they engage in rational planning. This assignment explores the mechanisms through which Instagram and TikTok influence tourism decisions, examining concepts such as visual persuasion, digital identity construction, influencer credibility, algorithmic amplification, aesthetic travel culture, and emotional storytelling.

Using a qualitative, secondary-research methodology, the paper reviews current literature on tourism marketing, social media psychology, consumer behaviour theories (including the Theory of Planned Behaviour, Social Comparison Theory, and the Elaboration Likelihood Model), and real-world digital case examples. Findings show that Instagram and TikTok not only inspire travel desire but also shape expectations, reduce perceived risk, strengthen social validation, and sometimes create unrealistic representations of destinations. The platforms also raise ethical issues like over-tourism, cultural commodification, environmental strain, and digital misrepresentation.

The paper concludes that Instagram and TikTok must be understood not merely as communication channels but as persuasive ecosystems that systematically transform how tourism operates. Their integration into tourism decision-making processes is deep, emotional, and ongoing.

1. Introduction

Before someone decides to book a flight or hotel, they often encounter a destination digitally through images and videos. This encounter may come unexpectedly—while relaxing on TikTok, checking Instagram stories, or exploring recommended reels. The traditional travel planning journey, once dominated by brochures, travel agencies, and guidebooks, has now been overtaken by algorithmically curated visual content.

Instagram—with its polished photography, filters, location tags, and aesthetically driven posts—creates a world where travel appears flawless, cinematic, and desirable. TikTok, with its unpolished, fast-paced, emotionally expressive videos, gives users the illusion of “being there,” creating sensory immersion through sound, movement, and voiceovers. Together, these platforms shape how destinations are imagined and evaluated.

In a world where people spend hours scrolling daily, it is unsurprising that tourism decisions now emerge from exposure to:

- aspirational travel images
- lifestyle-focused influencer content
- “things to do” short-form guides
- viral destination trends
- relatable storytelling
- user-generated recommendations
- behind-the-scenes travel experiences

Academic researchers argue that digital media has transformed tourism into a process of “continuous dreaming” (Gretzel et al., 2015). Every scroll becomes a potential inspiration for a future trip.

2. Literature Review

2.1 Visual Tourism and the Digital Shift

The shift from physical travel brochures to digital social media has expanded both the scale and speed of travel inspiration. Xiang & Gretzel (2010) suggest that tourists increasingly rely on online information systems to reduce uncertainty and visualize destination experiences. Social media extends this by making the visualization process more immersive and personalized.

Tourism scholars emphasize that **visual consumption** is a core part of travel. Photos and videos shape how tourists imagine places, often before they research practical details like budgets or logistics (Urry, 2002). Instagram and TikTok intensify visual consumption through:

- filters
- editing tools
- storytelling features
- geotags
- reels
- algorithm-driven discovery

This turns destinations into “performable” and “shareable” experiences rather than purely locations.

2.2 Instagram’s Influence on Tourism Perceptions

Instagram has become synonymous with aesthetic travel culture. Its interface encourages users to display visually pleasing content that conveys status, lifestyle, and personal identity. According to Chua & Chang (2016), highly curated images create perceived realism, even if they are edited.

Key Instagram features influencing tourism decisions include:

- **Posts:** polished, static images inspiring destination desire
- **Stories:** ephemeral content showing “authentic” daily travel moments
- **Reels:** short videos showcasing hidden gems, itineraries, or travel trends
- **Hashtags:** categorized content discovery (#travelgram, #wanderlust)
- **Save feature:** allows users to bookmark future trips

Tourism marketing has adapted by designing “Instagrammable” spots—murals, swings, cafés, and viewpoints intended for photography.

2.3 TikTok and the Rise of Short-Form Travel Storytelling

TikTok’s ability to make destinations go viral is stronger than any platform before it. Its FYP algorithm identifies user interests rapidly and suggests travel content—even if a user has liked only one travel video.

Several trends exist on TikTok:

- “Hidden gems in ____”
- “X things to do in 10 seconds”
- Budget breakdown vlogs
- Reaction videos (“I was SHOCKED when...”)
- POV travel
- Drone montage edits
- Funny cultural experiences

TikTok’s informal style appears more trustworthy to many users, especially younger travellers (Gen Z). Researchers note that short-form videos increase emotional engagement and lower cognitive load, making travel decisions feel more intuitive (Zhang & Lee, 2022).

2.4 User-Generated Content (UGC) and Perceived Authenticity

Tourists prefer real experiences captured by peers over professional marketing. UGC is powerful because:

- it feels unfiltered
- it shows real people in real places
- it includes honest reviews
- it offers relatable content

- it reduces uncertainty and perceived risk

Munar & Jacobsen (2014) argue that travellers share experiences mainly due to intrinsic motivations, such as helping others or expressing identity.

UGC also amplifies **electronic word-of-mouth (eWOM)**, which studies show has stronger influence on purchase behaviour than traditional advertising (Litvin et al., 2008).

2.5 Influencers as Digital Travel Agents

Influencers serve as mediators, simplifying travel planning through:

- itineraries
- packing tips
- hotel reviews
- budget guides
- location recommendations

Their credibility stems from parasocial relationships—followers feel connected to them and trust their opinions (Horton & Wohl, 1956).

Micro-influencers often have higher engagement rates than large influencers, making them particularly persuasive in niche tourism communities.

2.6 Consumer Behaviour Theories Applied to Social Media Tourism

2.6.1 Theory of Planned Behaviour (TPB)

Instagram and TikTok influence all components of TPB:

- **Attitudes:** beautiful visuals create positive feelings
- **Subjective norms:** seeing peers travel increases desire
- **Perceived behavioural control:** tutorials & itineraries make travel seem easier

2.6.2 Social Comparison Theory

People evaluate themselves based on what others post online (Festinger, 1954). Travel becomes a competitive lifestyle display.

2.6.3 Social Proof

Thousands of likes and visits create perceived popularity.

2.6.4 Elaboration Likelihood Model (ELM)

Peripheral cues (music, beauty, influencers) often outweigh rational analysis.

2.7 Negative Impacts: Over-Tourism & Unrealistic Expectations

Research warns about:

- overcrowding of fragile areas
- increased litter
- environmental degradation
- disrespectful behaviour
- disappointment due to over-edited images

Places like Maya Bay, Hallstatt, and Bali have been overwhelmed by viral fame.

3. Methodology

3.1 Research Approach

The research in this assignment follows a **qualitative, exploratory approach**, which is appropriate for understanding complex human behaviours shaped by social media consumption. Instead of attempting to measure exact numerical influences—such as how many travellers visited a place because of Instagram—it seeks to interpret *how* and *why* Instagram and TikTok shape tourism decisions. This approach acknowledges that tourism motivation is rooted in emotions, identity, persuasion, and social meaning, elements better understood through interpretive methods.

The qualitative lens allows for a deep examination of:

- symbolic meanings of travel imagery,
- emotional components of short videos,
- aesthetic standards imposed by influencers,
- user behaviours shaped by platform algorithms,
- discussions found in comment sections,
- and patterns across user-generated content.

3.2 Data Sources

Because the assignment is based on secondary research, data was drawn from:

1. **Academic journals** on digital tourism, marketing, and communication (e.g., *Tourism Management*, *Journal of Travel Research*, *New Media & Society*).
2. **Industry reports** from UNWTO, Statista, Expedia Group, Booking.com, and digital marketing firms.
3. **Content observations** from Instagram and TikTok, focusing on popular travel hashtags such as #wanderlust, #travelgram, #tiktoktravel, #solotravel, and #hiddenplaces.
4. **Tourism board publications** and case studies from destinations like Iceland, Bali, Dubai, and Greece.
5. **Scholarly books** on visual culture, persuasion, and digital identity.

These diverse sources ensured that the analysis captured both theoretical depth and real-world detail.

3.3 Data Analysis Process

A **thematic analysis** was applied, following Braun & Clarke's (2006) method of generating themes through repeated reading and coding of texts. Themes included:

- emotional influence of visuals,
- algorithmic exposure,
- social comparison,
- influencer authenticity,
- impulse travel behaviour,
- expectations vs. reality,
- and sustainability impacts.

Quotes, examples, statistics, and patterns were grouped under these themes to provide a structured understanding.

3.4 Limitations

This study acknowledges several limitations:

- **Rapid platform evolution:** TikTok trends change weekly, making long-term analysis difficult.
- **Regional bias:** Most literature focuses on Western or Asian markets.
- **Lack of primary data:** No interviews or surveys were conducted directly.
- **Algorithm transparency issues:** TikTok's and Instagram's algorithms are proprietary and constantly changing.

Despite these limitations, the secondary data remained robust enough to support meaningful interpretations.

4. Findings

The findings reveal multiple interconnected ways that Instagram and TikTok influence tourism decisions.

4.1 Social Media as the Primary Source of Travel Inspiration

Both platforms function as **inspiration engines**. Instead of actively searching for travel content, users passively encounter:

- travel reels in Explore pages,
- TikTok videos on the FYP,
- influencer stories about destinations,
- trending travel challenges (#EuroSummer, #DubaiDiaries),
- review videos showing hotels and attractions.

This passive exposure transforms travel discovery into a routine part of daily scrolling.

A study by Statista (2024) found that **71% of Gen Z travellers discover destinations through social media**, with Instagram and TikTok leading the list. This means travel ideas are increasingly shaped by algorithmic suggestions rather than personal research.

4.2 Aesthetic Standards Shape Destination Desirability

Instagram has created a dominant aesthetic culture where:

- beaches must be turquoise,
- hotel rooms must be minimalistic and luxurious,
- cafés must be pastel or earthy toned,
- nature must appear untouched and peaceful,
- photos follow symmetrical or wide-angle patterns.

These aesthetic norms influence what travellers perceive as “beautiful” or “worth visiting.”

Destinations adapt by creating:

- viewing platforms,
- swings, murals, and props,
- pastel-coloured storefronts,
- curated flower gardens,
- neon signs for photo backgrounds.

Research by MacKay & Vogt (2020) confirms that curated aesthetics can improve destination desirability.

However, these visuals also create **unrealistic expectations**, causing visitors to experience disappointment when encountering crowds, bad weather, or less vibrant scenery.

4.3 TikTok's Algorithm Drives Impulsive, Trend-Based Travel

TikTok fosters **impulse tourism** decisions made quickly in response to viral content.

Examples include:

- the viral “Albanian Riviera” trend,
- “Japan café hopping” edits that increased youth travel,
- “Korean skincare shopping in Myeongdong”,
- “cheap travel in Vietnam” budget hacks,
- “solo female travel in Turkey”,
- “Dubai luxury experiences”.

The FYP amplifies videos by strangers, not just people users follow. This creates an illusion of collective behaviour—if everyone else seems to be going there, the destination must be trending.

Tourism boards have responded by creating campaigns designed to go viral, like Iceland's comedic TikToks and Abu Dhabi's influencer-driven short videos.

4.4 Influencers As Opinion Leaders & Trip Facilitators

Influencers act as:

- **trip planners** (sharing itineraries),
- **reviewers** (hotel room tours),
- **teachers** (budget guides),
- **companions** (“come with me on my first solo trip”),
- **translators** (cultural explanations),
- **motivators** (empowering captions).

Followers trust them because:

- they appear relatable,
- they provide honest feedback,
- they show behind-the-scenes realities,
- they reveal mistakes,
- they share personal stories.

This creates parasocial relationships that strengthen persuasion.

Micro-influencers especially serve as niche experts in:

- vegan travel,
- sustainable travel,
- backpacking,
- luxury stays,
- cultural tours,
- adventure travel,
- study-abroad experiences.

Brands collaborate with them because the authenticity–audience engagement ratio is higher.

4.5 User-Generated Content Reduces Perceived Risk

Travel involves uncertainty. Social media reduces risk by showing:

- neighbourhood atmosphere
- hotel interiors
- transportation options
- street-level dynamics
- crowd sizes
- food quality
- real experiences of travellers

TikTok videos often showcase:

- “hotel room reality vs Instagram photos”
- “things I wish I knew before visiting ____”
- “what they don’t tell you about ____”
- “hidden fees in ____”

These videos provide transparency, shaping more informed decisions.

UGC is perceived as **more trustworthy** than brand content because travellers believe it is less filtered and more honest.

4.6 Social Comparison, FOMO & Identity Drive Travel Desire

Social media transforms travel from a private pleasure into a **public performance**.

Users feel motivated by:

- social validation through likes,
- wanting to mirror influencers’ lives,
- pressure to visit trend destinations,
- identity-building through travel content.

Popular aesthetics like #EuropeanSummer or #BaliVibes demonstrate how travel becomes part of self-branding.

FOMO (Fear of Missing Out) is triggered when peers or creators repeatedly post from specific destinations or events.

This creates psychological pressure resulting in:

- quicker bookings,
- higher travel frequency,
- prioritizing photogenic places over meaningful ones.

4.7 Short-Form Content Simplifies Complex Travel Information

A 30-second TikTok can condense:

- visa guidance
- budget ranges
- itinerary structure
- safety tips
- cultural etiquette
- transportation routes
- must-visit locations

This micro-learning model makes travel feel easier and more achievable.

For example:

- “Japan in 10 days”
- “3 days in Paris under ₹30,000”
- “Dubai on a budget”
- “Top 5 free things to do in Singapore”

These videos serve as mini-guides replacing lengthy blog posts.

4.8 Expectations vs. Reality Gaps Lead to Dissatisfaction

Social media influences expectations more than any other medium. When reality differs, tourists often feel:

- disappointment
- frustration
- deception
- regret

Common mismatches include:

- overcrowded sites that appear empty online
- filtered colours not matching real scenery
- luxury hotels looking smaller in person
- weather differences
- edited body proportions or poses
- misleading transportation convenience

Research by Henderson (2021) highlights this expectation-reality gap as a major cause of negative reviews.

4.9 Over-Tourism & Environmental Stress

Viral fame can destroy fragile places. Examples include:

- Maya Bay, Thailand — coral damage from TikTok fame
- Hallstatt, Austria — crowding due to Instagram
- Japan’s Mount Fuji — overcrowded viewpoints
- Iceland’s Fjaðrárgljúfur Canyon — erosion from photo tourism

Social media accelerates tourism faster than infrastructure can adapt.

4.10 Destinations Reinvent Themselves for Social Media

Tourism boards adjust strategies by:

- designing “Instagrammable spots,”
- promoting TikTok challenges,
- collaborating with micro-influencers,
- creating aesthetic-friendly policies
- using drone footage and stylized video edits

Destinations now market themselves visually first, logically second.

5. Discussion

Building upon the findings, this section interprets the results through the lens of key communication theories, consumer behaviour models, and tourism research. It emphasises how Instagram and TikTok do not merely “influence” travel—they **reshape the meaning, purpose, and cultural practice** of tourism itself.

5.1 Instagram and TikTok Restructure the Tourism Decision Journey

Traditionally, the tourism decision journey followed several linear stages:

1. Dreaming
2. Information search
3. Comparison and evaluation
4. Booking
5. Experience
6. Sharing

Digital scholars argue that social media collapses and overlaps these stages (Gretzel et al., 2015). Instagram and TikTok accelerate this shift:

- Dreaming is constant because users scroll daily.
- Information search is embedded in short-form videos.
- Evaluation happens through comments, reviews, and likes.
- Booking follows quickly after emotional peaks.
- Sharing feeds back into the cycle, influencing others.

The platforms create what can be called a **circular digital travel loop**, where inspiration and expression feed each other continuously. A reel saved today may spark a trip next year; a TikTok posted today may inspire someone else next month.

These platforms are not simply communication tools—they are **architectures of persuasion** embedded in everyday life.

5.2 Emotional Persuasion Through Visual Storytelling

According to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), persuasion occurs via:

- **central route** (logic, reasoning, deep thought)
- **peripheral route** (emotions, visuals, quick cues)

Instagram and TikTok rely heavily on peripheral cues:

- music choices
- colour palettes
- attractive imagery
- charismatic influencers
- fast editing
- emotional monologues
- aesthetic composition

These cues stimulate **positive affect**, making destinations feel desirable before any rational consideration. Even users with no initial interest in travel may feel inspired or impulsive.

This aligns with findings that emotional engagement drives tourism motivation (Kim & Fesenmaier, 2017).

Thus, social media shapes *how users feel* before shaping *what users know*.

5.3 Identity, Social Comparison, and Travel as Self-Branding

Social Comparison Theory (Festinger, 1954) explains how individuals assess their worth based on others.

Instagram and TikTok amplify this by constantly presenting:

- idealized lifestyles
- picture-perfect vacations
- luxury stays
- adventurous experiences
- curated personas

Travel becomes a **performance**, a way to construct identity:

- “I am adventurous.”
- “I am cultured.”
- “I live a luxury lifestyle.”
- “I am free-spirited.”
- “I am unique and creative.”

Posting from aesthetic destinations signals social status, cultural capital, and modernity. This is not inherently negative, but it changes the psychology behind travel motivations.

Many users travel partly to **create content**, not only to experience destinations. Terms like “content tourism” or “performative travel” describe this phenomenon.

5.4 Influencer Culture and Para-social Relationships

Influencers are modern opinion leaders. Their impact stems from companionship-like feelings that followers develop—known as *parasocial relationships* (Horton & Wohl, 1956).

Followers see influencers as:

- trustworthy friends
- relatable role models

- sources of emotional comfort
- guides through unfamiliar destinations

Thus, when an influencer says:

- “This café is worth it,”
- “This hotel is overpriced,”
- “This area is unsafe,”

followers internalize these statements strongly.

This power surpasses traditional advertisements. The persuasion is subtle, emotional, and tied to identity.

However, issues arise:

- not all influencers disclose sponsorships
- some exaggerate experiences
- many curate unrealistic images
- sponsored trips can overshadow authenticity

Despite this, the influence remains unmatched.

5.5 Short-Form Content as a New Form of Travel Education

Short-form videos simplify complex information:

- visa steps
- budgeting
- airport navigation
- cultural etiquette
- local transportation
- currency tips
- food recommendations
- weather expectations

This creates **micro-education**, where users learn by watching relatable, quick clips. Learning becomes:

- entertaining
- accessible
- easy to share
- emotionally engaging

This democratizes travel knowledge but also risks **oversimplification**, such as:

- presenting dangerous hikes as easy
- ignoring cultural sensitivities
- promoting illegal activities unknowingly
- trivializing sacred spaces

Tourism boards must work to correct misinformation without suppressing creativity.

6. Conclusion

The influence of Instagram and TikTok on tourism decision-making has become deeply embedded in the way people imagine, research, and select destinations. What once required guidebooks, travel agents, or extensive planning now unfolds through a continuous stream of short-form videos, aesthetic imagery, and emotionally charged narratives that appear during everyday scrolling. These platforms reshape how travellers discover destinations, often generating interest before users consciously begin planning. Visual persuasion blends with entertainment, making travel ideas feel organic and intuitive rather than forced or scheduled. This shift has turned travel discovery into a spontaneous and emotionally driven process that begins long before the actual intent to book.

The platforms also reshape how travellers form expectations. Carefully curated Instagram feeds display flawless sunsets, perfectly symmetrical landscapes, and idealised hotel rooms, while TikTok showcases dynamic, immersive video snippets that feel real yet often remain selectively edited. These visuals establish mental benchmarks for what a destination should look like, how the experience should feel, and what moments are considered “shareable.” As expectations rise, travellers increasingly measure their real experiences against digital standards, creating both excitement and pressure. This has elevated travel into a symbolic pursuit where representation matters as much as the journey itself.

Risk evaluation has also evolved, largely due to influencers who guide their followers through unfamiliar destinations. Their approachable and relatable storytelling reduces uncertainty and makes travel appear more accessible. Instead of relying on official sources, travellers now trust influencers who share packing lists, budgets, itineraries, cultural tips, and “things nobody tells you” content. This creates a sense of reassurance and personalised advice that traditional tourism channels struggle to match. Yet, this reliance can also obscure bias, as paid partnerships or selective disclosures may influence the information shared.

Another major transformation is the way travellers learn about destinations. Rather than consulting lengthy articles or reviews, people now depend on short videos that summarise entire cities, countries, or travel strategies in under a minute. These formats condense vast information into digestible content that can be saved and revisited effortlessly. While this speeds up planning and makes travel accessible to a wider audience, it also oversimplifies complex cultures and reduces deep engagement. Travel becomes something users consume quickly, plan quickly, and experience quickly.

Social comparison plays a significant psychological role, creating emotional pressure to travel in order to stay socially relevant or maintain an appealing digital identity. Seeing peers or influencers in scenic locations triggers feelings of inadequacy or longing, motivating people to replicate similar experiences. Travel becomes a form of lifestyle performance rather than a purely personal endeavour. This cycle reinforces the idea of travel as a cultural currency—something that proves success, creativity, or social appeal. The emotional influence of FOMO (fear of missing out) intensifies this dynamic, turning travel into a competitive form of self-expression.

Despite these opportunities, the platforms introduce serious risks. Expectation gaps emerge when travellers encounter realities that differ from digital representations—crowded attractions, unpredictable weather, and less glamorous accommodations. Over-tourism becomes an urgent concern as viral videos draw massive crowds to fragile destinations, overwhelming local communities and ecosystems. Misrepresentation and cultural stereotyping also proliferate as creators prioritise aesthetic value over accuracy. Environmental strain worsens when fragile locations experience sudden surges in visitor numbers driven by trending content. These issues reveal the fine line between inspiration and exploitation.

For tourism stakeholders, the solution lies in responsible communication practices that prioritise authenticity, cultural respect, and sustainable behaviours. Tourism boards and businesses must use social media ethically by presenting realistic visuals, promoting off-peak travel, and educating visitors about local norms and environmental responsibilities. Meanwhile, travellers themselves must develop stronger media literacy skills to recognise edited imagery, commercial bias, and algorithmic manipulation. Understanding how digital content is crafted empowers users to make more informed and ethical travel choices.

Ultimately, Instagram and TikTok will continue to shape global tourism as technology evolves. Features such as AI-generated filters, personalised travel maps, virtual reality previews, and advanced recommendation systems will further blur the line between imagination and reality. Their influence is not temporary but structural, shaping how destinations communicate, how experiences are marketed, and how individuals construct their identities through travel. Recognising this impact is essential for students, policymakers, marketers, and travellers who must navigate a tourism landscape increasingly defined by digital performance and algorithmic influence.

7. References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Chua, T., & Chang, J. (2016). Instagram and visual authenticity in travel marketing. *Tourism Review*, 71(3), 291–303.

- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117–140.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. *Electronic Markets*, 25(3).
- Henderson, K. (2021). Filters, fantasy, and tourist disappointment. *Tourism Geographies*, 23(4).
- Horton, D., & Wohl, R. (1956). Mass communication and para-social interaction. *Psychiatry*, 19(3), 215–229.
- Kim, J., & Fesenmaier, D. (2017). Sharing tourism experiences on social media. *Journal of Travel Research*, 56(1), 28–40.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism. *Tourism Management*, 29(3), 458–468.
- MacKay, K., & Vogt, C. (2020). Destination image and visual influence. *Annals of Tourism Research*, 81.
- Munar, A., & Jacobsen, J. (2014). Motivations for sharing tourism experiences. *Tourism Management*, 43.
- Petty, R., & Cacioppo, J. (1986). *Communication and persuasion*. Springer.
- Urry, J. (2002). *The tourist gaze*. Sage Publications.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in travel information search. *Tourism Management*, 31(2), 179–188.
- Zhang, L., & Lee, M. (2022). The rise of short-form video tourism. *Journal of Digital Media Studies*, 4(1).