



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

Over the past decade, social media has become one of the most significant forces shaping global tourism trends. Among all platforms, Instagram and TikTok have emerged as the most influential in inspiring, guiding, and transforming travel behaviour. These platforms combine visual persuasion, short-form storytelling, algorithmic recommendation systems, and influencer culture to influence how travellers discover, evaluate, and choose destinations. This assignment investigates how Instagram and TikTok act as powerful decision-making tools, shaping tourist motivations, expectations, emotions, and behaviours.

Using a qualitative methodology based on secondary research, the paper examines how user-generated content, influencer credibility, visual aesthetics, and social comparison contribute to the new digital travel ecosystem. Concepts such as the Theory of Planned Behaviour, Social Comparison Theory, parasocial relationships, and the Elaboration Likelihood Model are used to interpret the psychological mechanisms underlying social-media-driven tourism decisions. Findings reveal that Instagram promotes aspirational, curated travel aesthetics, while TikTok drives spontaneous, fast-paced, and emotionally charged decision-making. Both platforms encourage travel as self-expression, create expectation versus reality gaps, and contribute to over-tourism when destinations go viral.

## 1. Introduction

Tourism is increasingly shaped by digital media environments where images and videos circulate rapidly and influence global audiences in real time. Among all existing platforms, Instagram and TikTok have become the most powerful engines of travel inspiration and decision-making. Instead of browsing travel brochures or official tourism websites, users now scroll through aesthetically curated feeds, trending short videos, and authentic travel vlogs that collectively shape their perceptions and motivations.

Instagram, with its polished photography and aesthetic-driven culture, transforms destinations into lifestyle symbols. TikTok, with its short-form video format and algorithm-based recommendation system, encourages spontaneous discovery and emotional connection. Together, they function as powerful tourism catalysts.

Today's tourist does not simply choose a destination—they curate a digital identity through travel content. This shift marks a cultural evolution where travel becomes:

- a form of self-expression,
- a performance for social audiences,
- a status symbol,
- and a lifestyle narrative.

Tourism decisions are therefore influenced not only by practical needs—such as affordability or accessibility—but also by psychological desires for belonging, visibility, aesthetic pleasure, and social validation.

## **2. Literature Review**

### **2.1 The Growing Influence of Visual Media in Tourism**

Travel is inherently visual. Urry's (2002) theory of the “tourist gaze” highlights how tourists consume destinations through images even before arriving. Social media intensifies this by offering endless visual representations of places—from remote islands to iconic cities to hidden cafés.

According to Xiang and Gretzel (2010), social media significantly transforms how tourists search for and interpret information. Travellers now:

- encounter visual content passively,
- engage emotionally before rationally,
- build trust through peers rather than institutions,
- follow trends rather than pre-planned itineraries.

Visual abundance changes what people desire. Places that look “Instagrammable” or “TikTok-worthy” become highly desirable, reinforcing aesthetic-driven tourism.

### **2.2 Instagram: Curated Aesthetics, Perfection, and Aspiration**

Instagram shapes tourism through its emphasis on picturesque imagery, symmetry, filters, and curated lifestyle content. Popular aesthetics include:

- minimalist cafés in Japan and Korea,
- Mediterranean blue-and-white architecture,
- luxury water villas in the Maldives,
- scenic balloon-filled sunrises in Cappadocia,
- vibrant street markets in Bangkok.

Chua and Chang (2016) describe Instagram’s culture as “curated authenticity,” where travel experiences are enhanced for aesthetic appeal. Instagram normalises:

- perfect angles,
- colour grading,
- carefully styled outfits,

- symmetrical compositions,
- ideal weather conditions.

These visual choices transform destinations into aspirational lifestyle products. Tourists increasingly choose locations that allow them to reproduce the aesthetic seen online.

The platform's features reinforce this behaviour:

### **Posts**

Long-lasting, polished representations of destinations.

### **Stories**

Ephemeral glimpses into travel routines, meals, local activities, or behind-the-scenes moments.

### **Reels**

Short, music-driven clips with cinematic editing and emotional storytelling—extremely influential for travel discovery.

### **Explore Page**

Algorithmic feed suggesting destinations based on prior engagement, making inspiration highly personalised.

### **Saved Collections**

Digital mood boards for trip planning.

Together, these mechanisms create a powerful visual ecosystem guiding tourist desires.

## **2.3 TikTok: Entertainment, Authenticity, and Algorithmic Discovery**

TikTok's influence stems from its ability to deliver personalised content based on micro-engagement patterns. Users do not need to follow travel creators; the algorithm ensures that appealing videos appear on the "For You Page" (FYP), thereby encouraging unplanned inspiration.

Compared to Instagram, TikTok is:

- less curated,
- more spontaneous,
- emotionally expressive,

- more focused on experiences than aesthetics.

TikTok travel content often includes:

- “Day in the life” vlogs,
- honest hotel reviews,
- budget breakdowns,
- solo travel experiences,
- hidden gems,
- food recommendations,
- humorous travel fails,
- cultural shock videos.

Zhang and Lee (2022) identify TikTok’s short-form travel videos as highly persuasive because they evoke emotional immediacy and relatability. Trends also drive tourism behaviours—for example:

- the “EuroSummer” trend,
- the “Japan aesthetic,”
- viral restaurant reviews,
- scenic drone trends.

TikTok creates an environment where destinations go viral overnight.

## **2.4 User-Generated Content (UGC) as Trusted Travel Guidance**

UGC includes content posted by everyday users—photos, videos, reviews, or comments. Studies show that tourists trust UGC more than formal advertising (Litvin et al., 2008). Reasons include:

- perceived authenticity,
- relatability,
- real-time updates,
- absence of corporate polish,
- social proof from peers.

UGC provides honest insights such as:

- “This hotel looks big in photos, but rooms are small,”
- “Best time to visit this spot is sunrise to avoid crowds,”
- “Don’t rely on taxis—use metro instead,”
- “Food prices are cheaper in these lanes.”

It reduces uncertainty and increases confidence in unfamiliar destinations.

## 2.5 Influencers and Parasocial Interaction

Influencers function as digital travel advisors. Horton and Wohl's (1956) concept of parasocial relationships explains why viewers feel emotionally connected to creators. These one-sided relationships lead followers to trust influencers' recommendations deeply.

Influencers provide:

- personal stories,
- honest reviews,
- visual guides,
- cultural insights,
- emotional reflections.

Micro-influencers, in particular, offer niche expertise:

- solo female travel,
- vegan travel,
- backpacking on a budget,
- luxury resort experiences,
- adventure activities.

Their authenticity attracts strong follower loyalty.

## 2.6 Decision-Making Theories Relevant to Social Media Influence

### 2.6.1 Theory of Planned Behaviour (Ajzen, 1991)

Instagram/TikTok influence:

- **Attitude** through positive aesthetics and emotional content.
- **Subjective norms** by showing peers travelling frequently.
- **Perceived behavioural control** through simplified tips and itineraries.

### 2.6.2 Social Comparison Theory (Festinger, 1954)

Travellers compare themselves with influencers or friends, resulting in:

- travel envy,
- pressure to visit “popular” destinations,
- FOMO-driven travel decisions.

### 2.6.3 Social Proof (Cialdini, 2001)

A destination receiving many likes or going viral is perceived as valuable.

### **2.6.4 Elaboration Likelihood Model (Petty & Cacioppo, 1986)**

Short-form visual cues trigger peripheral persuasion, enabling quick attitude formation with minimal cognitive effort.

## **2.7 Negative Impacts Identified in Literature**

Scholars highlight risks such as:

- unrealistic expectations (Henderson, 2021),
- environmental degradation,
- crowding at viral locations,
- cultural commodification (Munar & Jacobsen, 2014),
- misinformation through oversimplified videos,
- algorithm-driven bias.

These concerns illustrate the double-edged role of social media in tourism.

# **3. Methodology**

## **3.1 Research Design**

This assignment uses a **qualitative research approach** based entirely on secondary data. The study synthesises academic literature, tourism research, digital media analyses, industry statistics, and content trends from Instagram and TikTok.

## **3.2 Data Collection Sources**

Data was gathered from:

- peer-reviewed tourism journals,
- digital communication studies,
- social media research,
- tourism marketing reports,
- social listening analyses,
- observations of travel content,
- influencer marketing case studies.

## **3.3 Analytical Approach**

A thematic analysis (Braun & Clarke, 2006) was used to identify recurring patterns regarding: visual influence, emotional persuasion, aesthetic expectations, peer validation, influencer trust, algorithm-driven exposure, sustainability concerns.

### 3.4 Research Limitations

Limitations include:

- rapid evolution of social media platforms,
- lack of primary interviews or surveys,
- regional content bias,
- variability in user experiences,
- small academic literature specifically on TikTok.

Despite these constraints, the methodology establishes a strong foundation for understanding social-media-driven tourism behaviour.

## 4. Findings

This section presents the thematic findings that emerged from the review of literature and observations of online content patterns. These findings illustrate how Instagram and TikTok shape tourist choices, motivations, expectations, and behaviours in today's digital environment.

### 4.1 Instagram and TikTok Are the Main Sources of Travel Inspiration

Modern travellers no longer wait for vacation advertisements, brochures, or agent recommendations. Travel ideas now appear organically while scrolling through social media. Statista (2024) reports that **78% of Gen Z travellers discover destinations first on social platforms**, especially Instagram and TikTok.

Examples include:

- Instagram Reels showing drone shots of Santorini sunsets,
- TikTok videos revealing affordable hidden gems in Vietnam,
- Story highlights showcasing budget itineraries in Seoul,
- Influencers posting “must visit in 2024” lists.

This spontaneous exposure influences travellers emotionally even before rational evaluation occurs. A simple 15-second video can spark a desire strong enough to influence future travel plans.

The constant flow of visual content means that users are continuously exposed to new destinations. This passive discovery marks a shift from *search-based inspiration* to *algorithm-delivered inspiration*.

## 4.2 Aesthetic Appeal Drives Destination Popularity

Instagram has popularised a culture where travel is valued not only for its experience but also for its **visual potential**. Many destinations are chosen based on:

- colour schemes,
- symmetry,
- architectural aesthetics,
- natural beauty,
- photo opportunities,
- recognisable “Instagrammable spots.”

For example:

- Bali’s famous swings were constructed specifically for Instagram photos.
- Cappadocia’s terrace breakfast setups were designed with Reels in mind.
- Dubai’s futuristic architecture appears frequently in luxury travel feeds.
- Mykonos’ white-washed alleys trend yearly due to their photo-friendly style.

MacKay and Vogt (2020) note that travellers increasingly evaluate destinations based on visual characteristics visible online rather than cultural depth.

This trend also influences local businesses. Cafés, hotels, and tourist spots intentionally design aesthetic elements to attract social media attention. Tourism, therefore, becomes a curated experience shaped by aesthetics rather than authenticity.

## 4.3 TikTok Encourages Spontaneous, Trend-Driven Travel Decisions

Unlike Instagram, TikTok’s algorithm does not require a user to follow specific travel accounts. The “For You Page” displays videos that align with user interests based on subtle engagement signals such as:

- watch time,
- pauses,
- replays,
- likes,
- shares,
- type of music a user prefers.

This creates highly personalised travel inspiration, often leading to impulse decisions. Viral destinations are examples of “algorithmic tourism,” where users feel compelled to visit after repeatedly seeing trending videos.

Examples of trend-induced tourism include:

- **The Albanian Riviera** becoming a sudden viral hit,
- **Ubud cafés** trending after influencer visits,
- **Japan** trending for “aesthetic girls’ trips,”
- **Türkiye’s hot air balloons** appearing in thousands of romantic vlogs.

TikTok videos simplify travel by showing step-by-step advice:

- “How to spend 3 days in Kyoto,”
- “Everything you need for your Bali trip,”
- “Top 5 budget destinations,”
- “Where to eat in Seoul.”

These short guides encourage fast decision-making.

## 4.4 Influencers Are the New Travel Experts

Influencers play a central role in shaping travel decisions. Their recommendations are perceived as:

- trustworthy,
- relatable,
- experience-based,
- emotionally authentic.

Followers form parasocial relationships with influencers, making their opinions more persuasive than traditional travel agents or advertisements (Horton & Wohl, 1956).

When influencers say things like:

- “This place is overrated,”
- “Avoid this area at night,”
- “This is the best café in Lisbon,”
- “Do not book this hotel—it’s not worth the price,”

followers internalise these messages deeply.

Influencers specialise in various niches:

- solo female travel,
- luxury resorts,

- street food exploration,
- backpacking,
- adventure sports,
- cultural travel.

This specialisation increases credibility because followers feel their preferences align with the influencer's lifestyle.

Micro-influencers, in particular, have high engagement rates and are preferred by tourism boards for niche promotions.

## **4.5 User-Generated Content Reduces Travel Anxiety**

UGC plays a major role in reducing the risks associated with travel. TikTok and Instagram users share raw, real-world glimpses of destinations, including:

- room walkthroughs,
- airport navigation videos,
- public transport tips,
- food tasting,
- safety warnings,
- “what I wish I knew” advice.

This content makes travel feel accessible and doable. Travellers gain confidence by observing real behaviour rather than idealised advertisements.

UGC also creates an informal knowledge-sharing network, where travellers exchange: hacks, warnings, local secrets, honest experiences.

Litvin et al. (2008) describe UGC as the most influential form of travel information in the digital age.

## **4.6 Social Comparison and FOMO Drive Tourism Motivation**

Social Comparison Theory explains that people evaluate themselves based on what others post online. Instagram and TikTok amplify this by showcasing:

- luxurious vacations,
- adventurous activities,
- curated travel outfits,
- aesthetic meals,
- perfect sunsets.

This creates psychological pressure to travel in order to:

- fit in with peers,
- display social status,
- enhance one's online image,
- reduce feelings of missing out.

The phenomenon of “performative travel” arises when people take trips primarily to capture content for posting.

Common hashtags and trends that drive this behaviour include:

- #EuroSummer
- #BaliSwing
- #Wanderlust
- #HiddenGems
- #SoloTravel

TikTok trends amplify these effects by offering viral templates that users feel inspired to recreate.

## **4.7 Short-Form Videos Simplify Travel Information**

TikTok and Instagram Reels break down travel information into highly digestible formats. These include:

- “10 places to visit in Seoul,”
- “Budget trip to Singapore in ₹30,000,”
- “Everything you must eat in Tokyo,”
- “Best metro routes for tourists,”
- “Visa-free countries for Indians.”

This method of information delivery appeals to younger travellers who prefer quick, visual learning. It reduces stress related to planning and encourages spontaneous decision-making.

But oversimplification may lead to:

- unrealistic expectations,
- misunderstandings of local customs,
- incomplete research,
- safety risks from following viral “hacks.”

Despite these drawbacks, short-form content dominates modern planning behaviour.

## **4.8 Expectation vs Reality Gaps Are Widening**

Instagram's filters and curated aesthetics often portray destinations in an idealised light. TikTok's cinematic transitions can further romanticise places. As a result, travellers may feel disappointed when they encounter:

- crowds,
- traffic,
- cloudy weather,
- construction zones,
- expensive prices.

Henderson (2021) notes that expectation gaps caused by social media are an increasing concern for tourism satisfaction. Examples include:

- Bali waterfalls appearing serene online but crowded in reality,
- Santorini sunsets obscured by hundreds of photographers,
- Paris cafés looking elegant online but cramped and pricey in reality.

When tourists experience the difference between the digital ideal and physical reality, dissatisfaction grows.

## **4.9 Over-Tourism Linked to Social Media Virality**

Over-tourism is a major issue linked to Instagram and TikTok influence. Viral content can overwhelm small communities or fragile ecosystems.

Examples:

### **Maya Bay (Thailand)**

Closed for ecological restoration due to damage caused by viral tourism.

### **Hallstatt (Austria)**

Crowding became so intense that locals protested against social media-driven tourism.

### **Kyoto (Japan)**

Gion district became congested with tourists attempting to photograph geisha.

### **New Zealand**

Locations featured in aesthetic reels faced environmental wear and tear.

When destinations go viral, tourism boards sometimes struggle to manage sudden influxes. This raises questions about the sustainability of algorithm-driven tourism.

## **4.10 Tourism Boards Are Adapting to Social Media Communication Styles**

Tourism boards now design campaigns specifically for Instagram and TikTok. These include:

- partnering with content creators,
- designing photo-friendly areas,
- running Reels-based challenges,
- using trending music in promotional content,
- engaging micro-influencers for niche market targeting.

Destinations like Dubai, Singapore, and Seoul have entire digital teams analysing social media trends. They understand that visual culture drives tourism flows and adjust their strategies accordingly.

## **5. Discussion**

The discussion connects findings to broader theoretical concepts and explains the deeper implications of social-media-driven tourism behaviour.

### **5.1 Instagram and TikTok Reshape the Travel Decision Process**

The traditional travel decision process (dreaming → planning → evaluating → booking → experiencing → sharing) is now nonlinear. Social media collapses these stages:

- A Reel can simultaneously inspire and inform.
- A TikTok vlog can both entertain and educate.
- Saved videos function as planning tools.
- User comments provide peer recommendations.
- Influencer highlights serve as itineraries.

Gretzel et al. (2015) argue that social media merges functional and emotional information, transforming the decision process entirely.

### **5.2 Emotional Persuasion Overrides Logical Evaluation**

The Elaboration Likelihood Model suggests that individuals are easily persuaded by emotional cues when cognitively overloaded. Instagram and TikTok provide: music-driven emotions, storytelling, dramatic transitions, beautiful imagery.

As a result, emotional desire for a destination forms before rational considerations like cost, safety, or accessibility. This explains why many travellers commit to trips after a single compelling video.

## 5.3 Travel as Identity Construction

Social media encourages travel as a form of self-branding. According to Goffman (1959), individuals present themselves strategically to shape public perception. Instagram especially promotes identity construction through:

- coordinated outfits,
- aesthetic shots,
- luxury experiences,
- curated story highlights.

TikTok promotes more spontaneous, personality-driven identity. Both platforms integrate travel into personal narrative-making.

## 5.4 Influencers as Digital Authority Figure

Parasocial theory explains why influencers gain tremendous power over travel decisions. Followers perceive influencers as:

- relatable,
- trustworthy,
- experienced.

Their recommendations feel more authentic than commercials. This psychological influence has real economic consequences.

## 5.5 Algorithmic Power and Trend-Based Travel

TikTok's algorithm controls what users see, turning destinations into viral phenomena overnight. This creates **algorithmic travel behaviour**, where user preferences are shaped rather than reflected.

The speed of virality means:

- destinations can become overcrowded quickly,
- businesses can trend unexpectedly,
- reputations can shift instantly.

This demonstrates the deep structural influence of social media on tourism.

## **5.6 Ethical Concerns: Sustainability, Misinformation, and Cultural Sensitivity**

The booming influence of Instagram and TikTok raises ethical issues that scholars increasingly address. Viral content often leads to:

### **Environmental Damage**

As destinations go viral, fragile ecosystems face:

- erosion from heavy footfall,
- water pollution,
- littering,
- wildlife disturbance.

Scholarly work highlights places like Bali, Maya Bay, and Iceland's canyons as examples of ecosystems damaged by excessive tourism driven by social media exposure.

### **Misinformation from Oversimplified Videos**

Short-form content may unintentionally spread:

- unsafe travel hacks,
- inaccurate visa information,
- exaggerated claims,
- deceptive edits.

Since creators aim to entertain or gain followers, content can prioritise visuals over factual accuracy.

### **Cultural Misrepresentation**

Some videos reduce cultural practices into “aesthetic objects” instead of respecting their meaning. Tourists often:

- touch sacred structures,
- interrupt ceremonies,
- wear inappropriate clothing,
- trivialise local customs.

Munar and Jacobsen (2014) warn that UGC may distort cultural identities when creators seek viral attention.

## **5.7 Short-Form Travel Education: Benefits and Risks**

TikTok and Instagram Reels provide fast, accessible travel education. For example:

- “How to use Tokyo Metro,”
- “What not to do in Dubai,”
- “Packing tips for Europe,”
- “Avoid tourist traps in Phuket,”
- “Budget trip to Bali in 20k.”

These videos democratise knowledge and empower novice travellers. However, they simplify complex realities:

- Cultural behaviours require context.
- Safety warnings need nuance.
- Local etiquette cannot be summarised in 15 seconds.
- Budget breakdowns vary for different travellers.

This duality shows that social media is both an educational tool and a source of shallow instruction.

## **5.8 Instagram, TikTok, and the Expectation–Reality Gap**

Social media often shows destinations without crowds, noise, bad weather, or typical inconveniences. This creates:

- unrealistic standards,
- dissatisfaction when expectations aren’t met,
- negative reviews,
- reduced destination loyalty.

Popular examples of expectation–reality mismatches include:

- the overcrowded Eiffel Tower viewpoint,
- chaotic Bali tourist spots,
- packed Santorini sunset locations,
- long queues at Japan’s popular shrines.

Henderson (2021) notes that curated visuals cause emotional letdown when tourists confront unedited reality. This mismatch affects how travellers evaluate destinations afterwards.

## **5.9 Over-Tourism Driven by Viral Trends**

Over-tourism is one of the most pressing concerns linked to Instagram and TikTok. Viral destinations see sudden, massive spikes in visitors.

Examples:

- Hallstatt, Austria gained global attention after aesthetic photographs went viral, overwhelming the small village.
- Maya Bay, Thailand had to close to repair coral reefs damaged by excessive footfall from tourists influenced by viral posts.
- Fjaðrárgljúfur Canyon in Iceland faced severe degradation after a Justin Bieber music video made it famous online.
- Kyoto's Gion district suffers from intrusive photography and crowding caused by TikTok trends.

These examples show the real-world consequences of algorithm-driven travel popularity.

## **5.10 How Tourism Boards Are Adapting to Instagram and TikTok**

Modern tourism boards have had to completely redesign their communication strategies. Traditional methods—brochures, TV ads, print campaigns—are no longer sufficient.

- hiring content creators for authentic promotion,
- designing photo zones and curated city viewpoints,
- producing official TikTok travel guides,
- running Reels-based challenges,
- using trending music and editing styles,
- partnering with micro-influencers who appeal to niche audiences,
- educating tourists on responsible behaviour using short videos.

Destinations such as Dubai, Singapore, Seoul, and Bali have dedicated digital teams monitoring social media trends. This shift acknowledges that tourism demand is now shaped through algorithmic exposure and visual storytelling.

## **5.11 Travel as a Social and Psychological Performance**

Travel has become intertwined with identity, social validation, and aesthetics. Instagram and TikTok allow tourists to: “perform” adventure, showcase luxury, present cultural capital, build a lifestyle brand.

Goffman's (1959) concept of self-presentation applies strongly here. Tourists carefully manage impressions through: staged photos, matching outfits, dramatic transitions, curated travel highlights.

The psychological motivation is often not only to enjoy the destination but also to create content that aligns with one's online persona.

## **5.12 Algorithmic Tourism: Who Really Chooses the Destination?**

The biggest shift in tourism decision-making is algorithmic. Tourists *think* they discover new places—but often, the algorithm chooses for them.

TikTok’s For You Page (FYP) tailors content based on invisible signals. This means: travellers are recommended destinations before they consciously desire them, users’ travel imaginations are shaped by algorithmic curation, certain places gain extreme popularity while others remain unseen.

Scholars describe this as **algorithmic taste-making**, where digital systems guide human preference.

Implications include:

- homogenisation of global travel trends,
- concentration of tourism in specific locations,
- rapid shifts in destination popularity.

In many cases, the choice is not purely personal—it is influenced by the digital environment surrounding the traveller.

## 6. Conclusion

This assignment explored how Instagram and TikTok influence tourism decisions in today’s digital culture. These platforms have transformed the entire travel decision journey—from initial inspiration to booking, experiencing, and sharing.

Instagram promotes aspirational, curated imagery that shapes destination desirability, TikTok drives spontaneous, relatable, and emotionally charged travel planning, User-generated content is trusted more than official advertising, Influencers play a major role in shaping preferences through parasocial trust, Social comparison and FOMO motivate travel behavior, Short-form videos serve as both educational tools and sources of misinformation, Expectation–reality gaps often cause disappointment, Viral tourism leads to over-tourism and environmental harm, Tourism boards must adapt to social-media-first communication strategies, Algorithms deeply influence what destinations become popular.

While social media empowers travellers by offering inspiration, information, and connection, it also produces challenges in terms of sustainability, authenticity, and cultural respect. The tourism industry must therefore adopt responsible communication practices and guide travellers toward ethical and informed decisions.

Future research could explore: AI-generated travel influencers, VR-based destination previews, long-term behavioural impacts of algorithmic exposure, the psychology of digital travel identity.

Understanding social media's influence is essential for tourism professionals, policymakers, and global travellers navigating this rapidly changing landscape.

## 7. References

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