

Mediating role of social media in tourist destination decision-making: influence and trends

Virgilia J. Arispe^{1 *)}, Joan Valerie G. Javier²,
Katherine Marie G. Pangilinan³

¹Ramon del Rosario College of Business, De La Salle University Manila
2401 Taft Ave, Malate, Manila, 1004 Metro Manila, Philippines

²College of Hospitality and Tourism Management, Pambayang Dalubhasaan ng Marilao
F. Halili Road, San Miguel, Marilao, Bulacan, Philippines

³College of Intl Tourism and Hospitality Management Lyceum of the Philippines University
Muralla St, Intramuros, Manila, 1002 Metro Manila, Philippines
Email: virliearispe@gmail.com, Phone: +63 2 8524 4611

How to Cite This Article: Arispe, V.J., et al.. (2025). Mediating role of social media in tourist destination decision-making: influence and trends. *Jurnal Studi Komunikasi*, 9(3). doi: 10.25139/jsk.v9i3.10140
Received: 26-04-2025, Revision: 24-05-2025, Acceptance: 11-10-2025, Published: 22-07-2025

Abstract Social media plays a significant role in influencing travel decisions in today's digital landscape. This study examines how various aspects of social media specifically content types (videos, images), user feedback (comments), and engagement metrics (likes, shares) impact tourists' decision-making processes, grounded by the AIDA model. A purposive sample of 200 tourists participated in an online survey via Google Forms across the Philippines Archipelago. Findings revealed that videos were the most influential feature across all decision-making stages: catching attention, generating interest, building desire, and prompting action. In contrast, likes received the lowest influence, although still impactful. The results highlight the significance of video content in travel marketing, suggesting that marketers should prioritise producing creative, authentic, and engaging travel videos to establish trust and effectively guide tourists through their decision-making process. This research underscores the growing value of user-generated video content as a powerful tool in driving tourist engagement and travel behaviour.

Keywords: decision making; social media; tourist engagement

INTRODUCTION

The swift expansion of social media has profoundly altered the ways people obtain information, engage with one another, and make choices (Lin & Rasoolimanesh, 2024). Nowadays, most individuals possess smartphones and actively use social media accounts, granting them instant access to a wide array of content, including videos, games, music, and more (De Leon, et al, 2020). Social media platforms serve as technologically sophisticated digital spaces that promote interaction, collaboration, and communication among connected communities of people, groups, and organisations (Purwitasari et al, 2024).

While previous studies have examined the influence of specific social media elements—like videos, likes, and comments—on user behaviour, there has been limited research that thoroughly investigates how a complete range of features (including videos, photos, comments, likes, and shares) impacts the various stages of decision-making for tourists (Purwitasari et al, 2024; Sukarno & Mutiarain, 2023; Nusair et al, 2019).. This research aims to fill that gap by utilising the AIDA (Attention, Interest, Desire, Action) model to analyse how these social media features influence the tourist decision-making process.

^{*)} Corresponding Author

Many people use social media as a search engine since it offers information, definitions, events, and other topics, in addition to being a source of entertainment (Wong et al, 2020). Social media content is created by regular people and features authentic, real-life experience videos and photos. This builds trust in the platform as content creators share their own experiences and create personalised content that is tailored to the interests and needs of specific viewers.

Social networking platforms began with Six Degrees.com in 1997 (Samur, 2023). However, the rapid expansion of social media usage was accelerated significantly during the COVID-19 pandemic starting in 2019, which influenced global connectivity, including in countries like the Philippines (Nguyen, Pham, & Tran, 2022). Major platforms such as Facebook, Instagram, Twitter (now X), and TikTok have since become integral to everyday communication and information exchange.

Recent theories on social influence and digital behaviour emphasise that users increasingly seek social validation and reassurance through online content, particularly videos, to justify their choices and actions (Cheng et al., 2024). In the tourism context, social media serves as a critical driver for travel decision-making by offering exposure to diverse cultures, historical traditions, and authentic experiences shared by other travellers (Kim & Stepchenkova, 2021; Bastrygina, Lim, Jopp, & Weissmann, 2024). This virtual engagement inspires potential tourists and helps them mitigate perceived travel risks by providing social proof and real-time information.

The common use of social media platforms has transformed the way tourists gather information and seek inspiration for their travel (Hysa et al, 2021). Travel decisions can be greatly influenced by well-known influencers with large followers. Social media features that help tourists gather inspiration for their travel plans include photos, videos, comments, likes, and posts from other tourists (Wong et al, 2020). Stunning visuals, user-generated content, and real-time experiences shared by fellow tourists contribute to a dynamic and influential virtual travel community.

This constant flow of information not only showcases the beauty of diverse experiences but also fosters a sense of community, ultimately changing and guiding individuals in their travel decisions (Yuan et al, 2022). Because of this, individuals often form impressions of their travel experiences based on the social media features they encounter online, which influences their decision-making. However, it is not guaranteed that their actual experiences will resemble the content they have viewed.

Social media platforms provide a variety of tools that help travellers collect information and find inspiration for their journeys (Yuan et al, 2022; Wong et al, 2020). These tools encompass formats like images and videos, delivering immersive visual experiences; user-generated content (UGC) such as feedback and ratings, presenting genuine individual accounts; and engagement indicators like likes and shares, which aid in assessing the popularity and trustworthiness of travel-related content. The posts themselves act as vessels for these components, merging multimedia elements with interactive features.

Captivating imagery and genuine user-generated content from fellow travellers form a vibrant virtual travel community that greatly impacts decision-making processes. Experiences shared in real time on social media platforms enhance the urgency and significance of travel information, positioning social media as an ever more powerful resource in the tourism sector (Ghaly, 2023; Kim, 2024; Praphrueatmon & Wang, 2023).

This study helps to understand how social media influences tourists' decisions to travel and analyses its influence in attracting tourists through videos, photos, comments, likes, and shares/reposts. In addition, this study aims to determine which feature of social media platforms is more influential on the decisions of tourists. The results of this study are beneficial to tourists, social media content creators, and future researchers, as they can use this study as a citation for their future work. It can also be a valuable source of information about the influence of social media on tourists' travel decisions.

METHODOLOGY

This research employed a descriptive quantitative methodology to investigate how social media attributes affect the travel decision-making process of tourists, using the AIDA (Attention, Interest, Desire, Action) model as a guiding framework. A sample of 200 tourists was selected through convenience sampling from personal networks, online travel forums, and social media

channels (Malhotra, 2020). Data collection was performed using a validated closed-ended survey questionnaire distributed online via Google Forms across the Philippines, which included screening questions and items rated on a four-point Likert scale. The research instrument underwent review by academic advisers to ensure its relevance and clarity. Weighted mean and descriptive analysis based on the Likert scale served as the statistical methods for evaluating the influence of various social media features on each phase of the AIDA model. Ethical standards, including informed consent, confidentiality, voluntary participation, and institutional approval, were rigorously maintained throughout the study. The research operated under the premise that participants responded honestly and that social media features have a direct effect on travel decision-making behaviour.

RESULTS AND DISCUSSION

According to the results, the respondents strongly agreed that videos catch their attention the most, indicating a high influence. Videos provide a dynamic and captivating way to showcase destinations. They can effectively capture the essence of a place, release emotions, and tell a persuasive story that resonates with potential travellers. This makes videos a powerful tool for marketers aiming to inspire and persuade tourists. This high influence of videos is supported by Santos et al. (2024), who emphasised the important role of travel videos in tourism marketing. Their study highlights that engaging and persuasive video content is the key to shaping consumer behaviour and influencing purchase decisions in the travel industry.

Table 1. Influence of social media features on the attention of tourists' decision to travel

Features of social media	Weighted mean	Verbal interpretation	Descriptive interpretation
Videos	3.65	Strongly agree	Highly influential
Photos	3.45	Agree	Influential
Comments	3.47	Agree	Influential
Likes	3.25	Agree	Influential

Source: Author (2025)

Table 1 presents the influence of social media features on the 'attention' of the tourists' decision to travel. These features catch the attention of travellers' decisions to travel. The respondents agreed that all features of social media caught their attention, with weighted means ranging from 3.25 to 3.65. Videos emerged as the most influential feature, receiving the highest weighted mean of 3.65, which was interpreted as 'highly influential'. This suggests that videos are particularly effective in capturing the attention of tourists and influencing their decision to travel, as travel content shows the place and sometimes catches the emotions of the tourists through advertisements, vlogs, and reels.

Photos, comments, reposts/shares, and likes also play significant roles, with weighted means of 3.45, 3.47, 3.33, and 3.25, respectively, all interpreted as 'influential'. Among these, likes were considered the least influential, though they still hold considerable value in attracting tourists' attention.

Conversely, the respondents agreed that likes catch their attention the least, indicating a lower influence but still influential. While 'likes' help increase the visibility of a post, they lack the persuasive power that more interactive content can generate. Therefore, while they should not be disregarded, likes should be complemented with more engaging content forms to maximise their marketing effectiveness. A like indicates approval but does not offer the depth of interaction or engagement that comments or shares provide. This finding is supported by Siegel et al. (2019), whose study suggests that using likes as the primary marketing tool may not be the best strategy. While likes do help attract attention, they are not as impactful as other interactive features like comments or shares.

With an overall weighted mean of 3.43, which is verbally interpreted as 'influential'. This shows that the following features of social media catch the tourists' attention in their decision to travel.

Table 2. Influence of social media features on the interest of tourists' decision to travel

Features of social media	Weighted mean	Verbal interpretation	Descriptive interpretation
Videos	3.63	Strongly agree	Highly influential
Photos	3.48	Agree	Influential
Comments	3.53	Strongly agree	Highly influential
Likes	3.27	Agree	Influential
Repost/share	3.34	Agree	Influential
Overall weighted mean	3.45	Agree	Influential

Source: Author (2025)

Table 2 shows the influence of social media features on the 'interest' of the tourists' decision to travel. This happens after social media catches the tourists' attention, and they start seeking information. The respondents agreed that all features of social media boost their interest, with weighted means ranging from 3.63 to 3.27. Videos emerge as the most influential feature, with a weighted mean of 3.63, indicating their 'highly influential' nature. This suggests that videos are particularly effective in boosting tourists' interest and influencing their decision to travel, as videos show a lot of information that is valuable for tourists.

Together with the videos, comments gained a weighted mean of 3.53 and were interpreted as highly influential as well. Photos, reposts/shares, and likes have weighted means of 3.48, 3.34, and 3.27, which are interpreted as 'influential'. Among these, likes were considered the least influential, though they still hold considerable value in boosting tourists' interest.

According to the results, the respondents strongly agreed that videos boost their interest the most, which indicates a high influence because videos convey a lot of information in a short amount of time and release emotions through visuals and sound. This finding resonates with Adeloje et al. (2021), emphasising the important role of video content, particularly vlogs, in shaping tourists' perceptions and travel intentions.

Respondents agreed that likes boost their interest the least which indicates a low influence but still influential. It is because likes often do not provide enough substantial information about a place or a service. While likes can indicate popularity, tourists typically seek detailed information, such as reviews, recommendations, and informative content, to make informed decisions about the place. This finding is consistent with De Vries (2019), suggesting that while likes may contribute to perceived credibility, they carry less weight in influencing travel decisions compared to other social media features.

Given the overall weighted mean of 3.45, which is verbally interpreted as 'influential'. It still shows that seeking information on the following features of social media influences the tourists' decision to travel.

Table 3 illustrates the influence of social media features on the 'desire' of the tourists' decision to travel. This is when the tourists develop a strong desire based on the features of social media. The respondents agreed that all features of social media develop their desire, with weighted means ranging from 3.23 to 3.69. Videos emerged as the most influential feature, receiving the highest weighted mean of 3.69. which was interpreted as 'highly influential'. This suggests that videos are particularly effective in developing the desire of tourists and influencing their decision to travel as videos drives the tourist in thinking about the places to which they can go.

Together with the videos, photos have been interpreted as highly influential as well, with a weighted mean of 3.59. While comments, likes, and shares/reposts are interpreted as influential, respectively, with weighted means of 3.43, 3.23, and 3.28. Among these, likes were considered the least influential, though they still hold considerable value in developing tourists' desire.

The agreement among respondents that videos have the biggest influence on tourist desire makes sense because videos are more engaging than photos or text. They give a better idea of what a place is like, which helps tourists imagine themselves there. This desire to travel is also backed up by a study by Chen et al. (2021), which found that tourists are really affected by how attractive travel vlogs are, whether it is because of the person in the video or the quality of the video itself.

Table 3. Influence of social media features on the desire of tourists' decision to travel

Features of social media	Weighted mean	Verbal interpretation	Descriptive interpretation
Videos	3.69	Strongly agree	Highly influential
Photos	3.59	Strongly agree	Highly influential
Comments	3.43	Agree	Influential
Likes	3.23	Agree	Influential
Repost/share	3.28	Agree	Influential

Source: Author (2025)

The respondents 'agreed' that likes develop their desire the least, indicating a lower influence but still influential. Likes might not develop tourists' desire as tourists know that likes can be easily manipulated or come from sources that are not necessarily credible. So, they might not trust likes as much when making travel decisions compared to more detailed and authentic information like personal recommendations or in-depth reviews. This is supported by the study of Chugh et al. (2019), which according to them social media likes are not so reliable source of measuring engagement with other tourists, unlike photos and videos that give more interaction to other tourists, which add to their desire to travel. Presenting the overall weighted mean of 3.44, it is still verbally interpreted as 'influential'. It shows that tourists develop a strong desire based on the features of social media.

Table 4 presents the influence of social media features on the 'action' of the tourists' decision to travel. This is how your strong desire for the features of social media influences tourists' actions to travel. The respondents agreed that all features of social media influence their action to travel, with weighted means ranging from 3.22 to 3.68. Videos emerged as the most influential feature, receiving the highest weighted mean of 3.68. which was interpreted as 'highly influential'. This suggests that videos are particularly effective in influencing their action to travel, as videos convey different emotions in a short amount of time.

Table 4. Influence of social media features on the action of tourists' decision to travel

Features of social media	Weighted mean	Verbal interpretation	Descriptive interpretation
Videos	3.68	Strongly agree	Highly influential
Photos	3.56	Strongly agree	Highly influential
Comments	3.47	Agree	Influential
Likes	3.22	Agree	Influential

Source: Author (2025)

Together with the videos, photos have been interpreted as highly influential as well with the weighted mean of 3.56. While comments, likes, and share/reposts are interpreted as influential respectively, with weighted means of 3.47, 3.22, and 3.27. Among these, likes were considered the least influential, though they still hold considerable value in influencing tourists' decisions to travel.

According to the results, the respondents 'strongly agreed' that videos influence their action to travel the most and gave them a 76-100% of likelihood to travel, indicating a high influence as videos offer a multisensory experience which allows viewers to see, hear, and sometimes even feel the atmosphere of a place. This quality makes the video effective at capturing attention and sparking the desire to travel. Additionally, videos often show activities and culture that can pique curiosity and motivate people to explore new places. It is supported by the study of Ari et al, (2020), it is effective in the information search process. They found that the instructionally designed videos created a correlation between positive emotion, stronger participation intention, and better recalling of content. This study shows that individual marketing videos typically have an impact on consumer behaviour.

The respondents indicated that receiving likes has the least influence to tourists' action to travel, suggesting a relatively lower level of influence compared to other features, yet still significant as the tourists tend to prioritize their preferences and practical considerations over the popularity of a place on social media which sometimes becomes unreliable due to the lack of genuineness of posts on social media. This is backed by Satya (2016), in which there are increased numbers of usage of auto likes in social media, which reduces the trustworthiness of the shared information. This shows that likes can be considered insignificant and at the same time, lead to the unreliability of the contents of social media networks. With an overall weighted mean of 3.44, and verbally interpreted as 'highly influential', it shows that having a strong desire based on the features of social media influences the tourists' action to travel.

Social Media Engagement and the Tourist Decision-Making Process

The influence of social media on consumer decision-making has become a major area of research in tourism and marketing. The data presented through Tables 1–4 systematically reflect the application of the AIDA model (Attention, Interest, Desire, and Action) in understanding how specific social media features drive tourist behaviour. Across all four stages of the model, videos consistently emerged as the most influential feature, while likes ranked the least influential. This pattern reveals a clear hierarchy of persuasive capacity among social media content types—where rich, visual, and emotionally powerful media (videos and photos) outperform low-engagement indicators (likes).

This insight aligns with contemporary digital marketing studies emphasising the critical role of visual storytelling and emotional engagement in consumer persuasion. For instance, Santos et al. (2024) have noted that videos can encapsulate a destination's essence through narrative pacing, ambient sound, and cultural cues more effectively than static visual or textual formats. Consequently, videos become central not only in attracting attention but also in converting intention into real travel behaviour.

Stage 1: Attention - The Dominance of Visual Stimulation

Table 1 indicates that among the five features analysed, videos received the highest weighted mean of 3.65 ("strongly agree"), followed by comments (3.47) and photos (3.45). The data reveal that tourists' attention is primarily captured through motion, narrative, and audiovisual stimulation. This finding underscores the importance of sensory engagement, consistent with Mayer's Cognitive Theory of Multimedia Learning (2005), which posits that combining visual and auditory channels enhances information retention and emotional resonance.

Attention serves as the first psychological gateway in the decision process. When a potential traveller scrolls through a social media feed, motion and sound act as attention triggers. Videos, particularly short-form travel clips or influencer-generated vlogs, not only interrupt scrolling behaviour but also present travel experiences in a compelling, human-centred way. Photos and comments, while impactful, require more effortful cognitive processing to generate the same level of attraction.

The relatively lower ranking of likes (3.25) supports Siegel et al.'s (2019) view that "symbolic approval" lacks narrative persuasion. Likes merely signal popularity but do not offer meaningful content to stimulate curiosity or emotional attachment to destinations. Therefore, marketers should treat likes as visibility metrics rather than persuasion tools.

Overall, with an average weighted mean of 3.43, the "influential" rating at this stage confirms that while multiple social media features attract tourists, the type and intensity of multimedia stimuli determine depth of attention. From an applied perspective, this suggests that

tourism campaigns should prioritise video production quality and storytelling over accumulating high engagement metrics like likes.

Stage 2: Interest - From Curiosity to Information Seeking

As shown in Table 2, once social media captures tourist attention, the next process involves deepening interest. The highest means were again recorded for videos (3.63) and comments (3.53), both verbally interpreted as “highly influential.” These scores indicate that after being visually captivated, tourists transition to a rational yet emotionally guided stage where information search begins.

Videos function as information-rich stimuli—presenting diverse visuals, itineraries, and testimonials—helping viewers contextualise potential travel experiences. This dual role of persuasion and information transfer has been underlined by Adeloje et al. (2021), who observed that vlogs serve as both credible sources and experiential guides. The sensory detailing in videos shortens the information gap that travellers face before making decisions.

Interestingly, comments also emerged as highly influential, underscoring the participatory nature of social media. Comments provide qualitative insights—peer reviews, warnings, or endorsements—that enhance perceived credibility. This corresponds with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which suggests that personal relevance and message credibility influence persuasion through a central processing route. Tourist comments, by offering authentic, user-generated information, therefore enhance involvement and curiosity.

Conversely, likes (3.27) continue to appear as least influential. As De Vries (2019) argued, while likes can signal social proof, they provide limited cognitive or emotional depth, which travellers need to build genuine interest. The overall weighted mean of 3.45 indicates that social media remains broadly influential in this stage, suggesting that integrating informational cues with emotional storytelling fosters a stronger sense of interest.

Stage 3: Desire - Emotional Connection and Imaginative Engagement

The data in Table 3 depicts a further shift from curiosity to emotional visualisation. Videos again top the list (3.69, “highly influential”), followed by photos (3.59). The desire stage involves the internalisation of imagined experiences—when a tourist begins to visualise oneself in the destination. Videos, by simulating immersion through moving imagery and sound, play a leading role in triggering this visualisation.

This finding resonates with the concept of “experiential simulation” in tourism psychology (Chen et al., 2021). Videos activate emotional arousal and self-referential mental imagery, encouraging prospective travellers to form symbolic connections with the destination. A picturesque landscape accompanied by contextual soundscapes, such as waves or city ambience, can stimulate affective desire far more effectively than textual or static content.

Photos also play an important supportive role by providing detailed aesthetic references for such imagination. High-quality photography often serves as a “mental postcard,” a concept discussed by Urry (2002) in the “Tourist Gaze”—where tourists are motivated by visual imaginaries constructed through mediated images. This explains the strong influence of photos, scoring 3.59 on average.

At this stage, likes and shares contribute marginally compared to effective media. Respondents’ lower agreement on the influence of likes (3.23) reflects the perceived unreliability of popularity signals. Chugh et al. (2019) noted that likes can be artificially generated or manipulated (e.g., through auto-like systems), weakening their credibility as authentic indicators of desirability. Consequently, while likes still reflect some social approval, their interpretive value for personal desire formation remains limited. The overall mean of 3.44 (“influential”) reinforces that desire is predominantly built through emotionally resonant and imagistic media, reaffirming the primacy of video storytelling in the path from interest to aspiration.

Stage 4: Action - Converting Intention into Behaviour

The final stage, represented in Table 4, translates desire into tangible travel actions. Again, videos attain the highest score (3.68), followed closely by photos (3.56), confirming that dynamic visual content not only captures attention and stimulates interest but can also directly shape

behavioural outcomes. The concept of "action" in the AIDA model here represents booking a trip, searching for flight details, or sharing plans with peers.

The ability of videos to elicit action can be interpreted through the lens of emotional contagion and behavioural activation. Ari et al. (2020) demonstrated that videos designed with instructional clarity and emotional appeal significantly correlate with increased participation intention. When videos portray authentic experiences—such as food tasting, adventure activities, or cultural immersion—the viewer experiences vicarious excitement that translates into motivation to act. Furthermore, high-definition visuals and narrative authenticity increase trust in destination marketing materials.

As in previous stages, likes (3.22) had the least influence. Their weakness as behavioural motivators lies in their superficiality; audiences recognise that high engagement does not always equal credibility. Satya (2016) already warned that the proliferation of automated likes undermines trust in online content. Thus, while likes may maintain posts' algorithmic visibility, they do little to influence booking behaviours or travel planning decisions. The persistence of this pattern across all stages suggests a clear strategic implication: tourism marketers must invest more in quality multimedia production and authentic community engagement rather than rely on statistical engagement metrics.

The overall weighted mean of 3.44 ("highly influential") in this stage suggests that social media—especially multimedia content—remains a decisive factor leading from digital interaction to real-world tourism action.

Theoretical Implications

The consistent ranking of social media features across all four stages reflects the cumulative power of audiovisual storytelling in digital persuasion. The AIDA framework demonstrates a coherent chain: attention (initial attraction), interest (information acquisition), desire (emotional identification), and action (behavioural conversion), each strengthened by videos' sensory richness. The results also align with theories of multimedia persuasion, user-generated credibility, and parasocial interaction, suggesting that modern travellers increasingly rely on emotionally charged, authentic, and visually rich cues.

This multidimensional influence highlights the convergence of hedonic (experience-driven) and utilitarian (information-driven) motivations in tourism. While attention and desire relate more closely to hedonic factors such as aesthetics and aspiration, interest and action integrate utilitarian evaluations like reliability and value assessment. Videos, combining both emotional and informational appeal, succeed across these domains, explaining their overarching dominance.

The analysis offers several actionable insights for tourism marketers and destination management organisations: a) Invest in high-quality video production. Videos should blend emotional narratives with factual details about destinations, accommodation, and culture to appeal to both affective and cognitive motivations. b) Leverage user-generated content. Vlogs, tourist testimonials, and travel challenges encourage authenticity and create trust. c) Encourage meaningful engagement through comments. Facilitating dialogues between past and prospective travellers supports community-building and strengthens credibility. d) Avoid overreliance on likes or vanity metrics. Instead, design campaigns that foster deeper engagement indicators, such as shares and discussions. d) Integrate cross-platform strategies. Since short-form video (e.g., TikTok or Instagram reels) appeals to attention and desire, while YouTube content supports interest and action, multichannel integration ensures continuous influence across the decision process.

CONCLUSION

The study concludes that videos are very effective and the most influential social media feature at the beginning of capturing tourists' attention and at the end stages of the AIDA decision-making model. However, as tourists start to develop an interest, the influence of videos decreases, and the influence of likes increases. When tourists reach the desired stage, videos help again as likes become less important. At the final stage, where tourists decide to take action, videos and the like have a similar impact. This means that if videos can create a strong desire, there is a likelihood of taking action to travel. Therefore, videos are most helpful at the start and end of the decision process.

Based on results, findings, and conclusions, the researchers show the following recommendations and suggestions. First, social media content creators may focus on making the video more entertaining at the same time making it more meaningful, so that the viewers will give their honest reaction. Second, due to the rise of automated likes that affect the credibility of the content, creators may monitor engagement closely and take action against suspicious interactions to maintain trust and content integrity

Finally, the result of the study provides helpful insights for tourists and future researchers. Tourists can use video content and social media engagement to assess destinations more effectively and help them make travel decisions. Future researchers may gather broader data from the results and conduct similar studies to expand the understanding of social media's impact on tourist behaviour.

ACKNOWLEDGMENTS

The researchers wish to express their profound gratitude to the Pambayang Dalubhasaan ng Marilao for granting the necessary permission and support to conduct this study. We extend our heartfelt appreciation to the College of Hospitality and Tourism Management for fostering scholarly research that contributes to the advancement of the tourism industry and digital marketing practices. We also wish to thank all the tourists who participated in the survey, both from the academic community and online platforms, for their time and candid responses. Their contributions were essential in providing meaningful data that informed the findings of this research. Finally, we acknowledge our families, peers, and mentors who offered moral support and motivation throughout the research process. Their understanding and encouragement were instrumental in the successful completion of this academic endeavour.

REFERENCES

- Adeloye, D., Makurumidze, K., & Sarfo, C. (2021). User-generated videos and tourists' intention to visit. *Anatolia*, 33(4), 658-671. <https://doi.org/10.1080/13032917.2021.1986082>
- Ari, A., Juho, P., & Amir, D. (2020). Triggering effects of mobile video marketing in nature tourism: Media richness perspective. *Information Processing and Management*. <https://doi.org/10.1016/j.ipm.2019.01.003>
- Bastrygina, O., Lim, W. M., Jopp, R., & Weissmann, A. (2024). Understanding the digital behavior of tourists: Exploring the AIDA model.
- Chen, Y., Guo, Z., & Pan, Q. (2021). Analysis on the characteristics of travel vlog video and its impact on users' travel intention. <https://doi.org/10.2991/assehr.k.210519.034>
- Cheng, W., Tian, R., & Chiu, D. K. W. (2023). Travel vlogs influencing tourist decisions: Information preferences and gender differences. *Aslib Journal of Information Management*, 76 (1), 86-103. <https://doi.org/10.1108/ajim-05-2022-0261>
- Chugh, R., Patel, S., Patel, N., & Ruhi, U. (2019). Likes, comments and shares on social media: Exploring user engagement with a state tourism Facebook page. <https://www.inderscienceonline.com/doi/abs/10.1504/IJWBC.2019.101041>
- De Leon, M. V., Atienza, R. P., & Susilo, D. (2020). Influence of self-service technology (SST) service quality dimensions as a second-order factor on perceived value and customer satisfaction in a mobile banking application. *Cogent Business & Management*, 7(1), 1794241.
- De Vries, E. (2019). When more likes is not better: The consequences of high and low likes-to-followers ratios for perceived account credibility and social media marketing effectiveness. <https://www.researchgate.net/publication/335583896>
- Ghaly, M. I. (2023). The influence of user-generated content and social media travel influencers' credibility on the visit intention of Generation Z. *Journal of Association of Arab Universities for Tourism and Hospitality*, 24(2), 367-382. <https://doi.org/10.21608/jaauth.2023.218047.1477>
- Hey Nadine. (2017). How I decide where to travel next...[YouTube video]. <https://youtu.be/jNpT2e0-qgE?si=w31RMEPGDVEi6ZwR>
- Hysa, B., Karasek, A., & Zdonek, I. (2021). Social media usage by different generations as a tool for sustainable tourism marketing in society 5.0 idea. *Sustainability*, 13(3), 1018.
- Jamieson, S. (2004). Likert scales: How to (ab)use them? *Medical Education*, 38(12), 1217-1218. <https://eprints.gla.ac.uk/59552/1/59552.pdf>
- Jiang, X., Qin, J., Gao, J., & Gossage, M. G. (2022). How tourists' perception affects travel intention: Mechanism pathways and boundary conditions. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.821364>
- Kim, S. S. (2024). Social media and tourism: The influence of user-generated content's related elements on travelers' perceived destination (Master's thesis, Monash University Malaysia). Figshare. https://figshare.com/articles/thesis/Social_media_and_tourism_The_influence_of_user-generated_content_s_related_elements_on_travelers_perceived_destination/25697763
- Lin, Z., & Rasoolimanesh, S. M. (2024). Sharing tourism experiences in social media: a systematic review. *Anatolia*, 35(1), 67-81.
- Malhotra, N. K. (2020). *Marketing research: an applied orientation*. Pearson.
- McCombes, S. (2022). Descriptive research design: Definition, methods and examples. *Scribbr*. <https://www.scribbr.co.uk/author/shona/page/2/#:~:text=Descriptive%20research%20aims%20to%20accurately,investigate%20one%20or%20more%20variables>

- Nusair, K., Butt, I., & Nikhashemi, S. R. (2019). A bibliometric analysis of social media in hospitality and tourism research. *International Journal of Contemporary Hospitality Management*, 31(7), 2691-2719.
- Praphruetmon, C., & Wang, Y. (2023). The influence of Thailand tourism user-generated content on Chinese tourists' behavioral intentions. *University of the Thai Chamber of Commerce Journal Humanities and Social Sciences*, 43(2), 76-97. <https://so06.tci-thaijo.org/index.php/utccjournals/article/view/261281>
- Purwitasari, I., Basarah, F. F., & IB, A. P. D. (2024). Social media as a tourism promotion tool: the case of @thelodgemaribaya. *Jurnal Studi Komunikasi*, 8(3), 748-759.
- Samur, A. (2023). The history of social media in 33 key moments. *Social Media Marketing & Management Dashboard*. <https://blog.hootsuite.com/history-social-media/>
- Santos, S., Vasconcelos, M., Ferreira, S., Augusto, L., & Santo, P. (2024). Exploring word-of-mouth: The impact of social interaction, attitudes and video ad design in tourist behaviour. <https://papers.academic-conferences.org/index.php/ictr/article/view/2186>
- Satya, P. (2016). Fake Likers Detection on Facebook. Utah State University. <https://digitalcommons.usu.edu/cgi/viewcontent.cgi?article=6000&context=etd>
- Sellers, A. (2021). The AIDA model: A proven framework for converting strangers into customers. *HubSpot Blog*. https://blog.hubspot.com/marketing/aida-model?fbclid=IwZXh0bgNhZW0CMTAAAR0btUy88Ny7UP0KRg2NZ-2qmBW-3oaCMz2ORMy4Lz3JnTbsGpaBlo6g7vw_aem_AcVIVhDPq1sxXDcLBoM2DGldfsd4mZd9vXUHOxgOQUPcybQKQwIMaspX_UgT7nWKVrko9B7SOVss9klfPW_ZBxCj
- Siegel, L., Tussyadiah, I., & Scarles, C. (2019). Does social media help or hurt destinations? A qualitative case study. *Review of Tourism Research*. <https://ertr-ojs-tamu.tdl.org/ertr/article/view/541/178>
- Sukarno, M., & Mutiarin, D. (2023). Branding tourism and collaborative governance: A case study from Nglanggeran village. *Jurnal Studi Komunikasi*, 7(3), 797-812.
- Taylor, S. (n.d.). What is weighted mean? *Corporate Finance Institute*. <https://corporatefinanceinstitute.com/resources/data-science/weighted-mean/>
- Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2020). Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions. *Current issues in Tourism*, 23(14), 1773-1787.
- Yuan, Y., Chan, C. S., Eichelberger, S., Ma, H., & Pikkemaat, B. (2022). The effect of social media on travel planning process by Chinese tourists: the way forward to tourism futures. *Journal of Tourism Futures*.