Examining the Influence of Social Media on Cultural Tourism Destinations: A Comprehensive Literature Review

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Abstract
The significant utilization of social media and its activities in tourism marketing plays an essential role in reaching a wide audience of tourists and greatly affects their decision-making way. In the current study, researcher thoroughly analyze and evaluate the existing research that published in academic journals from 2002 to 2022, focusing primarily on the field of tourism marketing in relation to social media. Furthermore, researcher identify main research gaps that relate to the effective recognition and use of social media promotion in the travel and tourism industry, thus setting the step for several future studies in this area.
Keywords: State of the art, Social Media, Tourism activity, marketing, communication, promotion.

1. Introduction

The rapid technological advancement of the internet has become intricately woven into our daily lives, causing a significant effect and influence on the tourism industry as a novel promotional strategy (Zafar et al., 2022). Social media, in particular, has dramatically transformed individual interaction and communication (Xie & Yu He, 2022). The accessibility of the internet and the activities belong has revolutionized how tourists can access and get information, having plan, decide, book for travel, and share their travel experiences in the field of tourism (Entina et al., 2021).

Current paper aims to presents a comprehensive and summarized review of the most recent advancements, variety, changes, and adoption of social media's and it is impact on travel promotion in cultural tourism destinations. It accomplishes this through an extensive evaluation of literature derived from an extensive range of peer-reviewed research focusing on social media. By doing so, we gain a deeper understanding of how social media has revolutionized communication, information utilization, and personal development, particularly in the past two decades. The paper begins by defining social media and its relevant characteristics, as well as exploring the major global platform operators categorized based on social media types. Additionally, it offers a concise overview of social media research as a

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valuable resource for researchers. By analyzing previous studies conducted over the past 20 years, this paper contributes to the existing body of research on social media in cultural tourism destinations, providing insights into the latest advancements in the field.

Nevertheless, the academic exploration of social media's role in tourism promotion is still in its nascent phase. To address this, a meticulous selection of articles was undertaken, focusing on relevant keywords and subsequently categorizing them based on the function of social media in tourism marketing within cultural tourism destinations. A comprehensive review encompassing 185 studies on social media and tourism marketing from 2002 to 2022 was conducted. However, there remains a scarcity of experiential and theoretical research regarding the factors that may influence customers' behavior when utilizing social media promotion content as a decision-making tool for travel destinations (Camilleri et al., 2022; Ali et al., 2022). The implications of this paper discuss strategies for promoting cultural attractions and effectively enticing travelers through the utilization of social media promotion. The findings of this examination provide an opportunity to evaluate the efficacy of engaging with travelers through social media channels.

Research Questions

To achieve a better understanding of the literature in this area, the following research questions (RQs) are formulated:

RQ1: Is there a noticeable growth in social media and tourism marketing research within cultural tourism destinations?

RQ2: What is the distribution pattern of research articles across different journals?

RQ3: Which research studies are considered the most significant and highly cited, and who are the most prolific authors in this field?

RQ4: What are the primary research networks and collaborations in this area?

RQ5: What impact does social media have on tourism marketing specifically in cultural tourism destinations?

2. Literature review

Findings from the literature

The rapid evolution of the internet and communication has significantly impacted various aspects of tourism, including interests and post-trip behaviors (Buhalis and Law, 2008; Xiang et al., 2014). In recent years, the studies of social media usage in the context of travel has gained great attention recently. (Zeng and Gerritsen, 2014), as well as the influence of self-photography (Pearce et al., 2016; Dinhopl & Gretzel, 2016b) and destination branding (Oliveira and Panyik, 2015; Buhalis and Foerste, 2013) on distribution, sharing, and post-trip engagement (Kim & Fesenmaier, 2015). It has been observed that younger

generations are more actively involved in social media compared to older individuals (Naumovska, 2017; Kim et al., 2015). Furthermore, younger generations are more proficient in utilizing social media for trip planning and sharing their experiences (Guerra et al., 2015) due to their higher exposure to social media, digital, and online marketing content (Naumovska, 2017). Consequently, current research on social media in the tourism context primarily focuses on individual behavior (Munar and Jacobsen, 2014; Parra-López et al., 2011; Huang et al., 2010) and how travelers utilize online resources for their trip preparations (Buhalis and Law, 2008; Cox et al., 2009; Bizirgianni and Dionysopoulou, 2013; Xiang and Gretzel, 2010).

Furthermore, studies indicate that travelers' perceptions of places, activities, and people can be influenced by their use of social media (Tussyadiah and Fesenmaier, 2009; Kang and Gretzel, 2012; Jansson, 2007). Social media has had a transformative effect on the tourism industry (Leung et al., 2013) and has become a prominent platform for accessing vacation information online (Xiang and Gretzel, 2010). The rising trend of traveler videography is a noteworthy phenomenon observed in technology usage. Gretzel and Dinhopl (2016a, 2015) argue that sharing captured videos enhances traveler engagement compared to taking pictures alone. User-generated live videos from platforms like TikTok and Facebook have become significant sources of entertainment. In recent years, the rapid adoption of digital technologies has further accelerated, facilitating the shift of essential services to the online realm. Communication modes have evolved alongside the transition to digital services and e-commerce (Lu, Xia, and Heo, 2018; Baig et al., 2020). Conversely, Dinhopl and Gretzel (2016b) argue that the practice of travelers capturing selfies has evolved into both a commodity created and consumed by travelers. Online travel services play a vital role in facilitating dynamic communication and have become primary sources of tourism information (Halkiopoulos et al., 2020; Wang et al., 2015; Sung et al., 2018; Chu and Kim, 2018). Consequently, businesses utilize information shared through social media to develop, promote, and maintain destination images (Molinillo et al., 2018; Mariani et al., 2016). When it comes to travel plans and information, many tourists turn to platforms like Facebook and TripAdvisor, a prominent tourism website (Jadhav et al., 2018; Gretzel et al., 2007). The influence of online reviews on TripAdvisor in shaping traveler decisions has been extensively researched (Gretzel et al., 2007). Furthermore, Forties et al. (2012) explored the use of social media during travel planning and found that information exploration and post-trip stages are commonly associated with the use of social media. Rathonyi (2013) also supported this notion. Shyle and Hysi (2015) investigated the influence of social media on travel choices and discovered that 91% of their study participants used social media

platforms to search for accommodations, deals, and travel packages during trip planning, with a general belief in the reliability of the content displayed on social media platforms. Conversations among groups on social media platforms were found to be the most trusted source of reliable information. Travelers frequently review and evaluate accommodations to make informed choices based on their research. Moreover, Xiang and Gretzel (2010) and Di Pietro and Di Virgilio (2012) found that social media platforms are extensively used by travelers for trip planning and various other purposes Atadil (2011) investigated the social network perceptions of travel clients, their findings exposed that travelers acquire the majority of hotel details from social network platforms, the collected data remains as a base factor for hotel choice. A study conducted by Miller, Sood, and Kattiyapornpong in 2011 examined the social media platforms utilized by Australian tourists. They found that almost half of the participants used social media platforms, with Facebook being the most widely used platform for tour planning. These findings align with Mantika's (2012) research, which also revealed that approximately half of the participants in their study, focusing on the impact of social media on Facebook users, used the platform for trip preparation.

Similarly, Machado and de Souza (2017) revealed in their study that a majority of the surveyed travelers utilized social media platforms for organizing their trips. Additionally, 48.4% of the participants admitted to deviating from their original travel plans upon encountering information shared on social media platforms. This suggests that travelers may modify their travel arrangements based on online reviews and posts they come across.

Similarly, Patwa, Raman, Jadhav, and Moorthy (2018) conducted a study examining the influence of Facebook on leisure travelers in Singapore. They found that Facebook significantly impacts trip planning, travel frequency, and experience sharing. Similarly, Gururain (2015) reported that 69% of the global population uses social media for their travel needs. Additionally, research indicates that 24% of the global population relies on social media platforms to choose restaurants, 34% for selecting attractions, and 35% for selecting holiday destinations, with Facebook being the most popular social media site among tourists. In a recent study conducted in Ghana by Mensah, Osei, and Amenumeyi (2018), the majority of interviewed international travelers expressed that social media makes their travel planning easier. The findings emphasized the prominence of Facebook as the most popular social media platform among global tourists, along with the significant role played by Google Maps. However, Sabou and Dina (2012) investigated the impact of social media on the destination choice of Romanian youth and found that YouTube was the most trusted social media site.
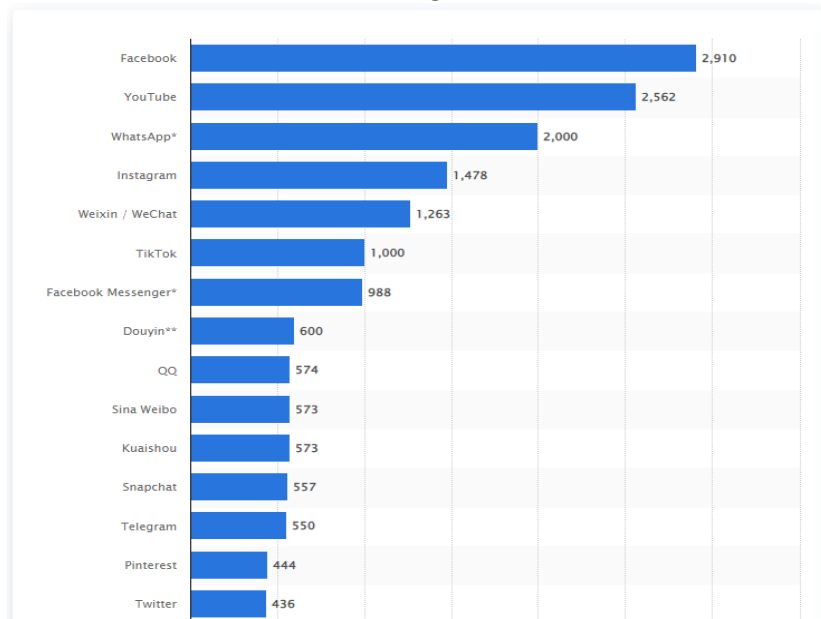
2.1 Social Media

Social networking platforms have become the most popular communication channels utilized by potential travelers and have emerged as major sources of information for tourism (Wang et al., 2015; Sung et al., 2018; Chu and Kim, 2018). These platforms have a significant impact on how tourists share and seek information and make choices about attractions. Consequently, they are considered crucial sources of travel-related information (Chu et al., 2020), transforming the way travel suppliers market their offerings and how consumers access information about tourism attractions (Kim et al., 2017). Technological advancements and new communication methods have fundamentally changed consumer behavior in travel, making social media an essential marketing tool and the primary source of information for tourists seeking information about tourism attractions (Law et al., 2014; Benckendorff et al., 2014; Gretzel and Yoo, 2013). Social media platforms play a significant role in various aspects of tourism, including consumer activities, communication, marketing, and interactions with travel consumers (Law et al., 2014; Gretzel and Yoo, 2013; Bilgihan et al., 2016). The definition of social media varies, encompassing connections, profiles on social networking sites, written content on blogs and forums, audio and video recordings, images, and other forms of user-generated content on social platforms (Eley & Tilley, 2009). Another definition characterizes social media as user-generated content facilitated by internet-based applications that are rooted in the technological and ideological foundations of the internet (Kaplan & Haenlein, 2010). According to Wildman and Obar (2015), social media refers to internet-based platforms through which users share communications within established online communities. This includes review websites, social networking sites, online forums, blogs, content-sharing platforms, and more. Social media provides businesses with a unique opportunity to engage their target customers (Tafesse & Wien, 2018). Wikipedia defines social media as "interactive media technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks" (Wikipedia, 2022).

The Best Popular Social Media Sites

Every day, approximately three billion individuals, accounting for about 40% of the global population, engage with social media, spending roughly two hours on activities such as connecting, sharing, tweeting, and commenting (Brown, 2018). As of April 2022, the top fifteen most popular social networking platforms, ranked by monthly active users, include Facebook (2.9 billion), YouTube (2.5 billion), WhatsApp (2 billion), Instagram (1.4 billion), WeChat (1.26 billion), and TikTok (1 billion) (Statista, 2022). Figure 1 illustrates the global usage of these top fifteen social platforms as of April 2022. Facebook, Twitter, and

YouTube play a vital role in content generation and data gathering for businesses (Cheng et al., 2020; Tellis et al., 2019). Organizations utilize Facebook to distribute information, recruit employees, and promote their products and services(MacKey&Liang,2013).

Figure (1) As of April 2023, the classification of social networks based on the number of monthly active users reveals their extensive global usage.

Platform	Users
Facebook	2,910
YouTube	2,562
WhatsApp*	2,000
Instagram	1,478
Weixin / WeChat	1,263
TikTok	1,000
Facebook Messenger*	988
Douyin**	600
QQ	574
Sina Weibo	573
Kuaishou	573
Snapchat	557
Telegram	550
Pinterest	444
Twitter	436

Source https://www.statista.com/

2.2 Tourism Marketing

The primary objective of destination marketing organization (DMO) marketing activities is to enhance and sustain travel movements to attractions (Kotler, 2010; Morrison, 2019). According to Morrison (2018), tourism marketing is a distinct branch of services marketing with unique characteristics. It involves a continuous and systematic process where tourism organizations develop strategies, conduct research, employ tools, monitor, and evaluate programs to meet the needs, desires, visions, goals, and objectives of travelers (Morrison, 2018).

Marketing can be defined as a social, leadership, and managerial practices that involves both of individuals and groups in the creation, goods exchange and services to fulfill their needs and desires. (Kotler, Bowen, & Makens, 1999, p. 12). The previous definition of tourism destination marketing was created by, Crampon, and Rothfield (1976) who described it as "the management process by which National Tourist Organizations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes, on local,

regional, national, and international levels, and formulate and adapt their tourist products." However, this description has been refined in practice, as experiential by Page and Hall (2003).

2.3 Cultural tourism destinations

Despite recent attention given to the concept of cultural tourism, the challenge of defining it remains unresolved (Csapo, 2012; Mousavi et al., 2016). This difficulty arises from cultural tourism being closely intertwined with the complex notion of culture, which is considered a multifaceted term in the English language (Williams, 1983). The definition of cultural tourism is further complicated by the existence of various recognized interpretations and the intricate relationship between culture and tourism. One perspective suggests that since culture permeates every aspect of individual life, one could argue that everything is cultural, thus making all forms of tourism inherently cultural (Mousavi et al., 2016).

In the 1990s, the International Scientific Committee on Cultural Tourism (ICOMOS) proposed one of the most widely accepted definitions: "Cultural tourism is defined as any activity that allows people to gain firsthand knowledge of other people's customs, traditions, physical environment, intellectual ideas, and architectural, historic, archaeological, or other culturally significant sites that have survived from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the location being visited."

Based in the United Nations World Tourism Organization (UNWTO), the cultural tourism is clearly defined as "the movement of persons for essentially cultural motivations, such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, and visits to sites and monuments." Additionally, cultural tourism is seen as a means of supporting national identity by promoting the conservation and protection of cultural heritage (McKercher, 2002; Dans & González, 2019; Patwary, 2022). UNWTO emphasized that destinations are the fundamental unit of analysis in tourism, and destinations have appeared as the largest brands within the tourism industry (UNWTO, 2002; Morgan, Pritchard, & Pike, 2002).

3. Methodology

3.1 Bibliometric analysis

Bibliometric analysis is a type of the research method that provides valuable insights to the academic community, such as identifying relevant researchers, organizations, or methodological approaches within a particular research topic (Pessin et al., 2022). This method utilizes both quantitative and qualitative data to examine publication patterns and distribution trends of research papers within a specific subject and timeframe (Yang et al., 2012; Saab et al., 2019). By

employing bibliometric analysis, researchers can map out a research field and contribute to the academic community by tracking scholarly dissemination, recognizing knowledge advancements, and fostering a continuous stream of inquiry, a practice that has been established for a considerable period of time (Van Doren & Heit, 1973). Bibliometric investigations have become widely used and influential tools for studying the development and structure of scientific knowledge across various disciplines (Sigala et al., 2021).

3.2 Data and data collection

The existing study examined published researches in associated journals between 2002 and 2022 to address the goals mentioned earlier. The impact and practices of social media in tourism and promotion have been extensively discussed in travel research, as social media utilization is considered one of the significant trends that has greatly influenced the tourism industry (Leung et al., 2013). Due to variations in peer assessment procedures and limited accessibility, this study excluded other sources such as conference papers, blogs, theses, collaborative forums, and website communities. Consequently, valuable insights and recommendations from travel performers, travelers, and The inclusion of travel suppliers was out of the study. Further research should encompass examining publications from all the aforementioned resources to gain a more comprehensive and better understanding of the subject.

In order to collect additional literature, it was essential to investigate both the "social media" and "tourism marketing" literature. The search was conducted using the keywords "cultural tourism destinations".

To gather relevant papers for this review, peer-reviewed journals were utilized, and databases such as Google Scholar and Web of Science were employed as part of the data collection process. These sources were critically examined for any material related to social media. Moreover, the selected manuscripts were required to be in English and have undergone a peer-review process.

On November 29, 2022, the following major database collections were utilized to identify studies on the influence of social media on tourism marketing in cultural tourism destinations published in the past 20 years (2002-2022) and served as a basis for identifying relevant publications.

• Google Scholar (https://scholar.google.com)
• Science Direct (https://sciencedirect.com)
• Emerald Insight (https://emerald.com)
• SAGE Journals (https://journals.sagepub.com)
• Web of Science (https://webofknowledge.com)

To ensure comprehensive information gathering, Google Scholar was utilized to uncover any overlooked details from the aforementioned sources. The search included specific keywords such as "tourism,"

"travel," "tourist," "social media," "social networking," "cultural tourism destinations," "user-generated content," and "Tourism Marketing*," focusing on the titles of articles in Google Scholar. Figure 3 illustrates the articles discovered using these keywords.

Subsequently, a total of 239 publications were collected from the WoS database. Following the data collection process and several rounds of selection, these publications were downloaded for further analysis. The objective was to determine which studies would be included in the research and to potentially conduct quality controls. In the second stage, a content analysis was performed, eliminating duplicated articles and excluding certain dissemination that did not primarily emphasize social media in travel marketing. Ultimately, a total of 185 research articles resulting from this search were thoroughly examined.

Figure 3 Articles found by keywords.
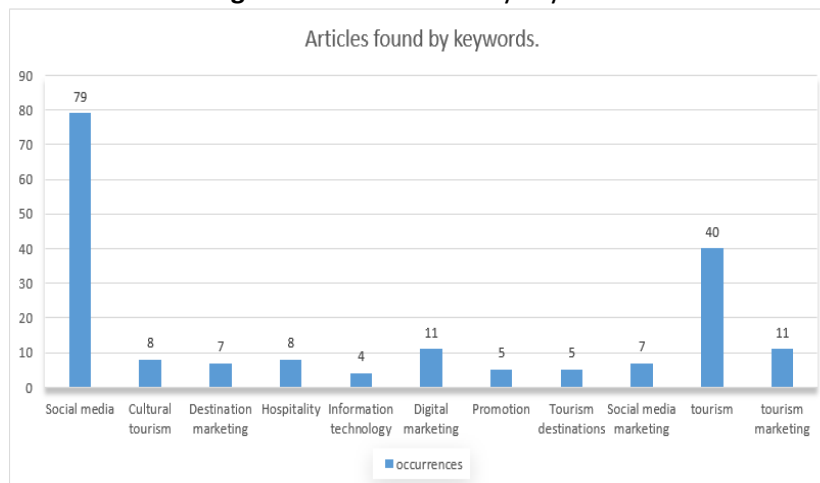
To gain a deeper understanding of the research fields, methodologies, and geographic regions investigated, a more comprehensive analysis was conducted based on the evaluation of abstracts. This involved thoroughly examining the complete texts to better identify key findings. Bibliometric analysis was employed to explore the intellectual, social, and theoretical landscape of social media research in the field of tourism. Important metadata from the articles, such as author names, journal names, publication year, citation count, keywords, abstracts, and title concepts, were utilized to report the theoretical and descriptive framework. Through this process, the study successfully achieved its objectives by comprehensively understanding the existing literature.

4. Results of bibliometric analysis

4.1. Common Literature Trends

Between 2007 and 2013, a consistent growth trend was observed, which was followed by a slight decline from 2012 to 2014. However,

from 2014 onwards, there was a rapid increase in the amount of dissemination. The evolution of the dissemination quantity during the examination stage is illustrated in Figure 4.

Figure 4 of Publications frequency from 2002 to 2022.

Frequency of publications from 2002 to 2022
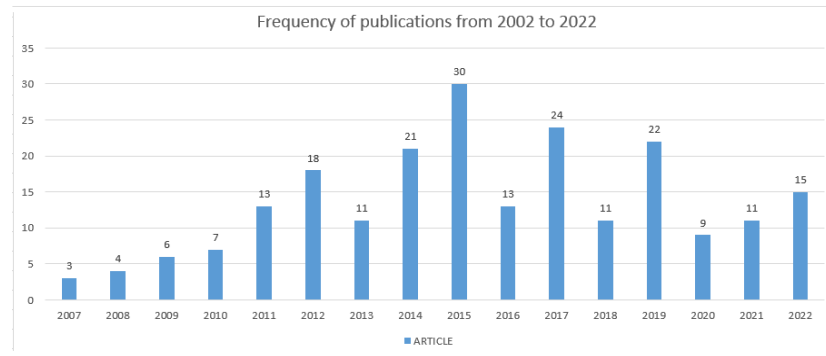
The initial article selected for this study was authored by Guillaume Thevenot in 2007. It delved into different types of blogs and their impact on the travel industry. From 2007 to 2010, the number of published social media studies was three, four, six, and seven, respectively. However, in 2011, this number increased to 13, and further rose to 18 in 2012. These findings indicate a growing interest among researchers in the field of social media.

4.2. Keyword co-occurrence investigation

Keyword co-occurrence analysis is a widely used method for examining the relationships between related terms in the literature. In this method, each term is represented as a node, and the connections between nodes indicate the co-occurrence of the corresponding terms in different articles. The number of connections between nodes reflects the frequency of co-occurrence. By analyzing co-occurrence patterns, valuable insights and essential information can be extracted from the literature (Wu et al., 2019, Radhakrishnan et al., 2017).

In Figure 5, which illustrates the co-occurrence network of keywords related to Social Media in tourism marketing using VOS Viewer software, the lower left area of the network represents investigations focusing on destination grids. These investigations are closely related to studies on destination subdivision, branding expansion, and tourism research. Similarly, there are significant co-occurrences between studies on destination marketing, big data, user-generated content, and destination image. The central area of the network reveals the highest co-occurrence values, indicating strong connections between "Social Media" and "destination marketing," as well as various other nodes. The prominence of these connections highlights the importance of these research topics. The occurrence and influence of these investigations are also noteworthy. The co-occurrence of keywords demonstrates the enduring presence of Social Media research that involves extensive data analysis in the context of tourism marketing.

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To identify the main subjects of investigation, a grid chart of keyword co-occurrence was constructed. In this chart, co-occurrence was chosen as the method of exploration, considering a total of 1021 keywords. To focus on the most relevant keywords, a three-occurrence threshold was applied, resulting in 233 keywords meeting the criteria. The most frequently used keywords, such as "social media," "tourism," "destination image," and "tourism marketing," are represented with larger sizes, indicating their significance in the field of study.

Figure 5 presents the conceptual framework constructed based on the author's keyword grid utilizing the VOS Viewer Application.
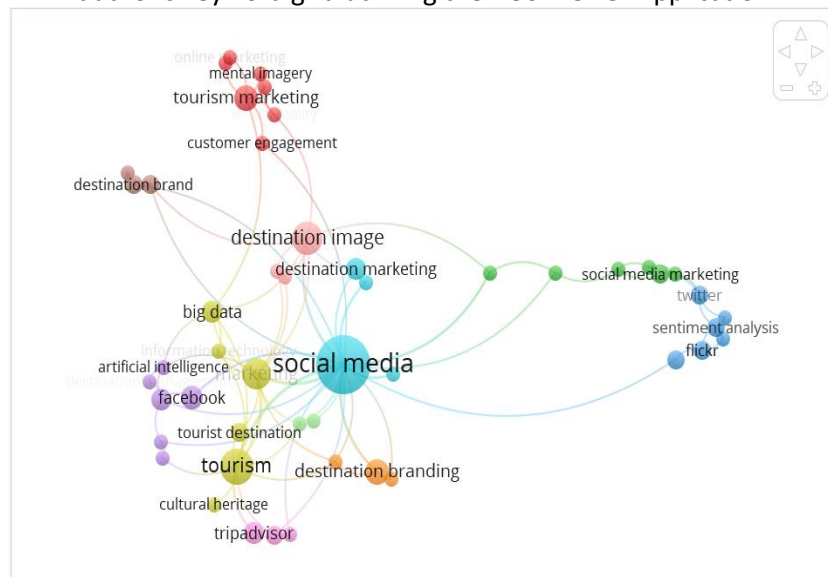
The current study employed citation analysis as the primary method to provide comprehensive evaluations of influential research on social media in travel marketing. Specifically, citation examination was exclusively used as the methodology. Among the authors in this field, Andreas Kaplan and Michael Haenlein received the highest number of citations per year. Their article, published in Business Horizons, accumulated a total of 28,040 citations up until 2023. Andreas Kaplan alone received 43,652 citations, establishing him as one of the most influential authors in the field. Additionally, Ulrike Gretzel co-authored a total of 77 articles, which garnered 36,463 citations.

The rankings of the top ten authors with the highest rank of citations in social media travel marketing were determined based on the total number of their publications, which amounted to 185 articles. The percentage was calculated by dividing the number of publications by 185. Dr. Alastair Morrison from Purdue University secured the first position in terms of overall citations, followed by Ulrike Gretzel from the University of Southern California and Rob Law from the Polytechnic University of Hong Kong. This indicates the significant impact of their individual research contributions.

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Table (1): Top authors in the field of social media travel promotion investigation:

No	Author	Organization	Recs	Percentage
1	Alastair Morrison	Purdue University	9	0.048
2	Ulrike Gretzel	Southern California University	8	0.043
3	Rob Law	Polytechnic University of Hong Kong	7	0.037
4	Andreas Kaplan	ESCP Business School Paris & Berlin	7	0.037
5	SooCheong Jang	Purdue University	6	0.032
6	Zheng Xiang	Virginia Polytechnic Institute	6	0.032
7	J. Enrique Bigne	University of Valencia	6	0.032
8	Ronald Goldsmith	Florida State University	6	0.032
9	Dimitrios Buhalis	Bournemouth University	6	0.032
10	Yao-Chin Wang	University of Florida	5	0.027

According to Liu et al. (2022), the School of Tourism at Polytechnic University of Hong Kong has been recognized as the leading institution for research in travel marketing. This distinction can be attributed to the School's commitment to fostering a vibrant research environment and addressing current issues related to social media in travel research. Notably, Rob Law, Norman Au, Markus Schuckert, and Bob McKercher are among the most prolific authors affiliated with Polytechnic University of Hong Kong.

In terms of the percentage of articles focused on social media, four influential journals dominate the field: Journal of Travel and Tourism Marketing (0.124%), Tourism Management (0.108%), International Journal of Hospitality Management (0.097%), and International Journal of Contemporary Hospitality Management (0.097%), each with a proportion calculated based on the total number of articles published (0.086%). Furthermore, a ranking is provided based on the overall number of publications in these journals, counting the number of articles from the total of 185 articles in the field of social media and travel marketing

Table (2): Top 10 most productive journals published in social media:

No	Journal	Recs	Percent
1	Journal of Travel and Tourism Marketing	23	0.124
2	Tourism Management	20	0.108
3	International Journal of Hospitality Management	18	0.097
4	International Journal of Contemporary Hospitality Management	16	0.086
5	Annals of tourism research	12	0.064
6	Journal of travel and tourism marketing	10	0.054
7	Journal of hospitality and tourism technology	9	0.048

8	Journal of hospitality and tourism research	8	0.043
9	Journal of destination marketing and management	8	0.043
10	Journal of travel research	6	0.032

The findings present a significant conclusion: the research on social media interrelations predominantly appeared in top-tier journals, accounting for nearly 70% of the publications within the top ten.

5. Conclusions and Discussion

The primary aim of this study was to examine the scholarly literature on the impact of social media on tourism promotion in cultural tourism destinations using a bibliometric approach. A total of 185 relevant articles were selected from the Scopus database, spanning the period from 2002 to 2022. The study employed co-citation and co-word analyses as research methodologies. The first key finding reveals a growing body of academic literature dedicated to this topic, as evidenced by a consistent increase in the number of published papers. This analysis contributes significantly by providing valuable insights into the existing knowledge on the role of social media in travel marketing. It helps researchers understand how tourists utilize social media to promote tourism attractions.

However, it is important to acknowledge a notable limitation of this investigation, which is the reliance on a single database, namely Web of Science. While Web of Science is recognized for encompassing relevant academic studies, incorporating additional databases such as Scopus would broaden the scope of this research. Furthermore, supplementing the study with other forms of analysis, such as content analysis, would enhance the findings by considering factors such as researchers' methodologies and data analysis.

Previous research on travel promotion has predominantly relied on qualitative content analysis. In this paper, we aim to contribute to the existing literature by employing a quantitative approach through systematic bibliometric analysis. By doing so, we identify the most influential authors, institutions, journals, author-institution collaborations, popular research topics, keywords, and emerging trends in the field. Our findings, presented visually, provide valuable insights to the academic community specializing in hospitality and tourism management. Notably, this study presents novel information on significant institutions, influential academics, collaborative networks, co-word analysis, and group development in the realm of travel promotion.

Since 2008, there has been a substantial annual growth in the number of publications in this field. Regarding citations, the top three journals are Tourism Management, International Journal of Hospitality Management, and Annals of Tourism Research. Furthermore, the study

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highlights the close collaboration between authors and institutions in travel promotion research.

To enhance the clarity of future research directions, we encourage researchers to select their study areas as keywords. Currently, upcoming research in travel promotion can contribute to the field by focusing on cross-cultural evaluations, which adds value to the topic.

It is important to note that social media topics are still in their early stages, resulting in a lack of established methods for investigating customers' perceptions and behaviors towards marketing activities on social media networks (Gao and Feng, 2016). Consequently, researchers interested in this emerging area must exert additional effort to establish robust measures that yield accurate and consistent outcomes related to user behavior in this rapidly evolving domain.

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