

Examining Social Media Communications, Brand Equity, Satisfaction and Loyalty Generated by Tourism

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ABSTRACT

The growth of social media technology is a global phenomenon in the current generation. Trivago, Booking.com, and TripAdvisor are popular social media apps, allowing companies and tourism sectors to promote brands for their customers (and develop and expand their relationships with customers beyond the services required). Also, customers participate in social media programs simultaneously and improve their relationships with brands. Therefore, these social media applications have very important marketing applications. The studies conducted in the field of social media tourism that have examined the behaviors of customers. The purpose of this study is to investigate social media communication, brand equity, satisfaction and loyalty generated by tourism. Statistical analysis using SPSS and AMOS software. The findings of the research show that the capabilities of social networks affect the process of the tourist's experience of social networking and interaction with tourists and creating satisfaction for tourists also affect their intention to travel, but the special value of the tourism brand with maximum interaction is an attractive appearance and an important credit for tourists. The findings of the research show that the capabilities of social networks affect the process of the tourist's experience of the social network and interaction with tourists.

Introduction

Tourism is a prominent socio-economic phenomenon in the contemporary century. This industry is considered as an important source of income that is of great importance for urban planners and managers at macro and micro levels, emotional threads are intertwined between tourism destinations and people and the destinations they visit. He did. This is why many tourist-friendly countries are trying to increase their revenues from this global industry even more.

Due to the importance of the position of the tourism industry in the development of countries, it encourages them to strive for the further development and development of this industry. The tourism industry, while generating income and creating entrepreneurship, has brought different nations, cultures, and ethnicities closer to each other, while directly or indirectly affecting the economic indicators of a country. (Zhou et al, 2022). As a result, it can be said that the tastes, interactions, expectations, and desires of people from different and different cultures come closer together, and the relationships between small cultures and popular cultures are strengthened. Factors such as tourism have an important impact and role in creating this situation and strengthening the common characteristics of the people of the society. The development and expansion of tourism as a cultural factor can be a good opportunity for communication and exchange between tourist cultures and the host society. And in this way, they can understand each other better and have more respect for mutual cultures. As the tourism industry grows and expands, the importance and value of surpassing tourist destinations to increase the number of tourists and attract them becomes evident. (Mohaghegh et al., 2021). In order to successfully attract tourists, tourism destination countries should consider factors that may affect a tourist's perception, because, perceived value is an active mental structure that varies between tourists and cultures at different times, emotional or mental reactions need to be incorporated into the consumer's thoughts (Shirmohammadi et al., 2020).

Marketing techniques have been used in cities around the world for decades. In the tourism literature, the brand of the tourism destination is an important component in the behavior of tourists. In particular, the brand of each destination is a competitive positioning tool that specifically leads the destination to the customer's opinions to motivate them even if they have never done so. Considering that the increase in competition in the tourism markets has led the destination management managers to create a special identity for the services with the help of branding. It creates tourist destinations and has improved its position in international markets. Also, the destination brand is more complex and difficult than the brand of products and the brand of companies. Because it involves many stakeholders in services, products, references, and even different parts of the economy. (Kádár et al, 2022).

Before the creation of tourism infrastructure, countries, cities, and regions should introduce appropriate products and services with positive characteristics of traveling to the regions and present a good image of it in the minds of tourists. It is also better for them to redouble their efforts in improving the value of their brand. Finally, cities and areas that have historical buildings from the previous era and are still in nature are more successful in attracting tourists. The tourism boom has had negative and positive effects on countries and societies in various fields, including environmental, cultural, social, and economic. The tourism industry is becoming the first industry in the world in terms of generating income and influencing the economic growth of countries.

For most of these countries, tourism is an important source of business activities, income generation, job creation, and foreign exchange (LI et al, 2019). For this reason, destination countries must consider their cultural and geographical characteristics in order to be successful in attracting tourists to provide the necessary infrastructure and become a tourist destination for their region (Song et al, This requires a systematic approach to the tourism sector to provide the necessary facilities for the development of tourism. Since the existence of the necessary facilities is the first step in attracting and retaining tourists, it means their re-demand, so recognizing the current situation of the region as the superficial existence of these factors provides the conditions

for familiarity and recognition of tourism (Kim et al, 2013). The situation of pathology and development of the region causes their satisfaction and loyalty to the destination to be formed by responding to the demands and needs of tourists. Tourists' demands and expectations of the region will be shaped based on previous travel experience, advertising, and encouragement of others (Wang et al, 2020). Therefore, the quality of facilities, the quality of services, and the perceived and received values will have a direct impact on the tourism experience, the quality of the trip, and the level of their demand in the future. The wonderful experience of using a brand in travel can lead to trust, satisfaction, as well as very strong emotional reactions to the brand and ultimately a deep commitment to the brand (Tajvidi et al, 20147).

Previous research shows that trust is closely related to love and intimacy to the brand. In other words, the possibility of tourists returning and re-demanding depends on their satisfaction with the destination, and ensuring their satisfaction in turn increases their loyalty to the destination, and as one of the most important prerequisites for creating that commitment in marketing (Hsu et al, 2014). On the other hand, audiences who are committed to a brand and like the brand in question will remain loyal to it and will encourage other people to buy or use that brand.

Due to the importance of branding for tourism purposes, research and research in this field in the tourism industry is very few and limited. Considering that tourism plays an important role in the economic and financial development of most countries, what are the strategies of countries to attract tourists and tourists from the target markets? Creating a national brand for the country's tourism industry (Xu et al, 2021). A trademark in the tourism and tourism industries creates a memory in the minds of tourists and will revive the name of a particular region or country in their minds and thoughts. The importance and necessity of this issue has led to the formation of destination brands. Increasing value And the reputation of the destination brand attracts investors and tourists of well-known brands of tourism companies (Yu et al, 2019). There have been few academic studies on how to apply branding theory in the field of tourism. The war and competition in the tourism industry is not to attract customers based on price, but to win the hearts and minds of the audience. This in itself indicates that brand is the key to success (Massoud Rad et al, 2018)

Therefore, based on the available statistics, due to the climatic situation and competitive advantages and tourist attractions, the city ... It has not been able to attract the expected amount of tourists compared to other similar tourism areas. Due to its diverse tourist attractions, including cultural and social attractions, natural attractions, and historical monuments, as well as the handicraft attractions it holds, the city generally creates a suitable platform for the development of the city. Therefore, considering the importance of the tourism industry and its decisive role in attracting tourists, providing a comprehensive and local model for tourism branding that leads to quantitative and qualitative improvement. Tourism and the economic prosperity of the city are essential and will greatly contribute to the growth of tourism in this region to solve the existing problems. According to the stated contents, the present study seeks to investigate social media communication, brand equity, satisfaction, and loyalty generated by tourism.

2. Basics

Co-creation of the tourism brand

At the beginning of the 2000s, co-creation entered the marketing field by Prahalad and Ramaswamy in 2004, who stated that collaboration and personal interactions between consumers and companies are the basis for creating shared experiences and ultimately creating value (Zhou et al¹, 2019). Co-creation is a type of collaborative governance that aims to produce innovative results and public value by bringing together interdependent actors in networks and partnerships (Turfing et al², 2021) Co-creation is a management initiative that brings together different partners to jointly

¹ Zhao

² Torfing et al

produce a mutually valuable outcome Co-creation in business management can be seen as a collaborative and simultaneous collaborative process such as production The new value is defined both materially and symbolically, so the creation of a service-focused value creation framework that involves both companies and users (Shah et al, 2021). Value co-creation is a process in which different stakeholders combine and integrate their knowledge and resources to create value (Linnet, 2019). (2) Firm-sponsored co-creation in which co-creation takes place on behalf of a company (Hsieh & Chang, 2016) Customers through capabilities are resources that belong to the customer and related to the things that the customer has and that a company wants to acquire from the customer, such as knowledge, customers, capital, creativity skills, and communication networks. and motivation and willingness, which refers to participatory activities in the process of brand co-creation that create a quality of brand relationship that can be defined as an indicator of the strength and depth of the relationship between the customer and the brand, such as, passion, commitment, and trust contribute to the creation of co-creation (Merz et al, 2018). The concept of co-creation is a proven concept in the marketing literature that has been created mainly through the evolution of SD (Logic of Dominance) services. According to Logic D, consumers are value creators and not merely a passive recipient of value provided by a company. (Richau et al, 2020) The logic of service dominance was proposed by Vargo and Lusch in 2004. In their view, service is defined as the use of the resources of one actor for the benefit of another actor and this is the basis of exchange in the market. The actors may be companies, producers, consumers, or other stakeholders whose main role is to integrate resources and participate in the exchange of services, in the process of generating business value, so markets are places where services are exchanged for services. (Clack, 2021) According to this logic, a service is the use of capabilities through processes and activities in order to gain benefit for oneself or another. According to this view, value is not reflected in the presentation of products, but in the products and services that are created through the interaction and participation of actors or stakeholders with each other. (Riho et al, 2018) Co-creation based on S-D logic focuses on the economic transactions of services rather than products (2004) Vargo & Lush is one of the pioneering industries of service through tourism services. (Mohammad Kazemi et al.)2019) Because tourism is an active service industry in providing potential services, including experiences, unique characteristics of tourism (production) and simultaneous consumption of experiences are important for value creation in tourism. This concept was first introduced in tourism by Beinkhorst (2006). He believes that tourists as partners are still being overlooked in the process, designing experience reports and evaluating innovation. However, gradually, and with the understanding of the importance of co-creation in tourism, researchers paid more attention to it. In tourism studies, co-creation has been defined as the tourist's interest in mental and physical participation in an activity and its role in tourism experiences. This definition of co-creation considers the role of customers to be important in creating the experience. (Ruiz-Mafe, 2020) in other words, experiences are intangible and subjective and are considered as dynamic and main elements of the tourism industry that can be observed as a dynamic phenomenon that is changing depending on the emotional characteristics of the individual and related to his psycho-emotional processes and results from the interaction between tourists' destinations, which ultimately leads to co-creation in tourism (Rudez et al, 2015) In tourism, two important types of co-creation occur. The first type of co-creation can happen between tourists and the company, Quebec design hotels offer futuristic-style rooms where guests can change the color of their room depending on their mood, and the second type can happen between tourists and locals at the destination (such as a local is a Dutch company that enables visitors to enter into the daily life of a local, the local culture, such as a variety of foods). language, art, painting, etc. to taste, see and experience. In this moment, people can access a range of local experiences and create their own experience (Seo, 2018). Therefore, the strategy of co-creation by influencing the production of tourism services in accordance with the idea leads the customers of the tourism industry towards the production of innovative competitive products and tourists to buy more attractive packages (Hamidi et al, 2020). The co-creation of tourism value is based on the concept of value of use (consumption) and focuses on the value

characteristics of tourism products and services during their consumption. To what extent they are able to meet their needs. (Dolan, 2020)

Tourism Branding

Since brands are the most valuable intangible asset of companies, brand is a very interesting and controversial topic for marketing researchers (Sutikno, 2011), brands are increasingly looking for ways to communicate core values. On the other hand, brands associate value systems with value systems, which can be religious beliefs and values, norms, and beliefs (Liu & Minton, 2018). In the context of brands, the characteristics of conveying values, beliefs, and religious beliefs cannot be ignored according to the desire of consumers – in order to clarify and authenticate the brand characteristics (Orat et al) (2015), Malek (2014) believes that modern brand management represents the integrated management of all brand audiences as well as consumers, in addition to being a tool for managing market communications. Brands can convey a functional or symbolic meaning. Iconic brands such as Rolex mainly exhibit an abstract concept of self-centeredness (e.g., the dominance of credibility, uniqueness; while functional brands such as Timex focus on user benefits and problem-solving, such as durability, resistance, ease of use, which is of particular importance; in other words, the nature of the overall brand concept is the overall meaning of uniqueness and abstraction), the result of the core needs of the consumer and the company's marketing activities. A brand concept can consciously or unconsciously activate the needs of customers, influencing their evaluation and decision-making process (Chaabane & Pez 2017). Today, many experts such as Grandi 4 (2010) believe that by proposing a post-modernist perspective in the topic of market management, a great revolution has been created in this field, especially in the field of brand management. From the perspective of postmodernism, product selection is no longer a simple phenomenon in the form of buying goods and services. From this point of view, product selection is a kind of display of inner thoughts, identity building, creativity and even art for the individual (Grundy 2010) Branding is a very practical strategy to distinguish in the service and manufacturing industries, and in today's world, companies and organizations, not only seek to compete for the market of service products, but also make great efforts to align the customers' mental perceptions with themselves (the company's brand product).Usakli, 2011 Baloglu). The concept of branding in marketing is a very practical strategy for products and services (Usakli & Baloglu , 2011). The third component is the business position that connects the previous two elements. In fact, brand positioning shows organizational characteristics that can affect consumers' brand image (Zora, 2015). Brand is effectively used in the tourism industry. Tourism service providers compete with each other using brand-building strategies in the tourism industry (Moghaddam, 2011) Tourism is a hybrid activity that requires the participation of various and numerous sectors of society and at the same time includes extensive effects, so it requires planning and coordination at every stage. Planning as a scientific tool helps those involved in the tourism industry to determine the best path and solution for the development of tourism in a region in a systematic, continuous and scientific process and put this solution on the path of development of other economic sectors (Piewdang 2013, et al). Privately, the development of structures, infrastructure, economic stability, etc. (Pipike 2012). Some tourism researchers have used the word "product" instead of "service" when analyzing tourism products or services for sale by a company to specific customers, even if tourism is considered a service industry, tourism products have unique characteristics that distinguish them from physical goods and other services. It seems that the tourism product is considered as a product that has already been made available to certain customers who are the consumers of this product and the managers and employees who are considered the producers of this product. Of course, it is not easy to say this when the process of producing a tourism product starts in one place and ends there. Sometimes it is difficult to even say who are the consumers and producers of the tourism product, because tourism products are constantly produced by different groups of people, who are simultaneously involved in its consumption and production. A tourism product is a product that a country or institution sells to visitors to encourage them to visit a specific area. Tourism products include goods, tours,

transportation, recreational activities, and historical sites, although tourism is a single industry, but it consists of various industries such as hotels, airlines, travel agencies, entertainment establishments, etc. Each of these sectors produces a separate product for tourists or together provides a tourism experience for visitors (Park & Petrick, 2006). The tourism product, which is mainly a destination, is the only phenomenon that can be experienced. Landscapes of the place, travel, accommodation, facilities, as well as entertainment of the destination all form the tourism product. Therefore, the product will be a combination of the attractiveness of facilities and transportation, each of these components has its own characteristic in the marketing mix, and in the absence of even one of them, the marketing mix is incomplete (& Benur 2015, Bramwell). Tourism companies start their marketing process by researching consumers to understand what they expect from the product they need, so by analyzing tourism products. By specifying the existing features and privileges, tourism marketers will find a part of potential tourists who are willing to use the desired product according to the unique features of that tourism product (Khodadad et al., 2016). Tourism branding includes a set of marketing activities that (1) support the brand or other graphic forms that characterize and differentiate the tourism destination, (2) have the ability to convey positive experiences that are exclusively related to the tourism destination, (3) strengthen the sensory connection between the visitor and the tourism destination, and (4) reduce research costs and consumer perception risk Give (2005, Blain et al). Countries have often resorted to branding for similar reasons. The most important of these reasons is to create a special distinction and position for the destination in order to encourage tourists to spend more and raise the living standards of the residents. The brand of each country is a highly influential incentive in the consumer's purchase decision when choosing a destination in 2005, Blain et al). Achieving such a goal can only be achieved by applying branding concepts and trying to create a positive image in the minds of current and future tourists so that they can choose a specific destination for their trip among the numerous competitors (Gras, 2008).

Development on Tourism Brands

Kim et al. (2019) point out that the tourism brand is well-known around the world and has a high value, which makes them good candidates to expand into other domains or sectors that can serve as a springboard for wealth creation. These authors conclude that the brand equity of a parent brand with a tourism characteristic is easily transferred to brand development. Lim et al.¹. (2014) examined how certain elements that form part of a tourist destination's brand equity (such as brand image) are transferred to other products developed from that destination.

Acker and Keller (1990) define brand development as "the use of established brands to launch new products," according to the classical literature on brand development. The success of brand development depends on how consumers evaluate them, which is determined by the extent to which the company succeeds in continuously and harmoniously integrating what the parent brand conveys (from tangible claims and visual elements to unconscious signals) with what the new product conveys (Andersen, 1981). Academic research has identified differences between brand development of goods and services in terms of success, although there are relatively few papers on the latter (Pich et al, 2018).

In the realm of art and culture, the unique nature of cultural products (such as tourist venues) must be taken into account when evaluating brand development because attempts to associate a tourist destination "with a mass-produced and profiteering product may seem contradictory" (De Astos, 2007:233).

In many studies that deal with consumers' assessment of brand development (e.g., Acker and Keller, 1990), the fit between the parent brand and its development is one of the key factors in the success of the development discussed. In fact, according to recent authors, perceived fit is the most important issue in consumers' assessment of brand development. As mentioned earlier, the degree

¹ Lim

of perceived fit or similarity between the original brand and its development is equal to the degree of compatibility that consumers perceive between the two (Boyle et al, 2007). In summary, perceived fit can be defined as the perceived similarity (e.g., features, product category, or profit-related relationships) between the parent brand and its brand development, along with the proportionality between the respective sets of brand communications (Yetimoğlu, 2020).

Attitude toward Brand Development and Brand Development Validity as a Background of Brand Equity

Attitudes are a set of general judgments and evaluations that are made based on any brand information (Cellr, 2003). Various studies have concluded that brand attitude is an important factor in creating brand equity (Stein, 2020). In addition, a study conducted by Chang and Liu (2009) in the field of service brands showed that attitude toward the brand precedes the formation of brand equity. Christolides and Chernatoni¹ (2010) found that a positive attitude towards the brand translates into greater product profits, enabling the brand to achieve higher margins that would not otherwise be achieved without the brand name.

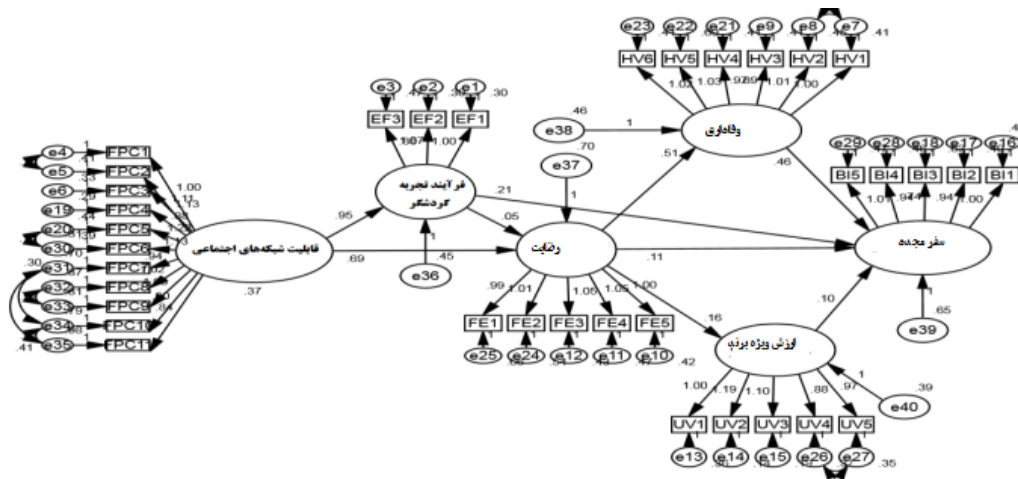
Another factor that is considered in the literature on the subject as a key precedent for the formation of brand equity is brand credibility. Brand credibility is defined as the brand's transparency and honesty towards the consumer, along with its willingness to deal with any complaints and its capacity to resolve them effectively. Credibility improves consumers' subjective evaluations of the brand and their perception of its quality

According to a study by Dwivedi et al. (2018), "brand credibility is crucial for building a long-term relationship with the consumer" (page 1183). Thus, "credibility leads to brand loyalty through trust and clarity of purpose" (Dwidi et al., 2018: 1183) and in turn leads to brand equity creation. More recently, del Barrio-García and Prados-Peña (2019) showed that in the case of a tourism brand with a tourism brand, the greater the tourism brand development credit, the greater its brand equity.

3. Research Method and Results

The present study is an applied research in the category of research based on purpose, because it investigates the study of social media communication, brand equity, satisfaction and loyalty generated by tourism, the results of which can be applied to tourism managers. In the present study, the statistical population of tourists of Qaleh Sardar Asad Shahr ... are considered. The statistical population of the present study includes tourists ...Because of the infinity (more than 17,000 people) and according to Cochran's formula for unlimited communities, the statistical sample was estimated to be 376 people.

¹ Christodoulides



Evaluation of the Structural and General Model

In the next step, using the indicators, path coefficients (beta) and its significance (values t-value), the determination coefficient (R^2 Endogenous latent variables, predictive correlation (Q^2), and the size of the effect (f^2) The fit of the extracted structural model will be investigated. The structural model only examines the hidden variables along with the relationships between them. Also using the fit index GOF The overall strength of the model has been examined.

Table 1. Results of Fit Criteria of Structural and General Models

Test Result	f^2	Q^2 Dependent Variable	R^2 Dependent Variable	For the relationship	T_value	β	Path
	-	0.204	0.343	+	16.715	0.585	Social Media $\leftarrow$ Satisfaction
Confirmed.	-	0.291	0.409	+	19.222	0.639	Social Media $\leftarrow$ Loyalty
Confirmed.	-	0.227	0.433	+	22.556	0.658	Social Media $\leftarrow$ Brand Value
Confirmed.	0.203	0.396	0.638	+	9.048	0.479	Social Media $\leftarrow$ Travel
Confirmed.	0.19	0.354	0.652	+	10.857	0.439	The Value of $\leftarrow$ Re-Traveled Brand
$GOF = \sqrt{Communalities} \times \overline{R^2} = \sqrt{0.635 \times 0.596} = 0.615$							
Three values of 0.19, 0.33 and 0.67 were used as criterion values for weak, moderate and strong values, respectively R^2							
Three values of 0.02, 0.15 and 0.35 for low Q^2 , medium and strong predictive power, respectively							
Three values of 0.02, 0.15 and 0.35 for indicating the size of the small, medium and large impact, respectively f^2							
Three values of 0.01, 0.25 and 0.36 for GOF were weak, moderate and strong fit, respectively							

The T-coefficient between the latent variables shown in Figure 1 is more than 1.96 and shows the significance of these paths and therefore the relevance of the structural model.

R^2 It is a criterion that shows the effect of one or more exogenous variables on an endogenous variable and three values of 0.19, 0.33 and 0.67 are considered as the criterion values for weak, moderate and strong values. All variables have been calculated at a suitable level. R^2

The criterion specifies the intensity of the relationship between the structures. The higher this criterion, the higher the intensity of the effect. The values of 0.02, 0.15 and 0.35, respectively, indicate the magnitude of the effect of one latent variable on another latent variable. f^2

The criterion specifies the predictive power of the model in the dependent variables, and for all endogenous constructs, three values of 0.02, 0.15 and 0.35 have been determined as low, moderate and strong predictive power. As can be seen in Table 5. Q^2

Determination of the overall fit includes both parts of the measurement model and the structural model, and by confirming its fit, the study of the fit in a model will be completed. There is only one criterion called 1GOF to evaluate the general model and three values of 0.01, 0.25 and 0.36 have been introduced as weak, moderate and strong values for this criterion. According to Table 5, the GOF criterion value was 0.615, which according to the mentioned classification, indicates the strong fit of the overall research model.

4. Conclusion

In order for the capabilities of social media to be better than its current situation, travel agency managers should expand the value of their social interaction in cyberspace, i.e., increase their interactions with tourists, make the appearance of their virtual pages and related websites more beautiful and impressive, and increase their credibility in cyberspace so that European tourists can interact more with travel agency brands. Due to the increasing development of communication technologies and the very rapid expansion of cyberspace, it is necessary for tourism industry professionals to pay more attention to this virtual environment, especially social networks, according to the results of the second hypothesis, if the capabilities of cyberspace are expanded, it will be more effective on the flow of the tourist experience, i.e., the same research and investigation about tourism brands. In this regard, it is recommended that the managers of travel agencies pay more attention to the content they provide on websites and social networks and publish the messages in accordance with the needs of the community and users so that they are more welcomed, and in the meantime, both the publishers and the recipients of the message reach their goals. Travel agency managers should provide conditions to encourage the tourist to interact with the company's brand in the direction of the tourist's experience.

In order to strengthen this case, managers should have a positive mentality for tourists when visiting social media virtual pages such as Twitter, Facebook, Instagram, etc. to provide them. It is also necessary to synchronize advertising media with social networks and pay attention to the information available in these networks in order to introduce the products or services of your tourism company. Also, the interaction of tourists has an impact on the brand value. Therefore, the managers of travel agencies must provide the appropriate conditions and interaction environment for tourists in the virtual environment. The use of social networks by experts and advertisers to communicate with their audiences and receive feedback from them is important in order to promote service delivery. Creating happiness for tourists has a positive effect on their behavioral intentions, tourists' enjoyment and satisfaction should be increased from viewing the virtual pages of travel agencies, and there should be beautiful images of Iran's tourist attractions on the pages of their websites and virtual networks. Travel agency managers should follow up on this case to find the weakness of their brand's interactions with tourists so that they can have a positive impact on their choice by interacting with them. Based on this hypothesis, it is recommended that tourism managers seek the help of advertising experts in order to better interact in order to eliminate weaknesses and expand their interaction with tourists in order to expand their brand in cyberspace.

¹ Goodness Of Fit

12. References

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