

Tourist Destination Reviews on Social Media and Their Influences on Readers' Decision Making to Travel

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Abstract

This research aimed to study tourist destination reviews on social media and their influences on readers' decision making to travel. The objectives were to survey the behavior of reader when reading reviews, the influences of reviews with decision to travel and to investigate satisfaction after reading reviews. The methodology was quantitative method, the data is collected by using questionnaires survey from 100 social media users to read reviews on the internet. And evaluated by numerical examination both satisfaction and reading behavior. Researcher has found that users of social media in the review are women, age of 20-30 years old. And students are on average; approximately travel 3-4 times a year with 37 percent for the relaxation, which students also use the Internet to find out information of the trip through social media such as Facebook with 73 percent, focus on presentation of writer with 50 percent. And readers are interested in the content and the safety of the writers' expenses while traveling. Therefore, researcher has found that 100 people are satisfied to read reviews on the Internet and 54 percent has passed on the social media influences their decision to travel at up to 41 percent.

Keywords: Social media, Influence, Review, Travelling

Introduction

Nowadays, there are written reviews, recommended tourist attractions and activities at destinations have shown on social media. Most of reviews are interesting as well as the presentations through photographs and stories on the reviewed trips, the reviews have influenced the readers to understand the travel content easier. The effect to motivation on readers' decision making to travel by reading reviews, most of tourists are reliable on the reviews from social media and the information will be used as guideline on the their travel plans. We have known that social media is the first tools that tourists use to find information before travel and social media content on Facebook, Twitter or YouTube are popular channel to access information and the writers have recommended the interesting destinations and it influences the readers to follow them on media channels. Therefore, many writers or social media channel could be the influenced factors through the readers to make the decision on travel regarding the travel reviews have mentioned about the costs, transportation or other useful advice from the writers who gain experiences on their earlier travel. This research has shown how much the review on social media affects the travel decision and how much the readers are satisfied or not. Moreover, the reviewers have written all travel experiences or any advices to pass on the readers who have got the travel plan from the review and when readers

have read travel reviews, readers would love to know about the cost, type of transportations, safety and interesting activities for the trip and the readers have decided to travel by follow the reviews from travel' reviewers.

According to the reasons above, researcher is interested in the topic that how much the review on social media could be influenced the tourists to follow the travel reviewers and what is the main topic that readers will find out, what is the factors that make the readers decide to travel and how social media effects to tourism. Finally, I have expected the result to show that social media could be one of the supported channels and promote the tourism; tourist attractions and social media has given right information to tourists and tourists could receive travel review to adapt on their plan while travelling. Moreover, social media also take part of advantages side for the readers who prefer to travel from the reviews. Refer to tourism network system mainly relies on information and communication technologies for promotional activities, sales and when developing management relationships with customers, when a tourist is making the final decision on destination choice, the most important information comes from online interpersonal influence online word of mouth (eWOM). Many surveys results confirm that approximately 50 percent of people are likely to download travel applications while searching for destinations before they actually leave for vacation. (Radmila Z., 2014)

Literature reviews

The researcher studies on the impact of social media, which has greatly contributed to the market's current tour, we considered social media as a channel for sales presentation, the emergence of new content that can attract the reader's attention to a large extent. Therefore the market is known as E-marketing from the word of mouth or sharing the story forward in the social space. Social media is impacting the travel market in order to promote the attractions to be recognized through the online channel due to the channel is easily accessible and saves time rather than to go buy a book tour or contact, and what to sell and promote tourism through social media. Moreover, social media is a larger market for online business has expanded rapidly to now entrepreneurs about the tourism industry, in adaptation strategies into society more online, the trading or to chat with the seller directly via the communication via the Internet.

A study of Online Social Network Perceptual Factors Effecting The Thai's Tourist Travel Determination, the result of this study revealed that most Thai people perceived the tourism news from social network at high level on the following issues as follow: the tourist attraction, the management and facilities, how to prepare to travel, the information of travelling, the benefit of social media, how to use social media for traveling, a type and variety of social media, and how to appreciate to tourist attraction and how online social network perceptual factors effecting Thai tourists' decision to travel.

Online Media (Internet) Exposure Behavior of People in Bangkok From this research shows that nowadays most people use online media to receive information, news, or even communication. Most people in the age range, 20-35 years of population use applications such as line, Facebook, Instagram to receive the news and communicate with others, which suggests that most people reach to social media more than once a day for the purpose of getting the news

in each channel through mobile phones and users will choose to believe and receive the news and information from the Internet, and forwarding to them extensively. However, the study concluded that the social influence is the Explorer tires, very much in the news, or the various data distribution.

Trends and Tourism marketing 4.0 in Thailand, the change of the global trends and the government policy of Thailand 4.0 lead Thailand’s tourism industry policy and tourism marketing 4.0 to focus more on innovation, technology and creativity on the tourism management and marketing. There is also a modern entrepreneurial group called ‘Startup’, which employs technology and creativity in tourism industry and it can be applied to all entrepreneurs, venture capitalists and government agencies for the development. Refer to communication development technology is to support the customer’s mutual exchange of knowledge as well as searching information on purchasing and selling products and services without any limitations. The linkage between the online and offline marketing including the way to access to the customers (Omni channel) can increase the potential of analyzing target audience and tourist behavior to be consistent with new marketing trends and conform of the tourism trends for the future.

Behavior and Motivation to Travel within the Country in Bangkok, Thailand, the researcher paper shows those working people likes to travel and relax during the weekend or holiday by receiving information about tourism from the Internet and social media, to find information, travel route or review about the destination in advance, The working people like to travel with safety routes and great facilities. The reviews on the Internet have helped in making the decision to travel to destinations that recommended by author.

Methodology

The approach in the research is definitely a quantitative approach, the data has been documented by classifying the information into numbers and the proportion of research has completed by the study of simple statistical values such as percentage and means that have shown on the table. The paper is based on an extended review of secondary data collected by structured questionnaires carried out in April 2019 with 100 people who used social media to find out information to travel via Facebook, Twitter and Youtube. Apart from data about respondents consist of gender, age, and status which is different issues regarding the behavior and satisfaction of readers while reading the reviews.

Result

In a year How often to travel	Percentage
1-2 times	23%
3-4 times	37%
5-6 times	13%
More than 6 times	17%

Reason to travel	Percentage
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Leisure	90%
Business	3%
Visit relatives	4%
Other	3%

Channel to find information	Percentage
Basic on internet	60%
Facebook	23%
Twitter	1%
Youtube	3%
Travel book	2%
Asking from someone who have been visit	10%

What persuade to read review	Percentage
Attractiveness of destination	50%
Picture	21%
Writer's presentation	10%
Information	19%
Other	0%

Media use to read review	Percentage
Facebook	73%
Twitter	5%
Application travel on phone	6%
Youtube	8%
Other	8%

Time to spend while read review	Percentage
1-2 hours	62%
3-4 hours	25%
More than 4 hours	13%

Table 1 : Influence of review on readers' decision making

Presentation	Mean	Std.Deviation	Decision
1. Interesting content	4.13	.720	High
2. Variety of destination	4.34	.623	High
3. Easy to access oh the portal	4.27	.694	High
4. Content with clear details and easy to understand	4.43	.640	High
5. Easy channel to get in to	4.31	.631	High

The table has shown the presentation of review that writers present their content can be seen that the presentation of information has been clear and easy to understand, the most influence on the decision of the reader. Information has shown that readers need a lot of information but can easily understand. And the variety of places to visit will be able to attract readers to travel follow the review.

Budget	Mean	Std.Deviation	Decision
1. Costs of accomodation	4.26	.836	High
2. Costs of transportation	4.30	.823	High
3. Exchange rate while travelling	3.91	.793	High
4. Overall cost	4.26	.906	High

The table has shown the overall cost of each trip, which is very significant in making travel decisions because it was came up with the expense budget that is to be prepared. And the cost of accommodation is also an important factor affecting the decision.

Overall of Table 1 has shown the factors affecting travel decisions according to the review have been clear and easy to understand. Because it helps to travel and various expenses also affect the decision, the way to present the information is easy to access and clear, besides the budget is not very high, it will be influenced the travel decision for the readers as much as possible.

Table 2 : Satisfaction after reading review affect on travel decision making

Attribute	Mean	Std.Deviation	Decision
1. Writer's presentation content	4.05	.757	High
2. Clear and correct details	4.25	.783	High
3. Budget	4.25	.744	High
4. Safety	4.44	.656	High
5. Popularity of destination	3.99	.798	High

Overall of Table 2 has shown the satisfaction after reading reviews, readers are very satisfied in each aspects consist of Writer's presentation content, Clear and correct details, Budget, and Popularity of destination especially safety because the writer will suggest how to behave while traveling in recommended destinations and also the details are clear and correct information along with an interesting presentation style, it makes the readers are satisfied.

Conclusion

The research concluded that social media influences quite a lot on the travel decision of the readers. The presentation of the author on the story or insertion of the recommendations, it also contains of information about travel expenses to guide the decisions of the readers as well. Readers also have the satisfaction for reading reviews on the Internet which is very easy to access and provides more complete and accurate information, reviews from author on the internet also recommend the attractions that are quite popular and can easily meet the needs of those who wish to travel.

Discussion and Recommendation

The influence of review on readers' decision making focuses on the presentation with clear content details and easy to understand, in the part of budget the costs of transportation is important to the decision on travel. In the part of satisfaction after reading review affect on travel decision making focuses on the safety due to the writer will suggest how to behave while traveling in recommended destinations which makes the readers satisfied on the suggestion. Moreover, researcher suggests the online channel is a novel that has been very popular, we went to a presentation of a novelty to attract readers to study and travel, Novel channel should add the information to promote Thailand's tourism industry.

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