



A CRITICAL REVIEW OF LITERATURE IN THE RISING TIDE OF SOCIAL MEDIA TOWARDS PROMOTING TOURISM

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ABSTRACT

Information and Communications Technology (ICT) has been the focus of the tourism industry in recent decades, specifically for the travel and hospitality sector. The increase of usage and dependency on the Internet has escalated the growth of multiple forms and types of social channels, which have also transformed travel business for agencies and companies to communicate and market their services to the targeted demographics. Consumers would utilise the unlimited information from social media in deciding on potential destinations and leisure activities, which dramatically influences tourism marketing. Nonetheless, the interdisciplinary applications of digital platforms in the tourism industry have resulted in various studies that are found to be fragmented,

resulting in gaps when translated into practice. Thus, a critical review of prior social media research is needed to interpret the precipitation and outcomes. Hence, this study had identified and synthesised 45 articles during 2012 to 2019 using extensive literature search within social media area of research interest within the field of tourism and hospitality Information System (IS). Contingent on a content analysis on the synthesised articles from both the individuals' and firms' perspectives, significant motivations, limitations, and conditional parameters of social media use were identified and categorised to develop a conceptual model holistically.

KEYWORDS

Social Media Tourism Marketing; Literature Review; Future Research

ECONLIT KEYS

Z32; Z33

1. INTRODUCTION

The technology boom in recent decades has not only seen the rise of the Internet in creating multiple platforms of social media but has also changed the ways of travel business and industry worldwide (Iglesias-Sánchez, Correia, Jambrino-Maldonado & Heras-Pedrosa, 2020). Potential travellers are currently more proactive in planning and purchasing services, accommodations and experiences with the expansion and accessibility of social media. Hence, individual travellers can either provide, obtain or share information and opinions within a common or designated social platform (Tussyadiah, Rozakausar, & Soesilo, 2018a). Buhalis and O'Connor (2005) have argued that the Internet has also created e-tourism, where interactivity and constant interconnections between various stakeholders, businesses and consumers emerged for the convenience of consumers. As a result, there have been constant reorganisations in the processes, management and marketing strategies of tourism products to ensure the specific businesses remain relevant to the changing time of tourism, which thus revolutionising the industry (Roult, Gaudette, Auger & Adjizian, 2016). The rapid and constant evolution of different tools and uses of digital technology within tourism has also led to professionals within the industry to adapt to these new market realities continuously.

Current social media platforms such as Facebook, Twitter, YouTube and even blogs or forums are becoming popular within travel and tourism business as travellers share pictures, stories and experiences online that can attract ad influence