



The Impact of Social Media Affecting Tourist and Destination Image: a Case Study of the Egypt Pyramids

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Abstract

Social media is becoming a very important marketing tool nowadays, marketers trying to create destination image from social media pictures. There are countless pictures from holiday destinations that tourists can see from social media. There is numerous research about social media and destination image, however, it does not match with the researcher aim which is to analyse the impact of social media affecting tourist and destination image with the specific case study of The Egypt Pyramid. This study is also focusing more into the negative issues of social media affecting holiday destinations. To achieve the aim of this research, there are two theoretical frameworks that are used which are social media communications and destination image. Quantitative approach and questionnaire with 250 participants will be used in this paper. The result of the study showed that social media can be very deceiving to the destination image. It also affects the perspective of tourists coming to holiday destinations. Furthermore, destination images can also be affected by pictures that marketers put on social media. Lastly, from the findings it is assumed that social media also has an impact to motivate tourists to go to destinations. Hence, social media can foster misinterpretation of the destination image, however social media can be a very effective tool for marketers to create a positive destination image. To improve the study, it is recommended to use more samples of the tourists to provide the diverse results. Furthermore, the scholars should explore more about the theories or models which describe the social media's relation to the consumer's perception of the destination to discover whether it is a key factor that influences the destination image.

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Chapter 1: Introduction

1.1 Background Information

Destination image is one of the subunits from destination marketing that is very important for a destination. The reason is because destination branding is how the tourist will see the destination, to be clear the positioning of the destination (Ruiz-Real et al., 2020). Formerly, to recognise a destination people built a creative logo, slogan, tagline and symbols although nowadays there is one more tool that can spread

all of that easier and efficiently, which is social media (Ruiz-Real et al., 2020; Cheung et al., 2019). Social media has become one of the most important things that people use in the 21st century, people use social media for their daily life, there are various things people can do such as talk to others, search information, book their amenities for a holiday and much more. Through the years, innovation of social media always appears due to the needs of people who use social media (Cheung et al., 2019). In 2019 there were more than three million people who actively used social media in a month (Cheung et al., 2020). This leads people to use social media due to its

convenience. People also started to believe everything on the internet and started judging destination branding without seeing it directly. This can be very bad for the destination, since the people have a high expectation from the internet. Therefore, when people come to visit, the holiday destination is not as good as the picture (Kiral'ova and Pavlicecka, 2015; Yu et al., 2021). Garay and Perez (2017) stated that people use a lot of social media to decide which holiday destination they will go and visit, considering people use social media to show a picture of their holiday. In this case the social media that people use are Twitter and Instagram. Additionally, DMOs contribute to promoting a destination holiday by using a great amount of influencers through their social media (Bassano, 2019).

The Pyramid of Egypt as an attraction destination that makes use of social media as a tool to support the destination image of The Pyramid. They utilise the power of influencers to post a picture of this destination, and also using the art of storytelling unquestionably will appeal to the tourists to come (Bassano, 2019).

1.2 Rationale

There is a high amount of research about social media and destination image, however none of them mention the social media deceiving pre-arrival tourists and affecting destination image (Ghazali and Cai, 2013; Cheung et al., 2020). For instance, Song et al. (2020) conducting research about the influence of photo themes on social media user engagement on Facebook. Cheung et al. (2020) also conducted a study about how social media provokes tourists' emotions and affects their intention to visit destinations. Another research is also made by Lin et al. (2020) that investigates the use of social media in the hospitality marketing sector. Therefore, the author conducts this research in consideration of the previous research lacking the deceiving part of the social media marketing as well does not have the conclusion that what the author has an urge for to reach. This is the reason why the author chose to do research on this topic, in order to give more understanding because this is one of the contemporary issues in hospitality management. The author wants to give a different picture of how social media deceives people which in this case has more to do with pre-arrival tourists. This research also will benefit tourism study and the tourist itself. In this research the author also takes a case study of the Egyptian Pyramids which have a great branding, despite the fact that Egypt and the Middle East in general have a tourism crisis since there had been multiple terrorist attacks as well internal political tensions (Avaraham, 2016).

1.3 Aims and Objectives

The aim of this research is to analyse the impact of social media affecting tourist and destination image: a case study of the Egypt Pyramids.

These objectives will be clarified in order to achieve the aim:

1. To analyse how social media is deceiving pre-arrival tourists.
2. To investigate the impact of social media towards destination branding and how social media captured holiday destinations.
3. To analyse the motivation of tourists going to holiday places based on social media.

Chapter 2: Literature review

2.1 Theoretical Framework

2.1.1 Social Media Communication

Social media is widely regarded as a natural choice of a marketing tool, and it is seen as an essential component of companies' integrated marketing communication plans (Ngai et al., 2015). Since the use of social media became wider, marketers considered social media as the tool of the promotional mix (Ngai et al., 2015; Safiullah et al., 2017). Ngai et al. (2015) stated that social media has not only become a promotional tool, but also developed into a communication tool from the marketers to the consumer. In this case social media can also provoke consumers to purchase objects from the influencer as Ngai et al. (2015) stated that marketers use influencers to promote their products, however the influencers that marketers use commonly have the trust from the social media audience. Throughout the time Bruhn (2012) declared that to promote a product, marketers have to gain the trust from the consumer and having social media and influencers are not the best way to gain trust, but that traditional media such as word of mouth are still the incomparable way to communicate in order to gain the consumers trust.

2.1.1.1 Social Media Marketing Efforts (SMMEs)

Godey et al. (2016) and Mishra (2019) stated that social media is becoming the tool to gain brand reputation and the marketers have been doing it to engage the consumer. In the marketing literature, this action is called social media marketing effort (SMMEs). On the other hand Gu et al. (2021) mention that despite SMMEs being one of the innovations in marketing, there are some lack and limitations due to the financial difficulties, scale and high innovation risk. There are five elements that the marketers have to take into consideration; entertainment, interactions, trendiness, customization and electric word of

mouth (eWoM) (Godey et al., 2016 and Mishra, 2019). Although Cheung et al. (2021) stated that SMMEs only have four elements and eWoM is not included.

2.1.1.1.1 Entertainment

People always assume that social media is an entertaining place to get information, and with this assumption the marketers have to make an entertaining social media marketing in order to gain more intention from the consumer (Mishra, 2019 and Cheung et al. 2020) are of the opinion that entertainment in social media is such a crucial element because by putting pictures and videos of the products the brand reputation of the company or the product will be influenced.

2.1.1.1.2 Interaction

Godey et al. (2016) defined interaction in social media as an exchange of information or opinion between the users, while Mishra (2019) stated that interaction in social media is the communication between the marketers and the customer. On the other hand, Zhu and Chen (2015) defined social media marketing interaction into two groups; profile-based (there are interactions between individuals, the main purpose is to drag people to connect into specific information), and content-based (more into the social media profile and the purpose is to connect the individual to certain content profiles).

2.1.1.1.3 Trendiness

Trendiness in SMMEs is defined as a “hot-topic” for the marketers, in which the company can provide the newest information and ideas (Mishra, 2019; Cheung et al., 2021). Godey (2016) also mentioned that there are four sub-motivation in trendiness; surveillance (observing a new social environment), knowledge (the information that customer can get), pre-purchase information (reading comments from the previous customer to get the right decision making), and inspiration (following brand-related information to receive a fresh idea from the other customer).

2.1.1.1.4 Customization

Customization in SMMEs means how the marketers can provide customised information to the customers by using social media. Marketers can objectively point to any customer from using a customised message (Mishra, 2019). As suggested by Godey (2016) there are two types of message customisation level; customised message (for the small scale and more personal), and broadcast (the bigger scale, for all the audience and the people who are interested).

2.1.1.1.5 Electronic Word of Mouth (eWoM)

eWoM is the interaction between the customer to another customer by uploading content and commenting on social media, and this action has more empathy and credibility towards the other customer (Mishra, 2019). There are three perspective of using eWoM in social media according to Godey (2016); opinion seeking (when the customer researches about the brands from the content or comments in decision making), opinion giving (customer who has a big influence on people in their decision making), and lastly, opinion passing (the customer who is sharing the experience about the brands by uploading some content and writing a comment).

2.1.2 Destination Image

Nazir et al. (2021) defined destination image as an associate of the tourists' experiences of the destination, as well as beliefs and emotions. Destination image can also change during the tourist's cycle which are pre-arrival, arrival and post-arrival. On the other hand, Jensen et al. (2015) stated that destination image exists because of the perception of tourists, the knowledge that tourists have before visiting a destination, and also the emotion that tourists have towards the destination. Ramkissoon et al. (2009) mention that destination image is more complicated than the tourists' perception about a destination. The destination image is an enveloping functional and psychological feeling that tourists can get from the unique features, events and nature from the destination. From these previous journals, destination image described as how the destination is captured into the tourist's perception and feeling, destination image also can change during the tourist's observation, stay and the experience.

There are three major categories of destination image that are captured by tourists (Chen et al., 2013). First, is the organic image which appears from non-tourism information which are magazine articles, news, and geography books (Byon and Zhang, 2010). Following the induced image, this image arises from tourism information such as a destination's campaign, brochures and everything related to destination marketing (Byon and Zhang, 2010). Phau et al. (2010) explained the same theory for this organic image and induced image. The most significant distinction from organic image and induced image is that individuals could have a perception toward the destination's original image or branding even without visiting the actual site, meanwhile information regarding tourism in a specific destination could be obtained through marketing mediums and this will create an induced image on the tourism sites (Byon and Zhang, 2010; Phau et al., 2010). Last but not least is that the complex

image can be acquired through firsthand knowledge of the destination (Byon and Zhang, 2010). On the other hand Phau et al. (2010) wrote modified induced instead of complex image, despite the fact that two of these have almost the same explanation.

Beside the three formed image there are also two destination image that tourists consider, there are cognitive image and affective image. Cognitive image is elements pertaining to a location's physical characteristics, such as infrastructure, attractions, and retail opportunities (Schofield et al., 2020). On the other hand, an affective image is more about the feeling and emotion that the tourist has while looking at the destination such as culture, food and the people (Sharma and Nayak, 2019; Schofield et al., 2020). Chen et al. (2013) stated there is one more image after cognitive and affective; it is cognitive, this image is the mix of cognitive affective which is more nature behaviour oriented.

There are many studies that have been done regarding the destination image affecting decision making for holiday destinations (Ramkissoon et al., 2009; Chen et al., 2013). As Ramkissoon et al. (2009) stated that cognitive and affective factors legitimately influence tourists to choose their destination. Cognitive factors come from the knowledge and beliefs that tourists put into the destination while affective factors are more into the feeling that tourists have about the destination. Also mentioned in Chen et al. (2013), since destination image affects the tourists decision making process it is also connected to the tourists' consumer behaviour. From these two different journals, this comes to the conclusion that destination image plays a big role in tourists' perspectives.

According to Smallman and Moore (2010) decision making process is the process when tourists observe the information as well as evaluate the advantages and disadvantages of the destination before going there. Correria and Pimpao (2008) mentioned that there are three crucial points- pre-decision point (to establish motives impacted by accessible destination information sources that lead to the construction of perceptions), decision point (when the tourist decided to choose which destination they will go based on the budget, time and the condition of the destination), and post-purchase point (this stage is important for customer satisfaction in order to see if they will repeat the purchase and make recommendations to other people or if the tourist is not satisfied will they stop going to that destination).

2.2 Empirical Research

2.2.1 Application of social media marketing communication

Traditional marketing is often seen as a tool that only marketers can use, and the consumer just takes information from the marketers brand. Nowadays however, with social media joining marketing tools, consumers can also participate to review and market any product and this way marketing became a multi-way interaction (Lagrosen and Gruden, 2014).

Duffett (2017) conducted research on how social media marketing communication influences the behaviour of young consumers in South Africa. The purpose of this study was to investigate the impact of interactive social media marketing messages on the cognitive, emotional, and behavioural attitude components of the young consumers (Duffett, 2017). This research also explored how the young consumers use social media, and what are the other factors that keep them using social media as marketing tools (Duffett, 2017). The author used quantitative methodology with over 13,000 self-administered questionnaires sent to participants which were 13-18 years old at various high schools and colleges all over South Africa and in order to test the theory all the answers were evaluated via statistical methods (Duffett, 2017). 13,462 questionnaire answers were collected which were divided into three part questions; first one was the focus on the usage of social media among the participants, second part focused on cognitive, affective and behavioural attitudes and the last part was focused more on demographic variables of the young consumers.

The result of this research showed that the majority of the participants (60.8 %) use social media around one to two hours per day, they also log in their social media via their own mobile phone and it is very easy for them to use social media (Duffett, 2017). The author also mentioned that the use of social media marketing in younger generations has become very popular as they intend to buy more things when they do their own research about the product on the internet. Based on their cognitive, affective and behavioural attitudes, the ones who spend more time on the internet are the ones who get more exposure to social media marketing (Duffett, 2017).

Although social media marketing is very popular for the young consumers, there are some elements that lead to negative attitudes towards the young consumers (Duffett, 2017). One of the factors that have to be considered is that everyone wants to do social media marketing because it is way more efficient, convenient and requires less-budget, but on the other hand not every marketer knows how to do it correctly. Because of that some of the consumers can also perceive it wrongly, and it will have an impact on the attitude of the consumer.

On the other hand Samogia et al. (2019) conducted research about social media communication for healthy food in Europe, and

the purpose of this study was to investigate to what extent social media can influence people to consume healthy food. The author used a quantitative approach by using the social media platform Twitter. There were more than 74,000 tweets that were sent to different health food retailers. The result of this study was that the more marketers use social media for marketing their healthy food, the less audience they get because people think that social media is not a suitable tool for marketing healthy food (Samogia et al., 2019). By doing this study it was proven that social media marketing communication is not for all brands.

2.2.2 Destination image affecting decision making process

There are multiple studies that implement the theory of destination image and are linked to the decision making process (Chen and Tsai, 2007; Chen et al., 2013). Chen et al. (2013) conducted research on the connection between destination image and travel (leisure) constraints in the beginning of the decision making process with the case study of Brunei. The main focus of this research was to investigate the connection between the two theories (destination image and travel constraints). Travel or leisure constraints and benefits of leisure are the two main points of the decision making process (Moal 2020). Financial resources, motivation, time, and health are the considerable factors when it comes to leisure constraints (Khan et al., 2019).

Chen et al. (2013) conducted the research with two methodologies; for the first one they used four focus (qualitative) groups with eight to eleven young Taiwanese tourists that visited Brunei. All of the four groups had a one to two hour talk with the interviewee. The questions of the interview revolved around the master list's image and constraint features, as well as participants' views and preferences. The result for this first method is, although Brunei is famous for their oil mines, this country is still recognised as a holiday destination country (Chen et al., 2013).

The second method that Chen et al. (2013) used was the survey questionnaire (quantitative) and the author got 328 responses out of 450 that have been sent out to target young travellers from a university in Taiwan that have never been to Brunei before. The questionnaire that was sent out contained destination image, leisure constraints and any socio-demographic tourism questions (Chen et al., 2013). The result for this method was mostly negative, the participants who had never been to Brunei would not take the risk to visit this country. However, the result also showed how Brunei has a very unique destination image from the tourists' perspectives who have never been there (Chen et al., 2013).

Furthermore, the result of the research was that the tourists who visited the destination have a

more positive outcome in destination image than the people who have never been to that particular destination (Chen et al., 2013). This is also the reason why destination image really affects the process of decision making, because people tend to go to the destination based on their perception about the destination image (Chen et al., 2013).

Moreover, Phau et al. (2010) conducted research about the influence of destination image and the destination choice by using Australian university students as participants. The author chose participants that had never been to the destination before (Mauritius) by using the quantitative approach to 388 participants. The author sent a survey with the question that connected to the organic and induced image of Mauritius as the destination. The result for this study was very positive, as it showed that the participants saw Mauritius as the perfect destination because the island offers the image of an affordable and beautiful holiday destination (Phau et al., 2010).

Chapter 3: Methodology

3.1 Aim and Objectives

The aim of this research is to analyse the impact of social media affecting tourist and destination image: a case study of Egypt Pyramid.

These objectives will be clarified in order to achieve the aim:

1. To analyse how social media deceiving pre-arrival tourist
2. To investigate the impact social media towards destination branding and how social media captured holiday destination
3. To analyse the motivation of tourists going to holiday places based on social media

Hypothesis

Hypothesis 1

- H0 Social media does not have any impact on a pre-arrival tourists
- H1 Social media acts as a honest platform for a pre-arrival tourists
- H2 Social media acts as a deceiving platform for a pre-arrival tourists

Hypothesis 2

- H0 There is no impact of social media towards destination branding and how social media captured holiday destination
- H1 The pleasing impact of social media towards destination branding and how social media captured holiday destination
- H2 The bad impact of social media towards destination branding and how social media captured holiday destination

Hypothesis 3

H0 Social media does not influence tourist motivation to travel to a holiday place

H1 Social media has a positive influence towards tourist motivation to travel to a holiday place

H2 Social media has a negative influence towards tourist motivation to travel to a holiday place

3.2 Research Approach

To achieve the aim and objectives for this research paper the author will use quantitative methods. This method is very suitable for the topic since the author wants to ask as many people as possible in order to receive samples from diverse communities. The down side from this method is that the researcher will not get any deep information from the participants however, the researcher was looking more into the statistics, and the quantitative method will be the best option. As well explained in Creswell (2014), quantitative approach is an approach to examine any particular theory by investigating the link between variables, subsequently the result will be analysed using statistical procedures. The author's perspective for this research is leading to the postpositivist worldview. This term comes while researching human behaviour and activities, one cannot be certain of their claims of knowledge (Creswell, 2014). Additionally, Creswell (2014) included that the information gained via a post positivist perspective is founded on consideration based on observation and measurement of the participants out there. For the research design the researcher will use quantitative design with the nonexperimental design which in this case will be questionnaire, this will be suitable for this research, since questionnaire give more trends and efficiency compared to interview. The researcher will use the inductive approach since this approach is very suitable for this research paper because the researcher will implement the theory after getting all the data.

3.3 Sampling

Based on the case study that the researcher chose, using probability sampling will be the best decision to make in the interest of the researcher wanting to see more about the trends of how tourists get influenced and affected by social media. The researcher expects around 250 participants who will be involved in this research. By probability sampling, it is marked as when the researcher chooses randomly who they will ask for the sampling (IJRM, 2016). Along with simple random sampling, which means every population has an equal probability (IJRM, 2016), from this sampling researcher will prioritise the international tourists. Following up with the systematic sampling that is defined as the researcher starting to select the sample for the

research paper (IJRM, 2016) in this case the researcher will use the international tourists that never had been to Egypt, especially to the Pyramids. After the systematic sampling the researcher will continue with stratified random sampling that signifies the population which will be divided into groups and then will ask more questions separately (IJRM, 2016). In this instance it would be tourists who are influenced by social media and by the traditional marketing tools, such as word of mouth.

3.4 Data Collection

Collecting the data from the questionnaire will be the process that the researcher will use. Since the researcher is using the quantitative method that needs a lot of participants, a questionnaire will be the ideal method to implement (Braun et al., 2012). The questionnaire will be divided into three parts; first one will be focusing on the motivation of the tourists visiting this destination, second one will be more about the demographic aspect of the tourists, and the last one will be focused on the post-arrival experience.

Furthermore the researcher will go to The Pyramids to collect the data personally, and using questionnaires will not take a lot of the participants' time. Since the researcher needs around 300 participants, the researcher will be in Egypt for 2 weeks and will also send some questionnaires via email. The researcher will have a closed question such as yes or no and using the rate method, which is when the researcher provides the question and the answer will be formed as likert scale. The researcher will have around eight to ten questions, since the researcher will focus more into the tourists that have never been to Egypt before. The first question will be "Is this the first time you came to Egypt?" After the participants said no the researcher will continue with the question that leads to perception of The Pyramids and Egypt in general, and how the tourists find more information about The Pyramids.

3.5 Data Analysis

Since the questionnaire will only include 300 participants, firstly the author will use the descriptive statistics when the data is already collected. This means the author will see and perceive the small detail from the specific sample by using this methods, the author will measure this sample by using the mean, which measures the average of the collective data (Nick, 2007). Therefore the purpose of this paper is to conclude the sample for the whole population and also to assess the relationship between variables, this means that the author will be using inferential statistics as well as regression analysis (Ali, 2020; Alua and Thompson, 2009; Marshall

and Jonker, 2011). The function of regression analysis here is to measure if there is a connection between social media affecting tourists to come to the holiday destination. The conclusion of this data analysis will also lead to the statistically significant, which means the result is concrete base on the sampling and data collection for the study and also practical significance which will be relevant for the real world (Rosen and DeMaria, 2013). The author needs to be really careful when it comes to selecting the participants to fill up the questionnaire, these participants need to be from all different categories; from gender, ages and nationality. With all the diversities the author will make the conclusion valid and credible.

3.6 Validity

Hammersley, 1987 stated that validity is how well a method measures what it is supposed to measure. There are three recognisable forms of validity: firstly is content validity which mean researcher need to understand the content of the question by understanding the theory behind the question, secondly criterion validity is researcher has prediction of the answer based on the theory and lastly, construct validity means how the researcher want to measure their outcomes by having a hypothesis (Muijis, 2011). That three aspects of validity are heavily connected to understanding theory, this means the researcher has to truly understand their topic and the theory behind the paper to construct outstanding questions in order to achieve the intended results, correlate with what is to be measured and what fits the concept.

3.7 Ethical Issues

There is some consideration to look for making this research using a questionnaire for the data collection. However, the researcher will use quantitative methods, so there will be less ethical issues than qualitative because the answers from the participants will be precise. Nonetheless, the researcher will be more careful to select the questions that will be asked to the participants, and will make sure that there is no question that will offend anyone in the process (Creswell, 2014). The researcher will make sure that all participants are treated the same in order for them to feel comfortable in answering the questions, the researcher will also not ask about any personal information if they do not want to answer (Creswell, 2014). To avoid any bias or subjectivity the researcher will send all the answers right away to the Google form. Since the researcher wants to analyse the bad side of social media influence by using The Pyramids in Egypt, it might raise some questions that will lead to a misunderstanding between locals. Since these quantitative methods will involve numerous random people, the

researcher is concerned about the trust that the participants will put into the questionnaire, and it might happen that some people will answer the question without integrity.

3.8 Limitation

Limitations are the weaknesses of the study, based on variables that are frequently outside researcher control, however researcher can only minimise this limitation (Conelly, 2013). Limitations that arise in this paper are the lack of the sampling participants since the author will only use 300 participants, this might be a really small number if the comparison is the tourists that come to the Pyramid. Moreover the researcher will not do the comparison with the other tourists destination that is also affected by online image, this can lead to bias to the other tourists destination. Additionally, the researcher could choose some other theory that really specifically talked about this topic, instead of destination image that is really broad. For hence, the social media's relation to the consumer's perception of the destination to discover whether it is a key factor that influences the destination image. However the researcher used destination image theory since there are a lot of examples that used this theory and also researcher wants to give more understanding about this topic from this theory since destination image theory is very associated with this topic.

Chapter 4: Discussion

4.1 Introduction

Three objectives will be covered in the following chapter to acquire a better understanding of the impact of social media affecting tourists and destinations image. Considering the constant growth of social media, the researcher needed to discuss the impact of destination image and decision making process. Since the researcher applied secondary research for this paper, this discussion will combine and analyse the material and findings that was already written on the literature review.

4.2 To analyse how social media deceiving pre-arrival tourist

The power of social media as a marketing tool is nowadays also becoming a communication tool between tourists (Godey et al., 2016). Godey et al. (2016) and Mishra (2019) stated that in SMMES there is one of the five elements that needs to be taken into consideration which is electronic word of mouth (eWoM), this is where the tourists are able to deliver their opinion about everything that they find or experience on the internet. For instance there is tripadvisor where the tourist can

leave a comment about the destination, this tool will help the other tourist to make the decision before going to the destination. As mentioned above Godey (2016) stated that there are three aspects in eWoM which are opinion seeking, opinion giving and opinion passing and it is assumed that in tripadvisor tourists certainly can use three of those aspects. Moreover, Duffet, 2017 studies mention how the younger generation tend to spend more time on social media to do research before making a decision on buying a product or services. In this case people may only believe what they see on the internet without double checking with other tools. Therefore, social media can easily deceive the pre-arrival tourists' perception about the destination since there are multiple studies that mention how tripadvisor or other internet platforms do not contain authentic content (Yoo and Gretzel, 2009; Filieri, 2015; Mkono, 2015). It is assumed that plenty of tourists were duped because they relied too heavily on what social media claimed about the destination.

That is mentioned by Braun (2012) consumer trust must be earned by marketers, and while social media and influencer marketing may not be the greatest ways to do this, conventional media channels like word-of-mouth referrals remain the most effective means of reaching customers. Social media might not be the best tool when it comes to authenticity however, tourists will still use social media as their research approach for the destination since it is affordable and easy to use. In the future social media might have tools to prove the authenticity of the content that the influencer shares.

4.3 To investigate the impact social media towards destination branding and how social media captured holiday destination

According to Ngai et al. (2015) social media can provoke tourists to make the final decision for their holiday destination, influencers taking a big role in this situation. Considering there are a lot of active influencers on the various social media platforms, they may create a promotional video from the destination and influence tourists to come and experience the same excitement. As Jensen et al. (2015) mentioned, destination image can be constructed from the knowledge and the research that tourists do during the decision making process. The basic approach to do the research for tourists is from watching videos created by influencers, from this short video tourists will have a perception about how the destination will be like and this will make the destination image and branding.

According to a study that has been done by Chen et al. (2013) people that have never been to a tourist destination (in particular Brunei) tend to perceive this country as a negative holiday

destination. This might happen from how the internet displays Brunei not as a holiday destination but as an oil mines country. On the other hand, the result is different from the tourists that have been to Brunei before, they see Brunei as a unique holiday destination. In addition, Phau et al. (2010) conducted a study about people that have never been to Mauritius, the result of this study is that people are willing to go, since the internet and social media capture Mauritius as an affordable tourist destination.

According to Ramkissoon et al. (2009) destination image is an enveloping functional and psychological emotion that visitors can acquire from the destination's distinctive qualities, activities, and natural surroundings. The tourist's perception of the destination may also shift as they observe, stay, and engage with it. During the decision making process tourists tend to look at two images; cognitive and affective. Cognitive is when the tourists look at the physical attributes, including services, attractions, infrastructure and shopping options Schofield et al. (2020), whilst affective image is more about feeling and emotion such as food, culture and people (Sharma and Nayak, 2019; Schofield et al., 2020). In this case influencers have to show all the aspects from the destination to influence people to go to that particular destination. Furthermore, it is expected that the impact of social media in the decision making process for the tourist is a crucial factor, considering the efficiency, social media provide highly information of the tourist destination along with the numbers of influencers that provide tourists with pictures and videos from the destination. It is assumed that tourists tend to believe influencers since they did their primary research by going to that destination and always films and put out on social media their daily activity on that destination.

4.4 To analyse the motivation of tourists going to holiday places based on social media

As Ngai et al. (2015) and Safiullah et al. (2017) stated, as the social media grew, marketers saw it as a tool in their promotional mix. Marketers can use social media to promote holiday destinations and provoke tourists to go to destinations by using elements on SMMEs (Godey et al., 2016 and Mishra, 2019). To gain more intention from the tourists, the marketers should upload entertaining pictures and videos about destinations (Mishra, 2019 and Cheung et al., 2020). Furthermore marketers also need to provide the tourists with the trendiness of the destination, which means marketers need to know what is the newest information within the destination and as well as the trend that is happening in the tourism industry (Mishra, 2019; Godey, 2016; Cheung et al., 2021). Tourists might have the motivation to go to destinations based

on what they see on the internet, which is why the content of the social media that is uploaded by marketers has to have those components from SMMEs.

As Phau et al. (2010) mentioned in the study that they conduct, people perceive Mauritius as an affordable and a tourist friendly destination, despite the fact that the people that participated in that study never been to Mauritius before. People perceived this picture of Mauritius based on what they found on the internet. On the other hand, the study conducted by Chen et al. (2013) about Brunei as a holiday destination does not have a positive feedback since people look at Brunei not as a holiday destination country. It is expected that marketers have to really be careful on promoting a holiday destination since tourists certainly used social media to gain their desire to visit a certain holiday destination. It can be assumed that the motivation of tourists to go to the destinations is based on how they perceive the image of the destination itself on social media.

This is also applied for The Pyramid, since there are numerous pictures that define the Pyramid such as a perfect holiday destination as well as a unique destination image that was created on the internet, tourists are motivated to visit and experience it for themselves.

4.5 Conclusion

To conclude the three objectives that have been discussed, there are several possible outcomes based on the present studies. Firstly, that can be assumed, nowadays social media is not the best tool for authenticity since there are a lot of influencers that are not honest when they give their comments and post some materials on their social media, this can be affected on the decision making process and makes tourists disappointed when the reality is not the same as in social media. Secondly, in this current situation destination image and branding rely on social media since tourists consistently look up to social media when it comes to research for holiday destinations. Lastly, tourists will visit holiday destinations if social media and marketers can display amusing, entertaining and trendy pictures of the destination.

Chapter 5: Conclusion and Recommendation

With 4.48 billion users social media has become a very important element of daily life, marketers use this opportunity to make social media as their marketing tool especially to the young generation that occupied most of the time to social media (Dean, 2021 and Duffet 2017). However marketers should be very careful considering there is a high potential for the negative impact of social media. The author suggests having a case study of The Egypt Pyramid since there are a lot

of online pictures highlighting The Pyramid as a perfect holiday destination.

The author has drawn out numerous assumed results when applied to the case of social media altering holiday destination image through the discussion of literature study and empirical researches described in the paper. The findings have shown that the main motivation factors to travel to The Pyramids are trust in the influencer and his feedback and attractive pictures posted on the platforms. For this reason, individuals are more likely to visit a destination if they hear or read a positive recommendation from a person they have been following for a while without questioning the authenticity. Additionally, the researcher assumed that social media has a negative and positive impact on destination branding and image. According to the researcher's results, it is true that social media has a significant impact on several aspects of a vacation destination; nevertheless, as noted in the discussion chapter, social media can be an unauthentic tool due to the large number of individuals that use it. Moreover, tourists tend to trust more influencers when it comes to reviewing some destination, this might be from the behaviour that influencers have to gain the trust from the tourist way before they review the destination. Therefore, frequently influencers are also not being honest with their reviews since the destination marketers' capable of paying them to give good reviews to the destination. Furthermore, that can have a negative impact on the customer satisfaction and the overall perception of the Egyptian tourist destination.

This study has contributed to a better understanding of the impacts of social media affecting tourists and destination image as well as the motivation of tourists going to the destination based on social media. Furthermore, the effect of social media extended not only to The Pyramid but to all vacation destinations worldwide, this study can be applied to better growth of the tourism industry.

As this research focuses on the impact of social media affecting destination image and mostly of how the social media is deceiving and other negative impacts that social media created for the destination image, future researchers can explore more into the positive impacts and how tourists can establish trust through social media. Since social media is very powerful, there must be plenty of positive aspects from it, as well as how the tourism industry started using social media as a marketing tool. Moreover, the researcher suggested further research should also conduct an investigation that uses more samples than 300, in order to get more valuable information which would describe the trend more accurately with a strong reliance. Secondly, future research could be done on the mass tourism destination to get more information from people that have never

been there but are visiting because of a influence from social media content. Considering this research only uses a quantitative method, the future research could use the mix methods to have more information based on the quantity of the questionnaire, as well as more detailed information from the deep interview. Furthermore, since this research only focuses on the tourists' motivation, to improve in the future, the author suggested having the marketers perspective on their motivation by using social media as their tool to marketing their destination. Lastly, future research might include travellers who have already been misled and how they perceive social media as a result and to get more information if they still use and trust social media influencers, since it is still a very popular tool among the people who heavily rely on it for the decision making process about their next travel destination.

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