

**EFFECTS OF SOCIAL MEDIA ON TRAVEL INFORMATION IN TOURISM  
INDUSTRY**

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### APPROVAL

I hereby declare that I have read this dissertation/report and in my opinion, this dissertation/report is sufficient in terms of scope and quality as a partial fulfilment the requirements for the award of Bachelor of Technopreneurship with Honours

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## DECLARATION OF ORIGINAL WORK

I hereby declared that this report entitled “EFFECTS OF SOCIAL MEDIA ON TRAVEL INFORMATION IN TOURISM INDUSTRY” is the result of my own research except as cited in the references. The report has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

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## ABSTRACT

This research was an approach to study the effects of social media on travel information in tourism industry. In Peninsular Malaysia, the scope of this research was aimed at local tourists traveling within Malaysia. The researcher then defined the use of social media on travel information in tourism industry. The researcher then investigated the relationship between the use of social media in the sharing of travel information with tourism and analysed the most influential dimension in determining the effectiveness of travel information sharing with tourism industry. Next, the researcher's method used in this research was surveying by distributing the questionnaire to the targeted respondents who are tourists using social media while traveling. A number of respondents who were calculated using the sampling data table were involved in the respondents for this distribution. The total number of respondents that the researcher approach was determined by the location of the research. Researcher analysed the data using SPSS software to see the relationship between the personal characteristics of the consumer, the characteristics of the product and the satisfied feeling of consuming travel information sharing experience in the tourism industry. Researcher used Descriptive Analysis to cover demographic profile, Multiple Regression to test relationship strength between variables, and Pearson Correlation functioned to measure the relationship and direction between two variables. All research objectives were achieved throughout the study and so were all accepted the hypotheses. In brief, the relationship between IV and DV were positive. Last but not least, to meet the research goals, the researcher discussed and concluded the final data collected. In conclusion, the effectiveness of social media usage among tourists had been acknowledged and gave impacts towards the travel information on tourism industry. Social media are significant data sources that was accessible to all that enables user-generated content (UGC) to be created and exchanged also regarded authentic and reliable and influenced by visitors' plans, purchases and consumption of tourist products because social media is an Internet-based channels that authorize users to practically associate and precisely self-present, either in real-time or not occurring at the same time, with wide and small users deriving value from user-generated content and understanding of communication with one another.

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## CHAPTER ONE: INTRODUCTION

### 1.0 INTRODUCTION

An overview of this research been reviewed in this chapter. The background of the study, problem statements, research question, research objectives, hypothesis, scope, limitations and key assumptions as well as the importance of the study been discussed in this chapter.

### 1.1 BACKGROUD KNOWLEDGE

In recent year, social media has been used worldwide by people as a communication tool. It had been a very common way for human to communicate with each other by using Internet in this era that known as Web 2.0 era. Through philosophical and high tech based of Web 2.0, a group of internet-based were built where the formulation and transfer of user-generated substance is authorized (Mustafa Oz, 2014; Kaplan and Haenlein, 2012; Lim and Chaand,2017). Gurner and Power (2018) forward ideology that the digital surroundings have reform the way association disclose and connect with their many spectators (Mulhern, 2009; Teng et al., 2014). This new social mode has given a big impact towards individuals and businesses (Henning-Thurau et al., 2010). Roughly, from a decade ago, there was only small group of people that believed that social media can be very this big in future. Normally, an active social media user had the lifestyle to take part in sharing the private life experience or adventure that might give impacts towards their behaviour which are including product purchase, destination location decision while using social media. Social media has been a fundamental component of our routine is a fact and impressive because it is a platform to disclose and connect with other people. Social media may help people around the world to disclose their knowledge and opinion as well as ideas with others. Past thousands of years, it is also rized the society to engage with unfamiliar person or known as outsider (Fotis, Sahin and Sengun (2015) literature said that in the past few years, the economic perform of those development countries has been influenced by the communication techno rectly or indirectly.

Cu s are ending up increasingly compact and their jobs were moving dynamic in on associæ ith the media. Support of purchasers is bringing about client created content which king preferences of new advertising measurements. The presence social media

has made another scene which spreads out another structure of individual affiliations. Organizations see enormous open entryways and were restless to take advantage, however customers were come back to the centre in the business world on account of the web-based social networking (Lee, 2013). Tourism industry also have going forward by using social media as a platform to exchange information.

As a matter of fact, World Tourism Organization (UNWTO, 2010) acknowledged that tourism is a set of activities, services and industries which convey a travel experience engaging transportation, place to stay, eating and drinking arrangements, retail shops, entertainment businesses and other hospitality services accommodated for individuals or groups traveling away from home. Datuk Mohamaddin Ketapi, Minister of Tourism, Arts and Culture claimed that the province, nature retreats, modern and economical shopping, foods, culture and extravagance experience are the attractions of Malaysia that allure the travellers. (News straits Times,2019). For developing country like Malaysia which is seeking to expand the revenue streams, the tourism industry is possibly a leading economic driver of a nation. The tourism industry also generates continuous employment for the local community besides increasing a nation's revenue. In order to heighten Malaysia's tourism and hospitality industry, a dynamic action must be taken which include hotels, foods, restaurants, chefs, as well as food services equipment and suppliers need to portray their part by helping to preserve the industry as the third largest contributor to the country's economy. From Star Online News, various stakeholders must combine their efforts to accelerate the industry to new extent as signify by the current, exceedingly successful and global Food and Hotel Malaysia (FHM 2017) would help the tourism industry's receipts boost in future well said by Datuk Mas Ermieyati Samsudin, the Deputy Minister of Tourism and Culture. Picked from News Straits Times (2019), Tourism Malaysia targeted that Malaysia will attract almost 36 million tourists with tourism receipts projected at RM168 billion in 2020. Data collected from Statistics Malaysia; 25.9 million tourists visited Malaysia in 2017 contributing to tourists' receipts of RM82.2 billion. First three quarter of 2018's data showed 19.4 million tourist arrivals and tourist receipts of RM6.9 billion mark to a likely fall posing an extraordinary challenge for Malaysia to hit Visit Malaysia 2020's aim of 36 million tourist arrivals (now adjusted down to 30 million) and tourist receipts of RM168 billion (now adjusted down to RM100 billion). To achieve the target, the implementation of Visit Melaka 2019 (VMY 2019) campaign has been launched. (The Star Online, 2019).



## 1.2 PROBLEM STATEMENTS

In order to achieve Visit Malaysia Year 2020's aim where Malaysia had been targeted to accept a total of 36 million tourists with tourism receipts projected at RM168 billion (News Straits Times, 2019), many alternatives had been planned and one of the alternatives was by launching Visit Melaka Year 2019 (VMY 2019) campaign (The Star Online, 2019). Unfortunately, Chew Chert Fong the club president of Melaka Tourism Business Club (MTBC) estimated the number of tourists from China especially has been fell between 20% and 30% last year compared to 2017. (The Star Online, 2019). According to Tourism Malaysia data portal, the latest figures show that tourist arrivals fell from 26.76 million in 2016 to 25.95 million in 2017, and then down again to 25.83 million last year. Datuk Tan Kok Liang, the Malaysian Association of Tour and Travel Agents (MATTA) president stated the overall downturn in tourist arrivals highlights an immediate action.

The research problem was stated in the context of the research study as how effective is social media usage among tourists in acknowledging the travel information in tourism industry. Due to the rise of percentage of internet users, where the percentage of Internet users at national level increased from 76.9% in 2016 to 87.4% in 2018 (Malaysian Communications and Multimedia Commission, 2018). Social media have been significant data sources that was accessible to all that enables user-generated content (UGC) to be created and exchanged also regarded authentic and reliable and influenced by visitors' plans, purchases and consumption of tourist products (Kaplan and Haenlein,2010 and Del Chiappa, 2013, p. 55) because social media is an Internet-based channels that authorize users to practically associate and precisely self-present, either in real-time or not occurring at the same time, with wide and small users deriving value from user-generated content and understanding of communication with one another.

Some factors behind the social media sharing by users which are consumer's personal characteristics (Lange-Faria and Elliot,2012), product's characteristics (Dellarocasetal.,2010) and satisfied feeling of consuming experience (Burgessetal.,2009) might help Malaysia's tourism industry to boost their performance. This research provides valuable and useful information on the effects of social media in tourism industry.

### **1.3 RESEARCH QUESTIONS**

In seeking to achieve research objectives, the main questions were illustrated as the framework for the research work;

- I. What is the prevalence of social media on travel information in tourism industry?
- II. What is the relationship of social media usage and travel information sharing in tourism industry?
- III. Which dimension is the most influential in determining the impact of travel information sharing towards tourism industry?

### **1.4 RESEARCH OBJECTIVES**

The objectives of this research were to assess the effects of social media on travel information in tourism industry.

- I. To analyse of social media on travel information in tourism industry.
- II. To examine the relationship of social media usage in travel information sharing towards tourism industry.
- III. To identify the most influential dimension in determining the effectiveness of travel information sharing towards tourism industry.

### **1.5 SCOPE AND KEY ASSUMPTION**

#### **1.5.1 SCOPE**

The research discussed in this study was on the effects of social media on tourism industry travel information among tourists, the factors of social media sharing being the independent variables and the dependent variable travel information in the tourism industry. This research was carried out more than two months from March 2019 to the end of May 2019. Tourists who used social media and travel in Malaysia were the population for the study. There were two types of data used and will be used to collect data (primary data) and to study journal articles, databases, reports and news articles (secondary data) when collecting the information related to this study.



### **1.5.2 KEY ASSUMPTION**

The respondents engaged in the study provided and answered the question honestly to draw valid findings from the empirical information. The researcher demonstrated that respondents had adequate understanding of the challenge of the tourism industry's use of social media.

### **1.6 IMPORTANCE OF THE STUDY**

Social media played a major part in travel information to the tourism industry, referred to this research. This research will help organizations, practitioners and government to get a good understanding of the use of social media in the tourism industry. In order to develop the effects of social media on travel information, they can identify the obstacles that could be faced by discovering the factors behind social media sharing. They can figure out the solution to overcome the obstacles through this research. Furthermore, this study will also benefit future researchers and academics interested in conducting more research in the future.

### **1.7 SUMMARY**

This chapter introduced the reader to the background, research question, research objectives, scope, limitation, significance of the study and the key assumption. It also outlines the main problem that was addressed and how researcher intended to explore it. The next chapter describes the findings from the literature study.

## CHAPTER TWO: LITERATURE REVIEW

### 2.0 INTRODUCTION

This section presented this research's first parent discipline by defining the term and examining relevant theories and models for the theoretical framework to be established.

### 2.1 DEFINING TOURISM

As a matter of fact, World Tourism Organization (UNWTO, 2010) acknowledged that tourism is a set of activities, services and industries which convey a travel experience engaging transportation, place to stay, eating and drinking arrangements, retail shops, entertainment businesses and other hospitality services accommodated for individuals or groups traveling away from home. The summary of the experiences and interactions of tourists, company vendors, host authorities and host societies in the process of attracting and hosting these tourists and other visitors (Macintosh & Goeldner, 1986). Tourists are visitors, and what they do whilst visiting another place may be considered as tourism (Camilleri, 2018). Previous research by Melody, Wesley, (2007) found that temporary movement of individuals to locations outside their usual environment, which are their ordinary places of job and residence, activities during their stay and equipment designed to meet their requirements (Paci, 1992) and this view was supported by (Mathieson & Wall, 1982) and (A.J Burkart & S. Medlik, 1974). Tourism includes the actions of individuals traveling to and lodging in locations out the front of their usual setting for recreation, company and other reasons for not more than one successive year (UNWTO, 2010). To be one of the fastest increasing financial industries in the universe over the centuries including in Malaysia, tourism has undergone continuous development and deepening diversification (UNWTO).

## **2.1.1 TOURISM IN MALAYSIA**

This section reviewed the history of Tourism Malaysia, the effect of tourism industry toward Malaysian economy and Visit Melaka 2019.

### **2.1.1.1 HISTORY OF TOURISM MALAYSIA**

Tourism Malaysia official website stated that The Malaysia Tourism Promotion Board or Tourism Malaysia is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia revolves on the particular job from both national or global promotion of Malaysia. Tourism Malaysia has risen steadily since its founding in 1972 and has begun to emerge as a key player in the global tourism scene. To date, in multiple areas of the globe, Tourism Malaysia has 35 offices abroad and eight marketing representatives. Furthermore, there are 13 offices in Malaysia. There are 22 Tourist Information Centres throughout the nation to help the requirements of visitors. Tourism Malaysia, powered by its desire to promote Malaysia as a location of competence in this region, keeps pushing the sector to higher heights. According to Malaysian Tourism Promotion Board Act 1992 the Board's role (Tourism Malaysia) is to boost and encourage tourism in and around Malaysia by strengthening, developing and marketing Malaysia globally and domestically as a tourist hub, coordinating all tourism marketing or promotional activities carried out by any organization, government or NGO and strongly advise to the Minister appropriate policies and programs to encourage and enforce the growth and promotion of the Malaysian tourism industry upon authorization. In parallel with Tourism Malaysia's role as a marketing institution, the following goals are to boost international tourist visits, extend visitors' average length of stay to boost tourism income to boost domestic tourism development and boost the advantages or share of the Meetings, Incentives, Conventions and Exhibitions (MICE) industry. Every tourist receipt has an impact on Malaysia's economy.



### 2.1.1.2 IMPACTS OF TOURISM ON LOCAL ECONOMY IN MALAYSIA

The tourism industry is a significant sector of the Malaysian economy owing to its significance in foreign exchange, economic development and job creation of the nation (Malaysian Government, 1986). The tourism industry may be a main financial generator of a country, particularly for developing economies like Malaysia, which seek to expand their income flows. Malaysia's tourism sectors have committed more than 13 percent of Malaysia's GDP since 2013 and the inflow of tourism spending has increased since 2010 from RM63.1 billion to RM80.1 billion in 2014 (Malaysia Statistics Department, 2017). The tourism industry also generates ongoing jobs for the local population in addition to increasing the income of a nation. The World Travel & Tourism Council (2014, p.1) reported that Travel & Tourism's total contribution to employment in 2014, including jobs indirectly supported by the industry, was 13.0 percent of total employment (1,770,000 jobs). This is expected to accelerate to 1,824,000 jobs by 3.1 percent in 2015 and accelerate to 2,489,000 jobs by 3.2 percent in 2025 (14.4 percent of the total). Malaysia's economy was expended by the expenditure of 25,832,354 international tourists who visited Malaysia throughout 2018 with a total of RM84.1 billion in tourist receipts (Tourism Malaysia, 2019). Singapore (10,615,986), Indonesia (3,277,689), China (2,944,133), Thailand (1,914,692), Brunei (1,382,031), South Korea (616,783), India (600,311), the Philippines (396,062), Japan (394,540) and Taiwan (383,922) were the top ten international tourist arrivals for 2018. With a contribution of 70.1 percent, ASEAN arrivals continued to dominate the share of tourist arrivals to Malaysia. The medium-haul and long-haul market respectively had a 20.3 percent share and a 13.3 percent share (Tourism Malaysia, 2019). In 2017, domestic tourism saw a significant increase of 6.8% in domestic tourism and 11.8% in domestic tourism expenditure. This is in line with global trends with increased ASEAN and medium-haul tourist arrivals to counter the decline in long-haul tourist arrivals. (Malaysian tourism, 2019)



Figure 2.1 Data of tourist arrivals and receipt to Malaysia. (Tourism Malaysia, 2019)

Tourism Malaysia also listed out tourism associations that have contribution in tourism activities in Malaysia in order to help Tourism Malaysia provide continuous cooperation and support in improving tourism industry in Malaysia. There are six associations that involve in this sector which are, Malaysian Association of Tour and Travel Agents (MATTA); Malaysia Association of Hotels (MAH); Malaysia Association of Hotel Owners (MAHO); Malaysia Bumiputera Association of Tour and Travel Agents; Malaysia Inbound Tourism Association (MITA); Malaysia Budget Hotel Association (MyBHA)



### 2.1.1.2 IMPACTS OF TOURISM ON LOCAL ECONOMY IN MALAYSIA

The tourism industry is a significant sector of the Malaysian economy owing to its significance in foreign exchange, economic development and job creation of the nation (Malaysian Government, 1986). The tourism industry may be a main financial generator of a country, particularly for developing economies like Malaysia, which seek to expand their income flows. Malaysia's tourism sectors have committed more than 13 percent of Malaysia's GDP since 2013 and the inflow of tourism spending has increased since 2010 from RM63.1 billion to RM80.1 billion in 2014 (Malaysia Statistics Department, 2017). The tourism industry also generates ongoing jobs for the local population in addition to increasing the income of a nation. The World Travel & Tourism Council (2014, p.1) reported that Travel & Tourism's total contribution to employment in 2014, including jobs indirectly supported by the industry, was 13.0 percent of total employment (1,770,000 jobs). This is expected to accelerate to 1,824,000 jobs by 3.1 percent in 2015 and accelerate to 2,489,000 jobs by 3.2 percent in 2025 (14.4 percent of the total). Malaysia's economy was expended by the expenditure of 25, 832,354 international tourists who visited Malaysia throughout 2018 with a total of RM84.1 billion in tourist receipts (Tourism Malaysia, 2019). Singapore (10,615,986), Indonesia (3,277,689), China (2,944,133), Thailand (1,914,692), Brunei (1,382,031), South Korea (616,783), India (600,311), the Philippines (396,062), Japan (394,540) and Taiwan (383,922) were the top ten international tourist arrivals for 2018. With a contribution of 70.1 percent, ASEAN arrivals continued to dominate the share of tourist arrivals to Malaysia. The medium-haul and long-haul market respectively had a 20.3 percent share and a 13.3 percent share (Tourism Malaysia, 2019). In 2017, domestic tourism saw a significant increase of 6.8% in domestic tourism and 11.8% in domestic tourism expenditure. This is in line with global trends with increased ASEAN and medium-haul tourist arrivals to counter the decline in long-haul tourist arrivals. (Malaysian tourism, 2019)



### 2.1.2 VISIT MELAKA YEAR 2019

In conjunction of Visit Melaka Year 2019 (VMY 2019), the state government through the state's hotel industry has introduced a variety of attractive accommodation packages in efforts to increase tourist arrivals and extended stay. Adly Zahari, the Chief minister of Melaka said the implementation of VMY 2019 was the state government's main mission to support Visit Malaysia Year 2020 (The Star Online, 2019). In this campaign, it also served as the main platform for Melaka to promote the historical state internationally as well as to realise its target of attracting 20 million tourists this year. Despite the relatively high target set, Adly said he was confident the efforts would help elevate the state tourism industry to a higher level through all the plans formulated, including the 'Melaka, the Gateway to Historic Malaysia' promotional campaign and several other new approaches. (The Star Online, 2019). He also encouraged everyone to provide continuous cooperation and support to the state government to ensure the success of VMY 2019 by applying the value of 'Think Tourism and Act Tourism' to intensify efforts to promote Melaka as the country's main tourist destination.

### 2.2 DEFINING TOURIST

Tourist is a part of tourism industry and they play crucial roles in this sector. (McCabe, 2005; and Netto, 2009; Bowen and Clarke, 2009; Candela and Figini, 2012;) agreed that defining a tourist is a fundamental access to study tourism because it is the root and foundation of the tourism industry (Nash, 1981; Tribe, 2009). In the late eighteenth century, the word "tourist" appeared in the English language as a synonym for "traveller" (Buzard, 1993).

The word "tourist" appeared in English as a synonym for "traveller" in the late 18th century (Buzard, 1993). The dictionary of Oxford describes a tourist as the one who makes a trip or tours; especially one who would do this to leisure; one who travels for enjoyment or culture, visits a number of locations for interesting things, nature (Cohen, 1974, p. 529). The "tour" in "tourist" here derives from the Latin *tornus*, which in turn derives from the Greek word for a tool that describes a circle (Boorstin, 1964). Stendhal (1838) probably used the term "tourist" for the first time in "Mémoires d'un touriste" (McCabe, 2009). Tourists are defined by one of the earliest definitions as "Individuals on temporary journeys from their homes who also spend cash from their homes and not from their homes that they visit" (Ogilvie, 1933; Shaw & Williams, 1994, p. 68). While Paci (1992) said tourists are temporary visitors and return to their destination after traveling to their permanent residences.

Hence, based on the literature above, Yu, Kim, Chen and Schawartz, (2015) investigates further the term of "tourist" where this term is a commonly popular and widely well-recognized word in the fields of academics, business, public media and social life as government perceptions about visitors were built alongside tourism growth (e.g., Boorstin, 1964; Leiper, 1983). A study of 15 recognized travel-related roles (Pearce, 1982, 1985) Described the word "tourist" as the most obviously described in terms of experience, and as the most distinctly linked with behaviours such as "taking pictures," "purchasing souvenirs," "going to iconic landmarks," "staying in one location briefly" and "not understanding local individuals." (McCabe & Foster, 2006) as a lay category (McCabe, 2005), and identified with consumption of specific types of places (McCabe & Stokoe, 2004).

## 2.3 SOCIAL MEDIA

Mustafa Oz (2014); Woo-Hyuk Kim and Bongsung Chaand (2017) and Kaplan and Haenlein (2012) literature revealed that social media is a group of Internet-based applications that build on Web 2.0's ideological and technological foundations, allowing user-generated content (UGC) to be created and exchanged, and a term that describes a new platform that allows users to publish content easily and freely (Kaplan and Haenlein,2010). In recent years, social media has evolved rapidly, and many forms of social media exist (Kaplan and Haenlein, 2010). Furthermore, social media platforms can be described as online societies intended to enhance interaction, engagement and cooperation between individuals (Alwagait et al., 2015; Shao and Seif, 2014). Users on social media platforms can edit, exchange and share information with the other users as they are online apps that depend on user-generated content (Alwagait et al., 2015; Kaplan and Haenlein, 2010). Carr and Hayes (2015, p. 8) stated that social media are Internet-based channels that allow consumers to connect opportunistically and particularly, in real time or asynchronously, with wide and constrained audiences derived directly from user-generated content and sense of communication with each other. Gruner and Power (2018) advance ideology this has completely changed how companies interact and connect with their numerous audiences in the digital environment (Mulhern, 2009; Teng et al., 2014).

### 2.3.1 TYPES OF SOCIAL MEDIA

In parallel with this literature, the contributions made by Mustafa Oz (2014); Kim and Chae (2017), Social media platforms were categorized as digital (e.g. Facebook), trip-specific (e.g. Trip Advisor), video and photo sharing (e.g. YouTube or Flickr), blogging (e.g. bloggers), wikis (e.g. Wikipedia), micro-blog posting (e.g. Twitter) and others (Fotis, et al). Analysis of the literature (Alsurehi and AlYoubi, 2014; Alwagait et al., 2015; Grahl, 2012) revealed that social media sites include blogs and forums, social news sites, media sharing sites, microblogging sites, bookmarking sites, social networking sites, and social messaging apps.

Many people assume the meaning of social media and social networking is the same, but these are apparently two different things (Alwagait et al., 2015; Lenartz, 2012). Social media platforms include blogs and forums, social news sites, websites for media sharing, microblogging sites, bookmarking sites, social media networking sites and social messaging apps. Furthermore, Carlson, Gudergan, Gelhard and Rahman (2019) stated that while social networking is part of social media, it is particularly used to create online social relationships



with people with similar backgrounds, interests, or real-life relationships. Global brands devote significant resources to managing a presence on one or more social media platforms including Facebook and Instagram in the United States and Weibo and WeChat in China to better engage branded content customers and strengthen customer-brand relationships (Kumar et al., 2016; Zhang et al., 2014).

### **2.3.2 IMPORTANCE OF SOCIAL MEDIA**

Social media are significant sources of data for everyone that enable user-generated content (UGC) to be created and exchanged that is also considered credible and trustworthy and influences visitor planning, purchasing and consuming tourism products (Kaplan and Haenlein, 2010 and Del Chiappa, 2013, p. 55). Social media was also used as a medium for the exchange of travel knowledge and the co-production of travel information between citizens of the city and tourists (Edwardsetal, 2017). From Sigala (2016), the following main features of social media allow tourists to share information and participate actively in the co-creation of their experiences and interest. Meanwhile, Zeng and Gerritsen (2014) stated that the integrated communications and tourism services marketing channel is an effective marketing channel.

Consequently, social media developments give tourism businesses both opportunities and challenges. One of the influential trends in the use of social media affects consumer behaviour in tourism. As a result, for both academics and practitioners, the use of social media in travel is a relatively new and trending issue. As can be seen by the present extensive acceptance of social media by customers and vendors, the positive manipulation and management of social media continues mainly unknown to professionals and academics (Leungetal., 2013; Zheng and Gretzel, 2010). In addition, Social media applications are blowing up in popularity and use, offering many opportunities to foster self-expression and substance sharing (Fotis et al., 2012). Social media also is available everywhere, anywhere and every time, creating a sense of connection and omnipresence with others; tourists not feel lonely even when they are traveling alone with the perception of other people's online social media presence has a significant impact on what tourists see, why they want to do it and how they assess their experiences. (Sigala, 2016)