

## The Nexus between Social Media Usage and Overtourism: A Survey Study Applied to Hangzhou in China

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**Abstract :** This research aims to seek the relationship between social media usage and overtourism from the perspective of tourists based on the theory of Maslow's hierarchy needs. A questionnaire is formulated to collect data from 400 tourists who have visited the Hangzhou city in China in the last 12 months. Structural Equation Model (SEM) is employed to analysis data. The finding is that social media usage aggravates overtourism. Specifically, social media is used by tourists to information-seeking, entertainment, self-presentation, and socialization for traveling. These roles of social media would evoke the traveling intention to a specific destination at a certain time, which further influences the tourist flow. When the tourist flow concentrate, the overtourism would be aggravated. This study contributes to the destination managers to deep-understand the cause-effect relationship between social media and overtourism in order to address this problem.

**Keywords :** social media, overtourism, tourist flow, SEM, Maslow's hierarchy of needs, Hangzhou

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