

Unlocking the Power of Social Media for Tourism Marketing: How Travel Bloggers Shape Destination Trust, Travel Intention with the Moderating Role of Trustworthiness on Social Media Posts

Authors : Saad Saif

Abstract : Tourism promotion in the digital age is significantly influenced by social media, particularly in developing travel markets such as Pakistan. This study examines how travel bloggers use social media to inspire people to plan journeys and increase trust in destinations. It examines how trustworthiness works as a moderator to enhance the legitimacy of social media posts. This study aims to comprehend the dynamics of social media's influence on the travel and tourism industry. This study investigates the influence of travel bloggers' content, with a focus on tone (positive/negative) and emotional intensity (strong/weak), on prospective Pakistani travelers' travel preferences and levels of trust toward a particular location. The study used an experimental design to validate its hypotheses. The results indicate that the emotive content and tone of bloggers influence travel intentions and that destination trust mediates this relationship. It is interesting to observe that variations in the emotional intensity of positive and negative ratings are not always accompanied by changes in destination trust and travel intent. In addition, the influence of a blogger's review tone on travel intention and destination trust is moderated by the credibility of online reviews, whereas the influence of emotional intensity on these outcomes is unaffected by review credibility.

Keywords : tourism marketing, destination trust, travel intention, trustworthiness

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