
THE INFLUENCE OF FACE BOOK AND INSTAGRAM POSTS ON YOUNG DOMESTIC TRAVELERS' MOTIVATION

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Abstract

Domestic tourism is an important concept for the tourism industry. During COVID 19 lockdown period Sri Lankan young generation were addicted to social media such as Facebook, Instagram than previous times. There are many Instagram & Facebook pages regarding attractions and domestic tourism information. After COVID 19 lockdown budget travels and hidden natural attractions are popular among local travelers. Therefore, this study was conducted to identify whether there are social media posts “Facebook and Instagram” that are significant with young domestic travelers' motivation in Sri Lanka after COVID 19 lockdown. Study objectives were to determine the relationship between Facebook and Instagram posts on young domestic travelers' motivations, to identify the most significant social media post on the young domestic travelers' motivations, and to make recommendations for young domestic travel improvement via social media posts. 80 domestic young travelers were selected as a study sample by using simple random sampling. Both primary and secondary data were used. The study findings proved Facebook posts and Instagram posts were highly significant with young domestic travelers' travel motivation. Also, Facebook posts powerful than Instagram.

Key words: Domestic travelers, Social media posts, Travel motivation, Young travelers

1. Introduction

Promoting Sri Lanka is a huge task. It would take a long time to promote the destination through procedures. In the case of promoting Sri Lanka, all line agencies should have to work within a common theme and share resources as much as possible. Sri Lanka Tourism, Sri Lankan Airlines, BOI, FDI, Tea Board, Gem and Jewelry Authority, and other line agencies work together to promote Sri Lanka. They need to collaborate with each other to gain the best synergies for international destination marketing (Ministry of Economic Development, 2011). A destination marketing organization uses strategic marketing approaches (Kaldeen & Thowfeek, 2018). The strategic marketing approach of tourism coordinates marketing for tourist attractions, activities, facilities, and services, various and increasingly fragmented tourist markets (Soteriades, 2012).

Even international level tourism promotion and information sharing is a huge task, in the national level tourism is also potential for the country. It is also underpinning the entire industrial economy even less than the amount of international level tourism. Sri Lankan tourism is hardly hit by COVID 19 pandemic. But After COVID 19, there was a rapid increment of domestic travelers' trip. Because during the breakdown period Sri Lankan people were highly

addicted to social media. There are many Instagram & Facebook pages regarding attractions and domestic tourism information (Nawaz, et al., 2020). Therefore, the local young generation highly addicts to tourism. Mostly budget travels and hidden natural attractions are popular among local travelers. The youth and student travel market in the world is identified as one important segment in the world. Ages between 15 to 29 is identified as this market respondent's age group. It was estimated that 23% of all international tourists belonged to the youth traveler group. Basically, they spent more time than older travelers (UNWTO, 2016)

Therefore, this study conducted to identify whether there is social media posts "Facebook and Instagram" are significant with young domestic travelers' motivation in Sri Lanka after COVID 19 lockdown.

Research questions

- What is the relationship between Facebook and Instagram posts on young domestic travelers' motivation?
- What is the most significant social media post on young domestic travelers' motivation?
- What are the recommendations for young domestic travel improvement via social media posts?

Research objectives

- To determine the relationship between Facebook and Instagram posts on young domestic travelers' motivation
- To identify the most significant social media post on the young domestic travelers' motivation
- To make the recommendations for young domestic travel improvement via Social media posts

2. Literature review

The destination is more multi-dimensional than consumer goods and other types of services. Multidimensional factors such as eclectic range of natural resources, built attractions, culture, activities, amenities, and accommodation should be available in the destination to absorb the attraction of tourists because it should be effectively positioned on tourist mind (Pike, 2005).

Especially in the tourism industry, the destination cannot be offered for the tourist without promotion. If the strength of tourism promotion is high, the development of tourism can be achieved at the expected level. Promotion coordinates all seller initiated efforts to set up information and channels, sell products and services, or promote an idea (Belch & Belch, 2003). When concerned about the social-network consumer, there are millions of people who take the opportunity via social network. They consume tourism destinations and service quality. While conducting business promotions, it is essential to get the identification of consumer behavior (Mubarak, 2020). Social media needs to integrate with the marketing mix to get the proper direction of the business (Jashi, 2013).

When the web is used as a promotion tool, each and every dimension of the web can be used to enhance effectiveness. Social media is one of the most powerful parts of the tourism industry (Ayoobkhan & Kaldeen, 2020). Social media has emerged as a new way to integrate information and information. The tourism industry gains advantage from social media such as destination reputation creates consumer opinion, spreads information about the destination, and positive word of mouth about the destination (Zeng, 2013).

New business channels and environments are the result of the low-cost fact of the internet. It helps digital publishing as one to many communication. Also, it supports many to many communication. Tourism is the main revenue source for destinations. It is most suitable to reduce the budget for the promotions. Media and technology change the entire destination communication strategy and global promotions in the tourism market (Kaldeen, 2019a). This less expensive approach creates many opportunities for attracting tourists and visitor involvement. Social media is one of the key tools for tourism marketing. Present days, visitors are not trusting advertising. Because of this reason strategic approach is essential for the convey message to the target audience. Also, social media helps to create competitiveness while supporting and motivating the communication process (Királ'ová & Pavlíčka, 2014).

When considering a social media approach, it plays a vital role in travelers. Also, it could be sustainable. It creates a competitive advantage based on rareness, value, imitability, and not substitutability (Bora & Romny). Social media has significantly increased in the last two decades. ICT industry development affects social media enhancement. All industries especially including tourism, are using social media for marketing purposes. Facebook, Twitter, Instagram, YouTube, and LinkedIn are identified as key parts of the travel information (Kaldeen, 2019b). People prefer to distribute their tourism experience by using social media. Social media attracts more tourists to the tourism industry. Also, the government can use this social media to collect tourism information for the purpose of future development in the tourism industry (Karim, 2018).

According to the study findings, it can conclude that there is an influence between social media and motivation to visit. By using social media, tourists can analyze by using audiovisuals information regarding the view of revivers and other travelers. Social media is flexible and accessible before and after travel from anywhere, anytime. Features like messenger and others make it easier to find information for travelers (Damanik, Wachyuni, & Wiweka, 2019). Also, according to Al-Badi et al, (2017) study purpose was to identify social media and its encouragement to domestic tourism in Oman. Half of the respondents used social media to find information in Oman attractions. They used gathered information to plan domestic tours. The majority use it to get suggestions from friends through social media.

Youth tourism is a socio-cultural mechanism that creates undisclosed conditions of young people's abilities. Turkey is considered a prospective youth tourism development in Uzbekistan (Salimov, 2018).

Furthermore, young people spend more time on social media. Presently travel magazines and travel agencies are also being social media. In this environment, users are more positive affect and social media cultivates a traveling environment for users (Dionysopoulou & Mylonakis, 2013). Science youth are the main social media users, the tourism industry expanding gradually because of young travel activities illustrating significant change. Young people's needs and requirements create niche markets in tourism via social media (Bizirgianni & Dionysopoulou, 2013).

3.Methodology

This study was conducted based on the quantitative method. The study sample was domestic young travelers in Sri Lanka. 80 respondents were selected for the study sample and a simple random sampling technique was used by the researcher. Both primary and secondary data were used and a five-point Likert scale questioner was used for the primary data. Independent variables are determined by Facebook posts and Instagram posts. The dependent variable was Young domestic travelers' motivation. Research articles, journal articles, conference proceedings, SLTDA reports, etc were used as a secondary data source.

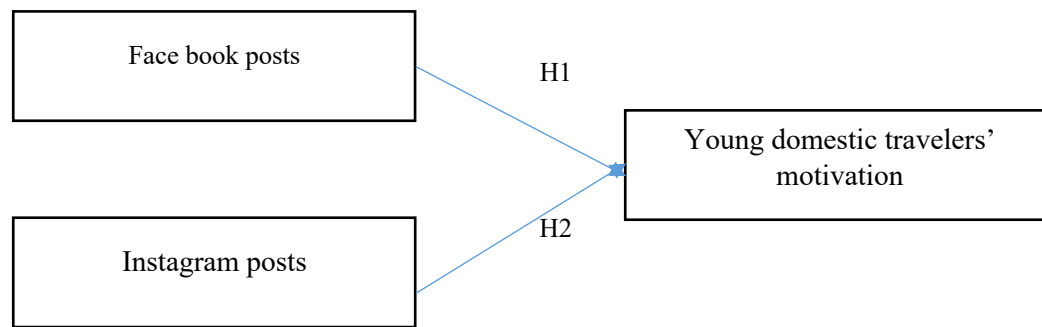


Figure 01: Conceptual Framework

Source: Develop by researcher, 2020

4.Result and discussion

According to the demographic analysis of the domestic, young respondents, the majority were females and the percentage was 56.3%. Rest 43.8% were males. 45% of respondents used bus/public transportation mode to reach destinations. 35% of them used their own vehicle like cars, vans, etc. Bicycle tours of young travelers are a famous activity and 15% of respondents engage with bicycle transportation. Only 5% used a train as a transportation mode. 12.5% of respondents preferred camping activity. 43.8% were engaged in nature-based activity, 31.3% were engaged in water base activity, and the rest preferred community-based tourism activities. Sri Lankan young respondents 56.3% were highly satisfied and 36.3% were mostly satisfied while traveling in the country. 61.3% of respondents were employed and 28.7% were students and the rest belong to other categories.

Table 01: Descriptive statistics

Measure	Options	Frequency	Percentage (%)
Gender	Female	45	56.3
	Male	35	43.8
Transportation mode	By Train	4	5.0
	By foot cycle	3	3.8
	By motor bicycle	9	11.3
	By vehicle	28	35.0
	By bus	36	45.0
Activity preference	Camping	10	12.5
	Nature base activities	35	43.8
	Water base activities	25	31.3
	Community base activities	10	12.5
Level of satisfaction with tourism experience	Highly	45	56.3
	Mostly	29	36.3
	Moderately	6	7.5
	Working	49	61.3
Student or Employee	Student	23	28.7
	Other	8	10.0

Source: Survey data

The researcher used Cronbach's Alpha test for the purpose of testing the reliability of the data set. Therefore, the three variables that identity, Facebook posts, Instagram posts, and Young

domestic travelers' motivation was illustrated more than 0.7 value for reliability. Which can be defined as all variables are reliable. KMO and Bartlett's Test was used to measure the validity of the data set. All variables illustrated that values were more than 0.67 and all variables were valid.

Table 02: Validity and reliability

Variable	No of items	Reliability Cronbach's Alpha	Statistics	Validity test KMO and Bartlett's Test
Face book posts	05	0.841		0.723
Instagram posts	06	0.749		0.679
Young domestic travelers' motivation	05	0.839		0.831

Source: Survey data

Therefore, to determine the study objectives, the Pearson correlation test was conducted to identify the relationship between dependent and independent variables. Facebook posts including video clips, pictures, and texts regarding traveling, Sri Lankan attractions, untapped potentials, locals' experiences, budget travel options are creating strong positive relationships with Sri Lankan young travelers' motivation to travel. Pearson Correlation value was 0.789. Also, Instagram posts including the same components created a weak positive relationship with Sri Lankan young travelers' motivation to travel with a 0.695 Pearson Correlation value.

Table 03: Correlation and hypothesis testing

Variables	Pearson Correlation	T test	Significant or not	Accepted Hypothesis
Face book posts -Young domestic travelers' motivation	0.789	0.000	Significant	H1
Instagram posts - Young domestic travelers' motivation	0.695	0.000	Significant	H2

Source: Survey data

Also, T-test was conducted to test the constructed hypothesis. T-test values were 0.000 and it was less than 0.05. That means the null hypothesis was rejected and the accepted hypothesis are,

- H1 – There is a significant relationship between Facebook posts and young domestic travelers' motivation
- H2 - There is a significant relationship between Instagram posts and young domestic travelers' motivation

Researcher used R Square to calculate the variance percentage of the dependent variable from independent variables. Therefore the study findings there were 64% of the variance of domestic young travelers' motivation interpreted by Facebook and Instagram posts.

Table 04: Model summery

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.626	.34790

a. Predictors: (Constant), Facebook posts, Instagram posts

Source: Survey data

Therefore study findings created coefficient equation for the model.

$$\text{Young Domestic travelers motivation} = 0.166 + 0.649 \text{ FB} + 0.261 \text{ INST}$$

5. Conclusion and recommendation

Domestic travelers identified as potential for the survival of the Sri Lankan tourism industry after the COVID 19 pandemic lockdown. Because the country isn't opening for international tourism activities. Therefore Sri Lankan travelers are the survival fact for the Sri Lankan tourism industry. The young generation highly addict to Social media and it creates a flat form of travel motivation. This study emphasizes that there is a significant relationship between Facebook, Instagram posts including video clips, pictures, and texts regarding travel & tourism with domestic young travelers' motivation. Face book was most significant and it created a strong positive relationship with young Sri Lankan travelers' motivation.

Therefore, the study findings recommend that social media is a suitable flat form to develop the domestic tourism industry in Sri Lanka. Also, government institutes' involvement is essential and it should be smooth further. Making awareness regarding environmental protection for young travelers is an important fact. Therefore, tourism service providers can apply social media platforms to attract domestic young travelers for the business.

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