



The Influence of User-Generated Content and Social Media Travel Influencers Credibility on the Visit Intention of Generation Z

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Literature has revealed that user-generated content (UGC) and social media travel influencers (SMIs) are among the main factors influencing tourists of Generation Z's (born 1997–2012) intention to visit a destination. Unfortunately, there is a large proportion of unreliable and fake content due to the low publishing barriers on social media platforms. However, limited research has been conducted to investigate how the credibility of travel influencers and user-generated content posted on social media platforms impact the visit intention of Gen Z in developing countries. To fill this literature gap, An empirical study was conducted to investigate the impact of user-generated content and social media travel influencers' credibility on Gen Z's visit intention to the Egyptian tourism destination. For this purpose, an online questionnaire was distributed among youth from Generation Z. Results indicated that both user-generated content and influencers' credibility dimensions have a significant impact on Gen Z visit intention. However, Egyptian Gen Z considers UGC more credible than SMIs when they intend to travel.

The study recommends that tourism managers should partner with experienced, highly trusted influencers who deliver attractive content to their followers. As well as making use of the positive reviews of consumers by encouraging them to post their actual experiences on different platforms, managers also need to respond professionally to negative or fake reviews.

1. Introduction

Social media platforms are becoming the essential channel for travellers to acquire travel-related information, with online reviews motivating tourists to select a specific tourism destination. Social media allows users to share their experiences, opinions, and thoughts with others anywhere and anytime. All this information shared by consumers is called user-generated content," which has become increasingly popular and essential in the travel planning process.

Similarly, tourism service providers are progressively partnering with social media influencers (SMIs) as part of their e-marketing strategy. Social media influencers can influence the purchasing habits of their followers by uploading some forms of sponsored content to social media platforms.

According to the Ministry of Communications and Information Technology, the number of Internet users in Egypt reached 61.8 million in October 2021(MCIT, 2021). Despite the importance of UGC and SMIs as sources of travel information, the study of Paquette (2013)

has even argued that anyone can send posts to a wide public community using the internet and social media platforms without the cost or authority to deliver the message.

1.1.Statement of problem

There is a large amount of unreliable and fake content due to the low publishing barriers on social media platforms. However, limited research has been conducted to investigate how the credibility of travel influencers and user-generated content posted on social media platforms impact Generation Z's visit intentions in developing countries. Therefore, the study contributes to filling in some gaps in the literature by investigating the influence of UGC and SMIs' credibility on Gen Z visit intention and detecting whether UGC is more credible in motivating Gen Z visit intention than SMI or not.

2. Social media travel influencers (SMIs)

Ao et al. (2023) referred to "an influencer as somebody who can influence the purchasing habits of others by uploading often sponsored content to social media platforms such as Facebook, Instagram, YouTube ,and Snap Chat”

The studies of Jang et al. (2020) and Glucksman (2017) argued that social media influencers are becoming the trendy way for many companies and brands to market by generating valuable content on social media through giving advice, recommendations, and promotions that influence their followers' buying decisions.

The number of followers is vital for influencers, as the more followers they have, the more widely their publications are distributed and the more influential they are. Going with the previous idea, Gelati and Verplancke (2022) pointed out that the influence is determined by factors such as number of subscribers to the feed and the traffic to the blog.

The influencer's power is usually measured by quantitative variables, such as the number of followers, posts, comments,likes, and shares on their personal social network profile. Generally, influencers that have high number of interesting posts, as well as those that keeping up interactions with followers and are consistent in publishing content ,are considered more powerful (Ingrassia,2022).

The study by Gottbrecht (2016) referred to the fact that there are three kinds of influencers according to the number of followers:

Mega-influencers, who are the most popular celebrities with over 1 million followers,

Macro-influencers have 10,000 to 1 million followers.

Micro-influencers that own 500 to 10,000 followers.

While Vyatkina (2020) added that there is a nanotype of influencer with less than 10,000 followers,

Many scholars (Gretzel,2018; Kapoor et al.,2022) have given considerable attention to the influence of social media influencers on regular people to engage them in specific actions. Additionally, the study of Lim et al.(2017) pointed out that the information presented by the influencer is perceived as credible and highly affects users' opinions, thoughts, attitudes, and behaviours.

The study of Razak and Mansor (2022) reported that the role of the influencer occurs when they market unpopular attractions that are least expected to become travel attractions. They also influence youths' choice of destination based on their Instagram in terms of photos and storytelling (Ihsanuddin and Anuar, 2016; Hayhurst, 2017).

2.1. Social media Influencers (SMIs) credibility dimensions:

According to Ohanian (1990), to assess SMI s credibility there are three essential aspects: expertise, attractiveness and trustworthiness

2.1.1 Expertise

Expertise addresses the experience, skills, or knowledge owned by a source (Erdogan, 1999; Munnukka et al., 2016). The study of Colliander and Marder (2018) reported that expertise is an essential feature that an influencer should possess to be considered a credible source of information for his followers. Similarly, the study of Xiao et al. (2018) referred to the significance of SMIs' expertise, which enables them to be perceived as opinion leaders.

Experienced influencers seem to be more convincing and eligible to influence customer purchase intention (Ohanian, 1991; Baig and Shahzad, 2022). Similarly, many scholars have referred to the significant relationship between influencers' expertise and customers' purchasing intentions (e.g., Pornpitakpan, 2004; Bu et al., 2022).

2.1.2. Attractiveness

Erdogan (1999, p. 299) stated that attractiveness is simply "a stereotype of positive associations to a person and entails not only physical attractiveness but also other characteristics such as personality and physical ability." Similarly, the studies of Van der Waldt et al. (2009) and Ylmazdoan et al. (2021) have argued that the influencer who enjoys a high level of attractiveness is more likely to shape his followers' intention to purchase. The attractiveness of an influencer also exists in the presented content, such as the images and posts on social media platforms like Instagram and Facebook, which is of crucial significance for users to decide whether to follow new profiles or not (Djafarova and Rushworth, 2017). The study of Baig and Shahzad (2022) reported that influencers with attractive characteristics can positively influence their customers' purchasing intentions. Similarly, prior studies have also revealed a significant positive relationship between influencers' attractiveness and purchase intention (Erdogan, 1999; Grave, 2017).

2.1.3. Trustworthiness

Trustworthiness means the character, honesty, and credibility of the source as perceived by the customer (Mattson, 2005). Social media influencers are viewed as opinion leaders because of the appreciation and trust they receive from their fans (Fakhreddin and Foroudi, 2021). The study of Abidin (2016) has shown that social media influencers are viewed as more trustworthy compared to the content provided by companies and thus have a greater effect on consumer buying intentions. Additionally, literature has discovered a relationship between customer perceptions of influencers' trustworthiness and purchase intention (Schouten et al., 2020; Baig and Shahzad, 2022).

Based on the arguments mentioned above, it is hypothesised that:

Hypothesis 1: SMI's credibility dimensions (attractiveness, expertise, and trustworthiness) directly and positively influence Generation Z's visit intention.

3. User-generated content (UGC)

UGC is defined as content (positive or negative) delivered by customers through electronic channels such as social media networks (Facebook, Instagram, TikTok, YouTube, Linked In, or Twitter), as well as forums or blogs, etc., where people can communicate with each other and share reviews on experiences, destinations, services, and products (Brown et al., 2007). Many researchers (e.g., Anubha and Shome, 2021; Lamia et al., 2021) agreed that UGC is

one of the most influential marketing tools and is believed to be one of the most powerful sources of information for tourists, as many tourists read other tourists' reviews in the process of trip planning (Gretzel and Yoo, 2008). Moreover, the study of Mkono and Tribe (2017) referred to the importance of understanding UGC as it rises in the market of tourism.

3.1. User-generated content (UGC) credibility dimensions

Credibility means that the person or entity is believable and trustworthy. According to Rebelo (2017), credibility describes the degree of believability of the provided information and its providers. It was found that individuals trust UGC more than other sources of marketing (Jamaludin et al., 2017). Moreover, the study by Ana and Istudor (2019) reported that users consider reading other travellers' comments posted on UGC platforms as the most reliable, updated, and enjoyable source of information. The study of Fotis et al. (2012) has even argued that tourists find UGC more credible than official tourism websites, advertising, and travel agents.

The study of Munar and Jacobsen (2013) referred to the fact that UGC posted on social media platforms has a high commercial value since Trip Advisor and similar review websites benefit from tourists' emerging communities by taking advantage of their user-generated content commercially.

3.2. Usefulness of UGC

Perceived usefulness could be a factor that influences online consumers to respond to information provided by others, affects their behaviour, and leads them to buy the services and products.

The usefulness of information is one of the common indicators of the UGC sources' credibility (Gurjar et al., 2022).

UGC is becoming a primary source of information about different geographic features, such as local attractions, cities, and towns (Hecht and Gergle, 2010). Additionally, there is a rapid growth of UGC on various social media platforms (Sigala and Marinidis, 2009). Since tourism goods are confidence goods in terms of being unable to be evaluated before consumption, tourists are depending on the views and recommendations of others (Fakharyan et al., 2012). Individuals prefer UGC platforms due to their ease of use, as they can search for information related to the places where they intend to visit and easily collect the most relevant and recent information related to their interests (Luo et al., 2011). Additionally, UGC sites provide a huge number of reviews of the real experiences that play an essential role in decision-making (Yogesh and Yesha, 2014).

3.3. Source Credibility

The source credibility of user-generated content influences the recommendation intentions of travellers; the importance of electronic word of mouth is increasing gradually, but there is a lack of mechanisms by which these sources' credibility could be assessed. It was reported in the study of Gurjar (2022) that tourists rely on various signs, such as personal information (travel interest and location) of the online travel reviewers, to evaluate online reviews' credibility. Personal information (e.g., name, length of stay, place) about online reviewers helps make reviews credible (Xie et al., 2011). Additionally, more specific and informative reviews are considered more credible and influential by consumers (Chen and Law, 2016). Others refer to consistency and may feel that reviews are more credible if their review comments are consistent (Chong et al., 2018).

There is a strong debate regarding UGC credibility; the study by Ayeh et al. (2013) reported that some visitors consider UGC credible because it is developed from other tourists who have no commercial benefits. On the contrary, some researchers (e.g., Park et al., 2007; Litvin et al., 2008) are against UGC, arguing that online reviews are posted by strangers, resulting in some concern over the credibility of the source of the review. Similarly, the study of Ayeh et al. (2013) reported that some hoteliers are being contacted by suspicious organizations offering to post positive recommendations of their properties on Trip Advisor for a monthly fee.

3.4. Reliability

Travel reviews that are from sizable feedback platforms and consumer-focused websites are considered more authentic and reliable due to their presumed independence from corporate influence (Forman et al., 2008). Hence, travel reviews' source plays an essential role in determining information reliability (Park et al., 2014).

Unfortunately, the ease with which online identities can be changed makes UGC vulnerable to various forms of strategic manipulation and abuse (Dellarocas, 2003).

As a result, the following hypotheses are proposed in the study:

Hypothesis 2: *UGC credibility dimensions (usefulness, source credibility, and reliability) directly and positively influence Generation Z's visit intention.*

Hypothesis 3: *Gen Z perceives UGC as a more credible source of information than SMI.*

4. Visit intention

According to Hoang et al. (2021), visit intention is one's motivation to travel, and it is influenced by visuals and content creation, emotional stories, and demographic variables. Visit intention is the visitor's behavioural interest, including revisiting the destination and recommending it to family and colleagues.

Travel intention occurs because of a process that causes action and interprets motivation into behaviour (Jang et al., 2009). These motivations enable tourists to visit destinations (Yilmazdoğan et al., 2021).

4.1. Generation Z (Gen-Z)

According to Dolot (2018), Gen-Z is the youngest generation, born between 1996 and 2010. This generation has also been called the C Generation. "C" refers to "connected", implying their connectivity through the means of the internet, WIFI, and smartphones. This also contributes to the term "connected consumer", as they have access to a lot of information before purchasing, i.e., reviews, social media, and websites. The study of Francis and Hoefel (2018) has indicated that there is a significant difference between the new generations and the past ones. Going with the previous idea, the study of Mc Keever et al. (2021) reported a difference in the use of technology and social media since an early age among Gen Z.

5. Sample Selection and Data Collection

This study utilized an online questionnaire via Google Forms to collect data among Egyptian young travellers (Gen Z) who follow social media travel influencers and benefit from user-generated content groups on social media platforms as sources of information for visiting destinations inside Egypt. A total of 412 questionnaires were distributed from March 11th until March 28th, 2023. All responses were valid and accepted for analysis.

5.1. Measures

The instrument used to measure UGC credibility in this study was based on research by Balouchi et al. (2017) and Rathore (2020). Also, statements of SMI credibility were adapted from Mabkhot et al. (2022). Moreover, travel intention statement measures were based on research by Yilmazdoğan et al. (2021). The study variables were measured on a 3-point Likert scale, with 1 representing "disagree" and 3 representing "agree." The survey was separated into two sections. The first section consisted of three categories. The first category consists of 15 statements, including UGC credibility dimensions (usefulness, source credibility, and reliability); the second category consists of 14 items, including SMI credibility dimensions (attractiveness, expertise, and trustworthiness); and the third category consists of 6 items, including travel intention items.

The second section of the survey consists of three items collecting demographic data, including gender, age, and qualifications.

6. Results of the study

6.1. Demographics of respondents

Table (1) Respondents' Profile

Characteristic	Category	Frequency	Percent
Gender	Male	124	30.1
	Female	288	69.9
	Total	412	100
Age	10-15 Years	5	1.2
	16-20 Years	110	26.7
	21-26 Years	297	72.1
	Total	412	100
Qualifications	Pre-university	5	1.2
	University student	299	72.6
	Graduates	108	26.2
	Total	412	100

Table 1 shows that the study sample consists of 412 items; there are 69.9% female and 30.1% male respondents. Most of the respondents, representing 72.1%, were aged from 21 to 26 years old; then came respondents aged between 16 and 20 years, representing 26.7%; and only 1.2% of respondents were aged from 10 to 15 years. Regarding qualifications, most of the respondents were university students, representing 72.6%, followed by graduates, representing 26.2%, and finally pre-university students, representing 1.2%.

6.2. Descriptive statistics

Table (2) Descriptive statistics (Range, Minimum value, Maximum value, mean, Standard deviation)

	N	Range	Minimum	Maximum	Mean	SD
Gender	412	1	1	2	1.699	0.459
Age	412	2	1	3	2.718	0.455
Qualifications	412	2	1	3	2.250	0.460

Table (2) indicates that all the data seem to be normal, and the level of deviation is acceptable.

6.3. Reliability

The researcher used Alpha Cronbach to calculate the reliability. table (3) illustrates the coefficient value for each variable.

Table 3: The Coefficient Value of Alpha Cronbach

Variables	Dimensions	Alpha Cronbach	N of Items
User-generated content (UGC) credibility	Usefulness	0.789	5
	Source credibility	0.899	5
	Reliability	0.759	5
Social media Travel Influencer's (SMI) credibility	influencer's expertise	0.827	4
	Trustworthiness	0.835	5
	Attractiveness	0.850	4
Visit Intention		0.826	3

Table 3 shows that the questionnaire's value reliability ranged from 0.759-0.899, and they are supported values statistically, which suggests a high degree of reliability.

6.4. Validity

The Pearson correlation was used to calculate the internal consistency between items and the overall score. Table (4) illustrates the correlation value for each item.

Table 4 : Pearson's Correlation Value

N Dimensions	1	2	3	4	5
Usefulness	0.624	0.742	0.621	0.851	0.669
Source credibility	0.457	0.726	0.845	0.749	0.878
Reliability	0.753	0.541	0.618	0.871	0.791
Influencer's Expertise	0.623	0.658	0.744	0.697	-
Trustworthiness	0.753	0.587	0.598	0.847	0.697
Attractiveness	0.589	0.879	0.748	0.651	-
Visit Intention	0.796	0.549	0.569	-	-

Table (4) shows that the Pearson correlation between items and the variables ranged from 0.457 to 0.879. These are statistically acceptable values, and they suggest a high degree of internal consistency and validity.

6.5. Regression Models for Hypotheses Investigation

The validation of the research Hypotheses is examined with a multiple linear regression mode with the stepwise method.

Hypothesis 1: SMIs credibility dimensions (Attractiveness, expertise, and trustworthiness) directly and positively influence Generation Z's visit intention

Table 5 :squared Multiple Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	B	Beta	T	Sig
Constant	0.729	0.531	0.526	3.74882	109.080	2.447		6.398**	0.01
SMI's Expertise						0.582	0.350	6.410**	0.01
Attractiveness						0.524	0.277	5.364**	0.01
Trustworthiness						0.408	0.253	5.328**	0.01

Table (5) reports that (R Square) = (0.531), which indicates that 53.1% of the variation of the dependent variable (visit intention) can be explained by the independent variable (SMI expertise, attractiveness, and trustworthiness), since (F) is a statistically acceptable value. and the beta coefficient for those variables is significant at p 0.01. Therefore, SMI's expertise has a statistically significant positive impact (0.350) on Gen Z visit intention, followed by the influencer's attractiveness (0.277), and finally the influencer's trustworthiness (0.253). In other words, an experienced influencer can be persuasive and increase tourists' engagement and, accordingly, their intention to visit destinations. Moreover, the influencer who enjoys a high level of attractiveness is expected to influence his fans' visit intentions. Finally, the influencer who receives trust and appreciation from his followers can be viewed as an opinion leader and accordingly motivate them towards specific actions.

Hypothesis 2: UGC credibility dimensions (usefulness, source credibility and reliability) directly and positively influence Generation Z's visit intention

The validation of the research hypotheses is examined with a multiple linear regression model with the stepwise method.

Table (6) squared Multiple Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	B	Beta	T	Sig
Constant	0.823	0.746	0.742	4.03188	148.630	3.541		9.469**	0.01
Usefulness						0.654	0.445	9.246**	0.01
Source credibility						0.602	0.398	8.654**	0.01
Reliability						0.596	0.362	8.298**	0.01

Table (6) reports that R Square = (0.746), which indicates that 74.6% of the variation of the dependent variable (visit intention) can be explained by the independent variables (usefulness, source credibility, and reliability), since the F value is statistically acceptable and the beta coefficient for those variables is significant at (p 0.01). The beta coefficients of usefulness are 0.445, source credibility is 0.398, and trustworthiness is 0.362, respectively. Therefore, user-generated content usefulness has a statistically significant positive effect on Gen Z visit intention, followed by source credibility and finally reliability.

Hypothesis 3: Gen Z perceives UGC as a more credible source of information than SMI.

"The validation of hypothesis 3 is examined with a path analysis," and "structural equation modeling" is developed using LISREL 8.80.

Figure 1. Structural Equation Modeling

Figure (1) shows that the model has adjusted with the data to improve Goodness-of-fit indices.

6.6. Model–Data Fit Indication

Table (7) Model–Data Fit Indication

N	Fit indices	Values
1	χ^2 / df (CMIN)	1.968
2	RMR	0.10
3	GFI	0.96
4	AGFI	0.95
5	NFI	0.90
6	NNFI	0.91
7	RFI	0.88
8	IFI	0.93
9	CFI	0.92
10	RMSEA	0.040

Table (7) indicates that the measurement model has been adjusted with the data to improve goodness-of-fit indices. These are indices that have been obtained after modification: RMSEA = 0.040, CFI = 0.92, NFI = 0.90, RFI = 0.88, IFI = 0.93, and $\chi^2/df = 1.968$.

Table (8) Values of the direct, indirect, and total effects of the independent latent variable in the dependent latent variables

Independent \ Dependent	Visit Intention		
	Effect	Std. Error	T
Social media travel influencers (SMIs) credibility	0.64	0.15	4.26**
User generated content (UGC) credibility	0.83	0.11	7.54**

Note: Standardized structural coefficients; * $p < 0.05$; ** $p < 0.01$

It is clear from table 8 that UGC credibility dimensions (reliability, usefulness, and source credibility) had a significant impact on Gen Z visit intention ($\beta = 0.83$); similarly, SMI credibility dimensions (expertise, attractiveness, and trustworthiness) had a significant impact on Gen Z visit intention ($\beta = 0.64$). However, T for UGC credibility is 7.54, while SMI credibility is 4.26. This indicates that UGC can stimulate Gen Z's visit intention more than SMI. This can be attributed to the fact that customers are challenged by the authenticity of the influencer's message when they know he or she is being compensated for the content (sponsored content).

Table 9 Summary of hypotheses testing

Hypotheses	Test
H1	Supported
H2	Supported
H3	Supported

Table (9) indicates that all the hypotheses of the research are supported.

7. Discussion

The current study investigated the influence of UGC and SMIs credibility on Gen Z visit intention. The findings indicate that there is a positive influence of the three dimensions of SMI credibility (expertise, attractiveness, and trustworthiness) on Gen Z visit intention. This finding aligns with several previous studies (e.g., Al Jaeed and Badghish, 2021; Baig and Shahzad, 2022), which reported that SMI expertise, attractiveness, and trustworthiness have a significant impact on consumer purchase intention.

However, SMI expertise in this study was the most influential credibility factor that positively impacts Gen Z visit intention. This finding is in line with (Lim et al. 2017; Rebelo 2017; Nugroho et al., 2022) who stated that if an influencer is perceived as an expert in a particular field, this will affect the purchase intention of Gen Z consumers. Following the perceived attractiveness of social media influencers, this finding is consistent with previous studies of (Grave, 2017; Yilmazdoğan et al., 2021) that stated the more attractive an influencer is, the more influence he or she has on the visit intention of his or her fans.

The perceived trustworthiness in this study appears to be the least influential credibility factor to impact Gen Z visit intention, this result contradicts (Schouten et al., 2020; Baig and Shahzad, 2022) who argued that SMI trustworthiness was the most influential credibility factor that positively impacts purchase intention. A possible justification for this result is that trustworthiness might become less significant compared to other factors for Gen Z, who are more aware of the hidden advertising of influencers and paid promotions.

Similarly, the study results indicate there is a positive influence of the three dimensions of UGC credibility (usefulness, source credibility, and reliability) on Gen Z visit intention. This result is consistent with (Gurjar et al., 2022). In this study, UGC usefulness was the most influential credibility factor that positively impacts Gen Z visit intention. This result is in line with (Halim and Candraningrum, 2021) who referred to the significance of the useful information that UGC provides for consumers in helping them make effective future purchases.

Moreover, the study findings showed that UGC is considered a more credible source of information in motivating Egyptian Gen-Z's visit intention than SMIs, this result is in line with (Ana and Istudor, 2019; Gurjar et al., 2022) who declared that UGC websites are more credible than any other source of information used for gathering information to motivate consumers' travel intentions. A possible explanation for this result is that the experiences shared by users are their actual experiences and were shared by them on their own. Also, there are fewer chances of posting fake reviews or sponsored content compared to the content delivered by social media influencers, therefore, Egyptian Gen Z considers UGC a more credible source of information than what is delivered by SMIs when they intend to travel.

8. Conclusion and Recommendations

This study aims to fill the literature gap by investigating how the credibility of travel influencers and user-generated content posted on social media platforms influence the visit intention of Gen Z in developing countries. The study concludes that Gen-Z considers UGC a more credible source of information than information delivered by social media travel influencers when they intend to travel, as they consider UGC to be a useful, credible, and reliable source of information.

The results revealed that Gen Z goes through massive online reviews before booking travel services; hence, managers in the tourism sector should encourage tourists to provide their reviews through email, which connects the consumers directly to the website on which

reviews and feedback are being posted (Booking, Trip Advisor, and social media travel groups or blogs), and take advantage of positive reviews (e.g., real customer stories) and handle negative comments. Discount codes or promotions can be offered to customers as a reward for feedback received through their reviews.

Moreover, websites and social media groups containing travel reviews should invest more resources in developing additional verification mechanisms for reviews to avoid compromising their reliability. Additionally, paying attention to the personal identifying information of the reviewer on those websites can improve credibility and prevent fake or biased content.

The study also showed that following social media travel influencers has become routine in Gen Z's daily lives as they take their advice before travelling. So, tourism marketers should partner with an experienced and highly trusted influencer in the field of travel and tourism, and without a doubt, someone with attractive content and appearance to ensure the credibility of the information that SMI delivers.

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تأثير مصداقية المحتوى الخاص بالأفراد و مؤثري السفر علي مواقع التواصل الاجتماعي علي نية الزيارة لجيل Z

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الملخص

أثبتت الدراسات السابقة أن المحتوى الخاص بالأفراد و مؤثري السفر بمواقع التواصل الاجتماعي من أهم العوامل المؤثرة بنية الزيارة للمقاصد السياحية للشباب من جيل Z (مواليد ١٩٩٧-٢٠١٢). للأسف هناك نسبة كبيرة من المحتوى غير الموثوق والمزيف بسبب انخفاض القيود علي النشر الإلكتروني علي مواقع التواصل الاجتماعي، مع ذلك ، فقد تم إجراء دراسات محدودة للتحقق من مدي تأثير مصداقية المحتوى الخاص بالأفراد و مؤثري السفر بمواقع التواصل الاجتماعي علي نية الزيارة للشباب من جيل Z في البلدان النامية. لسد هذه الفجوة في الأدبيات ، تم إجراء دراسة تجريبية للتحقق من مصداقية المحتوى الخاص بالأفراد و كذلك المحتوى الخاص بمؤثري السفر علي نية الزيارة للمقاصد السياحية المصرية للشباب من جيل Z لهذا الغرض ، تم توزيع استبيان إلكترونية بين الشباب من الجيل Z و قد أشارت النتائج إلى أن كلا من المحتوى الخاص بالأفراد و كذلك المحتوى الخاص بمؤثري السفر لهما تأثير مباشر و هام علي نية الزيارة للشباب من جيل Z ومع ذلك، يعتبر الجيل Z أن المحتوى الخاص بالأفراد أكثر مصداقية من المحتوى الخاص بمؤثري السفر عندما يعتزمون السفر. و توصي الدراسة بأنه علي مسئولو السفر و السياحية بالتعاقد مع مؤثري السفر بمواقع التواصل ذوي الخبرة والموثوق بهم الذين يقدمون محتوى جذاباً لمتابعيهم. بالإضافة إلى الاستفادة من الآراء و ردود الأفعال الإيجابية للزائرين من خلال تشجيعهم على نشر تجاربهم الفعلية على منصات التواصل الاجتماعي المختلفة، كذلك يحتاج المديرون أيضاً إلى الاستجابة بشكل احترافي للآراء السلبية أو المزيفة علي المنصات المختلفة.

معلومات المقالة

الكلمات المفتاحية

المحتوي الخاص بالأفراد؛
مواقع التواصل الاجتماعي؛
مؤثري السفر؛
مواقع التواصل الاجتماعي؛
نية الزيارة؛
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(JAAUTH)

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