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UNIVERSITY OF WALES

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INVESTIGATING THE INFLUENCE OF SOCIAL NETWORKING SITES ON TOURISTS' DECISION TO TRAVEL RESPONSIBLY

Kayleigh Jane Davies

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Kayleigh Jane Davies

Dissertation submitted as part of the requirements for the
award BA (Hons) Tourism Management.

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Abstract

The power social networking sites holds in tourism destination promotion is undeniable. Web 2.0 developments has enabled travellers to be more independent in tourism research, planning and booking, facilitated by user generated content and the discussion of electronic word of mouth. Social networking site Instagram will be utilised as a primary tool for tourism destination analysis. It was deemed appropriate to use this recent phenomenon as a case study to later establish line of research. Across the five chapters, discussion of the topic and a review of literature will attempt to reveal motives to travel, followed by methodology for research, analysis of research and concluding key findings before concluding in providing recommendations forward for future research.

The author must first understand why Instagram evolved as a medium for tourism by conducting primary research in a quantitative study. The survey findings drew out patterns similar to tourism concepts such as theory of planned behaviour and the decision-making process that all link back to the evolution of social media in today's society. It is apparent how dominant Instagram is in all stages of the holiday process, therefore reasons have been identified for its use as a platform to encourage responsible behaviour. Despite best efforts, research is lacking in this field to determine if Instagram can operate as a vehicle for responsible tourism promotion.

Tourism models such as Maslow's hierarchy (1943) are no longer relevant, and a new model that is applicable to the changing demands of travellers is required. Azjen's (1991) theory on tourist behaviour shows that actions are likely to be carried out if the intention is there but this is not reflected in terms of responsible tourism due to tourists dropping this responsibility on holidays but there is little knowledge surrounding this. The research did suggest that implementing a fee for RT could solve issues for irresponsible behaviour. Responsible tourism is not just a niche market, thus maintaining equilibrium must be met to expand the longevity of tourism destinations for future generations.

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List of abbreviations

UGC	User generated content
WOM	Word of mouth
EWOM	Electronic word of mouth
DMO	Destination marketing organisation
FOMO	Fear of missing out
DMP	Decision making process
TPB	Theory of planned behaviour
RT	Responsible behaviour
ABTA	Association of British travel agents
SPSS	Statistical package of social sciences
UWTSD	University of Wales Trinity Saint David

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Chapter 1

1.0 Introduction

The purpose of this dissertation is to examine the power of social networking sites like Instagram and establish the influence upon people's decision to travel responsibly. The word responsible is key to determine whether an individual's conscious will have impact on travelling in a more responsible way. Consumers are influenced in their decision-making processes by many internal and external motivators and deterrents when they choose a product (Swarbrooke & Horner, 1999). Today, Social networking can be the leading factor of this process therefore gives purpose to investigate this issue further.

1.1 Rationale for research

While there have been numerous studies regarding social media as a travel motive to destinations around the world, there are none specific to Instagram and responsible travel combined. If answers can be found to the promotion of responsible travel through Instagram the whole tourism industry would benefit from findings in this study.

1.2 Background

Tourism is a complex industry which received a world record of 1,323 million of international arrivals in 2017 (UNWTO, 2017). While the rising economy growth is beneficial to the industry, immense strain is left upon the natural environment and its resources, where host communities tend to experience instantaneous inflation across society. Over recent years, tourism has led to cultural misunderstanding, destruction of natural environments and overdevelopment. The industry now wants tourism to be more sustainable and encourages tourists to think more ethically whilst travelling.

Responsible tourism is simply defined as taking responsibility associated with travel activities. Goodwin (2011) defines the ambition to "address the impacts of mainstream tourism to enhance the positive and reduce the negative". This incorporates ethical concern in economic, socio – cultural and environmental issues. Members of the Italian association of responsible tourism state "responsible tourism actuates to foster a positive interaction between the tourist industry, the local communities and the travellers" (AITR, 2005). The United Nations asserted "Human beings are at the centre of concern for sustainable development" for thus the precise development needs to be fulfilled for the needs of present and future generations (Nations, 1992). The involvement of government and industry professionals to participate alongside locals and tourists to actively be aware of travel effects. It Is Imperative that the industry promotes and act accordingly to develop and preserve

diversity of the world. Often, 'responsible tourism' is a buzzword used by businesses whom exploit the term to boost financial gain.

The definition of motivation is "desire to do; interest or drive" (Anon., 2018). Application of this definition to travel concludes the driving force behind tourist behaviour as stated by (Crompton, 1979). Tourist behaviours are directly contributed to issues in tourism such as globalisation. Tourists are extremely concerned with personal experiences and maximising each one. The majority of tourism academics base theoretical analysis on Maslow's hierarchy of needs. Maslow states all human needs are categorised into 5 sections. Physiological needs, the needs of safety are followed by love and belonging, esteem and self-actualisation (Maslow, 1943). This theory originally designed for psychology assessment is applicable to the tourism industry.

Travellers are becoming more mindful thanks to social networking platforms highlighting the importance of responsible tourism. Beal (2018) defines social networking as "any site that enables users to create public profiles and form relationships with other users". Social networking is all about engagement with people joined by common interests. Such sites include Instagram, Twitter, and Facebook, which have acted as a catalyst for traveller and local empowerment to interact across. Instagram is "a photo and video sharing social networking service" (Systrom & Krieger, 2018). After gaining instantaneous popularity since the launch in 2010, Instagram now has over 500 million daily users. This platform is potentially one of the most important components of the internet, influencing tourism and the decision-making process of tourists, with modern travellers becoming more trusting of other traveller opinions (often referred to as electronic word of mouth), as opposed to industry professional advisories. The rise of social sharing has resulted in social marketing holding significance in the decision-making process. The sharing of experiences between users has created communities but also raised attention to vital social and environmental issues.

1.3 Aims and Objectives

The main aim of this study is to investigate traveller motivations and determine the influence social networking sites can have upon an individual's decision to travel responsibly to a specific destination. Using Instagram as a case study will give current insight on this phenomenon.

- To determine whether social networking can encourage an individual's decision to travel responsibly

The objectives created will assist answering the main aim by ensuring the research found is methodical and relevant.

1. Explore responsible tourism further to gain better knowledge and understanding.
2. Create primary research to understand tourist behaviour and reasoning behind the decision to travel responsibly.
3. Examine the importance and power of social networking for responsible tourism purposes.

Chapter 2

2.0 Literature Review

2.1 Introduction

This chapter will explore an array of literature relevant to the study. The literature review will begin focus on social networking and technology, tourist motivation and being a responsible tourist. Gaining insight to this area through secondary based information including online resources, academic journals, reports and books will shape the study. Ensuring information on this phenomenon is up to date will highlight current patterns and trends. The use of theories has been carefully selected for relevancy to the research undertaken. Ridley (2012) feels the review identifies limitations prior to research exposing any gaps that indicate direction for future inquiry.

2.2 Web 2.0

The evolution of web 2.0 has facilitated the movement of interaction between users on web-based communities. Murugesan (2007) defines Web 2.0 as “the second phase in the web’s evolution”. It refers to the alteration of web page design and usage enabling more universal web connectivity and communication channels. The outline of second-generation world-wide web makes exchange between people easier through technology and social trends (Brengharth, 2016). The first generation of web users used the internet to seek information, this step up represents the movement of the internet as an interactive platform including the developments of applications like Facebook and Instagram. The benefit from web 2.0 applications is user generated content (UGC) which offers higher control over the content shared online that contributes to the element of user trust. In 2005, 78% of online travellers browsed the internet to seek travel advice with over three quarters of these travellers making a booking or reservations (Bloese et al, 2008). The World Wide Web contains substantial data sets where content is highly tailored to each individual with great flexibility. From a consumer perspective the online tourism space is vast and contains info from destination organisations, hotels and airlines.

2.2.1 Social networking

Technology advancement has highlighted the reputation of social networking, allowing the modern-day traveller to become more independent. Social networking has revolutionised communication and publicising of travel and tourism (Hays, et al., 2013). Manap & Adzharudin (2013) disclose the rising function of the internet as a core source of tourism destination material. Freedom of travel information and advice made achievable by web 2.0 transforms tourism promotion which has ultimately changed the way companies display information of

travel goods as well as consumers accessing this information. In addition, Gretzel, et al (2000) claims social networking changes the way society contributes such data which radically altered data creation. The growth of this movement drives the incorporation of social media into firms marketing strategies which utilise information to generate benefits of efficiency, convenience and cost reduction. Social networks produced an innovative wave that altered marketing tools by concentrating on new technologies integrated with the marketing of tourism destination management. This content which is user generated can help promote the awareness and creation of interest towards a destination. Social networking for generating travel ideas proves that “one person’s travel snapshot can very easily become part of another person’s travel plans” (White, 2010). Social networking carries substance in choice when booking a destination, as proven by 51% of 21,500 people surveyed worldwide, who admitted to choosing somewhere friends have not visited (booking.com, 2019). This competitive environment aims to finding new untouched places before losing its novelty. Social media can provide solutions to offering more choice found on these platforms.

2.2.2 User Generated Content

As stated by Krishnamurthy & Dou (2008), UGC on social networking occurs when consumers compose and broadcast their thoughts and opinions publicly. This is any form of content such as videos, digital images and audio files produced online by users, made accessible on social networking sites. When deciding, consumers look towards UGC as a determining factor (Bae & Lee, 2011). Social shopping (e.g. buying a holiday that is shared online) is a hybrid of social networking that focuses largely on the UGC and social influences. Consumers can request social validation in the online environment. In similarity to Hassan, et al (2015), it is stated “Consumers are now relying more on UGC than professionally made content”. This type of content generated by online users is the focal point of Instagram that often adds to the decision-making process of travellers seeking advice. Word of Mouth (WOM) insinuates the passing of verbal information person to person, which is a chief element of finalising a purchasing decision. This discussion of information through online environments is called electronic word of mouth (EWOM) and encompasses consumer comments about products or services posted online (Bronner & Hogg, 2011). The visual evidence from EWOM illustrated can influence customer perception on a destination. Despite this, Blose et al (2008) studies the influence and credibility of travel blogs and uncovered the trustworthiness of EWOM compared to traditional word of mouth where those who have strong social ties are more reliant over word of mouth with strangers. Baker (2001) discovers items and services have the capacity of being talked about if they are interesting. For example, in-demand destinations or in-trend niche markets often experience brief encounters with popularity until

the next best thing emanates. Even with the ease of access of large quantities of recommendations, the downfall Park & Lee (2009) fear is the difficulty in determining the credibility of the information from those in the virtual world. The anonymity of online travel reviews and other travel sector data can place doubt on the accuracy of internet legitimacy. It is reported by Greer (2003) that the duration of time spent online is the strongest predictor to the credibility of online channels. Growth of web 2.0 has broadened options for consumers seeking information by exposing UGC from interpersonal sources online.

2.3 Instagram and Travel

Instagram is a sharing platform primarily focused on visual communications. This extremely interactive application is currently available on mobile and desktop devices as a free to download app. Its user friendly, easy to navigate interface contains photo library access to upload, like and share images between followers depending on public or private accounts (Instagram, 2018). The key function of Instagram as an online photo application rapidly progressed to the elevation of products evolving as a medium of promotion for tourist destination brands (Fatani & Suyadnya, 2015). Destination boards and other tourism providers have adopted a great strategy of integrating hashtags on social networking to sell a destination. Halavis (2014) defines the hashtag as “a way of indicating textually keywords or phrases especially worth indexing”. Hashtags are incorporated across numerous networking channels with aim of online interaction and/or discussion (Stathopoulou, et al., 2017). The trendiness of the hashtag has connected people searching or interested in a travel topic. As well as this, the introduction of the geotag is a new item to be added to Instagram. Geotag is a feature of pinning the geographical position of a location to a picture. This method has been applied by tourism bodies for travellers to tag visited destination and encourage browsing of location between users.

Latest figures from Statista (2019) verify a record of 1 billion monthly active Instagram users in 2018 that has initiated a wave of social networking that fuels tourism. Recent data from January 2019 on the site also distinguished the worldwide spreading of Instagram users categorised by age and gender demographic. The Statista data indicates the distribution Instagram users around the globe into bar chart formation. The two axis compares the categorisation of age and gender group with the percentage of active Instagram users. It found that the most involved cluster were 17% of men in the 18 to 24 age gaps dominates the rest of Instagram users worldwide. The results can be found in appendix C. The impression of Instagram in tourism has boosted the mobilisation of tourists to use user generated content as an indication for travelling and shaping these destinations through EWOM. Instagram is said to be the modern-day version of a postcard with intangible elements to fuel envy in others. Travellers now use digital channels to flaunt holiday encounters online, which has recently

been labelled as 'boastcard'. The significance of digital photography as a means of communication and expression embeds technology into tourism, crafting online cultural behaviours, favouring to share experiences virtually opposed to living in the moment. As Instagram is built on interaction and inspiration from acquaintances and even strangers, it initiates engagement through people's stories creating a preview of the experience or destination. Facebook (2019) recently declared 96% of travellers turn to Instagram to encourage fantasies about exciting places. The content on Instagram connects innate desires to discover the world and travel.

Today, DMO's are challenged with creating visual identity to encourage visits often turning to social networking to help inspire travellers. DMO stands for destination marketing organisation who are the representatives that play key role in developing tourism locally (VisitBritain, 2019). An effective marketing organisation is crucial in such a competitive environment. DMO's hold the role to develop long term tourism strategies and the promotion of appealing a travel destination to enhance public image. A poll commissioned by Royal Caribbean international claims 45% of British people who select holiday destinations centred on the opportunity to show off on social networking sites (RCL, 2018). Evidently, Instagram has major influence on purchasing behaviours of its users displaying a positive tendency in shaping the travel sector. To support this, Schofield's Insurance Company identified the number one factor for going on holiday as how Instagrammable the holiday is (Schofield, 2017). The survey of 1000 adults aged 18-33 lists motivating factors from participants in rank order; Instagrammable 40.1%, alcohol cost and availability 24%, personal development 22.6%, experience local cuisine 9.4%, sightseeing 3.9%. These statistics illustrate the pressure placed on millennials to portray perfect lifestyle online social medias. Instagram suggests the destination to be visually desirable which drives the Instagrammable trend. To balance, airline Easy Jet offers a 'look and book' feature on the app, which detects photos captured on Instagram using image recognition technology to determine its location and how to get there. The app indicates how Instagram has shifted the way consumers search, browse, and book, strategically capitalising on the levels of FOMO. Exploring holiday experiences captured by other people portrays the true reality of travel. With Instagram proving to be the sole source for travel inspiration, there is a questionable link between Instagram and over tourism. It is apparent that the overwhelming surge in tourists who wish to capture snapshots of travels to validate their online presence is quantified by the number of likes. The distorted glamorisation of tourism has formed a dangerous trend seeking social networking gratification instead of actual travel experiences. The travel experience as a performative action is defined by Volo (2009) as everything between perception and sensation and is a kind of inner psychological need of differentiating motives. Gretzel et al (2008) has claimed that technology

can potentially convert this travel experience by altering tourism planning to reshape tourist destinations. Grasping insight to the social and environmental issues stemmed from travel activities through the lens of Instagram can present awareness. After all, “a picture is worth a thousand words” (Hu, et al., 2014).

2.4 Tourist Motivation & Behaviour

Motivation is viewed as a strong determinant in the explanation of tourist behaviour. This key measure understands human behaviour for its fundamental nature in the DMP. The term motivation and motive are used interchangeably, but Gnoth (1997) underlines “each motive has its distinct type of contents in the form of goals of behaviour, but motivations contain results of situation – person interactions”. Both meaning to drive, motive has lesser meaning over motivation. This driving force stimulates personal needs explained by Moutinho (2000) as “an action likely to bring satisfaction”. Individual motive to travel occurs when certain needs are made aware that a specific destination may have the ability to fulfil those needs (Lubbe, 1998). The set of needs that cause a person to participate in tourist activities is identified as travel motivation by (Swanson & Horridge, 2006). Another renowned theory would be Maslow’s hierarchy of needs which is a psychological concept that has been adapted to the tourism industry. Abraham Maslow (1943) constructed a pyramid shaped model which encompasses five levels of behavioural motivation, unfolding the patterns humans typically follow. The base needs of the model are psychological needs, followed by safety, social needs, self-esteem before finally reaching self-actualisation. Depending on the level of need, these motivations can alter person to person. This model proposes basic requirements are sustained before an individual will fixate motive on the higher wants. The theory states all human needs can be arranged into a hierarchy, with certain needs connecting to the satisfaction of more pre-potent needs (Ringmae, 2006). Maslow calls the first four levels deficit needs that are felt by all but once all needs are satisfied it is no longer motivating. The fifth level is the being need which differs as it is never truly satisfied. Majority of people are engaged through satisfying those lower needs however the self-actualisation drives people to real satisfaction. Maslow underlies the fact that hierarchy of needs is never fully exposed as human behaviour is felt in sub conscious levels:

“Hierarchies are interrelated rather than sharply separated” (Deckers, 2018).

Although Maslow’s theory isn’t motivational, it links to the needs and wants which travelling often falls under. The theory doesn’t indicate motivational factors from a tourism perspective however self-actualisation is relevant to the notion of gaining fulfilment through means of travelling and sharing these travel experiences. Leonidou et al (2015) believes base needs are a priority for consumers of lower status opposed to high bracket earners who

conceal greater pro – environmental beliefs. It is suggested by Wong and Wang (2011) that consumers with financial security and societal status are parallel with the interest of environmental responsibility and carrying out sustainable behaviours.

2.4.1 Consumer behaviour

The dynamic concept of motivation differentiates according to the individual or market segment. Azjen's (1991) theory of planned behaviour, often abbreviated (TPB) is a concept where "attitudes, subjective norms and perceived behaviours influence behavioural intention". This psychological theory has been fostered by tourism to predict powerful actions of visitors through tourism engagement and the motivation that influences carrying out such actions (Manstead & Parker, 1995). The theory states rational behaviour of travellers in line with motivation and the decision-making process are calculated between the available options. The framework provides understanding to visitor application of behavioural intentions formed by attitudes and personal beliefs. These intentions come from the passion and determination to achieve a holiday experience, although intention is a key foundation of action, the gap remains between intent and executing performance. Kozak (2002) considers traveller motivation to lead to the formation of destination image - this in turn creates an internal travel influence. Image develops an intellectual representation about a destination based on the information established, and it is this image that is the starting point of the decision-making process. Engel, et al, (1993) wrote that consumer behaviour is those "actions directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follows these actions". The consumer behaviour model is widely used in research on the travel decision-making process. Thorough understanding of consumer behaviour is paramount to the industry by presenting insight on how to stimulate consumers at different stages of the process, and this model was later adjusted to specify cause and effect that relate to consumer behaviour (Engel, et al., 1968). The revised model found in appendix E illustrates the process as a sequence of actions by a conscious acknowledgment of an unsatisfied need. It asserts consumers go through distinct phases when making a purchase decision, with each of the stages in rank order as follows: Problem recognition, information search, evaluation of alternatives; purchase; post purchase evaluation.

Problem recognition is the first stage of the decision-making process. A crucial element of a purchase will not be made without a recognised need. When departure from the homeostasis is critical enough to reach a point, a need is established. Bruner & Gordon (1988) reflects these needs can be triggered through actual or desired state of the consumer. Information search is the second phase that is classified into internal and external searching. Internal searching refers to consumer search determined by customers' existing knowledge on a product or service, whereas external searching is applied when internal information is

lacking, and involves electronic word of mouth and user generated content from others (Holbrook & Hirschman, 1982). Next, alternative evaluation weighs up alternate options and selects the appropriate to meet consumer needs. Price, branding, country of origin, location, convenience and consumer involvement are contributing factors that may influence the salience of evaluation. The fourth stage of purchasing is identified as 3 purchase decision categories: fully planned; partially planned and impulse purchase. The post purchase evaluation stage decides whether the product or service was satisfactory or unsatisfactory enough to influence the next purchase for the consumer.

2.4.2 Decision – Making Process

The dynamics of the decision-making process alter from person to person however Obenour et al (2005) reasons the influence behind the common mental and public image of the destination. The most essential choices made by tourists consider where and when to travel, and length of duration. For a tourist to select the appropriate destination, the push by inner needs and wants and influence from the attractiveness of the destination encourages a decision. When evaluating alternatives consumers rely on pre-existing knowledge to decide, those generally use the internet sources as a powerful tool. The intangible element of travel service provide difficulty to accurately assess the quality of service before purchasing. The UGC and peer interaction are persuasive sources that provide immediate access to reviews from users for comparison of experiences. In this case, Instagram has affected travel search and planning processes to entice customer's decision-making process. Zhou (2005) believes destination attributes are vital in attracting tourists to a destination. By categorising these determining factors will encourage potential tourists to use internet for travel planning purposes. Online reviews hold power to control visitor numbers and widen tourist expectations through internet space to govern the decision-making process. Formation of the push and pull model Dann (1977) illustrates the influential forces behind motive of pursuing travel experiences. The push of internal forces and pulling external factors exert pressure on individuals to carry out actions in order to satisfy ones needs. Dann expands this apparent need "to satisfy disequilibrium an anomie" through tourism engagement. Crompton (1979) summarised that push factors initiate travel desire while pull factors explain destination choice. He works on a basis of socio – psychological tourist traits and the cultural appeal of a destination. Likewise, Baloglu & Uysal (1996) states push factors such as escapism and social interaction are intangible desires of the travellers juxtaposing to push factors of tangible resources and traveller perception. Such relationship is considered essential in understanding tourist motivation in destination marketing.

2.5 Being a Responsible Tourist

The year of 2017 saw 1.3 billion tourists travel the world (UNWTO, 2018), anticipating a dramatic rise in the next decade from affluent societies, stronger economies and shift in technological innovation. Young (1973) argues that tourism impressions are both a blessing and a blight. Tourism growth and other drivers lead to intensification of negative issues brought from large volumes of tourists which dominate the industry. Mass tourism is defined as an extreme concentration of tourists in one place contrasting to the local population density (Theng, et al., 2015). Small hosts struggle to hold control of tourist volume, leading to residents becoming victims of over-tourism. The pressure on newly evolving destinations to accommodate mass market tourism can lead to weakening of the available tourism resources and experiences. Mass tourism today is closely intertwined with modernity parallel to development of technology. The problem is both supply and demand of a destination. Kettle (2017) argues that “mass tourism is at tipping point – but were all part of the problem”. Learning how to manage tourism sustainably proves challenging for many destinations. Social networking is directly correlating with the industry with sites like Instagram assisting the popularity of travel.

Responsible tourism is the terminology used to express the new industry paradigm viewed as the viable decision for self-sustaining tourism development. The emphasis of responsibility in responsible tourism puts charge in the hands of everyone to make tourism sustainable. The interest of added responsibility has developed alternative forms of tourism with eco-friendly, sustainability, and green tourism falling under the umbrella terms representing a substitute to mass tourism. Responsible tourism is about “making better places for people to live in and better places for people to visit”. According to Fadini (2012), the practice of responsible tourism intends to enhance the quality of life to stakeholders by channelling clear benefits. Goodwin (2016) associates responsible tourism to action in agreement of making tourism sustainable. The action incorporated in understanding the concept of responsible tourism is outlined “awareness, decisions and actions of all those involved in the planning, delivery and consumption of tourism, so that it is sustainable over time” (Goodwin, 2016). Responsible tourism reflects the growth of public awareness of harmful effects and irresponsibility of tourism activities (Shiotsuki, et al., 2010). Stimulating responsible behaviour is one solution to tackling negative tourism effects. This growing notion can encourage actions through environmental engagement and awareness to value of customs. Key focus is responding and acting to address the social, economic and environmental issues arisen in tourism destinations (Goodwin, et al., 2012). Goodwin & Francis (2003) observe positive trends towards ethical and responsible tourism by travellers who presume the tour operators hold the bulk of ethical responsibility, but tourists fail to

behave in the same consistent manner. The participation in morally dubious activities whilst on holidays is far greater compared to home life where responsibility of actions seems to dissolve. The search into tourist ethics are rarely explored, so questioning this behavioural variation is left unanswered, evidence suggests few consumers are willing to amend behaviour, pay extra money and accept minor inconveniences for environmental benefits (Cherrier et al, 2012). Although it is widely accepted that change in tourist behaviour when planning or during vacation is questionable (Scott, 2011). The interest in environmentally friendly destinations has increased those who proactively follow sustainable guidelines and practice responsible activities (Kasavana, 2008). Recognising this movement as a pathway towards responsible tourism requires continuous attention involving participation from stakeholders, tourist satisfaction, and effective management. ABTA identified responsible tourism as a mainstream trend in the 2019 travel trends report. The perception of the impression left by travellers on holidays means 45% of people now consider sustainability as an important element when booking (ABTA, 2019). The sector works through a variety of sustainability issues to focus on environmental morality, societal virtue and seizing the benefits presented to communities from tourism.

2.5.2 Sustainability vs Responsibility

Responsible and sustainable tourism are intertwined terms that fall under the bracket for alternative tourism. Despite this symbiotic relationship sharing alike goals, sustainability is the concept and responsibility is the appropriate action taken. Harold Goodwin explains that “sustainability is the goal, a goal which can only be achieved by people taking responsibility together to achieve it” (Goodwin, 2016).

Sustainability provides future vision through attention placed upon ethical principles that guides responsible behaviour in economic, societal and environmental actions. Sustainability intends to foster positive impacts and diminish the negatives that originate from tourism challenges such as alterations of tourist demands, exploitation of resources, and economic uncertainty. Sustainability has growing concern to recognise the stakeholder's role for a balanced approach towards tourism. McDonagh & Prothero (2014) argue “we have recognised that at our current level of consumption, the planet cannot sustain us or it's carrying capacity for humanity ad infinitum”. This quotation addresses the popularisation of sustainability and responsible tourism alike. It is suggested that “tourists value the environment, would like to act responsibly and favour greater sustainability” (Miller, et al., 2010). Sustainable tourism is integral to the practice of tourism that involves action of stakeholders to develop standards of the sector. A definition from United Nations believes sustainable tourism “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and

host communities” (UNWTO, 2005). The balance between all three elements can become a major vehicle to attain economic affluence while upholding social, environmental and economic integrity. Distinguishing organised growth for the economy shared with environmental concerns and societal principles presents long term sustainability for the future.

Sustainable tourism development entails stakeholder participation and leadership which in turn lead to satisfactory tourism experiences for all. A sustainability consumer approach meets the needs through responsible actions, presuming that “marketing and communication can make sustainability relevant to the decision making and purchasing behaviour of consumers” (Font & McCabe, 2018). Tour operators and destinations target these types of tourists, as Dolnicar, et al., (2008) believe tourists are often willing to pay higher prices for more sustainable experiences. Responsibility in the context of tourism has varied definitions. Self-pro-claimed responsible tourists believe this responsibility can be shifted into altered dimensions such as honest marketing, which exemplifies perception of what responsible tourism means to consumers. In the new millennium, if consumers are sensitive to sustainable issues their behaviour is directed towards pro-environmental actions. According to Dolnicar & Grun (2009), most people regardless of their environmentally friendly behaviour at home, drop levels of behaviour when on holiday. There is often explanation of denial mechanisms as to why tourists behave in an irresponsible manner. As tourists, people feel entitled to travel and enjoy different places including places threatened by environmental change, often shifting blame towards tourism providers. The denial of personal responsibility and control from tourists deem excuses preventing them behaving more environmentally friendly. If the infrastructure and facilities are in place and informed to tourists, the likelihood of behavioural change is expected. Bramwell (2008) believes it is indispensable to develop productivity to sustain long term viability, with this approach intended to reduce tourist and resident friction. Another way in dealing with negative tourism impacts is to inspire responsible behaviour by questioning travel choices and challenging the content shared on social networking sites to provide a solution to over tourism instead of contributing to the problem.

2.6 Chapter Summary

Reviewing academic literature has helped mould the study in a broader context. It is evident that the second phase of web 2.0 has facilitated the growth of social networking sites with rising importance of new media platforms such as Instagram. Theorists suggest that the motivation of psychological needs to fulfil satisfaction is reflected in consumer behaviour where uncovering an inner need is in sequence order. The interaction of intangible wants creates a notion in the decision-making process to carry out a motive such as travel encounters. These developments have transformed tourist behaviour, with online environments recognised as an influential force in the decision-making process for travelling.

Despite this, no model can illustrate whether the use of innovative technologies like Instagram can influence travellers to behave in a responsible manner. Therefore, the gap in literature has been chosen to investigate further using primary research conducted by the author.

Chapter 3

3.0 Research methodology

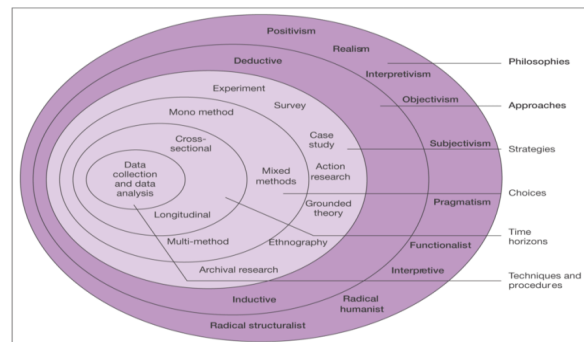
3.1 Introduction

This chapter outlines the research methodology undertaken by the author in addressing the second objective of this thesis:

1. Create primary research to understand tourist behaviour and reasoning behind the decision to travel responsibly.

A methodology is a theoretical analysis of the methods used in an area of study. Kaden and Levinson (2007) feel that selecting the right methodology for research is crucial. Hence, the author validated the methodology used to complete the study. Research is a detailed investigation into a study to attain new information. Redman and Mory (2007) define research as “a systematized effort to gain new knowledge”. This simplistic quote is alike with definition from Saunders et al who states it as “something people undertake in order to find out things in a systematic way” to increase knowledge

(Saunders, et al., 2009:5). Saunders believes the process of research can be broken down into layers, just like an onion. Primary research was selected after referring to the model that illustrates steps taken when developing an effective research strategy (Saunders, et al.,



2007). Types of research can be classified into different categories; descriptive and analytical. Descriptive research consists of collecting quantitative data used to define characteristics of a population or phenomenon with intention to find facts. Kumar (2008) suggests it deals with “description of the state of affairs as it is at present”. It also proposes how analytical research examines existing facts making critical evaluation of material. The choice to implement descriptive research to identify traveller’s favourable attitudes towards responsible tourism used data collection methods of surveys to show statistical responses and explore relationships between two variables and identify the needs for change.

3.2 Research philosophy

The first step of research philosophy justified reasoning behind the research undertaken. This study fosters a positivism paradigm that highlighted how social reality is objective, and knowledge is based on natural wonders. The approach depends on scientific evidence to reveal how society operates often using existing theory to develop hypothesis during research process. This paradigm is most suited to the researchers chosen field of study

who agrees that positivism is associated with quantitative methods of analysis as mentioned by Collis & Hussey (2009).

3.3 Research approaches

The next step investigated deductive approach where the three aims set found an answer to the research question. The author chose to identify patterns of traveller motives and assess the impact of social networking on tourists to travel responsibly. Deductive logic develops a hypothesis from the theories explored and tests its validity. It is also thought that “deductive approach might test to see if the relationship or link did obtain on more general circumstances” (Gulati, 2009:42). Advantages included the possibility to measure a concept quantitatively and generalise findings. The deductive reasoning was considered appropriate given the research aims and objectives where the author combined strategies of online surveys and paper questionnaires to generate rich and reliable statistical data.

3.4 Research strategy

The purpose of this study is descriptive, as it will aim to provide an accurate representation of tourist motivations to travel in a more responsible way and whether social networking has had an influence upon this decision. The idea of research strategy is to collect data relevant to the research undertaken through two core forms of data collection, being primary and secondary data. Primary is the fundamental research of drawing fresh information to address a specific topical problem. Primary which implies “first” entails in-depth exploration by the researcher performing through interviews and questionnaires. On the contrary, secondary involves the use of data already available by selecting relevant information to a study. The key difference between these two forms is that primary is based on raw data whereas secondary is based on interpreted information. The use of interviews was discounted as the general overview of this phenomenon was favoured compared to a small focus group. A wider variety of participants was preferred as it administers large amounts of data which is deemed more valuable, with fewer variables to alter the data collected. The author obtained primary research through an online questionnaire using Survey Monkey. A questionnaire is a useful instrument for collecting information from a wide source of people that is straightforward to analyse. To avoid bias the online questionnaire of 10 closed questions was distributed to a variety of age groups across social networking sites to the intended audience. The distribution of paper questionnaires around university campus to students of Tourism management and Events faculties compared against the online survey findings and ensured participant numbers were met. Positivist studies often adopt a survey methodology selected by the researcher to collect primary data from the sample to generalise the population. Additional secondary

data comes from information by government departments and further research previously collected before this study.

3.5 Research choices

The researcher chose to select primary data which grounded the study on a single research paradigm, commonly referred to as mono methods. A mono method was preferred as opposed to using mixed methods which are considered more challenging, demanding of time and energy, and financially costly. A quantitative study generates statistics through use of large-scale survey research, using methods such as questionnaires..." (Dawson, 2009:6). Babbie (2006) indicates the data is in numerical form and generalises across groups of people to explain a phenomenon. The table below expands on the reasoning behind the choices of questions listed in the questionnaire and survey.

Q3	How often do you travel on holidays each year?	This question was asked to see if there was a link between young people and travelling more frequently.
Q4	What is your main motivation when booking a holiday?	The author wanted to understand Maslow's theory better by asking respondents the main motivation when booking a holiday.
Q5	What sources do YOU find more helpful when seeking information about a destination?	Finding out what sources are more trusting will link to the next question in assessing if word of mouth is a more influential source of information.
Q6	Is your destination choice likely to be more influenced by word of mouth e.g. (family/ friends/ social media sources) OR professional sources e.g. (Travel agents, Tourism board and other information related websites).	This question was added to expand from question 5 in understanding the strength of word of mouth in the travel industry over professionally made content.

Q7	Do you use Instagram?	The researcher wanted to get an understanding of the phenomenon and depict whether it could hold the potential to encourage responsible tourism.
Q8	How important is social media upon your decision to travel?	The next question wanted to investigate the importance of social media on individuals' decisions to travel to see if participants to the survey would be easily swayed into practicing responsible tourism whilst on holidays.
Q9	Would Instagram influence you to travel more responsibly whilst on holidays?	This question was asked to fit with the dissertation title to find out if social networking sites like Instagram hold power in encouraging responsible behaviour.
Q10	Would any of the following factors encourage you to travel in a more responsible way?	Factors were listed on this question to see if people were tempted by actions and behaviours they could fulfil whilst on holidays. The author wanted to see whether the theory by Scott (2011) is correct that people drop ethical responsibility when not in everyday lifestyles.

3.6 Time horizons

The time horizons are a framework intended for completion of the project. The author selected the cross-sectional studies that are designed to obtain research data in different contexts but over the same period. This measure can calculate behaviour of individuals and

identify motive patterns between each traveller. Choosing this method was suitable as the likeliness to be achieved in the given period looked positive.

3.7 Sample

Sampling is a crucial element of research to retrieve stats from a smaller group of the total population. In a quantitative study, “the larger the sample, the better” (Cohen, et al., 2011). The author measured findings obtained from the questionnaire by simple random sampling. The sample size was made up of 120 respondents that acted as a representation of the population providing greater reliability of adequate data return. The sampling technique consisted of varied participants from the online environment with social networking presence, including Facebook and Instagram, to gather the responses and respondents from the university campus.

3.8 Data collection and analysis

Data collection is a process of gathering and measuring data collected in a systematic fashion. The data from the online results were analysed through survey monkey software presenting data trends to provide insight of individual responses to the decision-making process of travellers. The data is automatically generated into charts and graphs to illustrate trend results to generalise the sample. SPSS is the abbreviation of the statistical package of social sciences (statisticssolutions, 2019), implemented by the author to perform statistical analysis of the paper questionnaire results. Although the sample was much smaller for the paper results, utilising two different types of data analysis enabled the author to merge data into an overall summary gaining insight to the patterns found for further comparison. Quantitative data was used to gather basic factual data including behavioural understanding of the larger population presented through numerical information. Collecting the survey data in a positivist study was done using a self-administered online and paper questionnaire. There is great benefit of cost and time efficiency from self-administered survey, allowing for the opportunity to reach widespread audiences to demonstrate behavioural attitudes in the motivating factors of responsible tourists. The designed structure created online prevented bias by asking each participant questions in the exact same rank order. This was then duplicated to the paper copies but altered on the questions which required interactive tools. Lengthy questions were avoided to keep the interest of respondents and to prevent decrease in result validity.

3.9 Limitations of research

All studies have limitations which can hinder the credibility of research found in terms of data collection. Therefore, the limitations identified in this study were deemed minor. Time constraints were acknowledged as limited time may result in poor collection of data.

Reliability of participants was key otherwise inadequate data would be collected from the questionnaires. The possibility that online participants may distort opinions stated unlike face to face research was listed. The sample could be at risk and weakened if any participants declined to take part, but thankfully there were no instances of this.

3.9.1 Time management and sample

Time management is the ability to organise and manage work effectively. By using Microsoft excel to create a Gantt chart (found in appendices A), the scheduling of personal targets to be met throughout this project could be made, therefore keeping up to date on any work.

3.9.2 Ethical consideration

The design of a survey poses few ethical threats as respondents can reject participation and withdrawal at any time during the research. It is imperative to acknowledge the ethical considerations in the research through informed consent and voluntary participation. An introductory statement page on the survey monkey website detailed research purpose, assurance of anonymity and confidentiality as well as contact details if respondents wish to question further. The anonymity stated at the beginning hoped to encourage honest answers for the surveys to obtain more reliable results. The consent was received when the participant forwarded to the next page of questions by clicking next. Upon releasing the questionnaires participants were made aware that withdrawal at any time was permitted and the guarantee of data discretion with data stored through password protected accounts. To participate in the survey, it was mandatory to be over the age of 18 to ensure the study was ethical and data was used more freely having gained consent. The questionnaire started with a question about age to decrease the participation from anyone under age who may be vulnerable. The methods were ethically approved from UWTSD following completion of ethics form to ensure the individual felt no potential risks.

Chapter 4 will discuss the data collected using the methodology steps found in this chapter, with the analysis of results used to identify patterns amongst the data generated relating back to the literature review.

Chapter 4

4.0 Data analysis and findings

This chapter intends to present findings discovered from the primary research to gain insight to the second objective of this dissertation:

Create primary research to understand tourist behaviour and reasoning behind the decision to travel responsibly.

The data presented in this chapter has been carefully analysed to ensure relevancy to the set aims and objectives. The presentation of findings from online and paper surveys are done using graphs and charts to ensure clarity when interpreting the data. See Appendix D for copy of Questionnaire. Next, the identification of themes was made apparent and then compared against discoveries in the literature review. The main themes that were evident from the literature review are listed below:

- Travel motivations.
- Influence of UGC & WOM in tourism.
- Social networking prominence within travel.
- Tourist behaviour.

To start, 20 paper questionnaires were collected from university campus of the tourism and events faculty to gain a greater perspective of the themes and patterns identified in the results. This was analysed using statistical package for social sciences (SPSS) software on a computer. Once the data was entered the information was transferred into frequency tables and bar graphs. The researcher then accumulated 100 additional responses from online survey platform survey monkey, where results were extracted from the researcher's personal social sites. This was purposely used to observe the real impact of social networking.

The first two questions looked at the different demographics of participants to understand the respondents. Question three and four directly addresses the frequency of travel and the motivational factors to encourage this movement using simple numbering scales. The next two questions establish sources used for information research and the influence posed on destination choice. From here, question seven and eight understand social media importance and the sum of Instagram users to compare with literature review findings. Question nine and ten finally focus upon responsible tourism to draw a conclusion whether this interest is something respondents and the wider sample are enticed by.

4.1 Paper Questionnaire findings

Figure 4.1.1 Age Demographic / Frequency of travel

Age * How often do you travel on holidays each year? Cross tabulation

Count

		How often do you travel on holidays each year?				
		Once	Twice	Three - Four	5+	Total
Age	18-24	5	4	6	1	16
	25-34	2	1	0	0	3
	45-54	0	1	0	0	1
Total		7	6	6	1	20

This cross-sectional analysis investigates age demographic in relation to the frequency of holidays taken annually by the respondents. The analysed data has highlighted that the younger generation go on more holidays throughout the year than any other age group. Typically, the university median age is categorised in the 18- 24 age bracket, therefore a large proportion of respondents who answered this questionnaire on campus dominated the sample therefore some bias may be present.

Figure 4.1.2 Information Sources / Destination influence

Sources found helpful when seeking information about a destination * Destination choice influenced by word of mouth or professional sources Cross tabulation

		Destination choice influenced by word of mouth or professional sources		
		Word of mouth	Professional sources	Total
Sources found helpful when seeking information about a destination	Travel agent	3	3	6
	Customer review	3	1	4
	friends or relative	3	0	3
	social media	4	0	4
	comparison website	2	1	3
Total		15	5	20

Both data sets were cross tabulated to find if there was any association between the sources that respondents visit for travel research and which source had greater influence selecting destination choice. The results show that 'word of mouth' held higher influence on destination choice opposed to the professionally found sources despite 'travel agents' appearing to be the top answer when seeking holiday information. When referring to the literature content, is alike Baker's (2001) idea that if products can be spoken about, they are often seen as more appealing. In hindsight, word of mouth sources is more credible in persuading the sample to a destination choice.

Figure 4.1.3 Responsible Tourism fee

Would you pay a small fee on top of your holiday cost for responsible tourism?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	8	40.0	40.0	40.0
	no	12	60.0	60.0	100.0
	Total	20	100.0	100.0	

The last question asked on the paper questionnaires wanted to find out if participants were willing to pay an extra fee aside of holiday expenses that would contribute to responsible

tourism. The majority 60% voted to not subsidise this fee suggesting that it is common for people to show no interest in participating in responsible tourism practices.

Figure 4.1.4 Social media Importance / Instagram usage

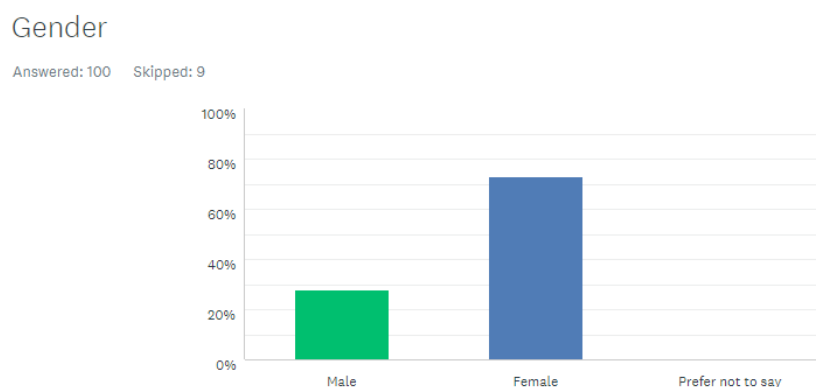
Social Media importance upon decision to travel * Do you use Instagram? Cross tabulation

			Do you use Instagram?	
			Yes	Total
Social media importance upon decision to travel	important		5	5
	neutral		12	12
	not important		3	3
Total			20	20

The author wanted to address whether the social media importance of opting to travel was greater if respondents were users of Instagram. Although every respondent actively used Instagram, the data showed that 60% of those answered had unbiased standing of social media influences on their own decision to travel. With only 25% responding 'yes' to social media impacting their travel choices, there is seemingly little correlation between Instagram users and social media importance to determine destination choice. It does reflect the growth of social media users and suggests the significance behind this phenomenon as discussed in the literature review.

4.2 Online Surveys

Figure 4.2.1 Gender



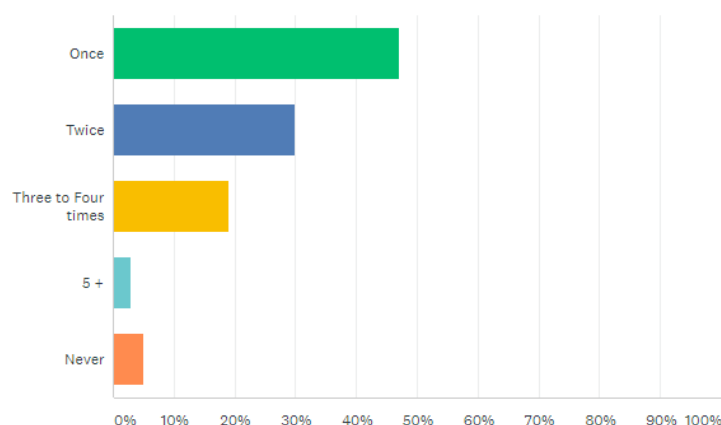
According to Statista (2019) the number of females Instagram users aged 18 – 24 (15%) were out weighted by a further 2% of males in the same category. To put this claim into perspective, the researcher added the question asking respondents their gender to understand participant demographic and identify further into the survey whether males or females used social media more principally.

A total of 72 out of the 100 respondents identified as female with the remaining 28 appearing as male due to no participants choosing not to state gender. The graph above depicts the gender of participants. It is evident there is a higher female presence on the survey findings which can be advocated by the cliché that women tend to be more expressive on social media environments. Upon investigation, 62 out of the 72 women used Instagram which is a significantly higher number. In comparison, the literature review contradicts the findings as the author believes, based on the percentage of female respondents in the sample, that Instagram is predominantly female user based as the image-based platform is naturally more appealing to women (Seligson, 2016).

Figure 4.2.2 Holiday frequency

How often do you travel on holidays each year?

Answered: 100 Skipped: 9



The next question simply asked, 'how often do you travel on holidays each?' to detect pattern in the participants frequency of travel. The results declare travelling once annually as the most common answer. These widespread results are different from the paper questionnaire results where most participants went on more holidays, but this may be down to the fact the respondents were all tourism students whom travel a lot.

Figure 4.2.3 Traveller motivation

What is your main motivation when booking a holiday? Rank in order of importance.

Answered: 100 Skipped: 9

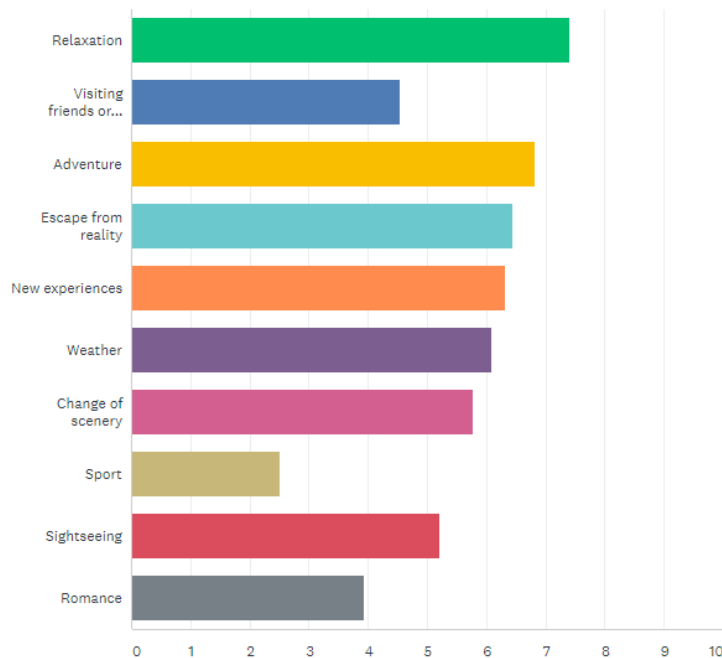
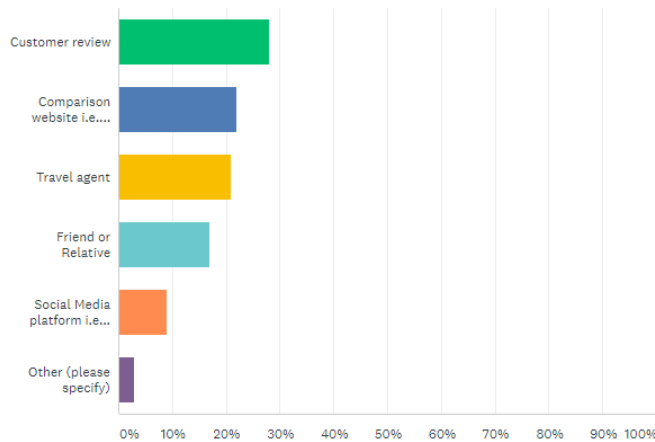


Figure 4.2.3 highlights the score of all motivational factors selected by everyone that answered the survey. The results are directed into average rankings, which represents answers in order of importance. Using the survey monkey tool to customise this question, respondents were asked to rank the listed motivational factors when booking a holiday, with 1 being the most favoured option and 10 being the least preferred. It is shown that 'relaxation' is the number one motive that 25% of people interviewed consider when holiday seeking. Conversely, exactly half of all respondents selected sport as the least favoured motivation when booking. It is apparent that motivation will differ from one person to another for subjective reasoning based on the hierarchy of needs. In relation to Maslow (1943), reaching the higher needs of self-esteem and self-actualisation is more rewarding when seeking a holiday, as for many it is a form of escapism to fulfil one's potential and desires and reaching one's dreams. The most ranked answer for this question revealed relaxation as the number one motive for travelling, proving the links with self-actualisation through forms of self-reflection and rejuvenation from everyday life. The data corresponds with the main body of literature regarding motivation validating the fixation of higher needs once the lower levels of the ladder have been met.

Figure 4.2.4 Information sources

What sources do YOU find more helpful when seeking information about a destination?

Answered: 100 Skipped: 9

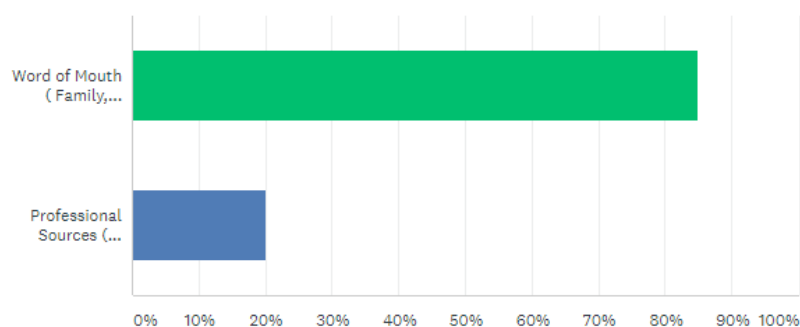


The analysis of the next two questions will be compared with the results taken from the paper questionnaires. The question asked to select one source that was the most helpful when seeking destination information. The findings show that customer reviews are the most influential source, with 28% of the 100 respondents declaring this answer. When comparing findings, paper respondents favoured travel agents as a source for information, while online participants preferred UGC. Although the paper questionnaire respondents were far less in sample size, this result could be expected from the channel of communication used. Due to the evolution of web 2.0, the sharing of travel experiences has changed the way people travel and seek information. This type of user generated content through customer reviews which was top answer creates linkages in conjunction with the claims of Hassan et al (2015) that “consumers are now relying more on UGC than professionally made sources”.

Figure 4.2.5 Destination Choice

Is your destination choice likely to be more influenced by word of mouth e.g (family/ friends/ social media sources) OR professional sources e.g (Travel agents, Tourism board and other information related websites).

Answered: 100 Skipped: 9

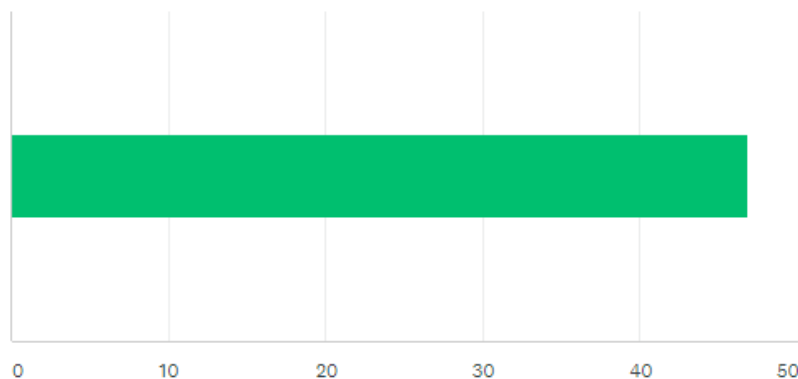


Survey participants were asked whether personal or professional sources had more influence on individual's choice to destination selection. The chart shows that the word of mouth figures of 85% overtakes professional sources significantly. In comparison to the paper questionnaires, there is clear correlation in pattern that seeking information from family and friends through traditional and electronic word of mouth is favoured over professional content from industry experts. Both WOM and EWOM create a visual perception of expected travel experience or service taken based on someone else's encounter, which is regarded as more reliable compared to tourism authorities, whom may create a false perception of the quality of the product or service being sold for profitable gain in a biased judgment. The author agrees with Park and Lee (2009) who express the struggle in figuring out the credibility on content found.

Figure 4.2.6 Social media importance

How important is social media upon your decision to travel?

Answered: 100 Skipped: 9

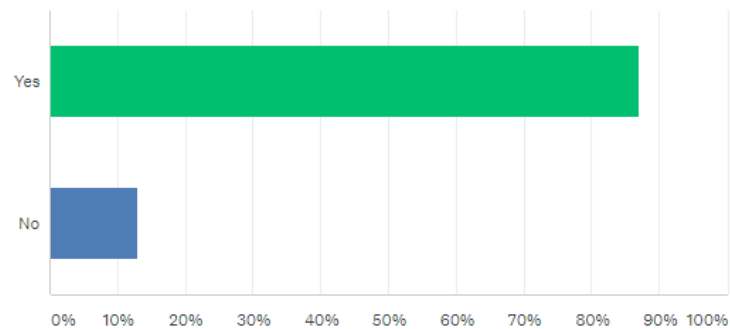


This question asked 100 people to rate the importance of social media upon deciding to travel from a scale of 0 – 100 with 0 = unimportant and 100 = important. The chart above shows that the score ranked at an average mark of 47 implying that just under half of the sample had neutral opinion towards social media importance.

Figure 4.2.7 Instagram Users

Do you use Instagram?

Answered: 100 Skipped: 9

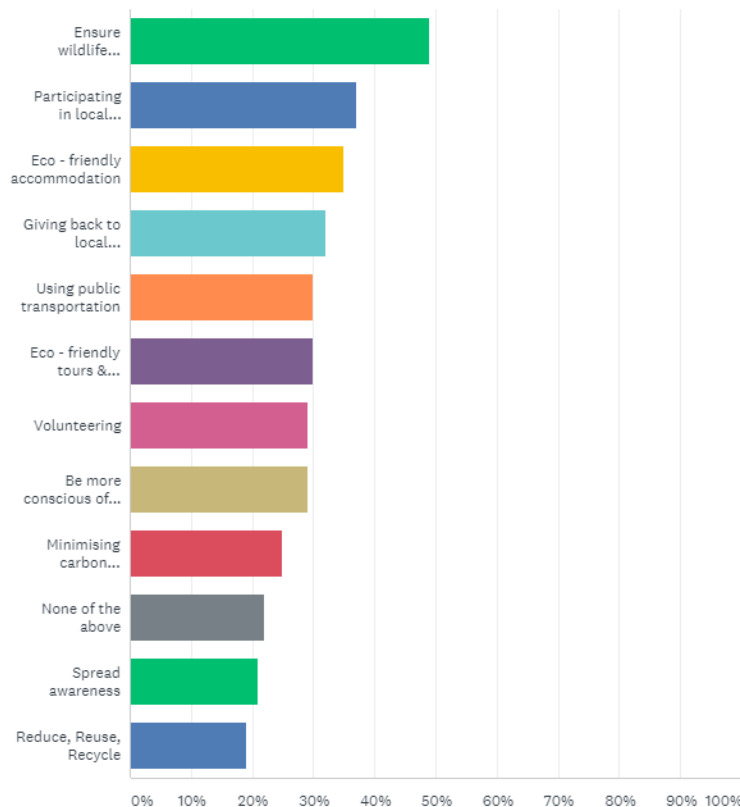


The above diagram shows the results where respondents were asked prior if they used Instagram. The same question asked on the paper questionnaires previously stated all 20 respondents were users of this social networking platform. In this instance, a large fraction of 87 Females to 13 Males were recorded, highlighting the magnitude of this platform as a social interaction.

Figure 4.2.8 Factors to encourage Responsible Tourism

Would any of the following factors encourage you to travel in a more responsible way? Please tick which apply.

Answered: 100 Skipped: 9

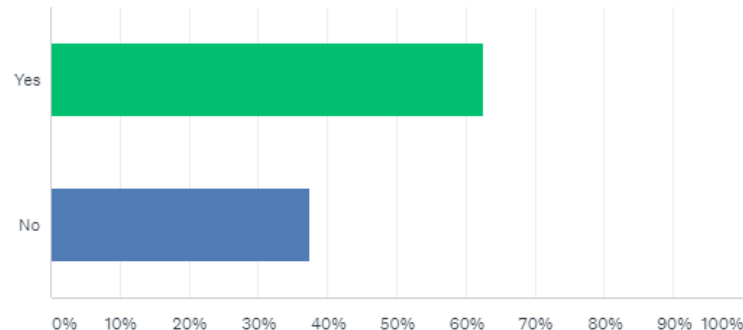


A total of 100 people responded to factors that would encourage action to travel more responsibly by ticking the applicable boxes. Just under half of all respondents selected 'ensuring wildlife activities are ethical' as the most preferred option, shortly followed by 'participating in local customs and traditions'. The author was surprised at 22% of the population selecting the 'none of the above' box in behaving more responsibly. This would coincide with the statement extracted from the literature review by (Scott, 2011) verifying that "change in tourist behaviour when planning or during vacation is questionable". The likeliness to participate in amoral activities whilst on holidays is considerably higher where social pressures are removed to behave in a certain manner. The morality of tourism consumption often raises attention to ethical concerns, but the encouragement of altering travel behaviour often fails to be acted upon, which leads the author on to the next question.

Figure 4.2.9 Responsible Tourism Fee

Would you pay a small fee on top of your holiday cost if it meant you had contributed to promoting and supporting responsible tourism?

Answered: 99 Skipped: 10



Due to 1 respondent skipping question 10, 62 % of the 99-person sample answered yes in contribution to responsible tourism through additional holiday fee, compared to the smaller 37 % that responded no. A comment box option was added to expand on why people would or would not contribute to responsible tourism. The use of a word cloud was implemented as visual representation of most frequently used words by the 45 people that chose to voice opinion. The figure shows positive relationship in phrases that have been grouped. A total 11% of the responses recorded specifically mention the word 'help' in their answer. Despite positive response appearing high, 11 out of the 45 (24%) comments indicated negative connotation expressing financial concerns to individuals and how travel providers such as hotels, airlines and travel agents should cover this fee upon booking holidays. In light of the financial concerns voiced by participants, this links to the literature review where Leonidou et al (2015) alleges those with higher wealth are more inclined to behave more environmentally sustainable, practicing responsible tourism. The research drew the conclusion that holidays are deemed a luxury to most, so spending additional money towards responsible tourism is not of interest. More often than not, people only want to participate in responsible tourism when it is clearly benefitting them. A paying alternative could be an option where travellers can opt out of sustainable practices without a guilty conscience, whilst providing solution to this global matter.

Figure 4.2.9.1 word cloud: representing responses from question 10: Would you pay a small fee on top of your holiday cost if it meant you had contributed to promoting and supporting responsible tourism?



Chapter 5

5.0 Conclusion and Recommendations

This final chapter will reflect upon the data collected from primary research and summarise the results uncovered to address the main aim of the study:

- To determine whether social networking can encourage an individual's decision to travel responsibly.

Key themes that were made apparent through the literature for the purpose of this study were scrutinised, using social networking site Instagram as a case study to confirm if the results are consistent or inconsistent with the main aim. The interpretation of this data uncovered different angles prompting new ideas that may not have been considered prior to the study. Both data sets were examined and analysed in accordance to the literature review judgements. Relating the patterns found to theories and concepts were touched upon and applied where appropriate, with the conclusion drawn displaying each of the objectives set to assist answering the research question in Chapter 1.

Aims and Objectives

- To determine whether social networking can encourage an individual's decision to travel responsibly

The aim of this dissertation was to determine if social networking platforms hold power in people's choice to travel in a responsible manner. Instagram was used as a case study to identify traveller motives to fulfilling this ethical trend. The aim was met by satisfying the 3 set objectives:

1. Explore responsible tourism further to gain better knowledge and understanding.

Through overseeing extensive literature review in Chapter 2, an overview of responsible tourism was developed and the theories surrounding this subject using government statistics, academic journals, scholar books and reports to comprehend the scale of this global trend and thus was able to meet the first objective.

2. Create primary research to understand tourist behaviour and reasoning behind the decision to travel responsibly.

Objective 2 was met by distributing surveys through the university and online platforms, which collected a total of 120 completed answers. Chapter 3 discusses the method taken in

completion before finalising the results in Chapter 4 to address tourist behaviours and other notions in relation to this study.

3. Examine the importance and power of social networking for responsible tourism purposes.

Objective 3 was also fulfilled in Chapter 2, where a case study of social networking platform Instagram was used to understand the significance from a tourism perspective. The literature review highlighted a mixture of pre-existing information associated with social networking and tourism; however, the research was inadequate in assessing social networking as a vehicle for directly fostering responsibility. These findings were combined with the primary research data to conclude whether this source could be a powerful determinant in encouraging responsible tourism amongst travellers.

5.1 Social Networking Prominence in Tourism

Academics such as Hays et al (2013) and Manap & Adzharudin (2013) all agree that social networking is globally influencing the tourism sector, by being involved in pivotal points in all stages of decision making and purchasing process, delivering unapparelled opportunities for tourist engagement. With tourists becoming more experienced and resourceful, demand is created for new experiences, and the pressure to find the next great thing prevails until the novelty fades, making the gap between social networking portrayal and reality obvious. Tourism providers such as Easy-Jet have implemented creative tools to attract visitors to a destination, whilst social networking platforms such as Instagram hold excessive power in the before, during and after phases of a holiday. The boasting of their travelling is a common movement that millennials especially are driving with, visiting a destination simply for the photo opportunities and the likes a photo may receive in order to inspire others. This “Instagrammable” trend to show off on any given occasion is linked with over tourism that is slowly deteriorating popular tourist destinations. Instead, Instagram should be used as a means to detect negative issues that arise from tourism and offer a solution to this ever-growing problem.

5.2 Influence of UGC and EWOM

The influence of UGC and EWOM was identified as a significant theme after careful examination of the results. User generated content and electronic word of mouth are forms of verbal communication that holds significant authority on social networking platforms in the decision-making process. Individuals come to online communities to learn about both good and bad experiences and evaluate using their own judgement whether to proceed with travel choices. The external search of the decision-making process consists of electronic word of mouth and generated content (Holbrook & Hirschman, 1982), so balancing reviews, videos

and pictures during the decision-making process will help validate if the destination is worthwhile and suitable. The findings focus on the significance of WOM as an influential source of information, with both types of primary research were more reliant on the information extracted directly face to face opposed to content that is professionally crafted. In relation to information sourcing, the customer reviews were the highest recorded answer. UGC changed the way information is sought but there is debate surrounding the legitimacy of published data that the research has failed to uncover. The endless amounts of data available at the traveller's convenience ultimately transfers power from tourism authorities to the consumers. The value of UGC is undervalued, as for companies both positive and negative publicity will engender free advertisement. The results show that this type of audio-visual communication is dominating web 2.0 but is slightly tarnishing the true reality of travel and painting unrealistic expectation of destinations, as seen with the Instagram effect, whereby consumers see something online instead of exploring it first-hand.

5.3 Travel motivation

One of the themes to emerge was motivation in travel, which is a core variable in explaining tourist behaviour. This common theme shows the visibility of motives in modern society from the mobilisation of accessible travel. The findings relate to Maslow's theory, which counteracts what the results from the primary research portray, where Maslow suggests that the act of travelling may give individuals increased satisfaction that may be absent from the psychological and safety needs. This drive to fulfil an action in order to feel pleasure is felt especially by millennials that seek their next travel encounter, often prioritising this luxury over necessities. The top 5 answers on the survey all fixate on the top two tiers of needs associated with esteem and self-actualisation, showing how tourism is seen as a need not a want. Maslow's theory however could be seen as outdated and no longer relevant to the changing demands of the 21st century. Due to lack of data surrounding the motives to consume responsible tourism, it is clear that all motives differ from person to person as discussed in the literature review, but the motive to fulfil tourism more responsibly can be classed as a personal motive influencing what stimulates one to travel.

5.4 Tourist Responsible Behaviour

Tourist behaviour is built on a number of components, with the phases of planning, decision-making and purchasing marked by this behaviour. The findings show that the (TPB) model of carrying out an action is more expected if the intention to do so previously exists, and this contradicts the primary research findings. Individuals may be more inclined to behave more ethically at home, but this ethical consciousness is often abandoned when on holidays. When combining the data of literature review and primary research there is indication to

disregard responsibility on holidays, supported by 22% of online survey respondents unconcerned with behavioural change. This attests the idea that “change in tourist behaviour when planning or during vacation is questionable”(Scott, 2011).

These intense tourist behaviours have led to matters directly connected with the current reputation of social networking, therefore distinguishing that the difference between everyday behaviour and tourist behaviour is critical. Familiarity with tourist behaviour is crucial for future tourism development, for instance in assessing whether online behaviours may control the act of responsible tourism. Instagram could be used as a platform to promote this sustainable practice, even if it means glamourizing this trend for people to participate in saving the planet. Ample amounts of research in agreement with Miller et al (2010) show that “tourists value the environment, would like to act responsible and favour greater sustainability” , for that reason the encouragement to adopt positive morals on holidays regarding tourism activities means achieving better sustainability.

5.6 Limitations

A few limitations that were identified during this study all relate to the research which will be tackled below:

Using mono method approach exercised a single quantitative dataset, which meant the data wasn't rich enough to fully address the topic of responsible tourism. Although this adequately met the aim, objectives, and produced data worth mentioning, the qualitative data may have uncovered new viewpoints that are currently absent. The number of paper questionnaires distributed were far less in proportion to the online survey figures. Ideally, the consistency of data would be more abundant if the number of respondents from both types of quantitative methods were equally met.

Another limitation of the study was the 120 sample from the online and paper surveys combined meant it was not large enough to represent a population. Despite a total of 109 online responses, only 100 of these responses were valid due to skipped question which may have influenced the results. The data was not drastically affected, but the researcher would have benefitted from the additional responses. Respondents appeared predominately female on both data sets which may have provoked bias results. For future research, selecting even number of participants from each gender to fabricate more reliable findings would likely avoid subjectivity. Lastly, the researcher faced cost restraints which restricted the use of survey monkey to the cheapest and most basic form.

5.7 Conclusion

Despite the research limitations, the research project had successful outcomes. With reference to the research question, findings illustrate that social networking does influence an individual's decision to travel to a destination. Social networking is a vital part of the planning process prior to holiday encounters, which accord with the consumer behaviour model by Engel et al (1993). It is evident that social networking acts as a motive, with decisions being made based on how "Instagrammable" a destination will appear to a following. Numerous studies have looked at social networking effect in tourism as well as tourism behaviours, but the data surrounding responsible tourism is lacking as it is still a fresh phenomenon. This dissertation has shown that responsible behaviour is a personal consumption and the responsibility is very widely spread and varied from person to person. One person may fail to behave more sustainably with the next person being extremely eco-friendly accounting for the blame of other travellers. There is little existing knowledge vindicating the reasons why people omit responsibility between home life and holidays, and further inquiries need to be made into social networking sites being able to demonstrate the ability to amend tourist behaviour, since sites like Instagram facilitate motive to travel by striking envy upon others. Instagram operates as a catalyst for responsible tourism and can alter negligent behaviour through the portrayal of accurate travel experience. Highlighting the damage left behind by tourists may influence travellers to foster a more responsible behaviour, which can be observed in a future field of study. Taking issues into account, pursuing popular tourist movements and trends are often short lived once the novelty has worn off despite individuals falsely claiming ethical concerns of a destination. It is imperative that this movement is investigated further to achieve sustainability and to preserve the places travellers visit today for the travellers of tomorrow.

5.8 Recommendations

- It was surprisingly found that Instagram acts as a motive for tourists pursuing holidays. For future research further examination into motivations surrounding this networking site will offer guidance in deciding if Instagram can act as a responsible tourism influence.
- Expanding on this point, tourism organisations such as UNESCO / UNWTO can partner with Instagram as a sponsor to encourage RT through representation of all responsible tourism forms i.e. sustainable, eco- friendly, ethical, and green tourism.
- Since tourism authorities are the ones supplying tourism demands, there need to be higher responsibility within these organisations to mitigate the negative outcomes that tourist behaviours and actions can cause.

5.9 Self-Reflection

There was some interest in social networking surrounding tourism prior to the research. This topic was chosen for the investigation as the author wanted to comprehend views and opinions of individuals towards responsible tourism. Initially, it was thought that the wider population was interested in this trend that is often referred to as a 'niche market'. The findings reveal that responsible tourism is consciously felt by travellers but is intentionally overlooked, as people want guilt free holidays. The researcher was surprised to find that the primary research sample can be reflective of the wider populace, as the literature review findings support the argument that people don't wish to hold this level of responsibility on holidays. There were no changes in the dissertation, however if this study was redone the author would engage in specifying focus groups to get a detailed perception from industry professionals in fathoming tourist behaviour regarding responsible tourism and the modification of every day responsible behaviour.

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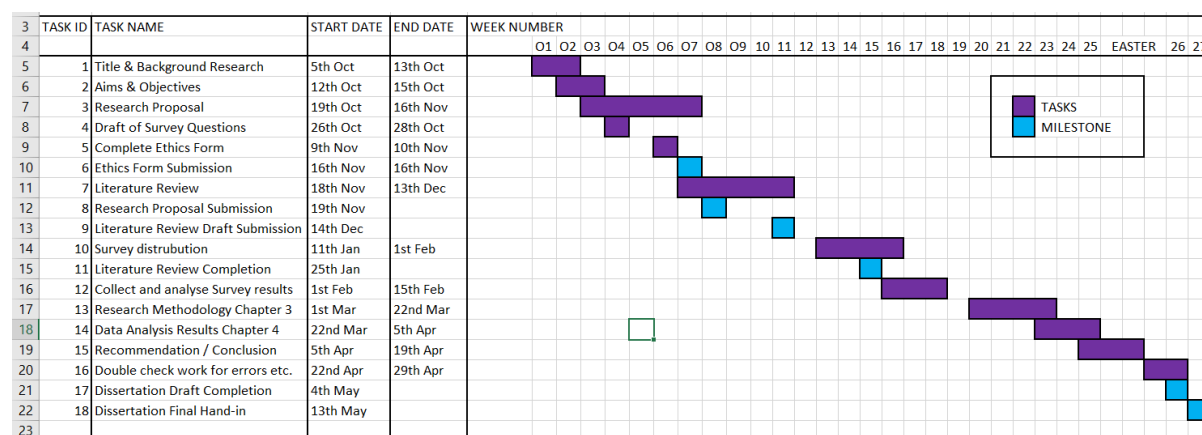
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Appendices

Appendix A



Appendix B



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

E3 FORM

APPLICATION FOR ETHICAL APPROVAL – BA level

CAIS AM GYMERADWYAETH MOESEGOL – Lefel BA

Mae'r ffurflen hon i'w chwblhau gan bob BA myfyrwr. Rhaid i bob ffurflen gael ei ystyried gan diwtor y modiwl.

Dylai un copi o'r ffurflen yn cael ei roi ar y ffeiliau Gyfadran ac un copi cadw ar y ffeil myfyrwr.

This form is to be completed by all BA students conducting research, projects or productions. This form should be completed by the student. All forms must be considered by the Module tutor. A copy of the form must be kept centrally and on the student file.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn

Full Name

Kayleigh Davies

Ysgol/Cyfadran/

School/Faculty

UWTSD
Campus

Business

Rhif Myfyriwr

Student
Number

P149186

Cydllynydd prosiect / Tiwtor

Module Tutor/ Programme
Co-ordinator

Dr Huw Thomas

Enw'r Gradd

Name of
Degree

Tourism Management
BAHons.

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

Investigating the influence of social networking sites on tourist decision's to travel responsibly.

ADRAN 2 – MANYLION CYFRANOGWYR / SECTION 2 - PARTICIPANT / AUDIENCE DETAILS CYNULLEIDFA

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David	X	
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	X	
Plant a phobl ifanc dan oed	Children / legal minors		X
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		X
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		X
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		X
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr		Participant / Audience Number and Age
Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ Audience number	100 – 120 participants
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	18 years old +

ADRAN 3 – GWEITHGAREDD YMCHWIL

SECTION 3 – RESEARCH ACTIVITY

1.	Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
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Defnyddio holiadur neu offeryn ymchwil tebyg	Use of questionnaire or similar research instrument	X	
Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		X
Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		X
Dyddiaduron	Diaries		X
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		X
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		X
Recordio fideo neu sain	Video or audio-taping		X
Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		X
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		X
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		X
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		X
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		X
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		X
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		X

2.	Restru eich dull o gasglu data	List your method of data collection:
The use of an online survey using survey monkey to be distributed over Instagram. Also a questionnaire to be given out around the university to Students in the tourism and events faculty.		

3.	Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)	Potential Risk: (physical, psychological, legal, social or economic)
A oes unrhyw risg bosibl i:		Is there any potential risk to:
A	Cyfranogwyr?	Participants?
B	Ymchwilydd?	Researcher?
C	BrifYsgol/Cyfadrn?	University?

4.	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
-----------	--	--

5.	Os ydych yn delio â phlant a / neu oedolion agored i niwed, rhaid i chi gyflwyno eich tystysgrif DBS i'ch tiwtor goruchwyllo i'w cymeradwyo cyn i unrhyw gysylltiad â cyfranogwyr hyn.	If you are dealing with children and/ or vulnerable adults you must present your DBS certificate to your supervising tutor for approval before any contact with these participants.
		Ydw / Na Yes No
A	Ydych chi wedi gwneud cais am dystysgrif DBS?	Have you applied for a DBS certificate?
B	A yw eich tiwtor weld a'i gadarnhau eich tystysgrif DBS?	Has your tutor seen and approved your DBS certificate?

6.	A fyddwch yn cael cydsyniad gwybodus ysgrifenedig gan eich cyfranogwyr?	Will you obtain written informed consent from your participants?
-----------	---	--

			Ydw / Yes	Na No
A	Os na fyddwch, pam hynny?	If no, why not?	x	
B	Os byddwch, sut byddwch yn sicrhau cydsyniad gwybodus?	If yes, how will you secure informed consent?		
Rhowch eglurhad / Please explain A tick box to confirm consent will have to be applied before answering online survey.				
Cynhwyswch gopi o'r ffurflen gydsynio os ydych yn defnyddio un.		Please include a copy of the consent form if you are using one.		

ADRAN 4		SECTION 4	
CEFNOGWYD /APPROVED		NIS CEFNOGWYD/ NOT SUPPORTED	
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.		Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.	

Llofnodau Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r Cydlynnydd y prosiect /Twitor	Signatures This form should be completed and signed by the student and the Module tutor/Programme Co-ordinator.
---	---

Myfyriwr / Student KJDavies	Dyddiad: / Date: 14/10/2018
Cydlynnydd y prosiect /Twitor Project co-ordinator / Tutor DR HUW THOMAS	Dyddiad: / Date: 16/10/2018



Cyfranogwr Rhif Adnabod:

P149186

Participant Identification Number:

CWESTIYNAU CYFWELIAD SAMPL

SAMPLE INTERVIEW QUESTIONS

TEITL Y PROSIECT: / PROJECT TITLE:

Investigating the influence of social networking sites on tourist decisions to travel responsibly.

1	Gender Female – Male – Prefer not to say
2	Age 18-24 – 25-34 – 35-44 – 45-54 – 55+
3	How often do you travel on holidays each year? Never – Once – Twice – Three to Four times – 5+
4	What is your main motivation when booking a holiday? VRF, romance, adventure, to relax, escape from reality, change of scenery, new experiences, weather, other.
5	What sources do YOU find more helpful when seeking information about a destination? Travel agent, customer review, friend or relative, social media platform, comparison website & other.
6	Is your destination choice likely to be more influenced by word of mouth e.g (family / friends/ social media sources) OR professional sources e.g (travel agents, tourism boards)?
7	How important is social media upon your decision to travel? Important – Neutral – not important
8	Do you use Instagram? yes - no
9	Would any of the following factors encourage you to travel in a more responsible way? Please tick which apply: Eco – friendly accommodation, Minimising carbon footprint, using public transport, participating in local customs & traditions, giving back to local communities, volunteering, reduce – reuse – recycle, ensure wildlife activities are ethical, eco friendly tours and activities, be more conscious of water and other waste, spread awareness, none of above.
10	Would you pay a small fee on top of your holiday cost if it meant you had contributed to promoting and supporting responsible tourism? Yes – No. Why?

Name and address of researcher : Kayleigh Davies – Swansea SA1 1TY



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Cyfranogwr Rhif Adnabod:

Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOGIAD

PARTICIPATION CONSENT FORM

TEITL Y PROSIECT: / PROJECT TITLE:

Investigating the influence of social networking sites on tourist decisions to travel responsibly.

Name of Researcher: Kayleigh Davies

1. I confirm that I have read and understand the information sheet dated **xxxx** for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

☐

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.

☐

3. I understand that any information given by me may be used in future reports, articles or presentations by the research team.

☐

4. I understand that my name will not appear in any reports, articles or presentations.

☐

5. I agree to take part in the above study.

☐

Name of Participant

Date

Signature

Researcher – Kayleigh Davies

Date 15/11/2018

Signature KJDavies

You may decline to participate in this study. You may end your participation in this study at any time. If you decide to remain anonymous, maintaining your anonymity will be a priority and every practical precaution will be taken to disguise your identity. If you prefer anonymity, there will not be any identifying information on audiotapes or transcripts of this or any interview. No-one will hear any audiotapes or see any transcripts without your prior consent. All materials generated from this or any interview will remain confidential.

When completed, please return in the envelope provided (if applicable). One copy will be given to the participant and the original to be kept in the file of the research team at: **PLACE:**

ENW A CHYFEIRIAD YR YMCHWILYDD

NAME & ADDRESS OF RESEARCHER

Kayleigh Davies – Swansea SA1 1TY

Cyfranogwr Rhif Adnabod:

Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOIAD

SAMPLE
SHEET

PARTICIPANT

INFORMATION

Investigating the influence of social networking sites on tourist decisions to travel responsibly.

Dear Participant:

My name is Kayleigh Davies and I am studying in the School of Business at Swansea campus. I would like to invite you to participate in my research project. This project will investigate the influence of social networking sites on tourist decisions to travel responsibly.

*Attached to this letter is a short questionnaire developed by myself which will assess individual's motives to travel and access if Instagram is a main factor in the decision-making process. I believe your opinions will be extremely helpful to me.

Through your participation in the questionnaire and/or interviews, I hope to ascertain if Instagram would influence people to engage in responsible tourism.

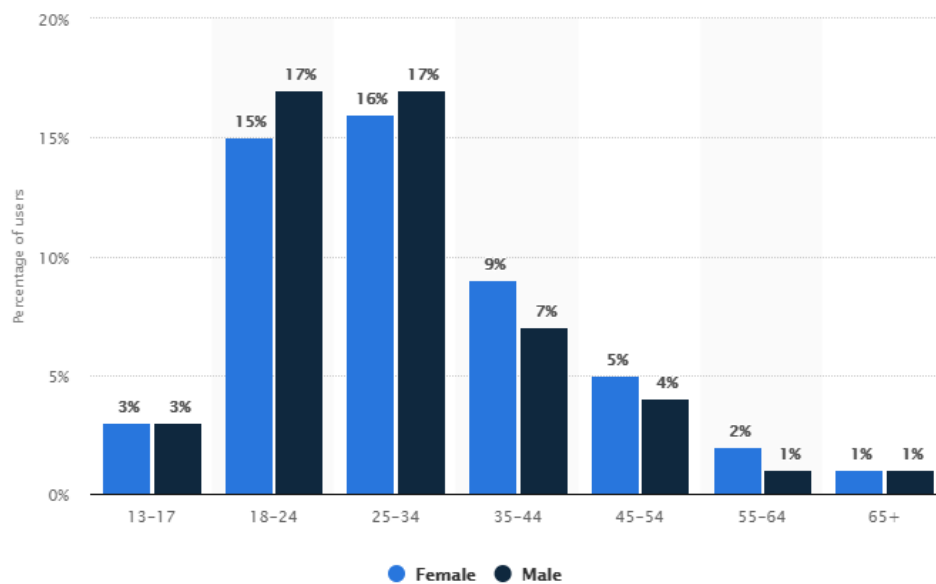
All questionnaires will be kept strictly confidential to the researchers involved and at **NO** time will individual questionnaires be released to the general public. This gives you a chance to express your views on your programme a confidential and anonymous forum and still be able to make a difference. Your participation in this study is completely voluntary so you can withdraw from the questionnaire at any stage. Our questionnaire should take about 3 minutes maximum to complete, but there is no time constraint. There are also no right or wrong answers. Attached to this letter along with the questionnaire is a consent form and feedback sheet. As this is a new project, your feedback is also important to us and we would be much obliged if you could also complete the feedback sheet along with the questionnaire. We understand that your time is at a premium, but your opinions are very valuable to us.

After careful and precise analysis of the data obtained from this questionnaire, I will be happy to provide you with a copy of the findings at your request. The results of this questionnaire will hopefully enhance my understanding of travel motives and social media impacts combined and will be stored. The results of the research will be fed back to Kayleigh Davies. We thank you in advance for your time and participation. If any questions do arise, feel free to contact me at your convenience.

NAME OF RESEARCHER AND ADDRESS.

Kayleigh Davies – Swansea SA1 1TY

Appendix C



Appendix D

1. Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

2. Age

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

3. How often do you travel on holidays each year?

- ☐ Once
- ☐ Twice
- ☐ Three to Four times
- ☐ 5 +
- ☐ Never

4. What is your main motivation when booking a holiday? Rank in order of importance.

Visiting friends
relatives

or

Romance

Relaxation

Adventure

Escape from reality

Change of scenery

New experiences

Weather

Sport

Sightseeing

5. What sources do YOU find more helpful when seeking information about a destination?

- ☐ Travel agent
- ☐ Customer review

- ☐ Friend or Relative
- ☐ Social Media platform i.e Instagram, Facebook.
- ☐ Comparison website i.e. Trivago
- ☐ Other (please specify)

6. Is your destination choice likely to be more influenced by word of mouth e.g (family/ friends/ social media sources) OR professional sources e.g (Travel agents, Tourism board and other information related websites).

- ☐ Word of Mouth (Family, Friends & Social Media).
- ☐ Professional Sources (Travel agents, Tourism Board & Other).

7. Do you use Instagram?

- ☐ Yes
- ☐ No

8. How important is social media upon your decision to travel?

Important

Neutral

Not important

Not important

9. Would Instagram influence you to travel more responsibly whilst on holidays?

- ☐ Yes
- ☐ No

Please expand ...

10. Would any of the following factors encourage you to travel in a more responsible way? Please tick which apply.

- ☐ Eco - friendly accommodation
- ☐ Minimising carbon footprint
- ☐ Using public transportation
- ☐ Participating in local customs & traditions
- ☐ Giving back to local communities

- ☐ Volunteering
- ☐ Reduce, Reuse, Recycle
- ☐ Ensure wildlife activities are ethical
- ☐ Eco - friendly tours & activities
- ☐ Be more conscious of water and other waste
- ☐ Spread awareness
- ☐ None of the above

Appendix E

