Traveling; advertise tourism destinations while relieve stress

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Abstract.

Traveling is one way to release stress from the hustle and bustle that occurs in our daily activities. With many things that we get from traveling experiences, we often document or keep them as mementos in various ways, for example the photos we post on social media, whatsapp status updates even with tempting captions so that they want to travel too for those who see them. The things that have been done without realizing it have carried out indirect promotions, namely providing information about what tourist attractions are, the variety of food, the beauty of tourist destinations, the shortcomings and advantages, and this is often expressed in the form of testimonials. With so many events like this, promotion of tourist destinations can be said to happen automatically. This is reduced to the element of motivation to travel to the emergence of travel decision-making.

Keywords: travel experiences, self-promotions, social media, travel motivation, travel decision-making

Preliminary

Smart technology in tourism industry allows tourists to instantly share memories of their tourism experiences on social media during the travel time span [1]. This impressive travel experience is built selectively, not least because it can be remembered after the trip [2]. People love to share positive travel experiences during the pre-trip, during the trip, and post-trip [3]. Although sharing tourist behavior brings changes to tourism destinations and businesses, most research focuses on the function of social media and how its function affects tourist decision making [4]. [2] says that memorable travel provides experiences that stimulate tourists to share via social media during the trip, and this can indirectly help the government in these tourist areas to develop and improve tourism products, as well as promote local culture. [5]states that memorable tourism experience is the best predictor of future behavior for tourists, which is in line with previous research that the effects of impressive tourism experiences provide an interesting (positive) experience so that tourists are able to decide to return [3].

This study tries to contribute and understanding how to share memorable tourism experiences by starting an alternative way to test the influence of social media on tourist behavior during the trip, not least because the experience-sharing behavior can influence, motivate, and decide to visit similar tourist destinations that have been

share their memories and experiences during the tour. It says here that this sharing on social media creates a 'beautiful outlook' making the sender feel more positive about their subsequent behavioral intentions.

Theoretical Framework

Travel Experiences and creating the value

Experience requires involvement in interesting and exciting activities in everyday life, in this case the activities that are poured out when traveling [6]. When people enter this state, their attention is focused on activities that are relevant to a temporary goal (traveling) so that they reach the peak phase of experiencing engagement, which is completely immersed in activities that contribute to increased awareness and enjoyment and challenges involved in adventurous activities so as to promote the experience [7]. The functional and utilitarian values of emotional and social depend on excitement, skills and knowledge development that end in experience, this is the hedonic relaxation and relational socialization in the travel experience [8]. Experience personal transformation, authenticity, meaningful encounters and disconnections from the everyday environment, as opposed to self-based status and sensation-related dimensions associated with "fast adventure" [9].

Therefore, experience characterizes service encounters and value creation [10], as customers (tourists) are the latter as value determinants, whether or not they may engage in an offer-based value proposition [11]. Value can be created in a variety of different situations from the actual service experience, which includes past and/or imaginative experience contexts, as well as interactions with value-contexts experienced by others [6]. [12] explains that the conceptual framework that provides a comprehensive understanding of consumer experience in the context of tourism, identifies a number of factors that influence their tourism experience, namely: 1) The physical environment, which is related to physical facilities and their surroundings; 2) The environment of human interaction, namely primarily the interaction between tourists and service providers; 3) Individual characteristics, which involve personality types and sensitivity to the environment, influence how tourists perceive stage services; 4) Situational factors are characteristics that affect the nature of the trip, such as the destination of the trip and the travel companion.

Post travel experience is projecting a set of places that are given a supply of appreciating, taking pictures and, upon returning home, printing and/or sharing them through face-to-face interactions, constructing self-based social values based on performative displays, instead, ways of taking and sharing images are an integral part of the subjective process of tourists in the creation of places, places assessment and identity formation [9].

Self-promotion instead Advertising

The act of sharing experiences (posting) is iconic in itself and carry contextually sensitive value, namely an aspect that is eloquently explained that sharing a post is the final step in the process of thinking and taking pictures, thereby creating experience and encouraging others to want the same [9]. Sharing this post ushers in that experience and introduces the social values of happiness, self-esteem and status as well as being nostalgic [13], as well as an opportunity to share imaginative narratives regarding the self in natural context [14]. The majority of the assessments described above can easily attributed to what is usually labeled as the post-experience phase, which, as indicated in the literature, is often described as the post-experience phase, nostalgia, memories, review and share.

However, sharing posts about certain experiences can also introduce aspects that are valued for the significance they have in more complex and personal world of

users' lives, which indirectly the activity of sharing these posts is part of advertising the tourist destinations visited [9].

Social Media

The term 'social media' well-known includes both cultural and technological dimensions [15] and has significantly changed the way people interact and communicate with each other [1]. [16] define social media as 'a group of Internet-based applications' that build on the ideological and technological foundations of Web 2.0, and enable the creation and exchange of user-generated content. Recently, a series of studies on social media in tourism have been published (Ngernhuang & Wu, 2020). These studies include social media applications for destination marketing [7] and tourism development [15]. They also include social media applications by tourists, which include gathering planning information, sharing travel information, and interacting with others on social media platforms.

To minimize the risk of making wrong decisions, tourists use social media to seek information when making travel plans at the pre-trip stage [3]. Tourists usually find information about various destinations based on electronic word of mouth (eWOM) on social media [17]. They regard testimonials as a credible source of information and believe that testimonials from friends and family are above all forms of advertising [18]. Therefore, the credibility of shared experiences on social media strongly influences future travel intentions and choices [2]. This form of communication continues into the post-trip stage, as tourists generally continue to share their experiences on web-based social media. These travel experiences are shared through a variety of media, including text, images, audio, and video. It seems that tourists enjoy social interaction with friends on social media and generate insightful online reviews and recommendations to increase their utilitarian beliefs. Thus, the quality of tourist experiences influences their sharing behavior decisions [2].

Travel Motivation

Travel motivation is defined as the satisfaction that individuals expect from their trip [19]. A number of studies have demonstrated the influence of motivation on travel intentions. This is an important factor to influence travel intentions [20]. There are two classifications of travel motives, namely socio-psychological motives and cultural motives. The type of motive that a person has will affect the choice of that person's travel destination. Socio-psychological motives are related to the psychological status of individuals, while cultural motives are more related to the goals themselves. Socio-psychological motives are driving factors for tourists to seek satisfaction of certain needs, on the contrary, cultural motives are pull factors that are partly generated by certain qualities offered by a destination. Some researchers focus more on socio-psychological motives as the dependent variable to explain the process of selecting travel destinations.

[21] suggests that there are seven types of influential socio-psychological motives and two types of cultural motives. Socio-psychological motives are escape from the perceived worldly environment, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship, and facilitation of social interaction. Two types of cultural motives are novelty and education. In addition to the source of information, travel motivation is another key independent variable that is considered to have an effect on travel intentions in this study.

Travel Decision

Based on broader approach to holiday decision-making process, it is argued that tourist decisions and behavior imply a reciprocal relationship between several variables that influence a broad set of decisions that extend beyond the choice of destination. [22] propose a global view of travel decision making, considering it a dynamic, multifaceted hierarchical process, in which a series of sub-decisions are combined. Within this conceptual framework, the study of tourist decision-making highlights the importance of sub-decisions, and the choice of tourist destinations on the same level as other important decisions about vacations.

From this approach, the choice of vacation type arrange (self-arranged, AI package, or otherwise) can be seen as expression of desired type of vacation and thus, as a sub-decision that interacts with decision to choose tourist destination. [3] in their study of tourist travel decision-making, considers that the process consists of sub-decisions, among them finding a tourist destination and how to organize a vacation. Decisions about what they call the travel model (AI package, hotel + transportation package, or self-managed trips) is one focus of their attention, with results revealing that this decision ranks fourth in the stage before "buying" a vacation trip. This behavior effects interactions between tourists or visitors who have had the experience of viewing posts from different sources. among others; friends, relatives, co-workers, celebrities, etc. The contributions of these various parties are one of the references for the emergence of decision on which tourist destination to choose for travelling.

Findings

This study shows that travel decision-making is determined by self-promotions, social media, travel experiences and travel motivations. Pearson Bivariate correlation was used to test all hypotheses. Hypotheses 1,2,3 and 4 each show positive and strong correlation as shown in figure 1.

Hypothesis 5, there is a significant but weak positive correlation between the use of self-promotions and travel decisions-making ($r = .368, < .01$). The correlation is significant at the 0.01 level. Hypothesis 7, the correlation is significant at the level of 0.01, the effect of travel experiences on travel decisions-making is positive and the strongest ($r = .658, < .01$). Hypothesis 6, the correlation between travel motivations and travel decision-making is also proven. The correlation is significant at 0.01, the effect of travel motivations on travel decisions-making is positive and strong ($r = .651, < .01$).

The mediating role of travel motivations for hypotheses 8, 9 and 10 shows that there is no mediating effect of travel motivations between social media and travel decision-making. p The value of travel motivations is still significant ($p < 0.05$) when travel decision-making is controlled, the influence of travel motivations is still there. Travel motivations do not mediate the relationship between social media and travel decision-making, therefore, do not support Hypothesis 9. When the mediating role of each component is examined, the predictive role of travel motivations is cognitively and affectively significant at the 0.05 level ($p<0\ 0.05$) with = 0.137 and 0.160. Self-promotions and travel experiences mediate the relationship between travel motivations and travel decision-making, meaning that they support Hypotheses 8 and 10.

From the analysis of the data above, it is confirmed that the use of self-promotions and travel experiences both significantly influence a person's travel decisions. There is a significant and positive correlation between them. In addition, travel motivations are a major mediating factor in the relationship between self-promotions and travel experiences. Travel motivations mediate the relationship between social media use and travel decision-making. In contrast to the use of social

media, a person's travel motivations will have a direct and positive effect on travel decisions-making. So that the mediation effect in this study is not proven, meaning that it has a correlation but the mediation relationship is weak.

Figure 1.
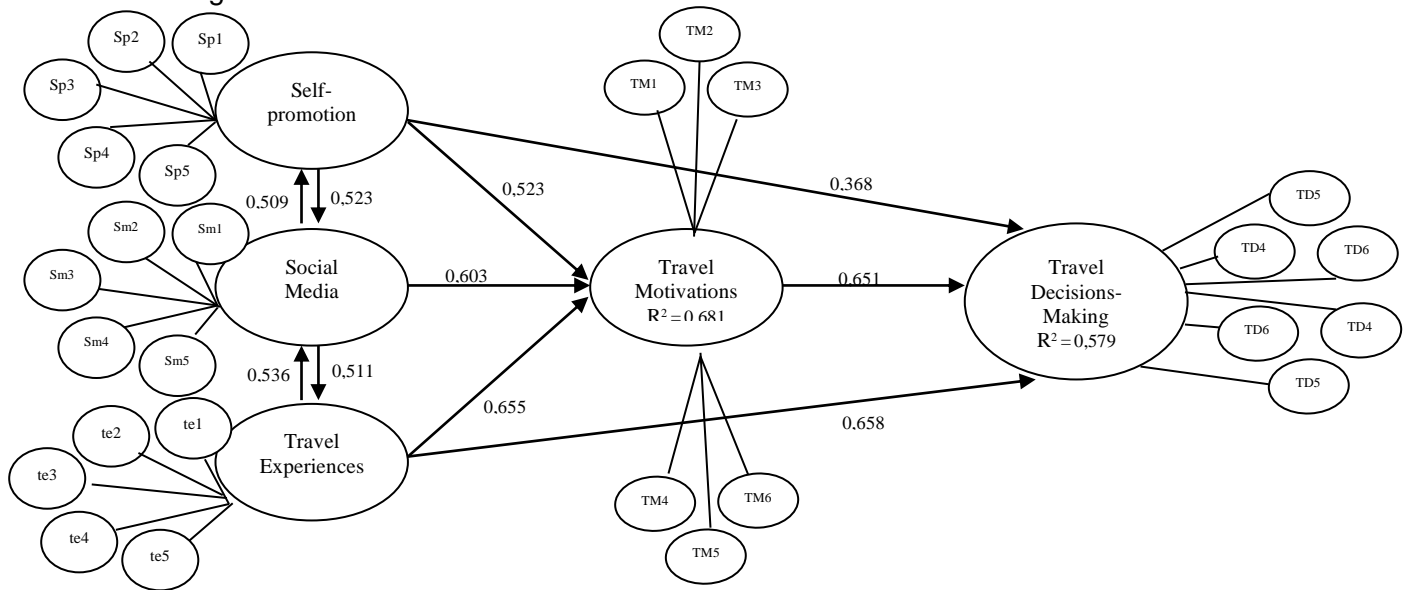
In this study, a theoretical framework is proposed to identify the factors that influence travel decisions-making. It was found that the use of social media affects individual travel intentions directly and indirectly on travel motivations. On the other hand, travel motivations directly affect a person's travel decisions. In addition, when examining the use of social media separately, the results remain unchanged, meaning that this variable is able to provide direct correlation to travel decision-making without the need for other mediating variables. This study contributes to the existing body of knowledge in three ways. First, this study confirms the effect of using social media on travel decisions-making. The most influential social media platform is Instagram. This is the social media platform that most Indonesians use to get travel information. YouTube is the second platform, Indonesian people use it very often to become one of the travel information search tools. Second, the findings of this study support travel motivations as a significant mediator between social media use and travel decision-making.

These results support several studies that travel motivations are important mediators between self-promotions and travel experiences [3]. Finally, the direct effect of travel motivation is evident. This positively affects travel decisions-making, meaning that people with higher travel motivations will have better travel decision-making and higher travel intentions. The results provide support for many previous studies [3]). However, there was no mediating effect of travel motivations in this relationship. That is, social media can directly influence a person's travel decisions-making without the mediation of the travel motivations variable.

Recommendations

The contribution of travel and tourism to a country's GDP, employment and exports is quite significant. However, the tourism industry is becoming increasingly competitive. With the advancement of new technology, national tourism organizations have many ways to promote their country online. Based on the results of this study, here are some implications regarding tourism promotion. First, social media, which is an important tool, should be highly adopted to promote tourism in Indonesia. The positive influence of social media is proven. More than half of the respondents

always use Instagram to get travel information. Also, the influence of YouTube should not be ignored.

Using this platform effectively can encourage communication with Indonesians, create a favorable destination image, and increase viewers' travel intentions. Second, promotional content needs to be carefully designed to achieve the goal of attracting potential tourists. Traveler promoters can create content focused on 'destination images'. Because of the direct influence of the use of social media on travel decisions-making, it is the main factor without having to be mediated by other variables. The main objective of social media advertising about tourism should be more focused on 'enhancing the image of a better destination'.

Several other aspects can still be studied further. For example, connecting Indonesia with exciting and interesting places to visit. This feature may be a good point to be highlighted in tourism promotion in the future. A good climate is another feature that should be highlighted when promoting Indonesian tourism, as fewer people agree with it than any other feature. The image of destination worth mentioning is about culture. Most Indonesians think that culture is not too important to highlight, therefore tourist promoters can place more emphasis on the uniqueness and privileges of culture to attract more visitors.

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