

## The Level of Effectiveness of Social Media Platforms in Tourism and Hospitality Industry in the City of Manila

**Vanessa Oblanca<sup>\*</sup>, Samantha Paradero, Jaster Santarinala, Shala Tending, Jean Villagracia, and Diosdado Limon Cabiling, Jr**

Lyceum of the Philippines University Manila, Philippines  
vanessa.oblanca@lpunetwork.edu.ph

### Abstract

The use of social media platforms became widely functional to businesses and was used as a promotional tool to market tourism products to the target customers and where people with diverse cultures can interact. Therefore, the research aims to determine the level of effectiveness of Social Media platforms that can assist to promote the tourism and hospitality industry. The judgemental sampling method was used by the researchers in collecting data from 359 tourism students of LPU Manila. Based on the findings, social media platforms such as Facebook and YouTube were effective ways to promote tourism and the hospitality industry as perceived by the tourism students of LPU Manila; however, Instagram and Twitter had potential effectiveness when combined with Facebook and YouTube. The demographic profile has been an important variable to help businesses determine their target consumer within reach of social media platforms.

**Keywords:** level of effectiveness; marketing strategy; social media platform; tourism, and hospitality industry

### Introduction

In terms of promoting brand image, evaluating, advertising, and understanding the preferences of the consumer, using social media marketing is one of the most effective tools in the industry of tourism and hospitality. Moreover, social media marketing drives people to share their immersive experiences online, enabling businesses to understand the customers' needs and wants.

According to Mangan (2015), social media platforms have had a major effect on the industry of tourism and hospitality. Some customers utilize social media to be familiar with the location they want to visit, organize vacation plans, and share information about a specific resort, hotel, restaurant, or any destination they have been to. We can use social media as a platform for sharing details that will help other travelers to find the perfect destination for them.

In the study of Buted et al. (2014), they found out there was unjustifiable criticism that happened, and the customer's feedback is not backed by evidence to make a connection to a misimpression of the guests. We, the users of social media, should secure our accounts from hackers to prevent unnecessary data from damaging the business's image.

The gap that the researchers had is that they focused on the perception of the tourism students at Lyceum of the Philippines University – Manila instead of business owners in the tourism and hospitality industry. The researchers believed that tourism students were the ones who experienced traveling. We focused on their perception of social media, such as Facebook, Instagram, Twitter, and YouTube, are effective to be a marketing tool for promoting tourism and the hospitality industry. Therefore, this research intends to be a learning paradigm and beneficial to tourists, travel business owners, WTO (World Tourism Organization), future researchers, tourism students, and travel influencers.

Overall, the objectives of this research are: (1) To determine the demographic profile of the respondents; (2) To find out the level of effectiveness of social media platforms; (3) To determine the level of effectiveness of social media platforms as perceived by the tourism students when

grouped according to demographic profile; (4) To know the social media platforms' effectiveness from the perspective of Manila City and Non-Manila City respondents; and (5) To determine if there is a significant difference between Manila City respondents and Non-Manila City respondents when grouped according to their demographic profile.

### **Materials and Methods**

The researchers utilized the descriptive research approach and quantitative method since it is appropriate in ascertaining the study's objective for the proper collection of the measurable data. The people in the study are tourism students of Lyceum of the Philippines University Manila as the respondents, where a sample of 359 is selected from its population through the convenience sampling method. The respondent criteria comprised respondents in the age range of 18 years old and above enrolled in LPU Manila in the course of Tourism.

Since the quantitative method was used, survey questionnaires were conducted. The survey questionnaire was measured using the Likert Scale for the accuracy of respondents' answers that designate the response; 4 as strongly agree, 3 as agree, 2 as disagree, and 1 as strongly disagree. The Likert Scale was treated as ordinal data. The use of Median, Mann-Whitney and Kruskal-Wallis one-way analysis of variance in the study was based on the ordinal data characteristics. Moreover, before proceeding to the distribution of questionnaires, the research instrument underwent a validity and reliability test using Cronbach's Alpha. All the constructs passed the face and content validation and the test of reliability.

#### ***Data collection method***

The dissemination of the questionnaires went through the process of the Google Forms program due to COVID 19 health protocols. Researchers allocated 3 weeks for the completion of gathering the data.

### **Results and Discussions**

SOP 1: What is the demographic profile of the participants according to the following; Age, Gender, Location

**Table 1. Statistical analysis of the Demographic Profile of respondents using the median**

	<b>Age</b>	<b>Gender</b>	<b>Location</b>
<b><i>No. of Respondents</i></b>	359	359	359
<b><i>Median</i></b>	2.0000	2.0000	1.0000
<b><i>Interpretation</i></b>	21-24 years old	Female	Within Manila City

Table 1 shows the corresponding median of the respondents according to their demographic profile. Based on the findings, most of the respondents were within the age range of 21-24 years old, second to most were within the range of 18-20 years old, and the least is within the range of 25 and above. For gender, most of the respondents were female. Lastly, based on the locations, respondents were mostly from Manila City.

SOP 2: What is the level of effectiveness of the following social media platforms in promoting the tourism and hospitality industry as perceived by the respondents in terms of Facebook, Instagram, Twitter, and YouTube.

**Table 2. The Level of Effectiveness of Facebook in promoting the Hospitality and Tourism Industry as Perceived by the Respondents**

<b>Facebook</b>	<b>Median</b>	<b>Interpretation</b>
<i>I encounter various Advertisements and Promotion on Facebook which is related to Tourism and Hospitality Industry</i>	3.0000	Agree
<i>I use Facebook when looking for travel destinations and tour packages.</i>	3.0000	Agree
<i>Facebook convinces me to choose tourist destinations when planning a trip.</i>	3.0000	Agree
<i>Median I was able to find reviews when choosing a particular Travel Destination on Facebook</i>	3.0000	Agree
<i>I am influenced by the information/reviews related to the hospitality and tourism industry that I encounter when I'm scrolling on Facebook</i>	3.0000	Agree
<i>It's easier for me to access different travel agency/tour operator pages on Facebook</i>	3.0000	Agree
<i>I am influenced by the good reviews and advertisements/promotions on Facebook in choosing my Travel itinerary destination</i>	3.0000	Agree
<i>It allows me to share different information that is related to the hospitality and tourism Industry with my friends on Facebook</i>	3.0000	Agree
<i>Facebook helps me to know the latest and trending announcements regarding tourism and Hospitality Industry</i>	3.0000	Agree
<i>I follow and like the travel agency/tour operator page for me to get updated and be notified of the latest tour packages/promotions/tour discounts.</i>	3.0000	Agree
<b>Overall Median</b>	3.0000	Agree

Table 2 presents that the majority of the respondents answered “Agree” on Facebook, which indicates a fairly high level of positive perception

**Table 3. The Level of Effectiveness of Instagram in Promoting the Hospitality and Tourism Industry as Perceived by the Respondents**

<b>Instagram</b>	<b>Median</b>	<b>Interpretation</b>
<i>I encounter various Advertisements and Promotions related to Tourism and Hospitality Industry on Instagram.</i>	3.0000	Agree
<i>I am influenced by the information/reviews related to the hospitality and tourism indus-</i>	3.0000	Agree

<b>Instagram</b>	<b>Median</b>	<b>Interpretation</b>
<i>try that I encounter when I'm scrolling on Instagram</i>		
<i>Instagram helps me to know the latest and trending topic regarding tourism and Hospitality Industry</i>	3.0000	Agree
<i>I follow Instagram travel agency/tour operator accounts for me to get updated and be notified of the latest tour packages/promotions/tour discounts.</i>	3.0000	Agree
<i>Aesthetic posts related to Tourism and Hospitality Industry motivate me to travel</i>	3.0000	Agree
<i>Instagram convinces me to choose tourist destinations when planning a trip.</i>	3.0000	Agree
<i>I like some posts about travel destinations</i>	3.0000	Agree
<i>I view Instagram stories about travel destinations to help me in planning a trip.</i>	3.0000	Agree
<i>I follow and like the travel agency/tour operator page for me to get updated and be notified of the latest tour packages/promotions/tour discounts.</i>	3.0000	Agree
<i>The number of likes in travel advertisements/promotions posts helps me in deciding on a travel destination.</i>	3.0000	Agree
<b>Overall Median</b>	3.0000	Agree

Table 3 shows that the majority of the respondents answered “Agree” on Instagram which indicates a fairly high level of positive perception.

**Table 4. The Level of Effectiveness of Twitter in Promoting the Hospitality and Tourism Industry as Perceived by the Respondents**

<b>Twitter</b>	<b>Median</b>	<b>Interpretation</b>
<i>I use Twitter when looking for a travel destination in planning a trip.</i>	3.0000	Agree
<i>I see promotions and advertisements for tourist attractions on Twitter.</i>	3.0000	Agree
<i>I encountered travel suggestions in my news feed.</i>	3.0000	Agree
<i>I encounter travel reviews on Twitter.</i>	3.0000	Agree
<i>I search for travel destinations and tour packages on Twitter.</i>	3.0000	Agree
<i>The number of retweets and likes about travel promotions and advertisements helps me in the decision planning of a trip.</i>	3.0000	Agree
<i>I like some tweets about travel destinations</i>	3.0000	Agree
<i>I follow Twitter travel agency/tour operator</i>	3.0000	Agree

Twitter	Median	Interpretation
<i>accounts for me to get updated and be notified of the latest tour packages/promotions/tour discounts.</i>		
<i>I follow travel advertisements and promotion topics on Twitter.</i>	3.0000	Agree
<i>I retweet travel advertisements to share with my followers about tourist destinations.</i>	3.0000	Agree
<b>Overall Median</b>	3.0000	Agree

Table 4 indicates that the majority of the respondents answered “Agree” on Twitter which indicates a fairly high level of positive perception

**Table 5. The Level of Effectiveness of YouTube in Promoting the Hospitality and Tourism Industry as Perceived by the Respondents**

YouTube	Median	Interpretation
<i>I have watched travel vlogs on YouTube</i>	4.0000	Strongly Agree
<i>I encounter various ads on YouTube related to Tourism and Hospitality Industry while watching videos</i>	3.0000	Agree
<i>I have watched an advertisement related to Tourism and Hospitality Industry on YouTube</i>	3.0000	Agree
<i>After watching ads on YouTube, it influences me in choosing my travel destinations</i>	3.0000	Agree
<i>YouTube advertisements are more detailed compared to other social media</i>	3.0000	Agree
<i>YouTube videos related to Tourism and Hospitality Industry enhance my knowledge of a certain destination</i>	3.0000	Agree
<i>After watching travel vlogs, it motivates me to travel to a certain destination</i>	3.0000	Agree
<i>I subscribe to travel vloggers on YouTube</i>	3.0000	Agree
<i>It allows me to share different information regarding that is related to the hospitality and tourism Industry with my friends on YouTube</i>	4.0000	Strongly Agree
<i>YouTube helps me to know the latest and trending announcements regarding tourism and the Hospitality Industry</i>	3.0000	Agree
<b>Overall Median</b>	3.0000	Agree

As shown in Table 5, the overall statement of the effectiveness of YouTube perceived by the tourism students shows that statements number 1 and 8 got a median of “Strongly Agree,” indicating

a very high level of positive perception, while the remaining statements received a reasonably fairly high-level of perception which the respondents answered, “Agree.”

According to the findings, the interpretation of our data shows that most of the respondents answered “Agree” on Facebook, Instagram, Twitter, and YouTube, which indicates a fairly high level of positive perception. On the other hand, when watching travel vlogs and information on YouTube regarding the hospitality and tourism industry, the majority of the respondents’ answers were “Strongly Agree,” which indicated a very high level of positive perception of the effectiveness of promoting tourism and the hospitality industry.

SOP 3: Is there a significant difference in the effectiveness of social media platforms as a marketing strategy as perceived by the respondents when grouped according to demographic profile?

**Table 6. Inferential Statistics in the Level of Effectiveness of Social Media Platforms when Grouped According to Age**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<i>Kruskal Wallis H</i>	9.43200	1.71900	6.41400	5.10800
<i>Computed P-value (2-tailed)</i>	.009	.423	.040	.078
<i>Decision</i>	Significant	Not significant	Significant	Not significant

Table 6 indicates that according to the findings, Facebook has a .009 p-value, while Twitter had .040, which was lower than the group’s p-value (0.05), Instagram has .423, and YouTube has .078, which is higher than the standard p-value (0.05). Therefore, Facebook and Twitter had a significant difference, whereas Instagram and YouTube had significant differences in the effectiveness of social media platforms as a marketing strategy in the respondents’ perception when grouped according to their age. Facebook had an effective form of social media in a given platform and it was not by random chance assuming the hypothesis is true

**Table 7. Inferential Statistics in the Level of Effectiveness of Social Media Platforms when Grouped According to Location**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<i>Mann-Whitney U Test</i>	14864.000	16088.000	16077.000	15603.500
<i>Wilcoxon W</i>	31154.000	32378.000	32187.000	31893.500
<i>Z</i>	-1.273	.982	.973	.602
<i>Computed P-value (2-tailed)</i>	.203	.982	.973	.602
<i>Decision</i>	Not Significant	Not significant	Not Significant	Not significant

Table 7 shows the calculated p-value of social media platforms such as Facebook, Instagram, Twitter, and YouTube, based on the respondents’ location. Since the calculated p-value of Facebook (.203), Instagram (.982), Twitter (.973), and YouTube (.602) are more significant than the standard p-value means that they do not have a significant difference in the level of effectiveness of social media platforms as a marketing strategy as perceived by the respondents when grouped based on their location. In terms of Location, the groups had no significant difference, and the researchers were not able to pinpoint the important effectiveness due to random error or sample selection assum-

ing the hypothesis is true. However, it might be still true because there was a difference, but it was not detected by the tool because the difference was so small

**Table 8. Inferential Statistics in the Level of the effectiveness of social media platforms when Grouped According to Gender**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<b>Mann-Whitney U Test</b>	14228.000	1397.500	14488.50	12901.500
<b>Wilcoxon W</b>	25704.000	25450.500	25964.500	24377.500
<b>Z</b>	-1.527	-1.810	-1.261	-2.920
<b>Computed P-value (2-tailed)</b>	.127	.070	.207	.003
<b>Decision</b>	Not Significant	Not significant	Not Significant	Significant

Table 8 reveals the calculated p-value of social media platforms depending on the gender of the respondents. The calculated p-value of Facebook (.127), Instagram (.070), and Twitter (.207) was higher than the researchers' p-value, indicating that they are not statistically different in terms of the level of effectiveness of social media platforms as a marketing strategy as perceived by the respondents when classified according to their gender. YouTube is statistically different when grouped based on the gender of the respondents because the calculated p-value is .003, which is lower than the standard p-value. This means that YouTube as an effective platform is not by random chance assuming that the hypothesis is true.

SOP 4: How influential are the social media platforms (Facebook, Instagram, Twitter, and YouTube) from Manila and Non-Manila city respondents?

**Table 9. Median Statistic Value of the level of effectiveness of the social media platforms from Manila City Respondents**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<b>No. of Respondents</b>	180	180	180	180
<b>Median</b>	3.0000	3.0000	3.0000	3.0000
<b>Interpretation</b>	Most Effective	Moderately Effective	Least Effective	Most Effective

Table 9 demonstrates the results calculated using the median that according to Manila City respondents, Facebook and YouTube are the "Most effective" social media platforms, while Instagram is "Moderately Effective," and Twitter is the "Least Effective" when promoting tourism and the hospitality industry.

**Table 10. Median Statistic Value of the level of effectiveness of the social media platforms from Manila City Respondents**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<b>No. of Respondents</b>	179	179	179	179
<b>Median</b>	3.0000	2.0000	1.0000	3.0000
<b>Interpretation</b>	Most Effective	Moderately Effective	Least Effective	Most Effective

Table 10 shows that for Non-Manila City respondents, Facebook and YouTube are the “Most Effective” among other social media platforms. Meanwhile, Instagram shows that it is “Moderately Effective” while Twitter is the “Least Effective” when promoting Tourism and Hospitality.

In conclusion, according to the Manila and Non-Manila City respondents using median, Facebook and YouTube are the “Most Effective” social media platforms, while Instagram is “Moderately Effective,” and Twitter is the “Least Effective” when promoting tourism and hospitality industry.

SOP 5: Is there a significant difference between Manila City respondents and Non-Manila City respondents when grouped according to their demographic profile?

**Table 11. Inferential Statistic Values of Social Platforms as Perceived Between Manila City and Non-Manila City Respondents when Grouped According to Age.**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<i>Kruskal-Wallis H</i>	27.26800	.31400	.78100	5.09000
<i>Computed P-value (2-tailed)</i>	<.001	.855	.677	.078
<i>Decision</i>	Significant	Not Significant	Not Significant	Not Significant

Table 11 shows that Facebook had a significant or reject the null hypothesis on the social platforms between Manila and Non-Manila City respondents when grouped according to their age. While Instagram, Twitter, and YouTube do not significantly differ between Manila and Non-Manila City respondents, that means they have the same perceptions when grouped according to their age. Facebook has an effective form of social media in a given platform and it is not by random chance assuming the hypothesis is true.

**Table 12. Inferential Statistic Results of Social Platforms as Perceived Between Manila City and Non-Manila City Respondents when Grouped According to Location.**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<i>Mann-Whitney U</i>	15315.500	15907.500	15146.500	15843.000
<i>Wilcoxon W</i>	31425.500	32197.500	31436.500	31953.000
<i>Z</i>	-1.034	-.255	-1.173	-.353
<i>Computed P-value (2-tailed)</i>	.301	.799	.241	.724
<i>Decision</i>	Not Significant	Not Significant	Not Significant	Not Significant

The data from Table 12 shows that the computed p-value from different social media platforms such as Facebook, Instagram, Twitter, and YouTube in terms of location is higher than the researchers’ p-value (0.05); therefore, there is no significant difference between Manila and Non-Manila City respondents when grouped according to their location. In terms of Location, the groups had no significant difference, and the researchers were not able to pinpoint the important effectiveness due to random error or sample selection assuming the hypothesis is true. However, it might be still true because there was a difference, but it was not detected by the tool because the difference is so small.



**Table 13. Inferential Statistic Values of Social Platforms as Perceived Between Manila City and Non-Manila City respondents when Grouped According to Gender.**

	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>
<i>Mann-Whitney U</i>	14302.500	15227.500	15194.000	14791.000
<i>Wilcoxon W</i>	25778.500	26703.500	36930.000	26267.000
<i>Z</i>	-1.848	-.607	-.629	-1.221
<i>Computed P-value (2-tailed)</i>	.065	.544	.529	.222
<i>Decision</i>	Not Significant	Not Significant	Not Significant	Not Significant

Table 13 demonstrated that the computed p-value from different social media platforms such as Facebook, Instagram, Twitter, and YouTube in terms of location is higher than the researchers' p-value (0.05); thus, there is no significant difference between Manila and Non-Manila City respondents when grouped according to their location.

#### Hypothesis

The researchers set the significance level at 0.05.

Accept the Null Hypothesis.

- There is no significant difference between the responses of Manila City respondents and Non-Manila City respondents.

Reject the Null Hypothesis as there is a significant difference in the effectiveness of social media platforms when grouped according to their demographic profile.

- There is no significant difference in the effectiveness of social media platforms as a marketing strategy as perceived by the respondents when grouped according to demographic profile.

The findings of this study found that Facebook and YouTube are the most effective social media platforms in terms of promoting the Tourism and Hospitality Industry. Based on the data gathered from the respondents, Facebook plays a significant role in consumers' decision-making when planning a trip or vacation. Facebook referred 15.2 million visitors to tourism websites indicating that social media influences more than one-third of online tourists. Musa (2016) stated that the increasing use of social media platforms has changed how businesses communicate with their customers, allowing tourist service providers to experiment.

The study results indicate that social media platforms are the most used as a marketing strategy that will help promote tourism and the hospitality industry and are also used as a medium to spread the travel destination, tour packages, and other hospitality and tourism business activities. In the study of Asia Pacific Journal of Multidisciplinary Research, the effects of social media in the tourism industry present advancement to its clients and customers. A study from Rasul (2020) stated that in many parts of the world, social media remains a big influencer in the lives of millennials and generation Z, particularly when it comes to travel decisions. As a result, the virtual community is likely to be a major online promotional tool for online travel interaction. Mangan (2015) claims that customers are engaged with social networking sites to research a destination they want to visit and share their personal experiences of a hotel they checked in and the restaurant they dine in. A wide variety of travel choices leads millions of individuals who effectively seek out tour package travel information and reviews from the website they trust most.

#### Conclusion

Based on the data analysis from the previous page, conclusions are drawn as follows.

The use of social media platforms like Facebook and YouTube has a high level of effectiveness, while Instagram and Twitter have a potential contribution as a form of social media as perceived by the selected respondents in promoting the tourism and hospitality industry by engaging content that will allow people to develop credibility, influence, and brand personality. Social media enables businesses to interact and reach a wide range of consumers while companies promote their desired mission, vision, and culture. Mario Coccia's theory of technology advancement stated that technology creates advancement in the economic state, making businesses market their products through these advancements to the people; that is why social media helps companies and businesses reach out to the potential target customers with the help of their demographic profile (Age, gender, and location.) Facebook has become an excellent platform for immediate connection between trading platforms and assisting customer queries. Instagram makes connections and influences customers from their relatives, friends, coworkers, and acquaintances when planning a trip decision. It allows them to see and imagine a "more natural" and visual advertising and content. Twitter builds brand awareness, engaging your customers to the product that you offer to the public, developing personal interactions with your followers and customers, and increasing conversions, and revenues, while YouTube is also effective yet so empowering because, aside from watching vlogs or advertisements, they want also to actively explore and create their memories and experience based on what they see towards other influencers that are related to tourism and hospitality industry. Among the social platforms under consideration, Facebook and YouTube had a significant effect on the success of a company or business, which can help gain popularity to attract more potential customers. Meanwhile, Instagram and Twitter were also significant, but it was not detected by the tools, Mann-Whitney and Kruskal-Wallis. Increasing the number of samples might help to detect the difference in all groups.

This study has the following limitations: first, it did not investigate the internet connectivity status that the respondents used in operating social media due to data access limitations. Second, the study only got 359 Students at Lyceum of the Philippines University participants of this research, and only tourism students were chosen as the sample. Furthermore, Limited access to the company's or travel agent's internal webpage that promotes tour packages is delimited for data privacy.

Based on those limitations, it is strongly suggested to conduct similar research that investigates the internet connectivity of the status of the respondents. Conduct with a bigger sample, and all the course students at Lyceum of the Philippines Manila should participate in this research to find out which social media is effective in promoting tourism and the hospitality industry.

### **Acknowledgement**

Foremost, the researchers would like to express their deepest gratitude to the following individual for their provision of valuable guidance in the preparation and completion of this research study.

To Dr. Lilibeth Aragon, beloved dean, who gave approval and recognition for conducting the research study.

To the research adviser, Dr. Diosdado Limon Cabiling Jr., for the continuous support, patience, enthusiasm, and encouragement as he shares insightful comments to make this thesis possible.

To the statistician Mr. Mardy Mariquit, who helped with data analysis and performed statistical computations. Also, to the grammarian, who gave time and effort in correcting the grammar of the study.

To the panelists Dr. Erlito Albina and Mr. Rodolfo Cabardo, who are the key persons in the accomplishment of this study. We express our sincere gratitude for allowing the researchers to improve their study with your shared knowledge in your expertise.

The researchers would also like to express their deepest gratitude to their parents for their financial support and friends and fellow students who have always been there for them throughout this venture and partake in the study's accomplishment.

Above all, the researchers would like to express their deepest gratitude to the Lord for giving them the strength, knowledge, and wisdom they need to accomplish their paper

### References

- Buted et al. (2019). Effects of social media in the Tourism Industry of Batangas Province. Retrieved October 21, 2021, from <https://research.lpubatangas.edu.ph/wp-content/uploads/2014/08/APJMR-Effects-of-Social-Media-in-the-Tourism-Industry.pdf>
- Chaffey's Theory- Social Media Marketing | Digital Marketing. (2017, November 30). Digital Marketing. <https://blogs.brighton.ac.uk/klaud/2017/11/30/chaffey-theory-social-media-marketing/>
- Coccia, M. (2019). Theories of the Evolution of Technology Based on Processes of Competitive Substitution and Multi-Mode Interaction Between Technologies. SSRN. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3424108](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3424108)
- Mangan. (2015). The impact of social media on the tourism industry. Retrieved October 21, 2021, from <https://www.hospitalitynet.org/news/4071855.html>
- Musa, Haslinda. (2016). Analyzing the Effectiveness of Social Media Marketing Original Research Article. 4-10. 10.15405/epsbs.2016.08.2.
- Fletcher, D. P. (2018). Disrupters: Success strategies from women who break the mold. Entrepreneur Press Rasul, T., Zaman, U., & Hoke, M. R. (2020). Examining the pulse of the tourism industry in the Asia. Examining the Pulse of the Tourism Industry in the Asia-Pacific Region: A Systematic Review of Social Media. <https://doi.org/10.20867/thm.26.1.10>.