

Social Media's Effect on Visiting Intention of Regenerative Tourism: Case Study of A Regenerative Tourism Destination

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Abstract

The concept of sustainable tourism has developed to many practices. One of the practices is regenerative tourism. The Role of social media on promoting the regenerative tourism has played an important role in promoting the destination yet regenerative tourism sites remain underexposed. The purpose of this research is to analyze the effect of social media marketing on visiting intention and destination intention of a regenerative tourism destination. as one of the regenerative tourism destinations. Methodology of this research is hypothesis testing the causal effect of social media marketing toward destination image and visiting intention. Partial Least Squares Structural Equation Modeling were chosen as the method to analyze the data. The software used is SmartPLS4 and 100 samples is analyzed. The results shows that social media marketing affect destination image and visiting intention significantly.

Keywords: tourism; destination; social media; marketing; digital; regenerative.

INTRODUCTION

Background

Covid-19 has brought a significant impact on Tourism around the world. In 2023, Tourism around the world is expecting to fully recover to pre-pandemic situation and it's on track. The second UNWTO World Tourism Barometer recorded that International Arrivals around the world has reached 80% of pre-pandemic levels and estimated that 235 million Tourist has travelled Internationally. Recovery by region also has increased in First Quarter of 2023 significantly all across Regions (UNWTO,

2023b). This marked that Tourism around the world is showing a positive trend all around the world.

With the emerging tourist all around the world, it also has been the fundamental goals of Tourism of all around the world to implement Sustainable Tourism. Sustainable Tourism aligns with SDG (Sustainable Development Goals). Sustainable Tourism is Tourism which address the triple bottom line (Economics, Socio, and Environment) while still addressing the visitor need, Industry, and Host Communities (UNWTO, 2023a).

One of the themes of Sustainable Tourism is Regenerative Tourism. Regenerative Tourism is a Tourism activity that delivers a positive net benefit for environment, place, nature, social and ecological system of the Tourism destination (Dredge, 2022). It sets up a mindset for visitors to leave the place better than when they arrived. This kind of experiences make its unique to visitors and tourist to experience beyond traditional tourism (UH News, 2022).

Indonesia is one of the nation's that Tourism is developing and is one of the world's largest archipelagoes with 17.000 Islands. This diverse landscape offers a very wide range of ecosystems, biodiversity, species of plants and animals, diverse cultural heritage, historical sites, Traditional practice. This makes Indonesia's position unique as the richness in these aspects potentially put regenerative tourism in practice is beneficial in supporting the preservation of the biodiversity, cultural heritage and promotes the economic growth for local communities.

Indonesia's Government has begun to support the regenerative tourism practices. This is stated officially by supporting KEK Likupang as Regenerative Tourism sites (Kementrian Pariwisata dan Ekonomi Kreatif, 2023). This is only one potential regenerative Tourism Sites in Indonesia. Despite the benefits of Regenerative Tourism, Indonesian Tourist visit Intention regarding this site of tourism is still low.

One of the tools to increase the Tourist intention to visit a Tourism site is through a good Social Media Marketing Efforts. A good social media marketing efforts will result a good destination Image (Baber & Baber, 2022) A good destination image will result in Visiting Intention of a Tourism Sites (Baber and Baber, 2022). While prior research discuss about antecedents of Visiting Intention to Sustainable Tourism Sites (Ekasari et al., 2023) also E-WOM and Destination to Visiting Intention (Choirisa et al., 2021). The roles of Social Media Marketing toward formation of

Destination Image and Visit Intention is still underexplored in the context of Regenerative Tourism. This research aims to analyze: (1) The impact of Social Media Marketing toward Destination Image; (2) The Impact of Destination Image toward Visit Intentions; and (3) The Mediating Effect of Destination Image between Social Media Marketing and Visit Intentions.

LITERATURE REVIEW

Social Media Marketing

Social media Marketing refers to the usage of technologies via social media channels, platform, software with the purpose of create, deliver, communicate and exchange the offerings that have value for the stakeholders (Tuten & Solomon, 2017). The rising of usage of social media in order to promote Tourism destination make it use of the information provided by Social media (Baber & Kaurav, 2015). This information shapes the image of a destination (Baber & Baber, 2022). Destination image is a subjective interpretation of a tourism place in the mind of tourists (Agapito et al., 2013). Thus It can be hypothesized that:
H1: Social Media Marketing has impact toward Destination Image.

Destination Image and Visit Intention

Destination Image shapes the perception of tourist in choosing destination to visit. This in turns plays role in shaping the visit intention of tourist to the destination. Behavioural Intention is the desire of tourists to behave in their way and the usage of product and services. Previous research found that Destination Image has impact toward Visit intention and mediates the relationship between Social Media Marketing and Visit Intention (Baber & Baber, 2022). Thus it can be hypothesized that:
H2: Destination Image has effect toward visit intention.
H3: Destination Image has mediating effect between Social Media Marketing and Visit Intention.

METHODS

This research employs a quantitative research design. Hypothesis Testing is used to test the causal effects between variables. There are 3 variables which are observed in this research which are Social Media Marketing, Destination Image, and Visiting Intention. The questions was adapted by prior research for Social Media Marketing, Destination Image, Visiting Intention (Baber & Baber, 2022). The likert scale was Employed using 5-point likert scale (1 = Very Dissatisfied, 2 = Not Satisfied, 3 = Quite Satisfied, 4 = Satisfied, 5 = Very Satisfied. Populations of this research is unlimited. This research uses non-probability sampling method which is

purposive sampling where the respondents gathered have been visited the social media of a Regenerative Tourism sites. After the respondents visit the social media, the respondents were asked to fill the questionnaire. 100 Samples of respondents has been gathered. The Data analysis is conducted using PLS-SEM (Partial Least Squares – Structural Equation Modelling). PLS-SEM was employed due to the exploratory nature of this research. SMARTPLS – 4 is used to analyse the data.

RESULTS AND DISCUSSION

Based on the results, the demographic results are as follows.

Table 1. Demographic Respondents

Gender	Total
Male	50
Female	50
Age Group	
17 -25 years old	55
45 – 57 years old	20
26 -35 years old	14
> 57 years old	6
36 – 44 years old	5
Education	
Associate/Bachelor's degree or equivalent	40
High school or equivalent	29
Master's degree or equivalent	22
Doctoral degree or equivalent	9
Job	
Student	48
Private Sector Employee	30
Entrepreneur	15
Self-employed	6
Education Worker	3
Civil Servant	2
Unemployed	2
Income Level	
< Rp 5.000.000	47
> Rp 10.000.000	36
Rp 5.000.000 - Rp 10.000.000	17
Spending	
<Rp 4.000.000	55
>Rp 9.000.000	25
Rp 4.000.001 - Rp 9.000.000	20

From Table 1, we can conclude that the respondents are spread equally between genders (50% Male and 50% Female), The majority age group is young respondents (17-25 years Old) and the majority of respondents is Students of High education. The spending habits of the respondent's majority lies below 4 million Rupiah but

the interesting facts are the Income level, while the income levels of the respondents hold majority in below 5 million rupiah, but there's not much gap with the income levels above 10 million rupiah which depicts a balanced spread of low income and high-income respondents.

Table 2. Validity and Reliability Test Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Destination Image	0.928	0.929	0.94	0.635
SMM	0.907	0.913	0.925	0.607
Visiting Intention	0.881	0.882	0.926	0.807

Source: Data Processed (2024)

The Criteria of the instruments to be valid is when the AVE exceeds 0.5 and Cronbach's alpha exceeds 0.7. The initial test was conducted and there's one indicator namely SMM 8 that needs to be excluded. After the deletion, the results came as shown in Table 2, it can be confirmed

that the instruments that were used in this research is valid as the AVE results exceed 0.5 and the Cronbach's Alpha exceeds 0.7 (Ghozali & Latan, 2015). The criterion for hypothesis testing for a hypothesis to be accepted is when T-Statistics exceeds 1.96 (Ghozali & Latan, 2015).

Table 3. Hypothesis Testing Results (Direct Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
Destination Image -> Visiting Intention	0.717	12.924	0.000
SMM -> Destination Image	0.736	13.487	0.000

Source: Data Processed (2024)

Table 4. Hypothesis Testing Results (Indirect Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
SMM -> Destination Image -> Visiting Intention	0.528	7.777	0.000

Source: Data Processed (2024)

Table 5. Hypothesis Testing Results (Total Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
Destination Image -> Visiting Intention	0.717	12.924	0.000
SMM -> Destination Image	0.736	13.487	0.000
SMM -> Visiting Intention	0.528	7.777	0.000

Source: Data Processed (2024)

Hypothesis 1: Social media marketing has impact toward Destination Image

Based on Table 3 (Hypothesis Test Table) it can be concluded that Social Media Marketing has a positive effect on Destination Image. The T-Statistics results show that the T-Statistics value has a result of 14,405 (>1.96). These results are in line with previous research (Baber & Baber, 2022).

Hypothesis 2: Destination Image has impact toward Visiting Intention

Based on Table 3 (Hypothesis Test Table) it can be concluded that Social Media Marketing has a positive effect on Visiting Intention. The T-Statistics results show that the T-Statistics value has a result of 4.025 (>1.96). These results are in line with previous research (Baber & Baber, 2022).

Hypothesis 3: Destination Image mediated relationships between Social Media Marketing and Visiting Intention

Based on Table 4 (Indirect Effect Hypothesis Test Table) it can be concluded Destination Image mediated the relationships between Social Media Marketing and Visiting Intention has a positive effect on Visiting Intention. The T-Statistics results show that the T-Statistics value has a result of 3.986 (>1.96). These results are in line with previous research (Baber & Baber, 2022).

Discussion

Based on the findings above, social media marketing has impact toward destination image. Destination image also has

impact on visit intention. This research also found that social media marketing has effect toward visit intention mediated by destination image. Prior research conducted with similar topic has similar findings with this research results (Baber & Baber, 2022). This research results shows that if tourist has good perceptions (image) on their minds about a destination it results in a positive visit intention toward a destination. Enhancing social media marketing efforts proves will enhance destination image in a positive way.

The results above also strengthen the claim of mediation relationship between social media marketing and visit intention. In the context of regenerative tourism, many unexplored tourism sites have not been exposed yet regenerative tourism offered a new experience for tourist while has benefit to the ecosystem of the tourist. Regenerative tourism is one of the sustainable tourism groupings. Considering this, social media marketing efforts can be done to enhance the destination image of regenerative tourism and in turns will make tourist want to visit the regenerative tourism. Interaction between social media user and the platform really shapes the image in the tourist perception's social media users (Liu et al., 2024).

CONCLUSION

Based on findings and discussion above, it can be concluded that social media marketing has positive effect on destination image and visit intention. Destination image also has positive effect toward visit intention and has mediating effect

between social media marketing and visit intention. The limitations of this study are: first, this study samples are limited to 100 respondents, also the context of this study is visiting intention of regenerative tourism, it can be applied in wider context of tourism. The suggestion for future research can have more respondents and can explore other tourism fields such as cultural tourism, and other fields of sustainable tourism. Other variables also can be added such as ecological awareness.

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