

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Information Technology**



**Diploma Thesis**

**The Influence of Social Media on Tourism Decision-  
making of tourists**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Bc. Aidana Abdilkyzy

Business Administration

Thesis title

**Influence of social media on tourism decision-making process of tourists**

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### Objectives of thesis

The key objective of the Diploma thesis is to analyse influence of social media on tourism decision-making process of tourists. The first objective is to analyze social media and its impact on tourists at different age groups. The second objective is to realize a questionnaire survey focused on the use of social media by tourists and comparing the results with previous analysis. The third objective is to formulate recommendations for the tourism sector in terms of the use of social media.

### Methodology

The methodology of this study is based on analysis and synthesis of technical information resources dealing with selected issues. The first research method is literature research focused on number of relevant literature, including research results on social media, social media marketing, tourism decision-making and outbound tourism, which provide a theoretical basis for the topic selection and analysis of the thesis. The second one is questionnaire survey which is going to be divided into three parts: basic personal information, the habit of using social media and the influence of social media on the decision-making process of tourists. Based on the synthesis of theoretical knowledge and the results of the research there will be conclusions of the thesis formulated.

**The proposed extent of the thesis**

60 – 80 pages

**Keywords**

Social media, SMM, outbound tourism, decision-making process

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**Recommended information sources**

HYDER, Shama. The zen of social media marketing: an easier way to build credibility, generate buzz, and increase revenue. 4th edition. Dallas: BenBella Books, [2016]. ISBN 978-1942952060.  
PULIZZI, Joe. Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less. New York: McGraw-Hill Education, [2014]. ISBN 978-0071819893.  
Zhang Weiwei,Wang Xiaoyun. Preliminary Study on Tourism Blog Marketing Based on Weak Connection Advantage [J].Tourism Journal, 2008 23(6):10-11

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## **Declaration**

I declare that I have worked on my diploma thesis titled "**The influence of social media on tourism decision-making process**" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 29.11.2019

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**Aidana Abdilkyzy**

### **Acknowledgement**

I would like to express my sincere gratitude to my thesis advisor **Ing. Petr Benda** for the continuous support, useful comments and engagement through the process of my diploma work. I would like to thank the participants in my survey, who willingly shared their precious time.

# Vliv sociálních médií na rozhodovací proces turistů

## Abstrakt

S rychlým rozvojem internetu a chytrých telefonů začala také doba mobilních internetových sociálních sítí, která nejen výrazně mění každodenní návyky veřejnosti, ale také nutí podniky čelit novému podnikatelskému prostředí. Sociální média nabízejí mnoho příležitostí pro cestovní ruch a nabízejí širokou škálu služeb cestovním značkám.

Na základě výzkumných prací analyzovaných autorem jsme definovali úzkou souvislost mezi sociálními médii a cestovním ruchem. Tato práce shrnuje studii sociálních médií, sumarizuje pojem sociální média, formu sociálních médií, jejich důsledky a použití v cestovním ruchu. Na základě literární rešerše této práce byl vytvořen dotazník, bylo shromážděno 200 odpovědí. Z toho 122 žen a 78 mužů ve věku od 18 do 65 let. Průzkum byl realizován pomocí profesionální webové aplikace, zaměřené zejména na skupiny cizinců žijících na území České republiky, zahraniční návštěvníky Prahy a zahraniční studenty, včetně studentů programu Erasmus. Výsledky výzkumu se vztahují pouze na 200 respondentů a nelze je tedy hodnotit jako obecný přehled všech cestovatelů. Nakonec jsme zkombinovali výzkumné práce a statistickou analýzu shromážděných údajů a poskytli tak možnou inspiraci a doporučení pro obchodníky v cestovním ruchu a související odvětví.

**Klíčová slova:** Marketing sociálních médií, cestovní ruch, internet, sociální síť, rozhodovací proces

# **The Influence of Social Media on Travel Decision-Making Process**

## **Abstract**

With the rapid advancement of internet and smartphones, we have joined the era of mobile Internet social network, that not only significantly transforms the daily practices of the general public, but additionally makes enterprises face new business atmosphere. Social media provides several possibilities for the travel industry and also provides a wide range of offerings to travel brands.

Based on the research papers read by the author, we defined a close connection between social media and tourism. This paper reviews the study of social media, summarises the concept of social media, the form of social media, its implication and application in the tourism industry. A questionnaire was designed based on the literature review of this paper, 200 responses collected. 122 female and 78 male respondents are ranging from 18 to 65 years old. A survey was sent out on a professional website, mainly targeting the ex-pat groups living in the territory of the Czech Republic, visitors in Prague and international students including Erasmus students. The results of the research only apply for the 200 respondents and it can not be concluded as a general review for all the travellers. Finally, we combined the research papers and statistical analysis of collected data and provided the inspiration and recommendation for the travel marketers and related industries.

**Keywords:** Social media marketing, tourism, Internet, social network, decision-making process

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### **List of Abbreviations**

ANOVA : Analysis of Variance.....	48
BBS : Bulletin Board System .....	65
CGM : Consumer Generated Content .....	17
CRM : Customer Relationship Management .....	12
CRS : Computer Reservation System .....	11
ETC : European Travel Commission.....	25
GDP : Gross Domestic Product .....	29
GDS : Global distribution System.....	11
ICT : Information and Communication Technology .....	30
KMPG : Klynveld Peat Marwick Goerdele.....	28, 29
KPMG : Klynveld Peat Marwick Goerdele.....	29
PhD : Doctor of Philosophy.....	38
SM : Space Mapping .....	12
SMM : Social Media Marketing.....	15
SMN : Social Media Networks .....	21
SNS : Social Networking Sites .....	40, 41, 67
UGC : User Generated Content.....	17, 30
UNESCO : The United Nations Educational, Scientific and Cultural Organization.....	26

# 1 Introduction

The rapid development of information technology has brought significant changes to tourism. From the establishment of the computer reservation system (CRSs) in the 1970s to the popularisation of the global distribution system (GDSs) in the 1980s to the development of the Internet in the 1990s, strategic planning and the operation of the tourism industry have been significantly changed (Buhalis and Law, 2008). Recently, another transformation of tourism in the area of info technology has been initiated by the popularity and advancement of social media represented by Twitter and Facebook on a worldwide scale. The combination of social media and tourism spawned many new application forms, such as virtual tourism community, travel blogs, online reviews of tourism, tourist micro-blogs injected new momentum for the global travel industry, and is increasingly influencing tourist's information communication and the way of consumption, tourism enterprise business model and marketing pattern.

The development of information and communication technology is driving the reshaping of tourism business process and gradually producing a new paradigm. It has not only changed the structure of the whole industry but also provided various opportunities and challenges for stakeholders (Buhalis and Law, 2008). At the same time, academic research related research institutions and organisations gradually formed. An established global trend today is the promotion of a brand, product through social networks. Corporates from various sectors of the economic system started to work with customers through social networking sites, through the organisation of communities and also the development of corporate pages that could be compared to a company site with information. Social networks allow companies to keep in touch with interested users, build long-term relationships with their customers, build their loyalty, manage the company's reputation, increase sales and solve many other business development tasks (Efremova, 2010, p. 116).

In this context, many researchers participate in the academic research of information technology and tourism. In recent years, with the increasingly close connection between social media and tourism, relevant foreign scholars have gradually increased their research on social media. For the tourism industry, the main tasks of social media, in author's opinion, are: managing recommendations and views of the target audience; increase in the number of

loyal customers and the possibility of implementing CRM (Customer relationship management); correction of undesirable stereotypes and the formation of a positive brand of tourist areas; increase in sales and brand awareness; targeting increase in traffic to the company's website in order to make active sales. Social media has become a useful tool for achieving business goals, both in terms of marketing and customer engagement.

The tourism business is information-based (Sheldon, 1997; Klein and Wertner, 1999) as well as companies are adapting to the utilisation of social networking platforms. Nevertheless, there are enough outcomes that underline those travel industry entrepreneurs should not disregard the effect of social networking in travel info distribution (Xiang Z.; Gretzel U., 2010). The vast bulk of the organisations are trying to set these progressions, making an incentive for themselves for growing their yields. The tools of social media include: creating blogs, forums, diaries, creation of new electronic media; involving in site; viral marketing; community management; guerrilla marketing; internet gimmick and internet sampling; provocative marketing; SM optimisation.

The problems that have arisen with the bankruptcy of tour operators and the inability to secure obligations to tourists are increasingly undermining demand due to the mistrust of tourists towards tour operators and travel agents, which shifts the focus towards amateur tourism. The reason for this is also that the development of information and communication technologies allow to independently create the range of services that are necessary for the tourist and provide his expectations, being comparable in price. In this regard, marketing activities designed to form and support the demand for tourist routes demand more and more new technologies, among which social media have an absolute advantage (Gitomer, 2012, p.192). Thus, the World Tourism Organization recognises the critical role of social media in tourism, which is associated with the use by tourists and people in the business of smartphones and tablets to find information or share their views on their place of stay.

The tourism sector is one of the leading sectors in the Czech Republic. The Czech Republic as one of the countries of 28 member states of European Union, where internet use penetration reaches 90.2% (internetworldstats.com, 2019), ranks 11th with it is 9.3 million active internet users in 2019 after Sweden. It makes 88% of the population of the Czech republic (Eurostat Regional Yearbook, 2019). While the European Union population as a

whole makes 10.2% of the world's internet users, Czech republic accounts for 2% of it (Eurostat Regional Yearbook, 2019). Among the most popular social media platforms, Facebook is the first place with its 50% share, and Instagram (21.6%), LinkedIn (15%) are following it, respectively. 12% of the Czech population uses social media for online shopping. When it comes to consuming tourism services online, 12% of the population purchase tourism packages for nearly \$1.9 billion annually, makes it the highest-ranked category in e-commerce use. (DaraReportal, 2019).

Overall, the Czech Republic is among the top tourism nations in Europe for over nine million visitors because of its plentiful supply potential (Eurostat database, 2019). Indeed, Czech tourism consists not just of international visitors but additionally locals travelling abroad and in-country visitors. Data indicate that there are five million outgoing people in the Czech Republic ( DataReportal, 2019). These figures appear to be essential factors to look at the impact of social networking on the destination decision making the process of the ex-pats, international students and natives in the Czech Republic.

## **2 Objectives and Methodology**

### **2.1 Objectives**

The principal objective of the Diploma thesis is to analyse the influence of social media on the tourism decision-making process of tourists. The first objective is to examine social media and its impact on tourists at different age groups. The second objective is to realise a questionnaire survey focused on the use of social media by tourists and comparing the results with previous analysis. The third objective is to formulate recommendations for the tourism sector in terms of the use of social media.

### **2.2 Methodology**

The methodology of this study is based on analysis and synthesis of technical information resources dealing with selected issues. The first research method is literature research focused on a number of relevant literature, including research results on social media, social media marketing, tourism decision-making and outbound tourism, which provide a theoretical basis for the topic selection and analysis of the thesis. The second one is a questionnaire survey which is going to be divided into three parts: necessary personal information, the habit of using social media and the influence of social media on the decision-making process of tourists. The third part will be dedicated to the statistical analysis using the software IBM SPSS Statistics 23. Descriptive, factorial and two way ANOVA tests are conducted to test the collected data. Based on the synthesis of theoretical knowledge and the results of the research, there will be conclusions of the thesis formulated.

## 3 Literature Review

### 3.1 Definition and characteristics of social media

As for the concept of “social media”, there is no consensus in the academic circles. As a new term, “social media” first appeared in the online community research specialist Mayfield's book “what is social media”, and is defined as a new type of online media, a space giving users significant participation. The most common forms are blogs, wikis, podcasts, BBS community, social networks and content sites (Mayfield, 2010).

With the continuous update and development of social media, the understanding of the form and definition of social media is more comprehensive and accurate. Currently, the most common definition is "social media is a collection of Internet applications that allow internet users to create and communicate user-generated content based on Web 2.0 technologies" proposed by Kaplan et al. (Kaplan and Haenlein, 2019). Blackshaw et al. believe that social media includes applications in the technical sense that enable consumers to "publish", "tag", "mine" or "blog" on the Internet, therefore consumers can create, initiate, circulate and use these applications to communicate with each other on products, brands, services and issues (Blackshaw and Nazzaro, 2006). The social media research guide of ESOMAR European market research society defines social media as an online platform and technology that allows users to create, communicate and interact with each other (ESOMAR, 2011, p. 3).

The social network is an excellent marketing platform for promoting services. The meeting industry also does not stand aloof from the global trend - event organising companies, congress centres, hotels increasingly use social media to promote their companies and services. Various reviews and comments are published on pages on social networks, photos and videos, presentation materials are posted, the constant dialogue is conducted with visitors through surveys. Thus, promotion in social media (SMM) is a set of measures for using social media as channels for promoting companies and solving other business problems (Parabellum, Mrochkovsky and Kalaev, 2011, p. 71).

There are several main types of social networks: standalone blogs, blog platforms, contact social networks, and microblogging. Thematic social networks include forums, video hosting, photo hosting, social media and social bookmarks. Promotion in social networks

allows to specifically target the target audience, search for sites where this audience is more represented, and identify the most appropriate ways to communicate with it.

E. Fisher and A. Ruber (2011, pp. 1-18) note that, based on the perspective in society, social networks include itself: social networks, professional telecommunications networks, blogs, microblogs, sites for sharing and posting photos/videos, sources for joint progress and editing of content material, bulletin boards and boards.

W. Mangold and D. Faulds (2009, p.358) expand this list and distinguish 15 types of social media.

1. Social networking sites (Facebook, Instagram, Wechat, Kakaotalk).
2. Sites for the exchange of user content and creative:
  - 2.1. *Video sharing (YouTube);*
  - 2.2. *Photo sharing (Flickr);*
  - 2.3. *Exchange of musical works (Jamendo);*
  - 2.4. *Blog sharing (Piezo, Tumblr)*
  - 2.5. *Exchange of intellectual property (CreativeCommons).*
3. Consumer-sponsored blogs (TUAW, Cnet).
4. Company-sponsored websites and blogs (Applecommunities.com, P & G'sVocalpoint).
5. Sites sponsored by companies to support their products (Dove's Campaign for Real Beauty, Click2quit.com).
6. Social networks can be joined only at the invitation of members (A Small World).
7. Social networks for business contacts (LinkedIn).
8. Collaborative projects (Wikipedia).
9. Virtual worlds (Second Life).
10. Commercial communities (eBay, Amazon, Craig's List, iStock-photo, Threadless).
11. Podcast sites (For Immediate Release: The Hobson and Holtz Report).
12. News portals (CurrentTV).
13. Exchange of educational materials (MIT OpenCourseWare, MERLOT).
14. The community of programmers, the exchange of open source code (Mozilla Firefox, Linux.Org.ru).
15. Social networks - "bookmarks", allowing you to recommend news, music, movies (Digg, Delicious, Newsvine.com, Mixxit, Reddit) (Mangold and Faulds, 2009, p.359).



Among a wide variety of Internet marketing tools, social networks today play a unique role: they combine two types of activity - this is business and simple human communication. There is no doubt that social networking integrates into business marketing. Users share messages or notes on social networks in real-time and millions of readers, often inadvertently, advertise movies, songs, restaurants, experiences, or any other product of activity without suspecting it, without compensation and rewards (Wanderlust agency, no date). All social media have certain properties that determine their features and specifics. First of all, it is interactivity, as an opportunity to communicate between users and exchange various kinds of content, which is the basis of the development of the information society and an indicator that characterises the speed of one user connecting to another (Kraynova, 2010, p.108). Besides, social media possess the properties of communicativeness, mobility, accessibility, universality. Social networks allow you to build a community, a group of people with close interests who communicate via the Internet, increase customer loyalty to a tourism company or to a specific tourism product, they allow you to create targeted mailing and thereby apply the principle of targeting in the marketing of tourism services, and also provide a broad audience with a positive image through posts and likes (Kraynova, 2010, p.106).

Social media is an online medium in which content is created by people themselves using highly available and scalable publishing technologies (Xue, 2011). In its most basic sense, social media is a change in the way people discover, read and share news, information and content. It is a combination of sociology and technology that transforms monologue (one-to-many) into dialogue (many-to-many). Social media is so popular because it allows people to build relationships online for personal, political and business reasons. Businesses also view social media as user-generated content (UGC) or consumer-generated media (CGM) (Xue, 2011).

Social media is a new type of online media based on Web2.0. Its core is user-created content and consumer-generated media, and it is a relational recommendation engine. Popular forms of social media include blogs, BBS, social networks, podcasts, wikis, content communities (communities that organise and share content on a particular topic), and online games.

According to the definitions of social media made by foreign scholars, we can conclude that social media has the following characteristics: (1) participation and openness. The boundary between social media and the audience is blurred, and there is no identity

restriction, which can inspire people who are interested in contributing and giving feedback. Most social media are free to participate, encouraging netizens to comment, feedback and share information. (2) Communication and dialogue. Traditional media take the form of "broadcasting", which is a one-way flow from top to bottom. The advantage of social media lies in two-way interactive communication. The speed and breadth of information dissemination are enormous. (3) community-based. In social media, people soon gather to form a community and communicate with each other on topics of common interest such as tourism, fashion and movies. In this kind of community, members tend to form a strong bond. (4) Connectivity and fusion. Most social media have robust connectivity, and multiple media can be integrated through text, video, pictures or links.

### **3.1.1 The theoretical basis of social media**

#### **(1) six degrees of separation theory**

Most scholars believe that social networking sites are part of social media, and the relationship between them is included and included. The theory of six degrees of separation, also known as the small world problem, was put forward by Harvard University psychologist Stanley Milgram through the chain letter experiment. It means that there are no more than six people between one and any stranger, that is to say, one can get to know any stranger through no more than six people. It is not that any human connection has to go through six levels, but that any two people who do not know each other, through a particular way of contact, can always produce undeniable connection or relationship. Through "six degrees of separation", people are supported to build trust and close social connections, generating aggregation effect (Milgram, 1967).

In the year, Columbia University professors set up a research project group to verify the "six degrees of separation theory". Through the "small world research plan", it was found that it not only applies to the physical world but also applies in the online world. Therefore, some people have proposed social networking on a theoretical basis. Users use social networking sites to develop interpersonal relationships, and online social development in the way of "acquaintances looking for acquaintances" is generally not limited by time and

space. As a result, each person's community is continually expanding, eventually forming an extensive social network.



Figure 1. Schematic diagram of six degrees of separation theory

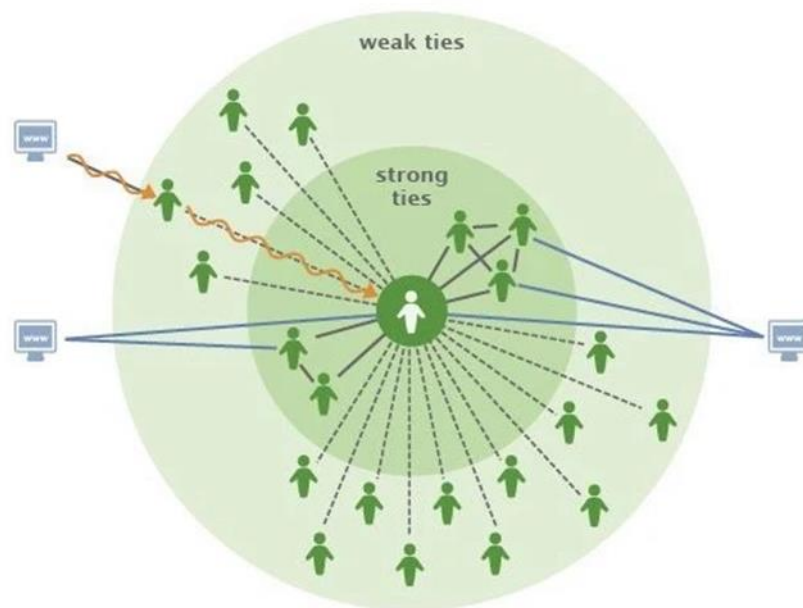
Source: business newspaper graphics

## (2) The weak ties theory

The weak ties theory or social network theory was put forward by Mark Granovetter in 1974. The relationship between people, from the frequency of communication and interaction, can be divided into a strong connection and weak connection. When people are in constant contact with each other over a long period, close interpersonal relationships are strong connections, as opposed to weak connections, where individuals rarely encounter each other, and their relationships with each other are entirely accidental (Granovetter, 1973, p.1367). The strongest connection is most likely that you are currently working as a partner, a business partner, a partner customer, and many opportunities for interaction in life and work. Weak connections are more extensive as friends, relatives are all likely to have fewer opportunities for communication and interaction, and more because of personal time, energy, and communication opportunities with strangers. It can be summarised that there are about 150 contacts in an individual, of which about 30 are firmly connected, and about 120 are weakly connected (Granovetter, 1973, p.1371).

Weak connections play the same role in the spread of information. People in a person's family of friends and relatives may know each other, so in such a circle, the communication information provided by others is always redundant (Granovetter, 1973, p.1376). For example, what someone heard from this friend or relative may have already heard from another friend, and they have talked to each other about this topic. There are many such examples in daily life.

Figure 2. Strong Ties, Weak Ties in Facebook



Source: Eytan Bakshy, aboutfacebook.com, 2012

### 3.2 The application of social media in tourism

With the rise of people's living standards, the consumption structure of residents is increasingly optimised and upgraded. People's demand for enjoyment consumption and development-oriented consumption is continuously increasing (Chan and Denizci Guillet B, 2011). Tourism consumption has gradually entered the lives of civilians. It not only meets the physiological needs of tourists during tourism. Consumption also includes use that meets the needs of tourists for development and enjoyment. Research on tourism experts pointed out that a tourist decision-making process is a process of input, processing, output and feedback of tourism information.

Tourism is an extensive economic industry, with tourism materials as the living circumstances, infrastructure as the primary state, enhancing the quality of tourist services, fulfilling the various requirements of different kinds of visitors (Schmallegger and Carson, 2008), and attaining unified advancement in economic development, ecological balance and social civilisation. Since it is an entire industry, synergy is the crucial thing of tourism management, along with cooperation, is dependent upon tourist information. Therefore, tourism information is not just an essential aid in tourism but additionally a necessary dependence on the renewable development of tourism.

As early as 2000, Buhalis proposed that the Internet has profoundly changed the distribution and marketing of tourism products (Buhalis and Spada, 2000). The application of social media in tourism network marketing is a crucial field studied by foreign scholars. Chan et al. took Hong Kong hotels as an example to analyse the current situation and existing problems of social media marketing (Chan and Denizci Guillet B, 2011). The measurement of social media marketing means and marketing effect is the core of relevant research. Social media can be used as a tool for online consumer comment and complaint management (Maurer and Schaich, 2011), to provide opinions for tourism managers and serve as the basis for marketing decisions (Puhlinger and Taylor, 2008). Some scholars believe that social media is so vital that it may completely change the practical measures of destination marketing (Hjalager, 2010). More tourist destination management organisations through increase the investment of social media marketing to enhance the popularity of electronic commerce, and destination marketing organisations and tourism enterprises will use the blog as part of their business strategy (Schmallegger and Carson, 2008). Pulvirenti et al. proposed an evaluation model to measure the impact of perceived benefits of social media networks (SMN) (Pulvirenti and Jung, 2011) on network quality and satisfaction in tourism destination marketing (Sarkar, Au and Law, 2013). Lin et al. took the Aegean tourism blog of a Taiwan engineer as a case study and analysed the tourism marketing response (Lin and Huang, 2006, pp.1201-1205).

Nevertheless, tourism items are characterised by intangibility, consumption and production. It is difficult for people that are in the source of buyers to enjoy an extensive knowledge of tourism destinations and tourism service enterprises (Puhlinger and Taylor, 2008, pp.177-187). The more significant number of people's travelling requirements of "seeking beautiful places, looking for variations, seeking knowledge, and also seeking

happiness", the better the need of theirs for tourism info, so the approach they look for info. In an era of ubiquitous networks, individuals are somewhat more prepared to choose to find info from social media before making travel choices and have confidence in obtaining info from individuals who have had related experiences. The web is used by tourists to discover increasingly more tourist info, utilising online booking online to buy travel products enterprises (Puhringer and Taylor, 2008, p.179). The proportion of visitors with the Internet to find out about tourism info is becoming higher and higher. The ratio of internet purchases and purchases of travel items is improving year by year, along with customers are more and more demanding personalised travel. Consumer info has to be personalised and diverse (Puhringer and Taylor, 2008, p.182); they are increasingly reliant on internet research info and also online bookings.

The American Marketing Association describes customer behaviour as: "The compelling interaction process of environmental factors, behaviour, cognition, and perception would be the foundation of human behaviour in satisfying the trading operates in life." Thus, the behaviour of visitors should be recognition and perception - the outcome of external and internal factors like knowledge, behaviour & tourism environmental factors (American Marketing Association, 2019).

In the context of new social networks, tourists have undergone significant changes in the perception and behaviour of tourism products or tourism services. Social networks provide a platform for travelers to communicate with different travelers. Tourists have the most substantial info need for travel destinations before they travel (Buhalis and Spada, 2000). They could sign-in on the social network to find out what they are keen on, and speak with the posters in a prompt and freeway about the tourist destinations, scenic spots, scenic spots and traffic. Info, shopping other information and environment, the waiting time for info acquisition are considerably decreased, and that lessens the potential for tourism desire and mind being changed by waiting and search.

After tourists purchase travel products or services, there is still a need for network information, but this demand is multifaceted (Maurer and Schaich, 2011). On the one hand, the information needs of network users are hoping to communicate with other users after the tour, and record some of the feelings in their travel process utilising text, picture and video combination, and publish them in the travel social networking website (Kraynova, 2010, p.108). Social networks have changed the world and the very principle of communication between people. Now it is enough to click the "enter" button in your favourite social network

- and here you are in another world, a world that allows you to share thoughts, feelings, photos, and do this one-on-one, but with many people at the same time. In the end, social networks are no longer just a way to keep in touch with family members or school friends from a distance.

### 3.2.1 **Online travel information features**

#### (1) Quick and fast, two-way interaction

When compared with conventional techniques of tourism info dissemination, the online travel info is faster (Chen and Chen, 2004, p.5). While doing so, online travel info is devoid of limitations in space and time, and tourists can easily transmit or perhaps receive travel info anytime, anyplace. Tourists can freely consult or perhaps solicit responses on the internet according to their own needs of theirs for travel info. They could also learn about relevant travel info as they please, and also upload the real feelings of their travel experiences to the internet for reference.

#### (2) Simple operation and real-time efficiency

Traditional media such as television, newspapers, magazines, and broadcasts require a lot of workforces, material resources, and financial resources to maintain their operations. The dissemination of network information in the new era is efficient and straightforward. Online travel information is transmitted through high-tech media support such as communication satellites, cloud computing satellites, and hypermedia (Lin and Huang, 2016). These technologies are sufficient for the simultaneous issuance and utilisation of online travel information. Tourists can feel intuitive and comprehensive travel information through ordinary text, high-definition pictures and dynamic flash without leaving home.

#### (3) Large capacity and uneven

With the rapid development of multimedia technology, computer network technology and the two-way interaction of the internet, more and more tourists are more inclined to use network tourism information and collect, release and improve it, which makes

the capacity of network tourism information vast (Du, 2003, pp.29-40). It precisely because there is a large amount of information that can be shared, but the information carried is mostly some irrelevant content, which leads to uneven information content, its authenticity is more questioned, and the credibility of the information is reduced.

#### (4) Civilian personality, security and stability

Due to the large capacity of online travel information, the users of its information are mostly grassroots civilians. All kinds of tourists can express their feelings on the Internet and express their opinions (Zheng, 2008, p.156-162). With the improvement of the third-party payment platform, tourists can even safely and effectively complete various consumptions during the travel process through a third-party payment platform.



### **3.3 Tourism Decision-Making Behaviour Theory**

#### **3.3.1 Czech tourism authority – Czech Tourism**

Czech Tourism – is an organisation under the Czech Ministry of Regional Development. The objective of the organisation is to present the country to the local and foreign markets. Headquarter is located in Prague, Czech Republic. It has offices in many European countries like – Germany, Great Britain, Austria and Spain. Also Non-European representative offices in China, Brazil and the United States.

International representative offices are the primary tool for promoting Czech republic. They help stimulate the arrivals of foreign tourists to the Czech republic. They encourage not only through the press and outdoor activities but also online via social media. The organisation has Instagram (visitcz), Twitter (@czechtourismus), Facebook (@czechrepublic.cz), Youtube and Pinterest (Visit Czech republic) pages where they promote the Czech Republic to the world. **"The Czech Republic – Land of Stories"** is a marketing campaign used by the organisation to develop and build brand awareness in foreign countries. Within this campaign, international representative agencies participate in many fairs and exhibitions, press conferences, tours, workshops. CzechTourism also partners with foreign and Czech entities to develop contacts with potential strategic partners. Organisation's website (czechtourism.com) is presented in 9 languages, including Chinese, English, French, Russian and Spanish. Czech Tourism is also featured on the European Travel Commission (ETC).

#### **3.3.2 Recent developments and trends in tourism in the Czech Republic**

There are countries that, due to the nature of the climate, picturesque landscapes or the historical past, cannot but be tourist centres - any other use of resources would be wasteful (Fialova, ). The Czech Republic belongs to this category. The new state, the Czech Republic, formed as a result of the collapse of Czechoslovakia on January 1, 1993 (Kara and Hanak, 2008, pp.100-103), refers to countries where tourism has always played a significant role in the economy. The Czech Republic has a favourable economic and geographical position in the heart of Europe (Kara and Hanak, 2008, p.109), productive natural potential and is well known in the tourist market due to historical and cultural monuments, especially Prague as the main centre. Even though the Czech Republic has no access to the sea, the climate of this

country without hesitation can be called mild. The environment of the Czech Republic, combined with clean air, has a very beneficial effect on the health of people suffering from or prone to asthma and cardiovascular diseases. Most of the country's territory is located on the Czech-Moravian Upland, historical lands of Bohemia and part of Silesia (Karas and Hanak, 2008, p.113).

By the wealth of natural sources of mineral and thermal waters, as well as medicinal mud used in almost 40 resorts of the country, the Czech Republic is considered one of the leading "sanatorium powers" in the world (Karas and Hanak, 2008, p. 113). Furthermore, the tradition of the Czech spa is an essential European cultural heritage. The most famous and popular among the guests of the country are Karlovy Vary, Mariánské Lázně and Františkovy Lázně, forming the so-called "spa triangle" (Vystouil, Šauer & Bobková, 2017, p.6). About 90% of tourists travelling to the Czech Republic choose Prague or a holiday in the "spa triangle" (Vystouil, Šauer & Bobková, 2017, p.6). According to the Czech Statistical Office 2017 report, in 36 spa resorts, there were over 8.1 million overnight stays, 40% of them were foreign tourists (Czech Statistical Office, 2017, pp. 76-77). Other popular Czech resorts include the world's first radon spa Jáchymov, the oldest Czech spa Teplice, Darkov, Belograd, Třebon and Bechyně in Southern Bohemia, Luhačovice and Jeseník in Moravia and others (Fialová, ).

Czech lands are full of unique cultural and historical monuments of world significance. Fourteen of them are included in the UNESCO World Cultural and Natural Heritage List (UNESCO Country Page, 2019). They are:

- 1) Erzgebirge/Krušnohoří Mining Region (2019)
- 2) Gardens and Castle at Kroměříž (1998)
- 3) Historic Centre of Český Krumlov (1992)
- 4) Historic Centre of Prague (1992)
- 5) Historic Centre of Telč (1992)
- 6) Holašovice Historic Village (1998)
- 7) Holy Trinity Column in Olomouc (2000)
- 8) Jewish Quarter and St Procopius' Basilica in Třebíč (2003)
- 9) Kutná Hora: Historical Town Centre with the Church of St Barbara and the Cathedral of Our Lady at Sedlec (1995)

- 10) The landscape for Breeding and Training of Ceremonial Carriage Horses at Kladruby nad Labem (2019)
- 11) Lednice-Valtice Cultural Landscape (1996)
- 12) Litomyšl Castle (1999)
- 13) Pilgrimage Church of St John of Nepomuk at Zelená Hora (1994)
- 14) Tugendhat Villa in Brno (2001) (UNESCO Country Page, 2019).

Figure 3. UNESCO World Cultural and Natural Heritage in Czech Republic



Source: [gymnaziumhranice.cz](http://gymnaziumhranice.cz)

Tourists will get acquainted with the historical centre of Prague, medieval castles and the ancient cities of Telc, Cesky Krumlov, Kutna Hora, Holasovice and other pearls of architectural masterpieces (Indirova J., no date). Without exaggeration, conditions have been created in the Czech Republic for the development of congress and business tourism as well: convenient geographical location in the centre of Europe, well-developed infrastructure, high-quality conference centres, high standard of hotel and restaurant services (Kara and Hanak, 2008, p.110). The largest in the country is the Prague Congress Center, the Exhibition Center in Brno, and the Congress Center in Hradec Králové (Kara and Hanak, 2008, p.109). Congress events are possible in the vast majority of Czech 5-star hotels, some castles and palaces.

Prague has long been one of the most attractive tourist destinations in Europe. In terms of the number of tourists, in 2018 it surpassed only four cities - London, Paris, Istanbul and Rome; while Rome was visited only about 700 thousand tourists (Prague city tourism, 2019, p. 1). More than 9 million tourists visited Prague in 2019, which was again a record result (Indrova J., 2014; KMPG Trend Report, 2019). “ Each year in Prague, a similar number of nights as in Barcelona is spent by tourists. Prague is a favourite location, so this is news that is good because tourism is a tremendous city value. While doing so, we think it is essential to develop tourism in such a manner that it does not increase at the cost of Prague locals.

“Consequently, we carry on and intensify the marketing of out-of-town neighbourhoods, that also have a great deal to offer to tourists. We likewise cooperate with different entities linked to the Touchpoint project. The Night Mayor Commission has already been trying to relax the nightlife. The long term goal with joining the municipality is usually to bring much more cultural visitors to Prague than individuals that are available here merely for fun. Cultural tourism is much more good for the city” says the City Councilor Hana Třeščíková (Prague city tourism, 2019, p.2).

In 2018, collective accommodation establishments again recorded the most successful year in history (Czech Statistics Office, 2019). More than 21 million guests were accommodated in the Czech Republic in 2018, which is 1.27 million more than in 2017 (Czech Statistics Office, 2019). Residents of the Czech Republic contributed significantly to this fact when their total use of collective accommodation facilities increased by 8, 1% (Vojtěch Petřík & Zdeněk Vašata, dreport.cz). The total number of accommodated foreign tourists risen again in 2019, this time by 5%. A similar rate of growth is expected in 2019 (Czech Statistics Office, 2018, p.77). Germany remains the most important country, with 23% of guests coming to the Czech Republic (Czech Statistics Office, 2019). The year-on-year increase in the number of accommodated guests from Germany remained stable compared to 2017, at 4%. Slovakia (735 thousand) and Poland (620 thousand) ranked second in the absolute number of guests. The highest year-on-year growth in the number of guests was recorded in China (27%) and Ukraine (43%) (Czech Statistics Office, 2019).

The present development of tourist in Prague shows that the industry is slowly getting saturated, and the available accommodation capability is dwindling. On the other hand, there

is the development of alternative accommodation services such as Airbnb, which creates new competition with traditional accommodation (KPMG Trend report, 2019).

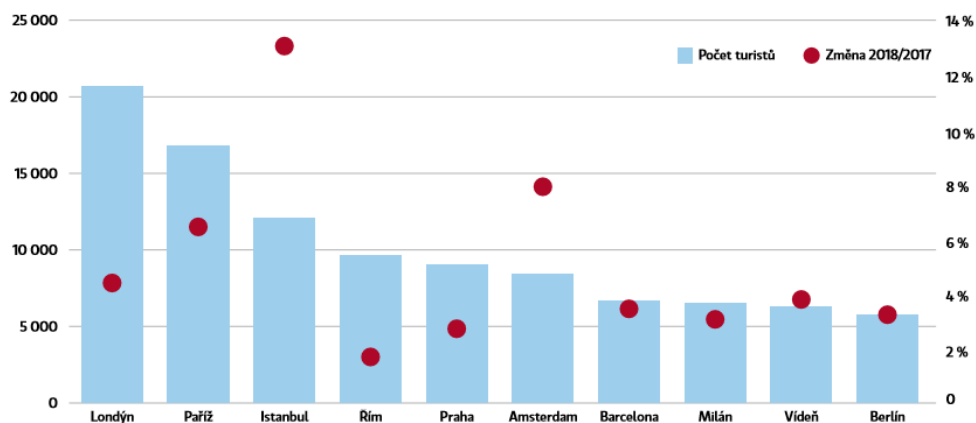


Figure 4. Number of Tourists in 2018 (in thousands) in selected cities, annual %

Source: KPMG Trend report 2019

Although the hotel market has recently faced new trends and challenges in the form of alternative accommodation services, it has continued to grow despite all these obstacles (Vojtěch Petřík & Zdeněk Vašata, dreport.cz). In terms of hotel occupancy, however, Prague is reaching its limits (KPMG Trend Report, 2019). In 2018, the average occupancy rate of hotels in Prague was more than 80%, which is one of the highest standards in European capitals. The offer is, therefore, sufficiently saturated, which creates space for the construction or opening of new accommodation facilities (KPMG Trend Report, 2019).

Factors in which low-cost carriers allow it to be easy to travel the planet at a sensible price even though many places experienced fast GDP growth have accelerated worldwide tourism. In particular, travellers from South Korea, China, India and South America now represent a large number of new potential customers for the Czech Republic, and their demand will also have a significant impact on supply itself (KPMG Trend Report, 2019).

Another significant change is the factor where the Y and Z generations become economically active and have different requirements and needs compared to older generations. Adaptation to the needs of this generation can be a competitive advantage. The change in preferences of the young generation is also related to the trend of flexible working space, which will be reflected in the tourism industry (Li and Wang, 2011, pp. 695-701).

Hotel operators can maximise efficiency and increase revenue through the creative use of existing, underutilised space. Many hotel brands have accepted this trend and attract guests through new concepts, such as using social media to promote their brands, or even launching their very own mobile applications to meet the customers' needs efficiently and effectively. For example, Radisson hotels launched its app, including all the daughter hotels of the company. It is fast, easy to book, and the guests can get quick responses from the hotel customer service staff. Plus, they own separate Instagram pages for each daughter brand, where they can share news, great photos of the cities where they operate, share stories of their guests, get involved in the comment box, answer questions, interact, all in all – they are making their clients feel closer and safer. Park Inn hotel in Prague is ranked as “2019 travellers' choice” (TripAdvisor web page, Sep.2019) among the same category businesses on TripAdvisor. Their Instagram account is “Parkinnradisson”. The award gives the hotel priority when potential guests choose their accommodation. We expect that other hotel companies will be gradually joining, especially brands aimed at the younger generation, attracting more digital nomads.

### **3.4 Tourism decision making**

The development of ICT in tourism often has a profound impact on consumer behaviour (Buhalis, 1998, pp.413-417). In view of the rapid development of social media (Vermeulen and Seegers, 2009, p.125), foreign scholars have also recognized its impact on the decision-making behavior of tourists (Gretzel and Yoo, pp.35-46), such as the impact on tourist information search and decision-making behaviour (Paris, Lee and Seery, 2010, pp.536-541), and the impact on the holiday planning process (Fotis, Buhalis and Rossides, 2012, pp.13-24). Sharing travel experiences with others is an essential need for tourists. The popularity and popularity of social media provide new channels for information dissemination, making sharing travel experiences an enjoyable and straightforward thing.

The development of UGC (user-generated media) created by Internet users themselves has promoted the sharing of travel experiences in the form of pictures, videos, audios and other media on blogs, social networking sites (Tussyadiah and Fesenmaier, 2006, pp.300-306), which in turn affects travel decisions of tourists. There are many reasons for the impact of social media on the decision-making process of tourists. For example, De and others believe that virtual communities have become a critical knowledge network for consumers,

which will have an impact on consumer decision-making processes (Kristine de Valck, Bruggen and Berend Wierenga, 2009).

Tourism decision-making is the most core and critical content in the research field of tourist behaviour, which has been concerned by scholars. Tourism decision-making is a process in which individuals collect and process relevant tourism information according to their tourism purposes, propose and select tourism plans, and finally put the selected tourism plans into practice.

In the survey of outbound tourism, Du Jiang found that the influencing factors of tourism decision-making mainly include the demographic conditions of tourists, tourism motivation, tourism purposes, tourism methods, tourism information, destination culture, and prices of tourism products and services. The brand of the travel agency, the opinions of relatives and friends (Du, 2003, pp.29-40).

Gretzel's empirical research from the perspective of tourist trust proves that travel-related consumer online reviews and website ratings enhance tourists' trust in the decision-making process and reduce risk (Gretzel and Yoo, pp.35-46);

Cox et al. From social media and the comparative perspective of traditional tourism websites confirm that user-generated content and social media have the same impact on tourism purchasing decisions as traditional tourism websites within a specific range (Cox et al., 2009). However, different types of social media can also affect individuals to varying degrees.

In the actual tourism decision-making, the factors influencing tourism decision-making are very complicated. Mayo & Jarvis (1981) proposed that tourism decision-making process is influenced by social factors and individual psychological factors ( Mayo and Jarvis, 1981).

#### **3.4.1 Tourism decision-making process**

How tourists decide whether or not to travel, how to choose tourist destinations and how to choose tourist products are the issues that tourism researchers and tourism marketing personnel pay special attention to, and it is also an important topic to study tourism consumer behaviour, that is, to study the decision-making process of tourists.

The tourism decision-making process is a continuous process from psychological to external behaviour, including a series of related stages or steps.

Clive and Kevin believe that the tourism decision-making process is continuous, complex and involves many potential decisions (such as from the previous choice of "where to go" to "what shall we do when we arrive") (Clive and Kevin, 2000, cited in Yao, 2011).

The decision-making process of consumers includes five major stages, namely, problem recognition, information collection, evaluation and selection of alternative products, purchase, and post-purchase behaviour. Among them, post-purchase behaviour refers to the use of the product or shelving it, resulting in satisfaction or dissatisfaction, thus affecting the subsequent behaviour (Guoqun and Saunders, 2019).

Simon (1960) divided the decision-making process into phases, which were followed by intelligence gathering, design activities, selection options, and review and evaluation (translated by Li, 1982, pp. 33-34).

Nicosia (1966) further divided the consumption decision-making process, namely, receiving information, attitude formation, evaluation means, generating consumption motivation, making decisions, purchasing behaviour, and feedback (cited in Stankevich, 2016, p.2-3).

Solomon (1996) argues that the process of making decisions by consumers mainly includes the following stages: identifying problems, collecting product and service information, evaluating alternatives, selecting products, and purchasing products (translation by Zhang, 1999).

It is worth noting that the use of social media by tourists is not the same, Cox et al. Believe that most of the social media is used before travel, and less used during and after travel (Cox, Bruges and Sellitto, 2009, pp. 754-759). Fotos et al. The research further found that social media is used throughout the vacation planning process (before, during, and after travel), but the degree and scope of social media use at each stage will be different (Fotis, Buhalis and Rossides, 2012, pp.16-21).

This paper argues that the whole decision-making process is generally composed of five stages: cognitive recognition of tourism demand, information collection, judgment and selection of tourism plan, decision-making and post-tourism evaluation and feedback. Once tourists decide to go out to travel and choose the type of tourism, tourists' tourism demand cognition will be confirmed; Then they will start to collect relevant tourism information to meet their tourism needs better; After the information search is proper, tourists will evaluate and screen all kinds of tourism information collected, select the tourism plan



that can meet the tourism needs of tourists to the maximum extent, and then carry out tourism activities. After the tourism experience is over, tourists will make information evaluation and feedback, and these experiences and feelings will, in turn, adjust tourists' cognition and guide future decision-making. The tourism decision-making process is such a dynamic process of constant adjustment and feedback.

### **3.4.2 The role of online travel information in tourism decision-making**

The good or bad of tourism decision depends on the accuracy, comprehensiveness and authenticity of online travel information (Li and Yang, 2011, pp. 1890-1893). Tourists can make accurate and practical tourism decisions and obtain excellent decision-making benefits only by quickly and accurately obtaining information, using information reasonably and adequately, and grasping the timing promptly (Zheng, 2008, p.156-162). The whole process of the traveller before making the tourism decision is the entire process of the traveller's transmission, acceptance, processing and feedback of the online travel information.

#### **1) Online travel information is the basis of tourism decision-making**

In the process of tourism activities, no matter what type of tourists make travel decisions, they must use tourism information as the basis, while online travel information can provide tourist information to tourists more conveniently and quickly (Zheng, 2008, pp.156-162). Only when the tourists fully understand the relevant tourism information and then analyse, process, process, judge, distinguish and select according to the appropriate tourism information, to make accurate and practical tourism decisions.

#### **2) Online travel information is the basis for scientific and effective decision-making**

In the process of tourism activities, tourists, tourism managers, and tourism companies cannot fully occupy all the information about the tourism market. It will inevitably lead to one party or more information than the other party, and the information is not formed symmetry. Before making scientifically satisfactory decisions (Li and Wang, 2011, p.712), the main body of any tourism decision-making must deal with and judge the

authenticity of the tourism information that it has mastered, and use the correct and useful online tourism information as the basis for tourism decision-making.

### 3) Feedback of online travel information helps to improve tourism decision-making

Feedback can help improve from the traveller's motivation to travel to the processing of information, then determination and implementation of tourism decision-making programs, and finally to the tourist's personal travel experience. This series of processes is the whole process of tourists' travel decision-making (Li and Yang, 2011, pp. 1890-1893). Online travel information is throughout the process of making and implementing the entire tourism decision. Due to the intense vulnerability and dependence of tourism activities, it is easy to be changed by changes in the external environment (Liu, He and Wu, 2012, pp. 558-565). In the process of tourism decision-making, online tourism information may change at any time. For this reason, tourists must respond to feedback. The online travel information timely updates and adjusts the travel decisions made.

#### 3.4.3 Factors affecting tourists' decision making

Tourism decision-making refers to people's decision on tourism behaviour, that is, whether to make a trip or not, and what kind of travel destination, travel time, and travel methods are used (Cox, Bruges and Sellitto, 2009, p. 756). The intrinsic factors of tourists and the external environment in which tourists are located are the essential factors influencing people's tourism decision-making. Under the combined action of the two, they affect people's decision-making behaviour.

Roger March (2005) applied contingency theory to the study of tourist decision-making behaviour and proved with statistical data that cultural tourism, viewing museums and historical relics are the fundamental driving forces for tourists to realise decision-making behaviour (March and Woodside, 2005, pp. 906-908).

Gallarza (2006) conducted a questionnaire survey on college students and found that there was a kind of quality in the minds of college students. The extension chain of the quantity value chain is "quality value satisfaction loyalty", and tourism experience is an

essential factor influencing tourists' evaluation of tourism product service quality and even value (Gallarza , 2006, pp.440-445).

Senecal and Nantel (2004) took online product recommendation as to the research content, empirically analysed the influencing factors of consumers' purchase decision, and concluded that users' online comments and word-of-mouth information had different degrees of influence on consumers' purchase intention (Senecal and Nantel, 2004, pp.159-162) .

Li and Buhalis used interview survey method to find that consumers in the pearl river delta region are most likely to book online travel, including age, residence, type of travel website, online duration and innovation in the field factors such as online travel booking wait-and-see and the perception of the network are important for online travel booking buyers to change the reason (Li and Buhalis, 2006, pp. 155-160).

With the continuous development of the times, the factors that influence the decision-making of tourists in the actual behaviour of people making tourism decisions are far more than the aspects as mentioned earlier, and these factors are increasing and becoming more complicated.

Zheng Xiaoping (2008), from the perspective of online consumers, concluded that the information quality of online customer comments, the credibility of reviewers and the number of comments had a significant positive impact on consumers' online purchasing decisions (Zheng, 2008, pp.156-162).

Qiu Fudong et al. (2014) conducted an in-depth analysis of the influence of information stimulation and information characteristics on tourist decision-making behaviour ( Qiu, 2014, pp.1-6).

Li and Wang (2011) adopted the purchase behaviour model as the theoretical basis and analysed that website product information, website transaction function, website technology and security are essential factors that affect network users in making purchase decisions. Besides, there are also significant differences in the performance of network tourists with different demographic characteristics in making decisions (Li and Wang, 2011, p.709).

Yang and Li(2012), using the method of detecting effects such as Internet users make purchase decision in virtual community of three factors: information, members and platform influence, the study found that the membership no significant impact on the decision, but professional information and empirical information, platform, visibility and ease of use and

other site factors significantly affect consumer buying decision (Li and Yang, 2011, pp. 1890-1893).

Liu yuting et.al (2012) took college students and business staff who had used social networking sites to buy budget hotels as research objects and explored the close relationship among the characteristics, trust and purchase intention of tourists of social networking sites (Liu, He and Wu, 2012, pp.558-565).

Based on the above analysis of relevant pieces of literature, it can be concluded that the factors affecting tourists' decision-making behaviour can be divided into the following categories: external environment factors, individual factors, group support factors and other factors. However, with the gradual rise of social media such as social networking sites and their occupation of consumers' eyeballs, the decision-making of tourists is also influenced by platform factors and electronic word-of-mouth information factors

## **4 Practical Part**

### **4.1 Data analysis**

Since most content in social media is written and generated by consumers and has obvious personalized characteristics, it has become a favorite source of content analysis by researchers (Mack, Blose and Bing Pan, 2008, pp.135-139). User-generated online reviews about destinations, hotels and travel services have become an important source of information for travelers.

Through corresponding text analysis of the content generated by social media users, scholars can obtain valuable data of tourists on the image of tourism destination (Li and Wang, 2011, pp. 695-701), tourist satisfaction and pleasure (Crofts, Mason and Davis, 2009, p.156) .

### **4.2 Methodology**

In July 2019, the questionnaire was released on the professional website SurveyMonkey, and the respondents were mainly those who had used social media to collect information about tourism destinations. Specifically, Czech locals who speak English, ex-pats, international students, Erasmus exchange students and short term visitors in Czech republic, who are between age 18 to 65. Therefore, online questionnaires are mainly distributed on Facebook ex-pat groups such as Expats in Prague, Expat women in Prague, Instagram, Vkontakte groups, Reddit forum, Couchsurfing (manually entered data by meeting with the visitors) and other social media. Also, questionnaires are distributed through Email. A total of 201 copies of this questionnaire were collected. IBM SPSS Statistics 23.0 was used for data analysis.

The questionnaire survey consists of 3 parts:

- 1) Demographic information – which is the basic overview of the survey participants, including their sex, age, educational background, employment status and household income.
- 2) Use of social media – in this part of the survey we will get an overview of the daily average time of using social media, frequency of collecting travel information on social media and which type of social media are used and the purpose of using social media.

3) Influence of social media on the traveller's decision-making process. We divided the third part of the survey into three stages: information search, purchasing decision and post-purchase evaluation.

### 4.3 Demographic information analysis

Through the descriptive statistical analysis, the demographic distribution of the samples in this study is obtained.

As can be seen from Table 1 and 2, the respondents have the following characteristics:

(1) From the perspective of gender, male respondents account for 39%, and female respondents account for 60.5%, 0.5% goes for the one person who voted „other“ for the gender. The number of female respondents is larger than male respondents. According to this questionnaire, female respondents are more active on social media than male respondents.

(2) In terms of age, the number of 25-34 years old in this sample was the largest, accounting for 58%. The second group was 18-24 years old, accounting for 24%. Those aged 35-44 accounted for 15%; 45-54 make up 1% of the respondents; 0% were over 65; The sample size in the four age groups of “45-54 years old” , : 55-64 years old “, ” 65 years old and above “ is minimal. It can be seen from the samples that users of social media are mainly concentrated in three age groups: 18-24 years old, 25-34 years old and 35-44 years old.

(3) In terms of educational background, most respondents in this survey have a bachelor's degree, accounting for 39.5%. Second, the number of respondents with Master's degree is 73 people, accounting for 36.5%; High school degree or equivalent degree accounting for 12.5%; The number respondents hold a Doctorate (PhD), and Professional training certificates are relatively small. In the whole sample process, the educational level is relatively high, which is the main force of social media.

(4) In terms of occupation, the number of students in school is 35, accounting for 17.6% of the sample (Table 1). Secondly, the number of people who are employed full time

is 118 people, which accounts for 59.3% of the total; Self-employed respondents accounted for 10.05%; other occupations accounted for 9.55 per cent. Students, full-time workers are the primary users of social media, with a certain amount of disposable income and leisure time.

(5) In terms of monthly income, those who earn 25000 – 45000 Czech crowns accounted for 29.8 %, while those with more than 45000 Czech crowns salary accounted for 25.76%. 10000 – 15000 Czech crowns accounts for 15.15%; 15.000 – 25000 Czech crowns accounts for 14.65%; Before issuing the questionnaire, it was considered that most people who use social media are young and highly educated, and since most of the respondents are university graduates with a full-time job, this income level is also in line with the actual situation.

Table 1. Statistical table of population characteristic variables of research samples

Characteristics of the variable	Type	Frequency	Percentage
Gender	<b>Female</b>	122	<b>60.4%</b>
	<b>Male</b>	78	<b>38.6%</b>
Age	<b>18 to 24</b>	48	<b>23.8%</b>
	<b>25 to 34</b>	117	<b>57.9%</b>
	<b>35-44</b>	30	<b>14.9%</b>
	<b>45-54</b>	2	<b>1%</b>
	<b>55-64</b>	4	<b>2%</b>
	<b>65 and older</b>	0	<b>0</b>
	Education	<b>Less than a high school degree</b>	3
<b>High school degree or equivalent (e.g., GED)</b>		25	<b>12.4%</b>
<b>Professional training</b>		9	<b>4.5%</b>
<b>Bachelor's degree</b>		80	<b>39.6%</b>
<b>Master's degree</b>		73	<b>36.1%</b>
<b>Doctorate degree</b>		11	

Employment	<b>Employed full time (40 hours a week)</b>	118	<b>58.4%</b>
	<b>Employed part-time (less than 40 hrs a week)</b>	20	<b>9.9%</b>
	<b>Self-employed</b>	20	<b>9.95%</b>
	<b>Unemployed</b>	7	<b>3.5%</b>
Monthly income	<b>Student</b>	35	<b>17.3%</b>
	<b>10.000 CZK or less</b>	31	<b>15.3%</b>
	<b>10.000 - 15.000 CZK</b>	29	<b>14.4%</b>
	<b>15.000 - 25.000 CZK</b>	29	<b>14.4%</b>
	<b>25.000 - 45.000 CZK</b>	59	<b>29.2%</b>
	<b>More than 45.000 CZK</b>	51	<b>25.2%</b>

#### 4.3.1 Behavioural analysis of social media use

##### (1) Use of social media

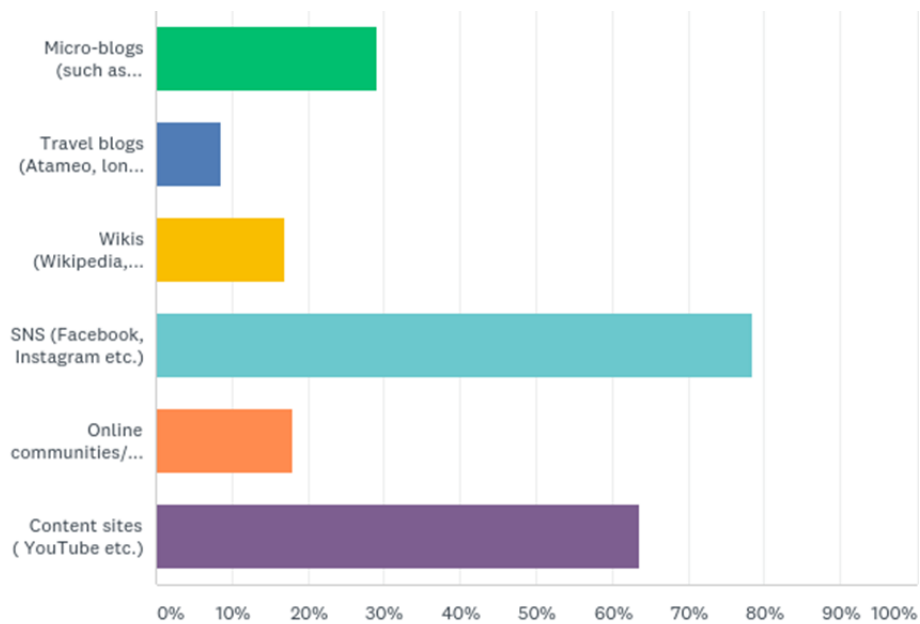
According to Table 2 and Figure 4, we can see that the top three types of social media commonly used by respondents are SNS (Facebook, Instagram etc.), content website and social network. Since 2010, the world has seen been introduced to Instagram, with nearly 1 billion active users now in 2019. Instagram provides a lot of information, from which you can get the information you need, get in close contact with your idols and communicate with them. Meanwhile, Instagram is also a platform for free speech, which significantly improves the frequency of users' using it. Content websites are websites that offer video as the main content, and can indeed become a kind of social media that people often use. Social networking sites such as these help people to socialise. In virtual cyberspace, people also seek such social connections to spend their spare time.



Table 2. Multiple response analysis of social media use (type)

type of social medi <sup>a</sup>	Responses		Per cent of Cases
	N	Per cent	
Micro-blogs (such as Twitter, tumbler, Vkontakte etc.)	58	13.5%	28.9%
Travel blogs (Atameo, lonely planet etc.)	17	3.9%	8.5%
Wikis (Wikipedia, Baidu Baike)	34	7.9%	16.9%
SNS (Facebook, Instagram etc.)	158	36.7%	78.6%
Online communities/Forums (TripAdvisor, Reddit, VirtualTourist, Couchsurfing etc.)	36	8.4%	17.9%
Content sites (YouTube etc.)	128	29.7%	63.7%
Total	431	100.0%	214.4%

Figure 5. Analysis of the type of social media used



## (2) Average time spent on social media

According to Table 3, we can see that men spend 1-2 hours on social media every day, while women spend more than three hours on social media every day. Overall, the average time spent on social media was 2.54 hours, nearly 4 hours. We can see from this sample study that people spend more time on social media every day, which indicates that people are greatly affected by social media. The reason why people spend so much time on social media every day can be that social media provides sufficient information, for them to find new, exclusive and even strange resources to interact with their friends.

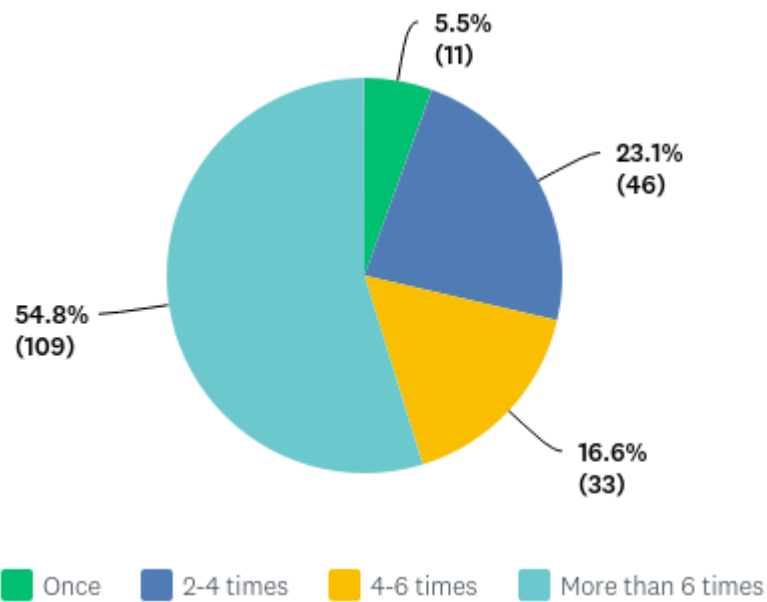
Table 3. Crosstabulation of gender and average time spent on social media

The average amount of time spent on social media per day	Gender			The mean
	male	Female	other	
Within 1 hour	10	14		2.73
1 to 2 hours	27	30		
2 to 4 hours	18	51	1	
More than 6 hours	23	27		

## (3) Use social media to search for tourism information

From figure 5, we can see that in the time of searching for travel information through social media, more than 6 times account for 54.8% of the total sample, 2-4 times account for 23.1% of the total sample, 5.5% of those who have only used it once, and 16.6% of those who have used it 4-6 times. This shows that people are still keen on collecting travel information through social media. On social media, it is easy for people to vent their feelings. After travelling, some people are willing to put their travel experience on social media and share their travel experience with others. To get an ideal travel experience, most netizens will search for relevant tourism evaluation, because real tourism information can be better captured on social media, so most people may be willing to search for tourism information on social media.

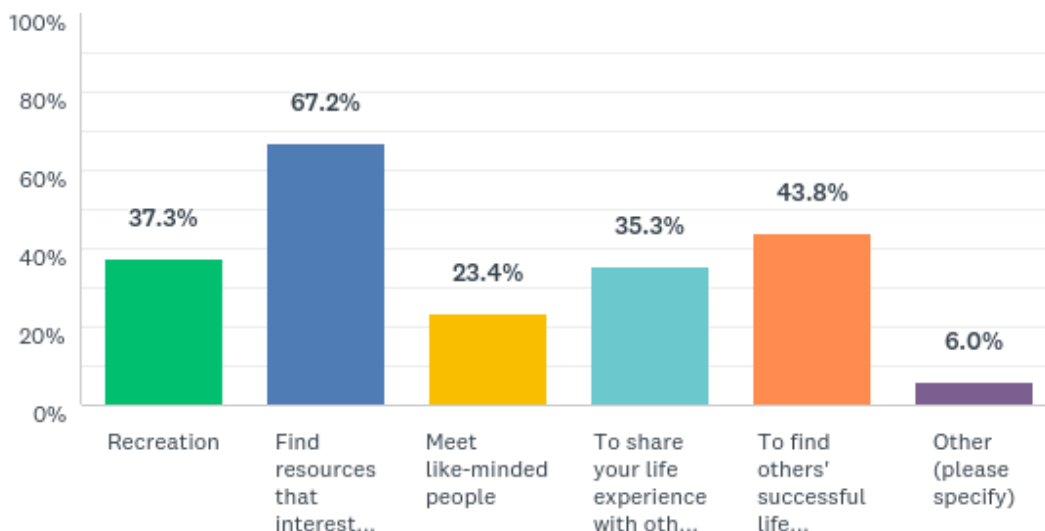
Figure 6. The average amount of time spent on social media each day



#### (4) The purpose of using social media

From the perspective of purpose, as shown in figure 6, most people choose social media mainly for finding the resource that they are interested in, followed to see others' successful life experiences. This indicates that some people have started to use social media as a search engine to collect resources they are interested in. The use of social media to strengthen the function of search engines can help people get in touch with the real evaluation of grassroots masses and find their real needs.

Figure 7. The purpose of using social media



#### 4.4 Analysis of the influence of social media on tourists' decision process

The main part of the questionnaire uses 5 points scoring to express the respondent's degree of approval of the question. According to “strongly disagree”, “somehow disagree”, “neither agree nor disagree”, “somehow agree” and “strongly agree”, 1, 2, 3, 4, 5 points are respectively given. For the missing ones of this questionnaire, always calculate with 0 points. According to the general tourism decision-making behaviour model, this questionnaire sets up the survey from the five processes of the tourism decision-making process.

##### **Hypotheses**

Based on the literature review, the tourism decision-making process is a continuous process, including a series of related stages or steps.

According to the researchers mentioned in this paper previously, the decision-making process of consumers includes several stages, namely, information collection, evaluation and purchase decision and post-purchase behaviour. Based on this, below assumptions are made:

*H<sub>1</sub>: Gender has no statistically significant effect on travel information search on social media.*

*H<sub>2</sub>: Age has no statistically significant effect on travel information search on social media.*

*H<sub>3</sub>: Gender and Age combination has a statistically significant effect on travel information search on social media.*

*H<sub>4</sub>: Gender has no statistically significant effect on the post-purchase decision process of travellers.*

*H<sub>5</sub>: Age has no statistically significant effect on the post-purchase decision process of travellers.*

*H<sub>6</sub>: Gender and Age combination has a statistically significant effect on the post-purchase decision process of travellers.*

*H<sub>7</sub>: Gender has no statistically significant effect on travel information search on social media.*

*H<sub>8</sub>: Age has no statistically significant effect on travel information search on social media.*

*H<sub>9</sub>: Age and Gender combination has statistically significant effect on post-purchase decision process of travellers.*

*H<sub>10</sub>: There is a statistically significant difference between the average household income of respondents and travel information search on social media.*

*H<sub>11</sub>: There is a statistically significant difference between the average household income of respondents and the decision making process.*

*H<sub>12</sub>: There is a statistically significant difference between the average household income of respondents and the post-purchase evaluation process.*

*H<sub>13</sub>: There is a statistically significant difference between the amount of time spent on social media and travel information search on social media.*

*H<sub>14</sub>: There is a statistically significant difference between the amount of time spent on social media and the decision process of travellers.*

*H<sub>15</sub>: There is a statistically significant difference between the amount of time spent and post-purchase evaluation process of travellers.*

*H<sub>16</sub>: There is a statistically significant difference between the frequency of using social media and travel information search on social media.*

*H<sub>17</sub>: There is a statistically significant difference between the frequency of using social media and decision making process.*

*H<sub>18</sub>: There is a statistically significant difference between the frequency of using social media and the post-purchase evaluation process.*

## **Two way Anova (Factorial analysis of variance)**

We will be testing our first three group of null hypothesis related to gender, age and the interaction between these two factors, their effect on information search, decision making process and post purchase evaluation of our participants.

According to (Table 4) our first factor, which is gender [ $F = 3.037$ ,  $P = 0.05$ ] has significant effect on the information search or selection of information using social media among the survey respondents. Thus, we reject the null hypothesis.

Age [ $F = 2.352$ ,  $P = 0.56$ ] - we failed to reject the null hypothesis, which means (table 4) has no statistically significant effect on respondents' search of information on social media.

The interaction of both factors ( $F = 3.066$ ,  $P = 0.018$ ) gave us significant result. Which mean the combination of two factors will have effect when the respondents‘ are looking for travel information, it means they prefer using social media to gather information before they travel.

Table 4. Tests of Between-Subjects Effects (information search)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	17.675 <sup>a</sup>	10	1.767	3.029	.001
Intercept	112.261	1	112.261	192.375	.000
gender	3.544	2	1.772	3.037	.050
age	5.491	4	1.373	2.352	.056
gender * age	7.157	4	1.789	3.066	.018
Error	110.292	189	.584		
Total	2551.729	200			
Corrected Total	127.966	199			

a. R Squared = .138 (Adjusted R Squared = .093)

Table 5 shows us the factorial test we conducted on gender, age and interaction of both factors. We fail to reject the null hypothesis that the gender [ $F = 2.528$ ,  $P = 0.08$ ] has no effect on participants decision making process when using social media before they travel. We have tested a statistically significant result for age (table 5) of the participants ( $F = 4.049$ ,  $P = 0.04$ ). Test result shows us the age of the respondents has effect on their decision-making process, meaning after discovering the travel information on social media, they decide whether visit the place or not based on the information they found on social media. We reject the third null hypothesis, age and gender in combination has no effect on decision making process of respondents.

Table 5. Tests of Between-Subjects Effects (Purchase decision making)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.472 <sup>a</sup>	10	2.247	2.804	.003
Intercept	143.687	1	143.687	179.278	.000
gender	4.052	2	2.026	2.528	.083
age	12.981	4	3.245	4.049	.004

gender * age	7.616	4	1.904	2.376	.054
Error	149.877	187	.801		
Total	2754.301	198			
Corrected Total	172.348	197			

a. R Squared = .130 (Adjusted R Squared = .084)

We did the factorial test for the third group of null hypotheses (Table 6) to see whether gender, age and combination of them have effect on respondents' post purchase evaluation process. Gender [F = 0.981, P = 0.37] has significant effect on the evaluation after consuming the travel information found on social media. Meaning respondents' behavior of sharing experience, leaving comment or recommending others about the places they visited or the travel service they tried will be affected based on their sex.

We reject the next null hypothesis, as age [F = 1.15, P = 0.199] has significant effect on post purchase evaluation process of the participants' (Table 6).

We reject the null hypothesis of combination of both factors (F = 0.155, P = 0.961) being significantly affective on post purchase evaluation process of our survey respondents (Table 6).

To sum up, age and gender will affect our behavior of share, comment, recommend or re-use of the travel services and products based on the information on social media. And it tells us the information on social media is likely reliable.

Table 6. Tests of Between-Subjects Effects (Post purchase evaluation process)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.617 <sup>a</sup>	10	.762	.982	.460
Intercept	139.762	1	139.762	180.259	.000
gender	1.521	2	.760	.981	.377
age	4.702	4	1.176	1.516	.199
gender * age	.480	4	.120	.155	.961
Error	144.213	186	.775		
Total	2296.500	197			
Corrected Total	151.830	196			

a. R Squared = .050 (Adjusted R Squared = -.001)

## Average household income

### 1) Information search

A one-way between-subjects ANOVA (Table 7) was conducted to compare the effects of the average household income in following conditions: 10.000 CZK or less, 10.000 - 15.000 CZK, 15.000 - 25.000 CZK, 25.000 - 45.000 CZK and More than 45.000 CZK. There was a significant effect of average household income (Table 8) on travel information search using social media [ $F(4,193) = 2.416, p=0.05$ ].

Because we have found a statistically significant result in this example, now we need to compute a post hoc test. We selected the Tukey post hoc test. This test is designed to compare each of our conditions to every other condition.

However after conducting Post hoc test comparison Tukey HSD (Table 9) indicated that the conditions are not statistically different with  $p \geq 0.05$ . We reject the hypothesis, which means the income has no significant effect on the information collection of travellers using the social media. Meaning that the income of our respondents cannot determine whether they use social media to collect travel information or not, in table 9 we can see that all of our participants are likely to spend their time on social media to search related tourism information ( $M= 3.488$ ).

Table 7. Descriptive: Information search and average income

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					10.000 CZK or less	31		
10.000 - 15.000 CZK	29	3.5747	.73626	.13672	3.2947	3.8548	1.00	4.50
15.000 - 25.000 CZK	28	3.7932	.84486	.15966	3.4656	4.1208	1.00	5.00
25.000 - 45.000 CZK	59	3.3969	.71185	.09267	3.2114	3.5824	1.13	4.88
More than 45.000 CZK	51	3.2964	.75697	.10600	3.0835	3.5093	1.75	5.00
Total	198	3.4886	.78294	.05564	3.3789	3.5983	1.00	5.00



Table 8. Anova – average income

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.758	4	1.439	2.416	.050
Within Groups	115.004	193	.596		
Total	120.761	197			

Table 9. Multiple Comparisons - Average income (Tukey HSD)

(I) What is your total household income?	(J) What is your total household income?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10.000 CZK or less	10.000 - 15.000 CZK	.04894	.19942	.999	-.5002	.5981
	15.000 - 25.000 CZK	-.16950	.20125	.917	-.7237	.3847
	25.000 - 45.000 CZK	.22676	.17123	.676	-.2448	.6983
	More than 45.000 CZK	.32725	.17580	.342	-.1569	.8114
10.000 - 15.000 CZK	10.000 CZK or less	-.04894	.19942	.999	-.5981	.5002
	15.000 - 25.000 CZK	-.21844	.20452	.823	-.7816	.3448
	25.000 - 45.000 CZK	.17782	.17506	.848	-.3043	.6599
	More than 45.000 CZK	.27831	.17953	.531	-.2161	.7727
15.000 - 25.000 CZK	10.000 CZK or less	.16950	.20125	.917	-.3847	.7237
	10.000 - 15.000 CZK	.21844	.20452	.823	-.3448	.7816
	25.000 - 45.000 CZK	.39626	.17715	.171	-.0916	.8841
	More than 45.000 CZK	.49675	.18156	.052	-.0032	.9967
25.000 - 45.000 CZK	10.000 CZK or less	-.22676	.17123	.676	-.6983	.2448
	10.000 - 15.000 CZK	-.17782	.17506	.848	-.6599	.3043
	15.000 - 25.000 CZK	-.39626	.17715	.171	-.8841	.0916
	More than 45.000 CZK	.10049	.14759	.960	-.3059	.5069
More than 45.000 CZK	10.000 CZK or less	-.32725	.17580	.342	-.8114	.1569
	10.000 - 15.000 CZK	-.27831	.17953	.531	-.7727	.2161
	15.000 - 25.000 CZK	-.49675	.18156	.052	-.9967	.0032
	25.000 - 45.000 CZK	-.10049	.14759	.960	-.5069	.3059

## 2) Purchase decision making process

A one-way between-subjects ANOVA (Table 10) was conducted to compare the effects of the average household income in following groupings: 10.000 CZK or less, 10.000 - 15.000 CZK, 15.000 - 25.000 CZK, 25.000 - 45.000 CZK and More than 45.000 CZK. There was a significant effect of average household income on travel information search using social media [ $F(4,191) = 3.740, p=0.006$ ].

Because we have found a statistically significant result in this example (Table 11), now we need to compute a post hoc test. We selected the Tukey post hoc test. This test is designed to compare each of our conditions to every other condition.

Post hoc test comparison Tukey HSD (Table 12) indicated that the mean score of the first ( $M = 3.876, SD = .998$ ), second ( $M = 3.853, SD = .946$ ) and third ( $M = 3.863, SD = .992$ ) groups was significantly different than the group 5 ( $M = 3.250, SD = .778$ ). However, the other conditions are not significantly different from each other.

Meaning that the income of our respondents can be a factor for them when they choose where to travel, what to see and eat, where to stay. We can in the table 4.14 that the less income out respondents have the more they tend to rely on the social media when they make decision. It can tell us, they are more likely to look for cheap travel destinations suggested by others.

Table 10. Descriptive: Decision making process and average income

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
10.000 CZK or less	30	3.8767	.99810	.18223	3.5040	4.2494	1.38	5.00	
10.000 - 15.000 CZK	29	3.8534	.94611	.17569	3.4936	4.2133	1.00	5.00	
15.000 - 25.000 CZK	27	3.8631	.99287	.19108	3.4703	4.2559	1.00	5.00	
25.000 - 45.000 CZK	59	3.5975	.88207	.11484	3.3676	3.8273	1.63	5.00	

More than 45.000 CZK	51	3.2504	.77882	.10906	3.0314	3.4695	1.50	4.86
Total	196	3.6244	.92593	.06614	3.4939	3.7548	1.00	5.00
Model	Fixed			.06435	3.4974	3.7513		
	Effects		.90096					
	Random			.13092	3.2609	3.9879		
	Effects							.05839

Table 11. Anova – decision making process and average income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.144	4	3.036	3.740	.006
Within Groups	155.039	191	.812		
Total	167.183	195			

Table 12. Multiple comparison – decision making process and average income (Tukey HSD)

(I) What is your total household income?	(J) What is your total household income?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10.000 CZK or less	10.000 - 15.000 CZK	.02322	.23462	1.000	-.6229	.6694
	15.000 - 25.000 CZK	.01357	.23900	1.000	-.6446	.6718
	25.000 - 45.000 CZK	.27921	.20203	.640	-.2772	.8356
	More than 45.000 CZK	.62622*	.20730	.024	.0553	1.1971
10.000 - 15.000 CZK	10.000 CZK or less	-.02322	.23462	1.000	-.6694	.6229
	15.000 - 25.000 CZK	-.00965	.24094	1.000	-.6732	.6539
	25.000 - 45.000 CZK	.25599	.20432	.720	-.3067	.8187
	More than 45.000 CZK	.60300*	.20954	.036	.0259	1.1801
15.000 - 25.000 CZK	10.000 CZK or less	-.01357	.23900	1.000	-.6718	.6446
	10.000 - 15.000 CZK	.00965	.24094	1.000	-.6539	.6732
	25.000 - 45.000 CZK	.26564	.20934	.711	-.3109	.8422

	More than 45.000 CZK	.61265*	.21443	.038	.0221	1.2032
25.000 - 45.000 CZK	10.000 CZK or less	-.27921	.20203	.640	-.8356	.2772
	10.000 - 15.000 CZK	-.25599	.20432	.720	-.8187	.3067
	15.000 - 25.000 CZK	-.26564	.20934	.711	-.8422	.3109
	More than 45.000 CZK	.34701	.17226	.263	-.1274	.8214
More than 45.000 CZK	10.000 CZK or less	-.62622*	.20730	.024	-1.1971	-.0553
	10.000 - 15.000 CZK	-.60300*	.20954	.036	-1.1801	-.0259
	15.000 - 25.000 CZK	-.61265*	.21443	.038	-1.2032	-.0221
	25.000 - 45.000 CZK	-.34701	.17226	.263	-.8214	.1274

\*. The mean difference is significant at the 0.05 level.

### 3) *Post purchase evaluation process*

A one-way between-subjects ANOVA (Table 13) was conducted to compare the effects of the average household income in following conditions: 10.000 CZK or less, 10.000 - 15.000 CZK, 15.000 - 25.000 CZK, 25.000 - 45.000 CZK and More than 45.000 CZK. We could not determine a significant effect of average household income (Table 14) on travel information search using social media [ $F(4,190) = 0.125, p=973$ ]. Therefore, we reject the null hypothesis.

The results tell us that the average income of our respondents are not likely to effect on their evaluation of travel service and products they used based on the informaton they found on social media. Table 13 shows that the respondents are likely to post, share their travel experiences on social media whether they have or not have high income.

Table 13. Descriptives: post purchase evaluation and average income

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
10.000 CZK or less	30	3.2667	.98902	.18057	2.8974	3.6360	1.00	5.00	

10.000 - 15.000 CZK	29	3.2931	.88153	.16370	2.9578	3.6284	1.00	5.00
15.000 - 25.000 CZK	26	3.3269	1.01924	.19989	2.9152	3.7386	1.00	5.00
25.000 - 45.000 CZK	59	3.3475	.75002	.09764	3.1520	3.5429	1.50	5.00
More than 45.000 CZK	51	3.2353	.90749	.12707	2.9801	3.4905	1.50	5.00
Total	195	3.2949	.88018	.06303	3.1706	3.4192	1.00	5.00
Model								
Fixed Effects			.88823	.06361	3.1694	3.4203		
Random Effects				.06361 <sup>a</sup>	3.1183 <sup>a</sup>	3.4715 <sup>a</sup>		-.01823

a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing these random effects measure.

Table 14. Anova: post purchase evaluation and average income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.395	4	.099	.125	.973
Within Groups	149.900	190	.789		
Total	150.295	194			

## Amount of time spent on social media

### 1) Information search

A one-way between-subjects ANOVA was conducted to compare the effects of the time on information search via social media in a within 1 hour, 1-2 hours, 2-4 hours and more than 6 hours conditions. There was a significant effect of time spent on social media (Table 16) on travel information search using social media [ $F(3,196) = 3.934, p = .009$ ]. Because we have found a statistically significant result in this example, we needed to compute a post hoc test. We selected the Tukey post hoc test. This test is designed to compare each of our conditions to every other condition (John Tukey, 1949). This test

will compare every 4 group conditions with each other. Post hoc test comparison Tukey HSD (Table 4.10) indicated that the mean score of the within 1 hour condition ( $M = 3.109$ ,  $SD = .096$ ) was significantly different than the 6 hours condition ( $M = 3.684$ ,  $SD = .673$ ). However, the other conditions did not significantly differ from each other.

Taken together, these results suggest that the more time spent on social media do have an effect on participants travel information search. Specifically, our results indicate that when people spend more time on social media, they tend to search for more travel information using social media.

Table 15. Descriptives: information search and time spent on social media

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Within 1 hour	24		
1-2 hours	56	3.3351	.73976	.09885	3.1370	3.5332	1.00	4.50
2-4 hours	70	3.5804	.82667	.09881	3.3832	3.7775	1.00	5.00
More than 6 hours	50	3.6845	.67383	.09529	3.4930	3.8760	1.13	5.00
Total	200	3.4812	.80190	.05670	3.3694	3.5930	1.00	5.00

Table 16. Anova: information search and time spent on social media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.268	3	2.423	3.934	.009
Within Groups	120.698	196	.616		
Total	127.966	199			

Table 17. Multiple comparison – information search and time spent on social media

(I) What is the average amount of time you spend on social media every day?	(J) What is the average amount of time you spend on social media every day?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Within 1 hour	1-2 hours	-.22574	.19146	.641	-.7218	.2704
	2-4 hours	-.47098	.18562	.057	-.9520	.0100
	More than 6 hours	-.57512*	.19487	.018	-1.0801	-.0702
1-2 hours	Within 1 hour	.22574	.19146	.641	-.2704	.7218
	2-4 hours	-.24524	.14069	.304	-.6098	.1193
	More than 6 hours	-.34938	.15269	.104	-.7450	.0463
2-4 hours	Within 1 hour	.47098	.18562	.057	-.0100	.9520
	1-2 hours	.24524	.14069	.304	-.1193	.6098
	More than 6 hours	-.10414	.14530	.890	-.4807	.2724
More than 6 hours	Within 1 hour	.57512*	.19487	.018	.0702	1.0801
	1-2 hours	.34938	.15269	.104	-.0463	.7450
	2-4 hours	.10414	.14530	.890	-.2724	.4807

\*. The mean difference is significant at the 0.05 level.

## 2) Decision making process

A one-way between-subjects ANOVA was conducted to compare the effects of the time on the purchase decision-making process in 4 conditions of time mentioned above. There was a significant effect of time spent on social media (Table 19) on travel information search using social media [ $F(3,194) = 23.93, p = .000$ ]. As we have found a statistically significant result, we will compute a Tukey post hoc test. This test will compare every 4 group conditions with each other. Post hoc test comparison Tukey HSD (Table 20) indicated that the mean score of the first condition ( $M = 2.98, SD = .925$ ) was significantly different than the third condition ( $M = 3.638, P = .843$ ) and fourth condition ( $M = 4.344, P = .753$ ), same with second condition ( $M = 3.17, SD = .746$ ) with third and fourth conditions with  $p < 0.05$ , Third and fourth conditions differ from all the other conditions as well. However, the first condition (within 1 hour) does not differ from the second condition (1-2 hours) with  $p > 0.05$ .

The results suggest that the more time spent on social media do have an effect on participants' decision making process, for example: where to go, what to eat based on the information found on the social media. Specifically, our results (Table 18) indicate that when people spend more time on social media, they tend to make their decision based on what they see there.

Table 18. Descriptives: decision making process and time spent on social media

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Within 1 hour	23		
1-2 hours	55	3.1742	.74605	.10060	2.9726	3.3759	1.00	4.50
2-4 hours	70	3.6381	.84359	.10083	3.4370	3.8393	1.38	5.00
More than 6 hours	50	4.3440	.75312	.10651	4.1300	4.5580	1.63	5.00
Total	198	3.6111	.93534	.06647	3.4800	3.7422	1.00	5.00

Table 19. Anova: decision making process and time spent on social media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	46.553	3	15.518	23.931	.000
Within Groups	125.795	194	.648		
Total	172.348	197			



Table 20. Post hoc test (Tukey HSD) : decision making process and time spent on social media

(I) What is the average amount of time you spend on social media every day?	(J) What is the average amount of time you spend on social media every day?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Within 1 hour	1-2 hours	-.19381	.19996	.767	-.7120	.3244
	2-4 hours	-.65768*	.19354	.005	-1.1592	-.1561
	More than 6 hours	-1.36357*	.20288	.000	-1.8893	-.8378
1-2 hours	Within 1 hour	.19381	.19996	.767	-.3244	.7120
	2-4 hours	-.46387*	.14510	.009	-.8399	-.0879
	More than 6 hours	-1.16976*	.15735	.000	-1.5775	-.7620
2-4 hours	Within 1 hour	.65768*	.19354	.005	.1561	1.1592
	1-2 hours	.46387*	.14510	.009	.0879	.8399
	More than 6 hours	-.70589*	.14910	.000	-1.0923	-.3195
More than 6 hours	Within 1 hour	1.36357*	.20288	.000	.8378	1.8893
	1-2 hours	1.16976*	.15735	.000	.7620	1.5775
	2-4 hours	.70589*	.14910	.000	.3195	1.0923

\*. The mean difference is significant at the 0.05 level.

### 3) Post-purchase evaluation

A one-way between-subjects ANOVA was conducted to compare the effects of the time on the post purchase evaluation process in conditions of : within 1 hour, 1-2 hours, 2-4 hours and more than 6 hours. There was a significant effect of time spent on social media (Table 22) on post purchase evaluation process [ $F(3,193) = 6.396, p=.000$ ]. We will conduct a post hoc Tukey test, as we have an significant test result.

Post hoc test comparison Tukey HSD (Table 23) indicated that the mean score of the within 1 hour condition ( $M = 2.673, SD = .732$ ) was significantly different than the conditions 2-4 hours ( $M = 3.471, SD = .869$ ) and 6 hours condition ( $M = 3.490, P = .696$ ). Similarly with the conditions three and one, four and one which was found to be different from each other (Table 21). However, the other conditions did not significantly differ from each other.

Taken together, these results suggest that the more time spent on social media does have an effect on participants post purchase evaluation process. Specifically, our results suggest that when people spend more time on social media, they tend to be more likely to leave comment, share their experiences with others on social media.

Table 21. Descriptives: post purchase evaluation and time spent on social media

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Within 1 hour	23	2.6739	.73250	.15274	2.3572	2.9907	1.00	4.00
1-2 hours	55	3.1727	.97286	.13118	2.9097	3.4357	1.00	5.00
2-4 hours	69	3.4710	.86977	.10471	3.2621	3.6800	1.00	5.00
More than 6 hours	50	3.4900	.69613	.09845	3.2922	3.6878	1.50	5.00
Total	197	3.2995	.88014	.06271	3.1758	3.4232	1.00	5.00

Table 22. Anova: post purchase evaluation and time spent on social media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.729	3	4.576	6.396	.000
Within Groups	138.100	193	.716		
Total	151.830	196			

Table 23. Post hoc test (Tukey HSD) – post purchase evaluation and time spent on social media

(I) What is the average amount of time you spend on social media every day?	(J) What is the average amount of time you spend on social media every day?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Within 1 hour	1-2 hours	-.49881	.21005	.085	-1.0432	.0455
	2-4 hours	-.79710*	.20367	.001	-1.3249	-.2693
	More than 6 hours	-.81609*	.21312	.001	-1.3684	-.2638
1-2 hours	Within 1 hour	.49881	.21005	.085	-.0455	1.0432
	2-4 hours	-.29829	.15291	.211	-.6946	.0980
	More than 6 hours	-.31727	.16529	.223	-.7456	.1111
2-4 hours	Within 1 hour	.79710*	.20367	.001	.2693	1.3249
	1-2 hours	.29829	.15291	.211	-.0980	.6946
	More than 6 hours	-.01899	.15710	.999	-.4261	.3882
More than 6 hours	Within 1 hour	.81609*	.21312	.001	.2638	1.3684
	1-2 hours	.31727	.16529	.223	-.1111	.7456
	2-4 hours	.01899	.15710	.999	-.3882	.4261

\*. The mean difference is significant at the 0.05 level.

## Frequency of using social media

### 1) Information search

A one-way between subjects ANOVA was conducted to compare the effects of the time on purchase decision making process in following conditions: Once, 2-4 times, 4-6 times and more than 6 times. We could not determine a significant effect of frequency of social media on travel information search using social media [ $F(3, 194) = 2.460, p=.064$ ]. We could not find a statistically significant result, thus we did not compute a post hoc test. As we know the Post Hoc test is conducted when we want to see which condition makes the most significant difference. In this case we will skip the test.

Taken together, we will reject our null hypothesis, so that we can say the frequency of using the social media has no significant effect whether the participants prefer using social media to gather information, or they have travel impulse after using social media.

But (Table 24) we can see that, those who use social media to find travel information 4-6 times tend to rely on the information they find on social media.

Table 24. Descriptives: information search and frequency of social media usage

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Once	11		
2-4 times	45	3.3917	.86299	.12865	3.1324	3.6509	1.00	5.00
4-6 times	33	3.7051	.55593	.09677	3.5079	3.9022	2.25	4.63
More than 6 times	109	3.5005	.79940	.07657	3.3488	3.6523	1.00	5.00
Total	198	3.4816	.80534	.05723	3.3688	3.5945	1.00	5.00

Table 25. Anova: information search and frequency of social media usage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.683	3	1.561	2.460	.064
Within Groups	123.084	194	.634		
Total	127.767	197			

## 2) Decision making process

A one-way between subjects ANOVA was conducted to compare the effects of the frequency of using social media on purchase decision making process in a within 1 hour, 1-2 hours, 2-4 hours and more than 6 hours conditions. There was a significant effect of time spent on social media on travel information search using social media [F (3,192) = 1.058, p=.368]. Because we could not find a statistically significant result, we skipped to conduct the Post Hoc test. Thus, we reject our null hypothesis.

In the result, we can say that there is no significant difference among the groups of participants when they are making their decision based on what they see on social media. We can see (Table 26), the total mean of all participant groups is 3.6 which tells us, when people look specifically for travel information on social media, they tend to be effected by what they see on social media and based on others' experiences, they decide whether they will visit the place, restaurant or not, also others' experience and sugestion impacts how long they will stay and how they plan their trip.

For example, the popular Instagram travel posts can impact others travel decison, usually when they see a post from a famous blogger recommending a ciy or a restaurant, the likelihood of the followers to visit the place is higher. Another example is the huge popularity of „blogger cafes“ in China, they use the technique to gain popularity. Usually a famous blogeger vitis the restaurant and give a review, and get paid for the advertisement he or she does, the fans of the blogger rush to visit the place as well.

Table 26. Decision making process and frequency of social media usage

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Once	10		
2-4 times	44	3.5438	.85610	.12906	3.2835	3.8040	1.00	5.00
4-6 times	33	3.7841	.66458	.11569	3.5484	4.0197	2.88	5.00
More than 6 times	109	3.6016	.98677	.09452	3.4143	3.7890	1.38	5.00
Total	196	3.5995	.93261	.06661	3.4681	3.7309	1.00	5.00

Table 27. Anova: decision making process and frequency of social media usage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.759	3	.920	1.058	.368
Within Groups	166.843	192	.869		

Total	169.603	195		
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### 3) *Post purchase evaluation process*

A one-way between-subjects ANOVA was conducted to compare the effects of the frequency of using social media on purchase decision-making process in the same conditions as above mentioned. There was not a significant effect of time spent on social media on decision making process based on the information on social media [F (3,191) = 1.014, p=0.338].

Therefore, we reject our null hypothesis.

Taken together, based on the (Table 28) we can see that when using social media more than once to look for travel information may effect the participant’s evaluation after using the information they found on the social media platforms. As we see in the Table 28 that there is slightly difference between the condition „once“ and other conditions. It clearly tells us, that the more our respondents use social media platforms for gathering travel information the more they tend to share their own experience with others and write review about the cities, restaurants and hotels.

Table 28. Descriptives: post purchase evaluation and frequency of social media usage

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Once	9		
2-4 times	44	3.3182	1.00632	.15171	3.0122	3.6241	1.00	5.00
4-6 times	33	3.4091	.93085	.16204	3.0790	3.7392	1.50	5.00
More than 6 times	109	3.3073	.76045	.07284	3.1630	3.4517	1.00	5.00
Total	195	3.3051	.88252	.06320	3.1805	3.4298	1.00	5.00

Table 29. Anova: post purchase evaluation and frequency of social media usage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.368	3	.789	1.014	.388
Within Groups	148.727	191	.779		
Total	151.095	194			

### (5) Summary

From this sample survey, we can know that in terms of the general information of the sample population, the proportion of male and female social media users is not balanced, and the proportion of women is significantly higher than that of males; the age is mainly concentrated in young adults, and the age group is focused on 25-34 years old; relatively high level of education. In terms of using social media behaviour habits, people spend an average of three hours a day on social media, indicating that social media occupies an important position in people's lives; the primary purpose of people using social media is discovering content that interests them. Secondly, exploring other people's life experience, it can be seen that the resources that people are interested in are not limited to search engines, but they can also use social media to find their resources of interest. Besides, more than half of them use social media. The number of times the media searched for tourist information was more than six times. Microblogging, encyclopedia, social networking, and online communities have a more significant impact on people's travel decisions. In the analysis of the effects of social media on the decision-making process of tourists, it is mainly from the process of tourism decision-making to find the most influential factors of social media on tourism decision-making. According to the mean and standard deviation analysis, the conclusion is drawn: In the process of using social media, 1) the attractiveness of tourism information provided by social media, 2) the participation of tourists in the tourism information provided by social media Degree, 3) social identity psychology and 4) tourism satisfaction - these four factors have a more significant impact on tourism decision-making.

## 5 Discussion and Recommendations

In the last chapter, we summarised how social media influences tourists' decision making by understanding the main influencing factors and analysing these factors. From the tourism marketing perspective, we proposed that social media platforms can be favourable for developing a marketing strategy for tourism decision-making behaviour and process, and we provide recommendations for the destination management agencies and related businesses on how to implement an effective marketing strategy to meet the needs of our consumers.

As can be seen from the third chapter, outbound tourists are exposed to social media on average about six hours a day, and nearly half of the tourists have had experience in collecting travel information on social media more than six times. Although social media is a relatively new online media, the potential of commercial value in social media is tremendous. Zhang Xiang from iResearch in "Strategic Choice of Precision Marketing Era", believes that one „share“ on social media platform can bring in a follow-up value of \$14 (Zhang, 20, p.). Therefore, the necessity of doing marketing on social media is very high.

### (1) Social media marketing

Social media marketing refers to a way of marketing that uses social media to grasp the behavioural characteristics of the different groups of people. The essence is that the Web 2.0 system seamlessly penetrates the business transaction system (Liu, He and Wu, 2012, pp.558-565). But so far, the nature of social media marketing for tourism destinations are participation, sharing and cooperation. The most significant difference between social media and traditional media is users create that information on social media, and they are the publisher and disseminator of information. Based on these characteristics, it can be concluded that social media marketing has the following advantages:

(1) it is conducive to brand marketing. Through social media, enterprises have more frequent contact with consumers, and enterprises have more opportunities to let consumers participate in the extension and shaping of brands so that businesses can genuinely gain consumers' recognition and trust.

(2) Diversified channels. Marketing through social media can be conducted through blogs, social networking sites, video content websites, etc., with relatively low cost.



(3) people-oriented marketing. It is easier for social media marketing to reach end consumers, so it pays more attention to marketing around consumers and actively enables consumers to participate in marketing for large-scale communication.

(4) dialogue-based marketing. Enterprises communicate with users through social media, integrate into consumers, subtly form interpersonal relationships, get along as friends, and timely solve users' problems and concerns.

## **(2) Development of social media marketing strategy on tourism**

### **1. In-depth study of tourists' social identity psychology**

Social identity means that an individual recognises that he belongs to a specific social group, and also recognises the emotional and value meaning brought to him as a group member. With the rapid development of economy, the maximisation of materialised needs makes people strive for spiritual value needs. When purchasing products, they will seek a sense of belonging and recognition, and look for factors of social identity for products or brands. Tourism is an experiential service, so users need to share the experience of others when making decisions. In many cases, a large number of users will be directly affected by social identity psychology when making decisions, and they tend to gain trust from a particular group and obtain their own needs. Therefore, under social media, the communities and micro-groups formed by individuals (BBS) will have a positive influence on tourists' decisions. How to explore the social identity psychology of tourists may start from the micro-groups, community formed by individuals or the chat groups. Build brand communities, pay attention to the needs of tourists, solve the questions and complaints of tourists, etc. By providing unforgettable brand experience within the communities, the micro-groups, improve users' social identity psychology by enhancing the community members' trust in the brand.

Social media marketing can play a better role if we grasp the target group and understand the needs of the tourists; therefore, we can meet the trend of adapting to the era of precision marketing. How to find target groups and explore their psychological needs becomes a challenging task. This requires marketers to plan some activities on social media, attract the interest of the target group and comments, through these comments and concerns to communicate with the followers in timely manner, understand their psychological needs,

improve the user viscosity of your product, at the same time, through consumer relationship scheme spur the word of mouth image of the travel agencies and the travel destinations.

## **2. Improvement of participation and interest of the tourists, and value creation along with tourists**

In the "Social Media Marketing Trends", Tang Xingtong believes that consumers' attention will become a scarce resource, which means that consumers' attention will become the focus of the company and the focus of marketing (Tang, 2011, pp.67-79). How to catch people's attention is the most crucial thing in the era of online marketing. This makes it easier for people to make travel decisions when the level of participation and focus of the visitors are high. How to catch people's attention is the most critical thing in the Internet marketing era. When tourists are more involved and concerned, it is easier for people to make travel decisions. How to improve the participation and attention of tourists is an issue that every enterprise must consider when using social media for marketing. At this stage, when using social media, especially microblogs, to do marketing, free services should be mainly adopted. By promoting, sharing and commenting on microblogs, businesses can obtain popularity.

## 6 Conclusion

As a new type of online media, social media connects people through a weak connection. Its core is user-created content and consumer-created media. Travelers have a strong demand on tourism information, which has a significant impact on tourists' decisions. On social media, tourist enterprises and institutions can act as producers, creators and disseminators of information. This will have a certain impact on the travel decisions of other tourists. Social media starts to touch on tourism, which may change the way of the travel, further deepening the influence of social media on tourists, and providing new marketing channels for tourism destination management organisations and related enterprises.

The following conclusions can be drawn by releasing questionnaires online:

(1) sample demographics: women's participation in social media is significantly higher than that of men, and the time spent on social media is also considerably higher than that of men; The main population is between 25 and 34 years old.

(2) the primary purpose of using social media is searching content that interests them, and the second is leisure and entertainment, indicating that the target audience likes participatory experience; Social media has a significant influence on tourism decision-making, the most popular being SNS ( Facebook, Instagram) and followed by Content site such as YouTube, which provides a platform for tourism social marketing.

(3) Impact of social media on each process of outbound tourists' tourism decision-making: in the process of cognitive demand of outbound tourism, we find that the attraction of outbound tourism information provided by social media has the most considerable influence on tourists' decision-making. In the process of information collection, it is found that the degree of participation and attention of tourists in tourism content provided by social media has the most significant influence on tourism decision-making. In the stage of selection and analysis, social identity psychology has the most considerable influence on tourism decision-making. In the decision-making stage, negative information can also be concluded that others' travel satisfaction has the most significant impact on tourism decision-making. In the stage of evaluation and feedback, tourism satisfaction has the most significant influence on tourism decision-making. Four factors were identified.

According to the behavioural habits of using social media and the analysis of influencing factors on the tourism decision-making process, social media has a positive influence on the

tourism decision-making of outbound tourists. To address the shortcomings of traditional media marketing, tourism social marketing provides a platform to provide countermeasures for the social marketing of travel destinations or related travel companies on four sides.

Although the combination of theoretical normative research and empirical analysis, multidisciplinary methods, and statistical analysis and empirical summaries are combined, some results have been achieved. Due to the limitations of time and resources in the research there are still some shortcomings:

First of all, due to limited time, about 200 samples are collected, which has certain limitations on the research. Secondly, the form of questionnaires distribution is mainly online, such as Facebook groups, Instagram distribution, WeChat and Email, plus the survey objects are network users, which affects the validity of the survey object. Third, due to the limitations of time, the selection scope is relatively narrow, which has certain limitations on the research results. It is only a case of expats and international students living and studying in the territory of Czech Republic, which cannot be extensively studied.

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## 8 Appendix

### **Questionnaire on the influence of social media on tourism decisions making process**

Dear friends,

My name is Aidana Abdilkyzy, currently a Master degree student at CULS in Prague, Czech republic. To understand the influence of social media on tourism decision-making behaviour of tourists, please fill in this questionnaire in your spare time. We will rigorously process the questionnaire data and anonymously. All the information you fill in will only be used for this study and not for any other purpose. Your answer is very important to this research, thank you very much for your support!

#### **I. Basic information of outbound passengers**

##### **1. Your gender?**

- (1) male
- (2) female

##### **2. Your age is?**

- (1) 18-24
- (2) 25-34
- (3) 35-44
- (4) 45-54
- (5) 55-64
- (6) over 65 years old

##### **3. Your highest education background**

- (1) Less than high school degree
- (2) High school degree or equivalent
- (3) Professional training
- (4) Bachelor's degree
- (5) Master's degree
- (6) Doctorate

##### **4. What is your current employment status?**

- (1) Employed full time (40 hours)
- (2) Employed part-time (less than 40 hours)

- (3) Self-employed
- (4) Unemployed
- (5) student
- (6) Retired

**5. Your monthly (gross) income**

- (1) 10.000 CZK or less
- (2) 10.000 - 15.000 CZK
- (3) 15.000 - 25.000 CZK
- (4) 25.000 - 45.000 CZK
- (5) more than 45000 CZK

**II、 The use of social media**

**6. The average amount of time you spend on social media every day**

- (1) within 1 hour (2) 1-2 hours (3) 2-3 hours (4) beyond 3 hours

**7. One or more social media you often use (multiple choice)**

- (1) Micro-blogs (such as Twitter, tumbler, Vkontakte)
- (2) Travel blogs (Atameo, lonely planet)
- (3) Wikis (Wikipedia, Baidu Baike etc.)
- (4) SNS (Facebook, Instagram etc.)
- (5) Online communities/ Forums (Reddit, BBS, Virtual Tourist, Couchsufing etc.)
- (6) Content sites (such as Youtube etc.)

**8. Your purpose of using social media (multiple choice)**

- (1) Recreation
- (2) Find resources that interest you
- (3) Meet like-minded people
- (4) To share their life experience with others (such as shopping experience, travel experience, the use of objects, etc.)
- (5) To find others' successful life experience (such as shopping experience, travel experience, the use of objects, etc.)

**9. How many times have you used social media to collect travel information**

- (1) once (2) 2-4 times (3) 4-6 times (4) more than 6 times

### III、 Influence of social media on tourism decision-making process

(1= strongly disagree 2= somehow disagree 3= neither agree or disagree 4= somehow agree 5= strongly agree)

		1	2	3	4	5
Information search	I usually find out how to go through the exit formalities through social media					
	I usually get the details of local exit agents through social media					
	I usually follow the outbound tourism policy through social media					
	I usually learn about overseas tourist attractions and related information through social media, and have the impulse to travel abroad					
	I can find detailed information about food, accommodation, travel, shopping and entertainment in social media, and it has a strong attraction for me					
	For various ways to collect information about outbound tourism, I prefer social media					
	Before travelling abroad, I often search for other tourists' comments on outbound destinations or read relevant travel notes on social media					
	When searching for tourism information through social media, I pay most attention to the general situation of outbound tourism destinations, accommodation conditions and tourist routes					
Decision making process	Other people's travel experience and personalised information recommendation in social media have a great impact on my outbound travel					
	The attitude of other outbound tourists in social media has a great impact on my preference, intention and information judgment					
	I believe that the travel information in social media is true and a kind of well-intentioned behaviour to help others					
	The contents of outbound tourism recommended by social media will become the scenic spots I will go to or the items I will consume					
	I will choose not to stay or eat because of the negative news about some hotels, restaurants and other destinations in social media					
	I will travel following the food, accommodation, travel, shopping and entertainment recommended by the travellers in social media					

	The tourism information in social media has a great influence on my choice of destination for outbound tourism					
	The travel information in social media has a great impact on my travel mode (self-travel, group travel, self-driving travel)					
	Social media influences how long I travel and stay					
Post-purchase evaluation	There is a certain difference between the travel experience and the travel information provided by social media					
	I will upload my experience of travelling abroad to social media, share and interact with netizens, and provide guidance for them					



