

THE EFFECT OF ANTECEDENTS THAT INFLUENCE TOURIST JOURNEY ENGAGEMENT THROUGH PERCEIVED USER-GENERATED CONTENT IN SOCIAL NETWORK SITES: FACEBOOK

CHUENNAPHA NILSONTHI
RAMKHAMHAENG UNIVERSITY

CHOKECHAI SUVEATWATANAKUL
NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION

Abstract: The research examines how the perceived motivation of the sender, the value of information provided, and user-generated content (UGC) affect tourist engagement during their journey on social media sites in context of Facebook. In today's age where online platforms have an impact on tourism, UGC is essential in influencing the choices and behaviors of travelers. The study delves into how elements, like quality of user, content, contribute to tourists interacting with UGC at points throughout their travels. In studies on what motivates tourists to engage with social media platforms. The study employs Structural Equation Modeling (SEM) to analyze responses from 289 participants, revealing significant relationships between the motives of creators as perceived by users, the quality of shared content, and the level of interaction among travelers. The findings highlight the importance of trustworthy and emotionally resonant user-generated content (UGC) in enhancing tourist engagement on social media platforms, enabling tourism marketers to refine their strategies. This provides important perspectives on improving content strategies for companies to increase tourist engagement and effectively influence travel choices.

Keywords: Perceived Sender Motivation, Information Value, Perceived-user generated content, Tourist Journey Engagement, Social Network Sites

INTRODUCTION

The tourism industry has been substantially transformed by the evolution of digital technologies, particularly with the launch of social network sites (SNS) such as Facebook, which have become crucial to the planning, experience, and sharing of tourists' journeys (Mariani et al., 2016). User-generated content (UGC) is a critical factor in influencing visitor behaviors and engagement during the travel journey, and social network sites facilitate its creation and dissemination (Nezakati et al., 2015; Kuto & Coromina, 2022). As one of the most widely used social platforms worldwide, Facebook provides a distinctive environment in which travelers can share their experiences, reviews, and recommendations, which can significantly influence the perceptions and decisions of potential visitors (Chung et al., 2017; Leung et al., 2019).

Prior studies have thoroughly investigated the influence of user-generated content (UGC) on customer behavior in the tourism industry. Specifically, these studies have focused on the effects of reviews, ratings, and shared experiences on decision-making and satisfaction (Mariani et al., 2016; Nezakati et al., 2015). However, previous research has primarily focused on general aspects of user-generated content (UGC) without specifically examining the impact of various factors, such as content quality, trustworthiness, and emotional appeal, on tourist engagement during their journey. This includes their perception of UGC on platforms like Facebook (Gretzel & Yoo, 2008; Sigala et al., 2012). In addition, the precise mechanisms by which these antecedents impact user engagement and affect the overall visitor experience have not been thoroughly investigated (Liu & Ahn, 2023).

The literature is lacking on the factors that influence tourist journey involvement through perceived UGC on Facebook. It is well known that UGC influences tourist behavior (Mariani et al., 2016; Xiang & Gretzel, 2010), but it is unclear how factors like content credibility, a sense of connection and informational value drive engagement at different stages of the tourist journey. Existing research has not fully examined how these antecedents interact to provide a more engaged and informed travel experience (Leung et al., 2019).

This research is justified by the growing importance of understanding how UGC antecedents affect tourist journey participation on social media, notably Facebook. The tourism business increasingly uses digital

platforms to connect with potential travellers, therefore understanding what makes perceived UGC engaging is crucial (Chung et al., 2017). Understanding these patterns can help destination marketers, tourism businesses, and SNS platforms optimise content strategies to engage users and impact travel decisions (Sigala et al., 2012; Kim & Fesenmaier, 2015). This study also seeks to better understand digital engagement in tourism by investigating the complex interactions between UGC antecedents (Liu & Ahn, 2023). This will improve marketing interventions and user experiences. Thus, this study addresses the gap by exploring the effects of important antecedents on tourist trip engagement through perceived UGC on Facebook, giving useful findings for academia and industry.

LITERATURE REVIEW

Hypotheses : Sender motivation influence perceived user-generated content

Perceived sender motivation and perceived user-generated content (UGC) is an important topic to study, especially when it comes to how people read and interact with content shared on social media sites. Exploring this connection means looking at how the reasons people make content affect how others see UGC, including its credibility, appeal, and overall engagement.

The trustworthiness of the content can be improved by the sender's perceived motivation. The content is more likely to be trusted by users when they are convinced that the sender is genuinely motivated to share helpful information. Hong and Beaudoin found that understanding the motivations behind UGC can help predict its contribution to online discussions and engagement.

The reasons behind the sender's actions can impact the appeal of user-generated content. As an example, the perceived attractiveness of visually appealing content can be enhanced if the sender shares it with the intention of inspiring others. According to Kamboj et al., customer engagement is positively influenced by the motivations for social media participation, which implies that the sender's motivations are frequently reflected in the content that is appealing.

The sender's motivations to share relevant and engaging content frequently increase the visibility of UGC. Content that is produced by senders who are motivated to produce high-quality content is more likely to be shared and disseminated across social networks, thereby increasing its visibility. Anger and Kittl's research, which examined the potential of effective communication strategies to enhance the visibility of user-generated content (UGC), coincides with this.

The motivation of the sender is also linked to the power of UGC, or its ability to change how people act. Senders' messages can have a bigger effect on people's decisions and engagement when they are seen as trustworthy and sincere. emphasized that social utility derived from sender motivations can make social network communication more useful.

Hypotheses: Information Value influence perceived user-generated content

The relationship between information value and UGC attributes—visibility, credibility, attractiveness, and power—is key to user engagement. It is common for the perceived value of the information to increase the visibility of the content; user-generated content (UGC) that is regarded as valuable is more likely to be shared and promoted within social networks (Herrero et al. 2015). Because users are more likely to trust content that they find useful and emotionally vibrating, credibility is greatly influenced by the functional and emotional value of the content (Filieri et al., 2015; Herrero et al., 2015). This is because people are more likely to trust content that they find useful. According to Karduni et al. (2021), attractiveness is boosted by both emotional and innovation attributes. This is because content that leads to strong feelings or delivers creative ideas is more likely to bring in the attention of users. UGC's credibility and value boost its influence over peers and wider audiences (Geng & Chen, 2021).

The impact of information value—encompassing functional, emotional, and innovation dimensions—on the perception of user-generated content (UGC) is critical in understanding how users engage with and evaluate content on social media platforms. Functional value enhances UGC's perceived credibility and utility, making it more influential in users' decision-making processes. The emotional value strengthens the attractiveness and exposure of user-generated content by stimulating intense emotional responses. The value of innovation enhances UGC's perceived influence and appeal by stimulating creativity and promoting great interactions. Collectively, these aspects emphasize the significance of information value in determining the efficiency and influence of UGC.

Hypotheses : Perceived Sender Motivation influence information value

The senders motivation is crucial when it comes to user generated content, on platforms influencing attitudes and actions significantly. Understanding why someone shares content involves looking at their drive and how it impacts how others perceive the content. Motivations for sharing can be both natural and influenced by factors, with motives coming into play when someone shares without any external incentives or observing others enjoyment. On the side, to that argument is the idea that seeking recognition or validation from others can be a sign of motivations as well (Testori et al., 2022). Its been observed that the communicator tends to

prioritize others in cases (Testori et al., 2022). Research indicates that individuals place importance in receiving information within circles when they anticipate positive responses, from the sender. Therefore information shared by a sender perceived to have genuine motives is considered reliable and pertinent (Lim & Chung, 2014).

Understanding the significance of information can be viewed from angles, like utility value and emotional satisfaction it provides to users as well, as its innovative aspects. Functional value relates to the advantages users gain from the information like being able to make informed choices drawn from collective encounters (Ellwardt et al., 2012). Emotional value pertains to the sentiments and bonds formed by interacting with the content that can elevate the user experience (Chang & Diaz 2012). The concept of innovation value refers to how shared content has the power to spark creativity and fresh ideas, among individuals. This creates a setting where knowledge is developed together by users (according to Jin et al., 2021).

The dynamic relationship, between how users perceive the motivation behind the sender and the significance of information is noticeable in their interaction with content. For instance when users believe the senders intention is to educate and support others they are inclined to view the information, as practical and pertinent (Wu et al., 2014). On the contrary if the senders motives are seen as self centered or deceptive then the information could be disregarded as meaningful (Thaler in 2021). The senders credibility plays a role, in word of mouth situations having a significant impact, on the messages effectiveness (Hsu et al., 2021).

In addition, to that point raised earlier on how information's exchanged can also impact this relationship, between individuals. For example during times of crisis or urgent situations individuals tend to place importance on information that seems reliable and is shared by sources; thereby increasing the perceived worth of such information (according to Jiang in 2023). Moreover when the motivations of the senders are clearly communicated it can also build trust and involvement from the recipients resulting in a reception of the shared information (as noted by Forward et al., 2011).

In summary the connection, between how the senders motivation's perceived and the value of information's intricate and diverse. Grasp of this connection is crucial for making the most of content created by users on social media platforms. By encouraging motivations, in those who create content marketers and businesses can improve how valuable the shared information is perceived, ultimately impacting user involvement and decision making.

Hypotheses : Perceived user-generated content influence tourist engagement

Exploring the relationship, between user generated content and tourist engagement involves examining three aspects; recognition attention and immersion These elements collaborate with the characteristics of user generated content to influence how travelers engage with travel related content, on social media platforms.

When people travel and seek out adventures, through media channels like websites and social platforms that catch their eye and cater to their interests and preferences; its been found that content created by fellow users plays a significant role, in shaping travelers identities and preferences. Research has indicated that the genuine feel of a destination directly influences tourists level of engagement with the place they're visiting. Suggesting that when travelers relate to the experiences shared by others online they are more likely to participate in the conversation. In 2019 there was an emphasis, on the importance of travelers actively interacting with the material they come across during their trips as it contributes to fostering a sense of connection and companionship among them.

When organizing vacations, with friends remember to send them a message after taking a look at their posts on media platforms such as Facebook and Instagram to grab the attention of fellow travelers seeking recommendations and inspiration for exploring new destinations (Mariani et al., 2016).

The study emphasizes how content may captivate tourists drawn to compelling graphics and intriguing storytelling. The results of a research by Purnama in 2023 indicate that recommendations and advertisements on social platforms, as well as suggestions from friends, influence travelers' destination selection and travel planning. Utilizing user-generated material may stimulate interest among travelers and impact their travel choices, especially when they regard it as credible and aligned with their tastes. When individuals decide on their travel destinations by relying on suggestions, from friends via networking sites such as Facebook or Instagram or seeking advice from travel agencies or guidebooks it is referred to as travel absorption. User generated content (UGC) with its advantages influences decisions, at this point. Research indicates that online posts shared can influence tourists decisions regarding activities. This implies that engaging content has the potential to increase tourist expenditures and draw them towards experiences (Phucharoen 2023). The study also found that effective social media marketing improves brand recognition and inspires individuals to discover places by stressing the impact of user generated content (UGC) on their travel choices (Smith et al., 2024). When people connect with UGC material, they tend to feel better about their decisions and are more likely to think about going to the suggested places.

When it comes to user generated content and tourist interactions as a picture conclusion. It's a complex matter! It involves things, like users showing appreciation and how invested they are in the posts made by travelers or holidaymakers. User generated content plays a role in shaping how tourists view and participate in travel experiences by helping them define who they are during their trips, by capturing their attention and

influencing their choices while they travel. Marketers and content creators, in the tourism industry looking to boost user engagement and impact travel choices positively need to recognize the importance of these connections for achieving success in their efforts. They can enhance tourist engagement. Build connections, between travelers and the places they visit by concentrating on producing captivating user generated content that triggers responses and captivates the audience aesthetically and emotionally.

Ground Theory of Concept: The Lasswell Communication Model

The Lasswell Communication Model, developed by Harold Lasswell in 1948, serves as an explanation of the mechanics of communication. It examines issues such as, "Who is conveying information to whom, and what is the impact on them?" This paradigm is effective for examining communication in situations such as commercial encounters, political disputes, and media influence by evaluating the sender's message and its impact on the receiver.

The sender initiates the discussion or contact process. A user-generated content contributor may be a traveler sharing their experiences on social networking platforms. Recognizing the significance of the sender is essential, since it affects the construction of the message and shapes the audience's perception (Hsieh et al., 2012). The sender's credibility and objectives influence the audience's comprehension and interpretation of the message.

The significance of the information sent in a message is crucial regarding User Generated Content (UGC), which manifests in many formats such as written text, photographs, videos, and reviews. The efficacy of communication frequently depends on its clarity and emotional resonance for the recipient. For a message to be compelling and successful, it must correspond with the audience's interests and requirements.

In contemporary communication, media channels and websites significantly impact message delivery and shape audience reactions based on the manner of presentation (Kim 2023). The selection of a communication channel may significantly influence the speed and degree of involvement in information dissemination.

The recipients of the message are regarded as the focal point of the communication with tourist content; this group may include persons seeking comprehensive information about destinations to visit and explore. Factors such as age demographics and hobbies, including previous travel experiences, significantly influence their comprehension and response to the conveyed information. Research underscores the necessity of comprehending the individual circumstances of audience members to develop communications that are pertinent and captivating (Pavón Guinea 2023). The audience's engagement with the material may incite a compulsion to investigate further and a want to disseminate the topic to others.

The effect pertains to how the message affects the recipient by manifesting as changes in attitudes or actions. Meticulously curated user-generated content may inspire tourists to discover new destinations or engage more deeply with the material. It is essential to recognize that understanding the ramifications of communication is crucial when evaluating the efficacy of the message and its wider impact on the audience (as mentioned by Sapienza et al., 2015). The primary objective of communication is often to elicit a response from the receiver. Whether it pertains to fostering awareness or promoting involvement and engagement.

The Lasswell Communication Model provides a framework for analyzing the influence of user-generated material on visitor engagement within communication processes. It examines the functions of the sender's involvement in transmitting a message through channels to receivers. Investigates the impact of these connections in the contemporary digital environment. An understanding of communication dynamics is essential for developing methods that resonate with audiences and enhance engagement.

METHODOLOGY

The research used quantitative methods to analyze theoretical concepts by studying how Facebook users perceive sender motivation and information value and user-generated content affects their social network site engagement during travel. The study used established theories and prior research to create hypotheses which researchers tested through empirical data evaluation. The research focused on Thai tourists within Thailand to understand their social media behavior. The research study focused on participants who used Facebook to make their travel arrangements after reading posts from their friends.

Research Design

The research adopts a quantitative methodology which conducts theoretical and conceptual analysis through an extensive examination of existing literature. The study develops hypotheses from established theories and previous research which are later evaluated through empirical data analysis. The research investigates how Thai tourists behave while Facebook friends share user-generated content (UGC) with them.

Study Area

The research took place in Thailand where it studied Thai tourists as its main research population. The research participants consisted of Thai tourists who used Facebook friend-shared user-generated content to make their travel choices.

Participants

The research focuses on Thai tourists who select travel destinations through Facebook posts from their friends. The research used purposive sampling to select participants who fulfilled the research requirements. The research collected 289 valid responses from people who confirmed they booked trips after seeing social media content. The research team distributed an online survey with a structured questionnaire that followed established theoretical frameworks and received ethical clearance before data collection began.

Instruments

The research instrument consisted of a structured questionnaire which was developed from previous literature and theoretical constructs related to user-generated content, trust and tourism behavior. The questionnaire was assessed for content validity through Index of Item-Objective Congruence (IOC) and all items were reviewed and approved by subject matter experts. The study received ethical approval from the appropriate institutional review board before data collection.

The data collection method used an online survey. A pre-screening process was integrated at the start of the questionnaire to guarantee both relevance and data quality. The survey asked two screening questions to participants:

(1) "Are you between the ages of 20 and 59?" and

(2) "Have you ever made a travel decision based on a Facebook post shared by a friend?"

The survey allowed participants to advance to the full questionnaire only after they answered "Yes" to both screening questions.

Data Analysis

The research data underwent multiple regression analysis to evaluate how trust in user-generated content and influencer attributes affected the dependent variable which measured the intention to adopt similar tourism experiences. The analysis included descriptive statistics to present demographic and behavioral information. The research used Structural Equation Modeling (SEM) to analyze the collected data and identify important relationships between study variables.

RESULTS

Respondent

The study includes a range of participants, from demographic backgrounds with 289 individuals being part of the analysis group. Among the respondents surveyed, about 66.% are female; approximately 23.% are male;. Around 10.% identify as LGBTQ+. In terms of age groups; the largest portion falls under Generation Z (20 to 26 years making up 40%; followed by Generation Y (27 to 42 years comprising 38%. In the sample group examined for the study, Generation X (ages 43, to 58) makes up 15. 7 % Of the total while Baby Boomers (ages 59 and above) account for 5 %.

Most participants, in the survey have a Bachelors degree (65%) with a percentage holding a Masters degree (16%) or a Doctoral degree (than 7%). In terms of income distribution among respondents; around 37 out of 100 earn than 15k baht per month while about 16, out of every hundred make more than 45k baht monthly. In terms of professions the common category is workers making up 26.6 % of the group with students following at 21.8 % and government employees at 16.6%, Other job roles consist of freelancers (13.5%) entrepreneurs (9%) and people, without jobs (12.5%).

Table 1 Respondent Profile

	Frequency	Percentage (%)	Total Sample (n)
Gender			
Male	68	23.5	289
Female	191	66.1	289
LGBTQ	30	10.4	289
Age Categories			
Generation Z (20-26)	117	40.5	289
Generation Y (27-42)	112	38.8	289
Generation X (43-58)	46	15.9	289
Boomer II (59)	14	4.8	289
Education			
Below Secondary School	2	0.7	289
Secondary School	9	3.1	289
Diploma	24	8.3	289
Bachelor's degree	189	65.4	289
Master's degree	47	16.3	289

	Frequency	Percentage (%)	Total Sample (n)
Doctoral Degree	18	6.2	289
Income			
Below 15,000 baht	107	37	289
15,001 – 20,000 baht	39	13.5	289
20,001 – 25,000 baht	28	9.7	289
25,001 – 30,000 baht	30	10.4	289
30,001 – 35,000 baht	16	5.5	289
35,001 – 40,000 baht	11	3.8	289
40,001 – 45,000 baht	12	4.2	289
Above 45,001	46	15.9	289
JOB			
Officialdom	48	16.6	289
Business Owner	26	9	289
Employee	77	26.6	289
Freelance	39	13.5	289
Students	63	21.8	289
Unemployed	36	12.5	289

Validity of the Study Constructs

The researcher evaluated the convergent and discriminant validity for the items using Average Variance Extracted (AVE) analyses (Fornell & Larcker, 1981; Hair et al., 2006). Tables below provide the factor correlation matrices and AVE results for the cross-validation and for the total analytical samples, respectively. The correlation matrices for the latent variables indicated that no construct for cross-validation or the total analytical samples had correlations above the 0.85 threshold (Brown, 2006). The AVE analyses for all the study constructs in both samples revealed values above the 0.50 threshold (Fornell & Larcker 1981; Hair et al., 2006). However, from the document of Fornell and Larcker (1981) have explained that the values of AVE at starting from 0.4 can acceptable when the CR values are greater than 0.6, and many work have also used this criteria (Chou, Horng, Sam Liu, & Lin, 2020; Lam, 2012; Pahlevan Sharif, She, Yeoh, & Naghavi, 2022; Srisawat, Zhang, Sukpatch, & Wichitphongsa, 2023). These values indicated that the manifest items correlated well with each other and suggest that the latent constructs can be fully explained by the underlying items. Overall, the constructs exhibited acceptable convergent validity (Fornell & Larcker 1981; Hair et al., 2006).

These values suggest that the measurement model had good discriminant validity, which implies that the constructs measured what they were purported to measure. The validity analyses revealed that the constructs had acceptable validity to proceed with SEM of the hypothesized relationships.

The goal of the current study was to determine the effects of perceived sender motivation, information value, and perceived user generated content on tourist journey engagement of tourist who seeking information on social network sites. The standardized regression coefficients among the latent variables and tourist journey engagement for the hypothesized structural portion of the full model are illustrated in Figure above. The specifications on the hypothesized model were for a direct path from perceived sender motivation, information value, and perceived user generated content to tourist journey engagement. By default, relationships among latent variables were specified to covary (see Figure above).

Table 2 Validity of Construct

	Perceived Sender Motivation	Information Value	Perceived User-generated Content	Tourist Journey Engagement	CR	AVE
Perceived Sender Motivation	-				0.982	0.732
Information Value	0.664**	-			0.990	0.846
Perceived User-generated Content	0.615**	0.737**	-		0.995	0.877
Tourist Journey Engagement	0.678**	0.667**	0.807**	-	0.993	0.875

The researcher also examined other plausible relationships on the structural model to determine whether a significant correlation existed between perceived sender motivation and information value. Figure above shows a significant correlation between the constructs perceived sender motivation and information value ($\beta = 0.785$; $t = 20.340$, $p < .001$), which support the hypothesized relationship. The relationship between perceived sender motivation and perceived user generated content ($\beta = 0.293$; $t = 3.317$) and between information value and perceived user generated content ($\beta = 0.605$; $t = 7.242$) were positive statistically significant.

Examining the goodness-of-fit indices alone “does not ensure that the latent variables are substantively interrelated or account for meaningful variance in the indicators” (Brown 2006, p. 153). Brown (2006) upheld that it is pivotal to evaluate parameter estimates to ascertain the acceptability of the model. To that end, the researcher generated and reviewed the standardized and unstandardized estimates for the observed indicators with their corresponding t-statistic values, error terms, and squared multiple correlations to determine their significance and magnitude in the model (see Table below)

Table 3 Standardized regression coefficient of the structural equation model.

Relationship	Standardized Coefficients	Standard Error	t-Value	Result
Perceived Sender Motivation -> Information Value	0.785	0.039	20.340**	Supported
Information Value -> Perceived User-generated Content	0.605	0.084	7.242**	Supported
Perceived Sender Motivation -> Perceived User-generated Content	0.293	0.088	3.317**	Supported
Perceived User-generated Content -> Tourist Journey Engagement	0.913	0.017	53.188	Supported

The global fit indices for the total analytical sample suggested that the model fit the data well, $\chi^2 = 1445.857$, $df = 682$, $\chi^2 / df = 2.120$, RMSEA = 0.062, CFI = 0.900, TLI = 0.891, SRMR = 0.056. These values were within acceptable good model fit guidelines (Anderson & Gerbing, 1988; Bagozzi & Yi, 1988; Brown, 2006; Hu and Bentler, 1999; Kline, 2011).

Overall, the examination of the goodness-of-fit indices for the total analytical sample suggests that the 3-factor model solution fit the data well. Inspection of the standardized residuals and modification indices did not indicate any issues that needed further attention. The factor loading estimates showed that the scales were associated with the purported latent variables (R²s ranged from 0.247 to 0.771), which support the theoretical basis for loading each item on each latent variable. Consequently, all 13 items as indicators of the four latent constructs appear to possess acceptable construct validity.

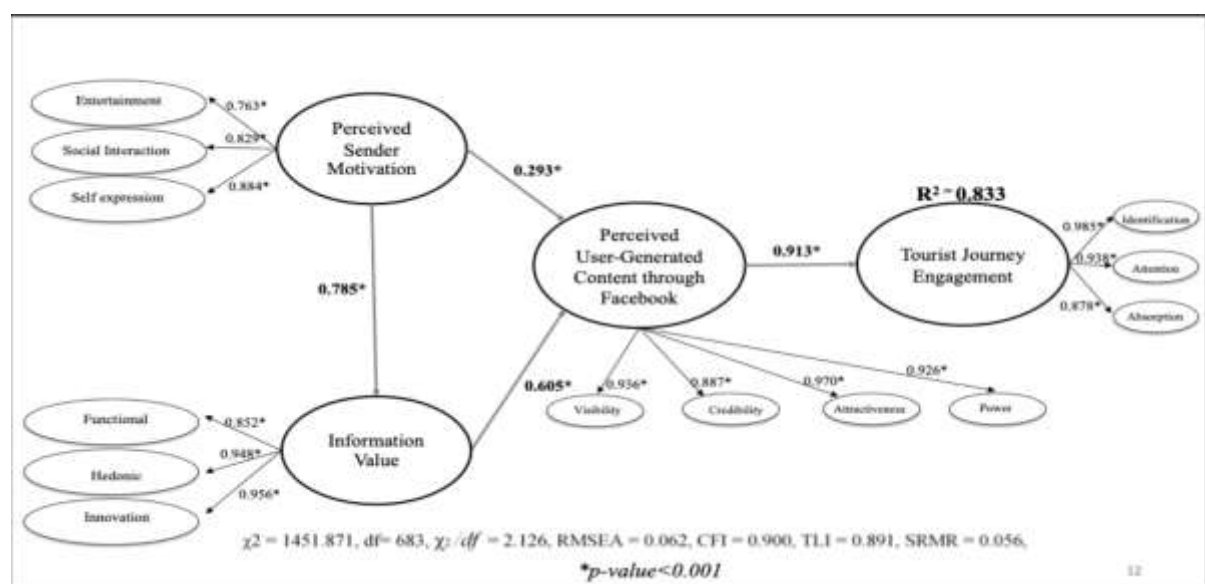


Figure 1 Results of Structural Equation Model

The researcher used SEM to examine the hypothesized structural relationships in Mplus. The structural model illustrated in Figure above was fitted to the polychoric correlation and asymptotic covariance matrices using the MLR estimation method. Based on prior research and the theoretical assumptions, Figure above illustrates that the three latent variables affected tourist engagement of tourist who seeking information on social network sites.

DISCUSSION

This article delves into the impact of sender motivation perception and information value, alongside user generated content (UGC) on media in shaping tourist engagement experiences. The study provides insights into the origins of UGC and how they influence tourist behavior on platforms such as Facebook. Through a comparison with research findings in the field of tourism literature the analysis uncovers areas of agreement and disagreement providing a comprehension of UGCs significance, within the tourism sector.

This article excels in exploring the underlying motivations of content creators, on media. How these motivations impact the quality and trustworthiness of user generated content (UGC). This perspective resonates with the findings of studies conducted by Mariani et al. which underscore Facebooks importance as a marketing platform for attracting visitors. The research from both studies underscores the impact of media, on tourist behavior by shaping their choices and decision making processes significantly. The intersection of these research works emphasizes the significance of user generated content, in promoting tourism and interaction.

The focus of the study, on how user generated content (UGC) influences tourist engagement aligns with the research by Gretzel and Yoo (2008) who investigated how online travel reviews affect consumer behavior well. Similar to the study mentioned in the article, Gretzel and Yoo (2008) acknowledged the importance of UGC in shaping users choices and encouraging interaction online. This similarity between the two studies supports the argument made in the article that perceived UGC has an impact, on phases of the tourist experience.

Nezakati and colleagues (2015) also delved into how social media contributes to destination branding and their results align, with the conclusions of this article well." Both research works highlight the significance of emotionally appealing content in driving interaction and influencing how tourists perceive a destination." The focus on appeal and practical value, as aspects of user generated content represents a key area where these studies converge " supporting the idea that impactful user generated content serves not only to inform but also to emotionally connect with the audience."

While the article brings insights, to the table; there are distinctions when compared to other studies. Especially in how they approach the motivations behind content creation activities. Toubia and Stephen (2013) for instance; present a perspective regarding content creation motivations by focusing on intrinsic values and image related benefits rather, than the prosocial and altruistic reasons emphasized in this article. Their study of Twitter users sheds light on how content creators aim for gain or social validation. A viewpoint that challenges the more selfless perspective put forth in the articles findings. Further investigation is needed to understand how different motivations other, than altruism impact the trustworthiness and significance of user generated content, on social media platforms.

Additionally in their study conducted in 2015 by Filieri et al. they choose to emphasize the trustworthiness of the content than delving into the motivations of the sender as opposed to the focus, on perceived sender motivation that was observed in the research study being discussed here. Filieri et al.s perspective suggests that user trust and engagement are primarily influenced by the credibility of the content itself than who sends it. This differing perspective prompts a consideration on whether the content or the sender holds influence, in shaping the impact of user generated content (UGC).The researchers focus on the importance of the senders role, in communication; however Filieri and colleagues propose that the quality of content alone could foster trust and interaction regardless of the perceived intentions driving it.

Kim and Fesenmaier (2015) bring in an aspect of complexity by emphasizing the significance of real time emotions, in the travel experience as a factor for engagement. Their approach differs from the examination of factors such as content quality and credibility. Even though both studies recognize the impact of emotions on tourist engagement, Kim and Fesenmaier underscore the nature of experiences in influencing user engagement, with User Generated Content (UGC).This immediate emotional connection viewpoint could offer an expansion, to the examined model because the promptness of reactions can influence immediate user responses and involvement.

CONCLUSION

The studys framework sheds light on how the motivation of the sender and the value of information affect tourist interaction, on media platforms such as Facebook through user generated content (UGC). These findings lay a groundwork for suggestions to enhance engagement within the tourism industry by utilizing

these factors effectively. The study will now share some enhanced recommendations based on the models outcomes for media platforms and marketers, in the tourism sector to boost tourist engagement.

The suggestion is based on the models discovery that the perceived motivation of the sender impacts user generated content (UGC). UGC content that is genuine and empathetic increases trust and tourist engagement. Social media should encourage people to post travel experiences that correspond with their values, such as helping others or sharing personal stories. Promptings, narrative, and tailored feeds with trip material might help. To promote UGC trustworthiness, platforms may utilize technologies to discover and elevate material provided by individuals. Off the beaten path locations platforms have the ability to raise the perceived trustworthiness of user-generated content (UGC) and enhance its credibility among users by boosting material that demonstrates intentions: travel recommendations, safety advice, or suggestions. Customers who provide information for the community may be accused of self-promotion.

The suggestion is derived from the models discovery that the usefulness of information greatly boosts the appeal and trustworthiness of User Generated Content (UGC). Emphasizing both the emotional aspects of content can encourage profound involvement and interaction, on platforms. Social media platforms ought to give importance to and boost content that offers benefits like travel plans and local attraction reviews well as helpful advice, for exploring various destinations. User-generated content (UGC) may be enhanced for prospective travelers by enabling people to build travel guides or lists on platforms. Considering the appeal of material is also essential. Platforms should motivate users to share narratives and experiences that elicit amazement, joy, and positive recollections related to their journeys. Functions such as "Memory Sharing" and "Experience Highlight," which enable users to explore the intricacies of their journeys, may assist with this. Encouraging uniqueness in user-generated content (UGC), such as travel tips or intriguing articles, is essential for platform advancement and user engagement. One approach to do this is by establishing challenges or competitions that motivate people to contribute their own travel narratives and experiences. You can also employ cutting-edge video editing tools and augmented reality (AR) filters to encourage the development of even more creative material.

The results show how crucial user generated content characteristics are, in impacting engagement levels positively. The use of algorithms and feedback systems to improve visibility and credibility will help ensure that top notch content reaches an audience and boosts tourist participation. Platforms may boost user-generated content visibility by prioritizing rated material for reliability and usefulness. To make user-generated material more discoverable, location-based tagging, trending hashtags, and user suggestions should be supported. To enhance the trustworthiness of user generated content (UGC) platforms might consider setting up verification systems, for content creators. Influencers or frequent travelers. By assigning badges to users whose content consistently offers valuable information. Furthermore platforms could promote user reviews of UGC to enable users to rate and comment on the accuracy and helpfulness of the content. Acknowledging the influence of appeal on UGC engagement ($\beta=0.970$) platforms should prioritize showcasing visually captivating content, like travel snapshots, videos and virtual adventures. Users should have access, to user tools that assist in producing top notch media content by providing filters and editing features.

Adding a touch. Interactive elements can greatly enhance the overall experience, for travelers during their journey as emphasized in the studys results. Utilizing content that connects with each persons preferences and empowering users to take action based on what they view can lead to a boost in levels. Social media platforms ought to make use of information regarding user likes and dislikes along with interactions to customize the user generated content shown in their feeds. To encourage users to take action than just passively engaging with the content, on platforms should include travel planning tools in the user generated content (UGC). Including features like "Book buttons and travel builders along with options for shared planning, among groups can motivate users to transition from simply browsing UGC to actively planning their upcoming trips. This approach is likely to enhance user engagement by deepening their interest and increasing the chances of them acting upon the content they find compelling. Social media platforms should encourage engagement, with user generated content by incorporating functions that enable users to leave comments or queries and even arrange meet ups with travelers. By promoting a feeling of community and interaction these platforms can boost connection, through shared experiences, enhance user engagement.

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