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Does destination promotion on social media affect visit intention?

Empirical study on Instagram

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Abstract

In today's economy, social media can be a valuable tool for tourism businesses to conduct various marketing activities. In particular, social media marketing is imperative for tourism as it helps with branding, increasing awareness, and driving visitors. In this way, social media can be used in marketing communication, media promotion, and reaching more target consumers. A limited number of studies have investigated the topic of destination promotion from the tourism marketing perspective. As a result, social media has become a popular media reference that influences consumers' decision-making processes. This study aims to investigate how the promotion of beach destinations on social media affects destination attractiveness, destination image, and visit intention. This study examined the hypotheses of 320 respondents who possess Instagram accounts and have visited beach tourist destinations due to Instagram promotions. The hypothesis using the structural equation modeling method. Test results indicate that promoting destinations on social media can significantly influence their attractiveness and public perception. When consumers believe that a destination is attractive, it will positively impact the destination's image. Furthermore, the destination image can significantly impact the visit intention. As a result, the findings of this study suggest that tourism businesses use the findings as an effective means to develop a positive image of a destination that is attractive. Furthermore, this study contributed to how tourism marketing businesses and researchers may be able to use Instagram to generate interest in visiting.

Keywords: visit intention; destination image; destination attractiveness; social media promotion; Instagram.

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INTRODUCTION

Information and communication technology are evolving at an increasingly rapid rate today. It is possible to access information and events occurring around the world instantly. Globally, the number of social media users has increased due to information and communication technology (Norman, 2012). Due to its ease of usage, wider reach, and cost-effectiveness, social media is used as a communication medium and is becoming increasingly in demand as a means of communication and promotion Hvass & Munar (2012). Since its launch in 2010, Instagram has developed into a popular photo-based social

media platform. Instagram is considered an information and communication tool that allows users to share photos and videos Chen, Zuo, Law & Zhang (2021). As a result of such rapid development, Instagram, used initially as a means of communication, has evolved into an effective vehicle for promoting products and services Chen et al (2021). Tourism is one of the most popular areas of products or services promoted on Instagram (Kiráľová & Pavlíčka, 2015; Chen, Silaban, Hutagalung & Silalahi, 2023).

As a promotional tool in the tourism industry, Instagram can attract attention and create attractiveness toward destinations (Zeng & Gerritsen, 2014). Tourism is primarily defined as everything that possesses a destination for tourists to enjoy and see (Wang, Jin, Liu, Li & Zhang, 2018). Destinations may attract visitors based on their uniqueness, beauty, or the value of diversity in natural, cultural, and manufactured assets (Phillips & Jang, 2007). Destinations are generally considered attractive due to their unique characteristics and characteristics such as transportation, services, infrastructure, and the environment (Gelbman & Timothy, 2011). Destination attractions can take the form of tourist objects and tourist attractions that are static and tangible (Ma, Hsiao & Gao, 2018).

The perception of a destination is also one of the factors driving tourists to visit (Owusu-Frimpong et al., 2013). An image of the destination is formed by the location's attractiveness, which creates a feeling of confidence and an impression that creates an interest in visiting (Chaulagain, Wiitala & Fu, 2019). The term "destination image" refers to the ideas, perceptions, and impressions gained from tourist destination information promoted to assist tourists in planning their trips (Joo, Seok & Nam, 2020). It comprises a cognitive destination image, knowledge of, and belief in the destination image. A destination's cognitive attributes are appealing to tourists, such as the atmosphere, the weather, the cleanliness of the community, the experiences, the friendliness of the inhabitants, the beauty, the food quality, etc. The effective destination image is also in the form of emotions and feelings about the image of tourist destinations' infrastructure and entertainment. The emotions or feelings result from tourists' direct and thorough assessments of the destination object (Khan, Chelliah & Ahmed, 2017).

Previous studies have examined the intention of consumers to visit a specific destination after viewing social media content. In a study by Kuhzady & Ghasemi (2019), the authors stated that Instagram, as a social media platform used to share photos and videos, describes the image of the destination as the single most vital factor responsible for influencing tourists' beliefs and their interest in visiting based on the information provided on Instagram. According to Kim & Perdue (2011), images of a destination in the form of cognitive and affective images influence its attractiveness. A pleasant atmosphere and comfort are more likely to influence tourism interest. Ma et al. (2018) explain that the attractiveness of a destination affects the perception of that destination, thus affecting travel intentions, travel pleasure, and attachment to a particular place as a tourist attraction. Iglesias-Sánchez, Correia, Jambrino-Maldonado & de las Heras-Pedrosa (2020) noted that Instagram is a popular social media platform. Due to its ability to motivate visitors through visuals has become an effective tool to promote a destination's image. Previous studies have primarily focused on the role of social media in promoting tourist destinations from various tourist destinations. This study examines the role social media, specifically Instagram, plays in promoting beach tourism destinations. Additionally, this study will examine differences of opinion between Ma et al. (2018) and Kim & Perdue (2011) regarding the attractiveness of a destination affecting its image.

The study aims to provide comprehensive explanations regarding how tourism businesses leverage social media as a marketing tool. In turn, tourism businesses will be able to attract more customers through online channels (Huang & Benyoucef, 2013; Silaban, Silalahi & Octoyuda, 2021). Promotions carried out on Instagram will increase the attractiveness of a destination (Silaban, Chen, Nababan, Eunike & Silalahi, 2022). This will then have an impact on the image of tourist destinations. This study hypothesizes that the image of a tourist destination will influence tourists' intentions to visit.

To determine the effect of each research variable, all of the variables above will be analyzed using a Structural Equation Model (SEM). This study aims to provide insights into how Instagram social media can enhance the attractiveness and image of the destination to shape the interests of visiting tourists, especially in beach tourism in North Sumatra.

HYPOTHESES DEVELOPMENT

Promoting tourism on social media plays a vital role in finding travel information (Zeng & Gerritsen, 2014). The promotion of a destination can be accomplished by uploading photographs or videos that attract tourists. Tourists use social media to search, discover, read, verify, trust, and generate information on tourist destinations (De las Heras-Pedrosa, Millan-Celis, Iglesias-Sánchez & Jambrino-Maldonado, 2020). Photographs and videos are used to motivate tourists and to help them plan their trips. In addition to geography, climate, culture and history, activities, entertainment, and buildings, destination attributes also contribute to the attraction of destinations (Boivin & Tanguay, 2019). Photographs of travel on Instagram contribute to tourist awareness of the attractiveness of a destination (Kuhzady & Ghasemi, 2019). In general, tourists are influenced more by photography on social media platforms like Instagram (Latorre-Martínez, Iñíguez-Berrozpe & Plumed-Lasarte, 2014). The destination's tourist attractions can be promoted on social media for tourism promoted to tourists when choosing a destination. Consequently, this study hypothesizes as follows:

H1: Promotion through Instagram social media has a positive and significant impact on destination attractiveness.

Instagram is a social networking site where users can share photos and videos. According to Iglesias-Sánchez et al., (2020), Instagram is mainly an image-based platform that offers a good appearance and quality of images. Viewing photographs and videos of tourist destinations can provide real evidence of their situation (Chen, Ling, Jie, Silaban, Sitanggang & Silalahi, 2022). It has been reported that tourists use social media to share their experiences and obtain tourist information (Kuhzady & Ghasemi, 2019). Likewise, how information is shared by tourists has a substantial effect on their perception of tourist destinations and their motivation to visit them (De las Heras-Pedrosa et al., 2020). It is possible to promote a destination's image through social media (Martínez-Ruiz, Llodrá-Riera & Jiménez-Zarco, 2018). Khan et al. (2017) defines destination images as the overall impression that is associated with a destination. A destination image is comprised of both tangible and intangible elements, such as accommodations, and the overall impression of a destination, such as its atmosphere and imagination (Phillips & Jang, 2007). Therefore, this study hypothesizes that:

H2: Social media promotion can contribute to a positive image of the destination.

The attractiveness of a destination refers to everything that tourists can see and experience (Wang et al., 2018). The attractiveness of a destination is determined by its tourist characteristics, natural beauty, and the provision of services and facilities that can boost tourism (Chung, Han & Joun, 2015). A destination's attractiveness has been identified as the primary factor for increasing and developing tourism (Owusu-Frimpong et al., 2013). Attractions and objects contribute to the attractiveness of a place. The attractiveness of a destination can be static and tangible (Ma et al., 2018). The attractiveness of a destination is also determined by its accessibility, namely the ease of access to the destination, as determined by transport and communication (Wang et al., 2018). Moreover, attractiveness is measured by tourist facilities, namely those that provide support to the industry. Tourists will appreciate the convenience with which these destinations are located. Several facilities are essential for tourism development, such as accommodations, restaurants, cleanliness, communication,

entertainment, and comforts (Phillips & Jang, 2007). Tourist attractions of a destination include, for example, natural attractions such as landscapes of land, natural sea views, beaches, climate, and weather, as well as specially managed tourist attractions and cultural tourist attractions (Lee, Ou & Huang, 2009). Thus, this study hypothesizes that:

H3: Attractiveness positively affects the destination image.

The idea of the destination image refers to the ideas, beliefs, and impressions that individuals form about the characteristics and activities of tourism based on information gathered from various sources that make it easier for visitors (Assaker, Vinzi & O'Connor, 2011). Tourists' confidence in tourism and services will determine their interest in visiting other tourist destinations. A positive image of the destination will enhance tourism. A destination image combines a rational or cognitive assessment of the destination and an emotional or affective assessment (Khan et al., 2017). Intention to visit will be influenced by a good destination image that describes a tourist destination (Cheung, Ting, Cheah & Sharipudin, 2020). Accordingly, this study hypothesizes that:

H4: Destination's image has a positive and significant effect the intention to visit.

METHOD

This study uses quantitative research with statistical data and describes the dependent variable well. This study is an exploratory analysis that seeks to broadly explore the factors that affect the occurrence of a factor. This study uses a non-probability sampling technique with a purposive random sampling method to determine the sample size. Although the sample is selected randomly, its eligibility is determined by certain criteria that are determined by the research objectives. In this study, Indonesian consumers who have an Instagram account and have visited certain destinations based on Instagram promotions are included in the sample. According to Goodhue, Lewis & Thompson (2012), the minimum sample size is calculated by multiplying the number of indicators by ten. The minimum sample size for the model in this study is 220 based on these criteria. The data collection method uses primary data sources collected directly from respondents by using a list of questions and statements (questionnaires) through Google forms. The questionnaire was distributed by sharing links via Facebook, Instagram, and WhatsApp.

The data in this study were analyzed using structural equation modeling (SEM) with SmartPLS 3.0 software. It is generally used to analyze data with multiple independent constructs using a path-shaped research model. As a result, using SEM will make this research more practical and enable it to obtain comprehensive results at the same time (Huang, Chen, Chen & Silalahi, 2022). In addition, this study assessed the validity of the measurement model in terms of construct validity and internal consistency, as well as the validity of the correlation matrix using the Fornell-Larcker Criterion (Fornell, & Larcker, 1981) and Heterotrait-Monotrait Ratio (HTMT) for discriminant validity (Henseler et al., 2015). The validity test was followed by a hypothesis test. A hypothesis test was conducted to determine whether the significance described affects the relationship between the constructs.

RESULTS AND DISCUSSION

Results

A total of 320 responses were gathered from the respondents. The majority of respondents were female, with 75.3% responding. In terms of marital status, 92.8% are single. Based on the age of respondents, 87.8% are between 20 and 29 years old. Regarding the level of education, the respondents who dominate are bachelor's degree holders, with 57.8%. Based on their occupation, 75.3% of

respondents are students. According to the characteristics of the respondents, 48.1% spent between 1-2 hours a day using Instagram. Table 1 below summarizes the characteristics of the respondents

Table 1
Respondents Demographics

Measure	Items	Frequency	Percentage
Gender	Female	241	75.3%
	Male	79	24.7%
Age	19 years old or below	23	7.2%
	20 – 29 years old	281	87.8%
	30 – 39 years old	14	4.4%
	50 years old or above	2	0.6%
Mariage Status	Single	297	92.8%
	Married	23	7.2%
Educational Level	Senior High School or Equal	135	42.2%
	Bachelor	185	57.8%
Occupations	University Students	241	75.3%
	Government Employee	7	2.2%
	State Owned Enterprises	4	1.2%
	Private Sector Employee	55	17.2%
	Entrepreneurs	13	4.1%
Time spent using Instagram per day	1 hour a day or less	58	18.1%
	1 – 2 hours a day	154	48.1%
	3- 4 hours a day	73	22.8%
	5 – 6 hours a day	21	6.6%
	6 hours a day or more	14	4.4%

There are several stages to testing the validity and reliability of this study. First, the construct validity was evaluated by comparing the loading factor value obtained with a suggested value of 0.7 (Hair, Ringle, Gudergan, Fischer, Nitzl & Menictas, 2019). Secondly, convergent validity is assessed using the Average Variance Extracted (AVE) value of 0.5, and the results obtained are satisfactory. Thirdly, Cronbach's Alpha of 0.7 and the value of composite reliability of 0.7 indicate that the construct has a solid internal consistency of each item, which indicates that internal consistency is achieved as suggested. Nevertheless, some items do not meet convergent validity and do not meet the loading factor of 0.7. When the several items were eliminated, the results for convergent validity, construct validity, and construct reliability can be satisfied. Table 2 below shows the results of convergent construct validity and internal consistency:

Table 2
Construct Validity and Reliability Test

Construct	Item	Factor Loadings	Mean	Std, Deviation	Min	Max	CA	CR	AVE
Social Media Promotion (Țuclea, Vrânceanu, & Năstase, 2020)	P1	0.897							
	P2	0.905							
	P3	0.894	25.858	7.085	5	35	0.943	0.956	0.813
	P4	0.912							
	P5	0.902							

Destination Attractiveness (Wang et al., 2018)	A1	0.878	31.979	7.700	6	42	0.945	0.957	0.786
	A2	0.901							
	A3	0.876							
	A4	0.861							
	A5	0.910							
	A6	0.893							
Destination Image (Tan & Wu, 2016; Phillips & Jang, 2007).	DI1	0.863	53.791	11.924	12	70	0.942	0.953	0.698
	DI2	0.901							
	DI3	0.896							
	DI4	0.906							
	DI5	0.900							
	DI6	0.908							
	DI7	0.898							
Visit Intention (Joo et al., 2020)	VI1	0.939	16.064	4.213	4	21	0.950	0.964	0.870
	VI2	0.941							
	VI3	0.932							
	VI4	0.918							

Notes: FL, Faktor Loading; CA; Cronbach's Alpha ≥ 0.7 ; CR, Composite Reliability ≥ 0.7 ; AVE, Average Variance Extracted ≥ 0.5 D8, DI9, D10, D11

The discriminant validity test was evaluated based on the first three approaches in this study. The value of the square roots of the AVE was compared to that of the inter-construct correlation. This approach is known as the Fornell-Larcker Criterion, and it is determined by the square roots of the AVE being met (Fornell & Larcker, 1981). In Table 3, we present the results of the discriminant validity test using the Fornell-Larcker criterion.

Table 3
The Fornell-Larcker Criterion

Construct	P	A	DI	VI
Social Media Promotion (P)	0.902			
Destination Attractiveness (A)	0.708	0.887		
Destination Image (DI)	0.656	0.733	0.836	
Visit Intention (VI)	0.606	0.606	0.688	0.933

Notes: The diagonal and bold values represent the square roots of AVE

Table 4
Heterotrait-Monotrait Ratio (HTMT)

Cronstruct	P	A	DI	VI
Social Media Promotion (P)	-			
Destination Attractiveness (A)	0.749	-		
Destination Image (DI)	0.698	0.776	-	
Visit Intention (VI)	0.638	0.638	0.731	-

Notes: Threshold of HTMT \leq 0,85, strong; \leq , weak

Furthermore, the Heterotrait-Monotrait Ratio (HTMT) tests discriminant validity. Henseler, Ringle, & Sarstedt (2015) describe HTMT as a new comprehensive approach to finding discriminant validity based on an HTMT value of 0.85. Table 4 indicates that all HTMT values for each construct are smaller than 0.85, demonstrating the validity of this study as proposed by Henseler, Ringle, & Sarstedt (2015). The cross-loading matrix criteria are presented in Table 5. The assumption of discriminant validity is met when the item loading factor value is greater than the correlation coefficient of other constructs. A discriminant validity test is undertaken in this instance to prove that the indicator within a construct has the highest loading factor value in the constructed construct compared to other construct indicators. As a result, each construct has good discriminant validity.

Table 5
Cross Loadings Matrix

Items	Destination Attractiveness	Destination Image	Social Media Promotion	Visit Intention
A1	0,878	0,640	0,652	0,565
A2	0,901	0,648	0,609	0,545
A3	0,876	0,611	0,624	0,495
A4	0,861	0,637	0,634	0,522
A5	0,910	0,691	0,639	0,571
A6	0,893	0,669	0,606	0,524
C1	0,636	0,863	0,612	0,608
C10	0,394	0,541	0,403	0,424
C2	0,688	0,901	0,605	0,608
C3	0,650	0,896	0,602	0,574
C4	0,670	0,906	0,542	0,595
C5	0,620	0,900	0,543	0,579
C6	0,646	0,908	0,568	0,621
C7	0,653	0,898	0,547	0,631
C8	0,486	0,610	0,475	0,501
M1	0,601	0,678	0,599	0,939
M2	0,591	0,639	0,556	0,941
M3	0,548	0,625	0,550	0,932
M4	0,518	0,624	0,554	0,918
P1	0,658	0,608	0,897	0,581
P2	0,613	0,568	0,905	0,502
P3	0,615	0,562	0,894	0,511
P4	0,639	0,597	0,912	0,550
P5	0,662	0,618	0,901	0,584

Notes: The bolded value indicated construct factor loadings

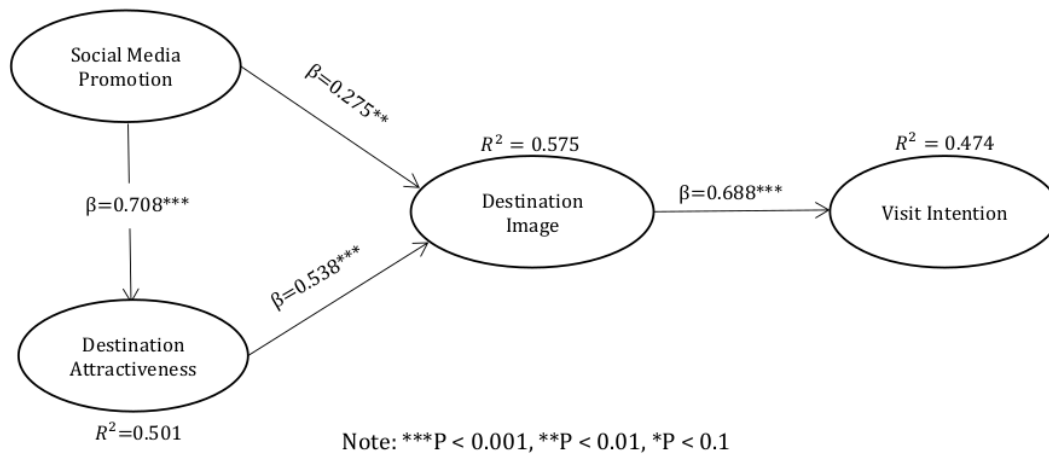


Figure 1
Structural Equation Model

A structural analysis approach is used in this study with Smart PLS 3.0 software. The structural model will be evaluated in several stages to test the model's strength before testing the hypothesis. Initially, the path coefficient between constructs was used to determine the model strength of the endogenous variables. The approach is evaluated by comparing $R^2 = 0.1$, as Falk & Miller (1992) suggested, explaining that a structural model is considered viable if it is greater than or close to 1. The attractiveness construct has an R^2 of 0.501, explained by the social media promotion path coefficient. The destination image construct has an R^2 value of 0.575, which is explained by the coefficient of promotion in social media and attractiveness. A construct of visit intention is represented by R^2 0.474, which is derived from the path coefficient of the destination image. Thus, this research model is viable with an endogenous construct having an R^2 greater than 0.1.

Table 6
Summarized of Hypothesis Results

Hypothesis	Part Coefficient	T- Value	Conclusion
H1: Promotion through Instagram social media has a positive and significant impact on destination attractiveness.	0.708***	17.587	Supported
H2: Social media promotion can contribute to a positive image of the destination.	0.275**	3.500	Supported
H3: Attractiveness positively affects the destination image.	0.538***	6.421	Supported
H4: Destination's image has a positive and significant effect the intention to visit.	0.688***	14.129	Supported

Notes: *** p < 0.001; ** p < 0.01; * p < 0.1

The hypothesis testing is shown in Figure 1 and Table 6. The results suggest that social media promotion has a significant impact on attractiveness. Therefore, H1 is supported by ($\beta = 0.708$ dan $t = 17.587$). As for the second hypothesis, social media promotion has a significant impact on the image of the destination. Therefore, H2 is supported ($\beta = 0.275$ and $t = 3.500$). Additionally, regarding the third hypothesis, attractiveness has a significant impact on the image of the destination, so H3 is supported ($\beta = 0.538$ and $t = 6.421$). In addition, we find that the destination image has a significant effect on visiting interest ($\beta = 0.688$ and $t = 14.129$) in the fourth hypothesis.

Discussion

In this study, the purpose was to determine whether promotion on social media could increase the attractiveness and image of a destination to attract tourists. Social media is an effective promotional tool because it can reach consumers widely and effectively. A promotion can draw consumers' attention to attract tourists to a particular destination. The formed attraction tends to enhance the image of the destination and creates an impression of interest among tourists. This study obtained data from participants who fit the criteria, namely active Instagram users and individuals interested in visiting. As a result of the study, the following are some of the discussion points identified.

First, the study tests the attractiveness of social media promotions. Promoting products and services through social media is considered an effective means of reaching consumers. According to the findings, social media promotion (H1) has a significant impact on attractiveness. Promotions through social media can be instrumental in creating tourist expectations of a destination, thus, increasing the attractiveness of a particular destination. Social media promotion involves sharing information and communication with tourists about tourist destinations so that they become more appealing to tourists. For instance, when potential tourists see posts (photos, videos) about destinations on Instagram that provide information about the destination, such as places or tourist locations, they will be attracted to the content. This result is also in line with previous research, which found that social media promotion significantly affected attractiveness (Iglesias Sanchez et al., 2020).

Second, social media promotion is evaluated against the destination's image. Its goal is to establish whether or not social media promotions can help shape the image of a destination for tourists. The study indicates that social media marketing (H2) has a significant effect on the destination's image. Therefore, it is possible to enhance the image of specific tourist destinations through social media marketing. By posting photos and videos of destinations on Instagram, consumers can gain a complete picture of the state of destinations. Therefore, social media can provide opportunities to improve the destination's image through promotion. In line with the findings of Kuhzady & Ghasemi (2019), social media promotion contributes significantly to the destination image.

Thirdly, the research examined the attractiveness of the destination image. The term "destination attractiveness" refers to the attractions, accessibility, and facilities owned by a destination for the benefit of its visitors. The study found that attractiveness (H3) had a significant effect on the destination's image. Attractions that include tourist characteristics and the charm, services, and facilities of a destination will increase tourists' impressions, particularly of the destination. Attractiveness has become a critical factor in improving and developing tourism's image. For instance, tourists will be able to form a good impression of a particular destination if they feel interested during their visit. Additionally, previous research by Ma et al. (2018) confirmed the significant effect of attractiveness on a destination's image.

The study revealed that the image of the destination (H4) had a significant impact on visitors' interest. Consequently, tourists who have a positive impression of the image of a destination tend to be more interested in visiting that location. In tourism, "destination image" refers to tourists' general impression of a particular destination. Consumer behavior will be significantly influenced by the image of tourist destinations formed through ideas, beliefs, and impressions about tourist destinations. It is also possible that interest in tourism can arise through the description of tourist destinations in Instagram posts, thereby increasing consumer interest in making travel arrangements. In line with previous research, these results confirm that the destination's image has a significant impact on the level of interest in visiting the destination (Khan et al., 2017).

CONCLUSION

There are several academic contributions to this study related to social media as a tool in tourism marketing. One of the most popular social media platforms, Instagram, has been widely used by tourism marketers to market destinations to consumers (Mele, Kerkhof & Cantoni, 2021). Therefore, this study identified that promotion on social media via Instagram is an effective tourism marketing tool. Specifically, social media will create expectations about destinations to enable potential tourists to plan their vacations in the future. Promotion of a destination on social media can influence its attractiveness, which relates to its facilities, accessibility, and charm, so that prospective tourists will be able to feel comfortable during their visit (Wang et al., 2018). Consumers who see promotions through social media will be interested in destination images (photos, videos) shared on Instagram. The research results indicate that social media promotion enhances the attractiveness of Instagram destinations to tourists. Additionally, the study provides an understanding of social media platforms such as Instagram on the image of a destination. Promotion of tourism destinations through social media will enhance the destination's image, thereby encouraging potential tourists to learn about and become interested in tourism destinations. These results confirm that promotion on social media will create a consumer's impression of the destination. Thus, the destination's image will be influenced by how effectively this promotion is conducted.

Additionally, research can contribute to an understanding of the attractiveness that can shape the image of a destination. The destination image in this study is derived from both a rational assessment (cognitive destination image) and an emotional assessment (affective destination image). In the context of behavioral destination image, knowledge and beliefs about the destination are perceived directly by consumers through tangible attributes, such as atmosphere, weather, cleanliness, friendliness, beauty, food quality, etc. In contrast, the affective destination image describes the emotions and feelings associated with travel destinations through infrastructure and entertainment. Specifically, the study results indicate that attractiveness has a more significant effect on destination image than cognition. Consequently, to build the image of a destination through attractiveness, it is necessary to increase the cognitive dimension since tourists can directly feel it when they visit. The study results confirm that the image of the destination formed will influence the interest of visiting tourists in destinations that are promoted on Instagram. In other words, when tourists have a positive perception of a destination, their interest in visiting it increases.

There is a significant contribution to the managerial implications of using Instagram social media for tourism promotion. Promotion on social media platforms such as Instagram will increase the attractiveness and image of the destination and lead to increased interest in visiting. Tourism managers can utilize these findings as a marketing approach to understand consumer behavior on Instagram. Social media can increase the attractiveness of tourism, so when tourism managers utilize Instagram as a promotional tool, it will enhance the image of the destination. Thus, the attraction will create a destination image through pictures and videos on Instagram to give the visitors an impression of the destination. Tourism managers use Instagram as a marketing tool to promote destinations that might appeal to beach tourists. By displaying the advantages of tourist destinations, the destination's image will be enhanced, which in turn will attract more tourists. Therefore, when tourism managers promote the image of a destination on social media, tourists will feel a positive impression and tend to be more interested in visiting the destination. Accordingly, Instagram's role in promoting a destination's image has been identified as a critical factor in driving interest in that destination.

The study has several limitations. First, the current research non-specific investigated the destination image and destination attractiveness that might affect consumers' visit intention. Therefore, further research is expected to explore different factors that increase the attractiveness and image of

the destination. Facilities, attractions, and accessibility are the three dimensions of attraction that have not been specifically identified. As a result, the dimensions of facilities and accessibility can be determined more specifically for investigation. Additionally, the dimensions of the destination image have not been identified. Accordingly, Khan et al. (2017) classified destination images into affective destination images and cognitive destination images. So that the research model can provide a more detailed description of the interest in visiting.

Author Contribution:

Conceptualization, P.H.S., and A.D.K.S.; methodology, A.D.K.S., and L.H.; software, A.D.K.S.; validation, A.D.K.S., and E.O.; formal analysis, A.D.K.S.; investigation, L.H., and P.H.S.; resources, P.H.S.; data curation, A.D.K.S., and L.H.; writing—original draft preparation, A.D.K.S. and L.H.; writing—review and editing, A.D.K.S., and E.O.; visualization, A.D.K.S., and L.H.; supervision, P.H.S., and A.D.K.S.; project administration, A.D.K.S., and P.H.S.; funding acquisition, P.H.S. All authors have read and agreed to the published version of the manuscript.

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Appendix:

Measurement Items for Each Construct

Construct	Item
Social Media Promotion	You share comments on social media about a visited destination (P1).
	You share photo content on social media about a visited destination (P2).
	You share video content on social media about a visited destination (P3).
	You share reviews on specialized tourism sites regarding accommodation units, restaurants, tourist attractions, etc. (P4).
	You are influenced by your social media audience to share content about your travel destination (P5).
Destination Attractiveness	The beautiful destinations make me feel at home (A1).
	There is beauty and charm to this destination (A2).
	Travelers can find helpful directions on a signboard (A3).
	It is not too far from the center crowd to the destination (A4).
	The destination offers a relaxing and comfortable environment (A5).
Destination Image	The availability of food and local cuisine are interesting (A6).
	It is true that value equals to price (DI1).
	Friendliness of the locals (DI2).
	Suitable accommodations (DI3).
	There are a variety of activities available (DI4).
Visit Intention	Infrastructure for tourism is adequate (DI5).
	The mood is positive – exciting (DI6).
	A boring atmosphere - an exciting one (DI7).
	I am interested in taking a trip to a destination (VI1).
	Shortly, I plan to travel to the destination (VI2).
Visit Intention	The destination will be on my list of places to visit (VI3).
	My willingness to share time and money to travel to destinations is unquestionable (VI4).

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