

# Impact of Social Media on Tourist Travel Decision-Making: A Study among Young Travelers

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**Abstract--** Social media has transformed the way tourists search for information and make travel decisions. Digital platforms such as Instagram, Facebook, and YouTube allow travelers to access real-time travel experiences, reviews, and recommendations shared by other users. This study explores the influence of social media on tourist travel decision-making among young travelers. Primary data were collected from 100 respondents aged between 18 and 30 years using a structured questionnaire. The findings reveal that visual content, online reviews, and travel influencers significantly affect destination selection and travel planning. The study highlights the growing importance of social media as an effective tourism marketing tool and emphasizes its role in shaping travel preferences among young travelers.

**Keywords--** Digital Marketing, Social Media, Tourism, Travel Decisions, Young Travelers.

## I. INTRODUCTION

The tourism industry has experienced major changes with the growth of digital communication and social networking platforms. Travelers today depend heavily on online information before selecting destinations or planning trips. Social media platforms provide visual experiences, travel reviews, and destination information that influence tourists' perceptions and travel behavior. Young travelers are among the most active users of social media and frequently use these platforms for travel inspiration and decision-making.

## II. RESEARCH METHODOLOGY

A descriptive research design was used for this study. Primary data were collected through a questionnaire survey among 100 young travelers aged between 18 and 30 years. Respondents included college students and young professionals who actively use social media. Secondary information was obtained from tourism journals, research articles, and digital tourism reports.

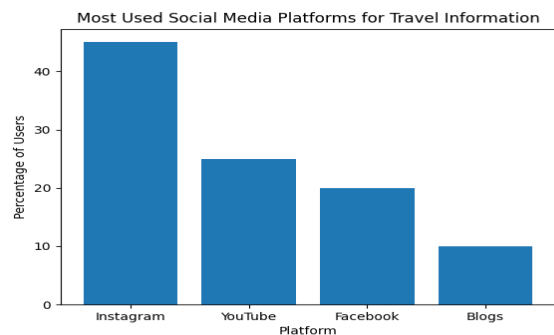
## III. SAMPLE RESULTS

**Table 1:**  
Social Media Platforms Used for Travel Information

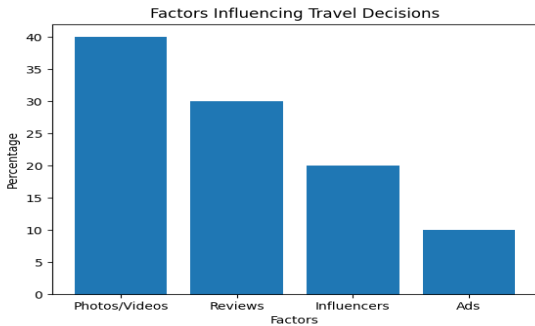
Platform	Number of Respondents	Percentage
Instagram	45	45%
YouTube	25	25%
Facebook	20	20%
Travel Blogs	10	10%

**Table 2:**  
Factors Influencing Travel Decisions

Factor	Respondents	Percentage
Travel Photos/Videos	40	40%
Online Reviews	30	30%
Travel Influencers	20	20%
Advertisements	10	10%



**Figure 1: Social Media Platforms Used for Travel Information**



**Figure 2: Factors Influencing Tourist Travel Decisions**

#### IV. CONCLUSION

The results of the study demonstrate that social media significantly influences tourist travel decisions among young travelers. Visual content, online reviews, and recommendations shared on digital platforms play a major role in shaping travel preferences. Tourism organizations and destination marketers should utilize social media marketing strategies to attract potential tourists and promote destinations effectively.

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