DRIVING TOURIST INTENTIONS THROUGH USER-GENERATED CONTENT: EVIDENCE FROM STRUCTURAL EQUATION MODELING

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

[1,2,3,4] Universitas Sumatera Utara

Corresponding Email: madaniahsarah@gmail.com

Abstract

This study investigates the impact of User-Generated Content (UGC) on tourists' visit intentions and decision-making. Data were collected through online surveys with purposive sampling, involving 133 participants in Medan, North Sumatra, focusing on visit intentions to the Tjong A Fie Mansion. The proposed model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that trust in UGC (TUGC) substantially affects visit intention (VI). Emotional UGC (EUGC) has a small effect on visit intention and strongly affects trust in UGC. In contrast, factual UGC (FUGC) has no significant impact on either trust in UGC or visit intention. EUGC demonstrates a strong mediation effect on visit intention through trust in UGC, while FUGC shows a low mediation effect.

Keyword : ***Driving Tourist Intentions Through User-Generated Content, Structural Equation Modeling***

1. Introduction

Web 2.0 emerged in 2003, signifying a new phase in the Internet's development, characterized by the growth of social networks and enhanced user interaction. This period has shifted towards user-generated content (UGC), which includes data, information, and media created by everyday users rather than professionals, encompassing text, audio, video, and images (Kim, 2010). Such content is shared across various platforms, including social networks, content-sharing sites, news aggregators, and virtual gaming environments. Within Web 2.0, users adopt different roles: some consume content without interaction, others engage with it or other users, and some actively create and share their content online (Shao, 2009). These users can voice their opinions and experiences on interactive platforms (Filieri and McLeay, 2014), thereby becoming content producers (Kietzmann et al., 2011) by sharing insights about products and experiences with other consumers (Gruen et al., 2006).

The effect of UGC on tourism and intention to visit presents a significant research gap within tourism studies. Although the literature increasingly recognizes UGC's role in shaping tourists' perceptions and decisions, the mechanisms through which UGC impacts visit intentions remain inadequately understood. For instance, while some studies have examined the motivations for sharing travel experiences on platforms like Instagram, the implications of these motivations for tourism marketing strategies are not well-defined. Stress that understanding tourists' psychological needs is vital for refining marketing approaches, yet the direct link between these motivations and actual visit intentions is still underexplored (Daxböck et al., 2021). Additionally, Marder et al. (2019) highlight that the quality of photographs in UGC can significantly affect decision-making, but the specifics of how these aesthetic elements interact with tourists' intentions are still unclear. Moreover, while UGC is acknowledged as an effective tool for boosting tourist satisfaction and influencing pre-purchase decisions, the pathways through which it translates to visit intentions are not adequately detailed. Khan et al. point out the need for

Driving Tourist Intentions Through User-Generated Content: Evidence from Structural Equation Modeling

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

tourism marketers to utilize UGC to improve customer satisfaction, yet they do not investigate the mechanisms that connect UGC to actual travel behaviors (Khan et al., 2022). Similarly, Iglesias-Sánchez et al. recognize UGC's potential in shaping destination images but call for further research into its effects, revealing a clear gap in empirical studies (Iglesias-Sánchez et al., 2020).

Current theoretical frameworks analyzing UGC's influence on tourism are often limited. For instance, Liu et al. (2020) introduce the Tourism Information Diffusion Ecosystem (TIDE) to explore the roles of various participants in spreading tourism information, but the practical application of this framework in assessing UGC's impact on visit intentions is still not fully realized (Liu et al., 2020). The Elaboration Likelihood Model (ELM), as utilized by Wang, offers insights into how electronic word-of-mouth (eWOM) affects tourists' intentions but fails to comprehensively address the unique features of UGC that set it apart from traditional marketing content (Wang, 2015).

Additionally, the differences among various types of UGC—such as reviews, photos, and videos—have not been thoroughly investigated. Li et al. (2023) analyze the differing impacts of UGC types on travelers' attraction to destinations, but the broader implications for visit intentions remain unclear (Li et al., 2023). This lack of differentiation complicates matters for tourism marketers aiming to optimize their strategies based on the content types that most effectively encourage engagement and visitation. While the literature acknowledges UGC's importance in tourism, there is a substantial gap in research regarding the specific mechanisms by which UGC influences visit intentions. Future studies should focus on exploring the relationship between UGC characteristics, tourist motivations, and decision-making processes, ultimately enhancing understanding of how UGC can be effectively utilized in tourism marketing strategies. This study aims to investigate the impact of UGC on tourists' visit intentions, exploring how UGC influences travel decision-making and providing insights for effective tourism marketing approaches.

2. Related Literature

2.1 Social Media Marketing

There has been a significant increase in the number of social media users worldwide, shaping the landscape of current technologies. Social media enables individuals to interact freely and provides marketers with diverse tools to connect with and engage customers (Hudson, 2019). The rise and expansion of social media platforms have altered the dynamics of the digital marketplace by forming social networks that link customers, opinion leaders, and experts (Athwal et al., 2019). Social media marketing (SMM) is a modern marketing strategy that utilizes social media platforms to enhance customer interest and engagement (Knowles et al., 2020).

SMM facilitates communication within online communities, brand pages, and promotional content created by businesses on social networking sites, encouraging viral interactions (Pentina and Koh, 2012). Since the pandemic, social media has increasingly supplanted traditional communication methods, leading to a significant rise in online presence (Donthu and Gustafsson, 2020). As a result, businesses can actively cultivate positive brand equity to thrive in the competitive online environment (Donthu and Gustafsson, 2020). Social media engagement allows users greater opportunities for online participation, as it is mobile and does not rely on in-person interactions (Lin et al., 2021). The role of social media in tourism is a compelling area of research due to its ongoing innovations and emerging trends. Moreover, SMM has gained importance in the tourism sector, with UGC frequently employed to attract potential travelers (Buhalis et al., 2020).

2.2 User-generated content

User-generated content (UGC) plays a crucial role in shaping tourist intentions, particularly in influencing their perceptions and decision-making regarding destinations they plan to visit. UGC can be classified into two main categories: factual and emotional. Factual UGC, which includes accurate and

verifiable information about the history of a location and current activities, is effective in enhancing tourists' trust in that destination. Research by Yamagishi et al. (2024) indicates that the delivery of clear and detailed information can facilitate a better decision-making process for tourists. On the other hand, emotional UGC, which highlights the beauty and emotional experiences associated with a place, can significantly stimulate tourists' interest and attraction. Studies by Wijaya (2024), Mehmood et al. (2018), and Susanto et al. (2024) demonstrate that content capable of expressing positive feelings and the value of a visit can enhance tourists' motivation to visit specific destinations. Furthermore, trust in UGC is greatly influenced by the presence of honest and transparent comments on social media. Research by Wijaya et al. (2024) and Fehrest et al. (2021) emphasizes the importance of the reliability of experiences shared by others, which can shape tourists' expectations after they are exposed to UGC. Thus, the integration of factual and emotional UGC, along with the level of trust established through genuine experiences, creates an ecosystem that supports tourists' intentions to explore particular destinations.

2.3 Tourist Visit Intention

Visitor Interest (VI) encompasses both tourists' interest in and their capacity to visit a destination (Setiawan et al., 2022). Research by Um and Chung (2019) highlights that both tangible and intangible offerings of a destination—such as accommodation, cuisine, attractions, activities, and special events—can significantly influence a tourist's decision to visit. The rise of User Generated Content (UGC) online has dramatically transformed various aspects of the tourism industry. Social media has become one of the most effective platforms for introducing destinations to potential tourists and encouraging them to explore these locations. Recently, interactive technologies, particularly social media, have proven to be powerful tools for shaping tourist behavior (Seyfi et al., 2023). Following the COVID-19 pandemic, earlier studies have established a connection between tourists' perceptions of destinations on social media and their travel intentions (Bhati et al., 2020; Yang et al., 2022). Furthermore, Jaya and Prianthara (2020) found that social media influencers can significantly affect their followers' travel decisions based on the information conveyed through photos and videos of popular tourist attractions. This underscores the necessity for social media influencers to share accurate and current information to assist tourists in making well-informed decisions about their travel plans

3. Hypotheses development

3.1 Factual user-generated content influences trust in user-generated content, and tourist visit intention

User Generated Content (UGC) provides travelers with easy access to up-to-date information shared by others, including details about destinations, services, attractions, and travel advice (Ayeh et al., 2013). Factual User Generated Content (FUGC), which includes details about location, pricing, and events, influences tourists' perceptions and behaviors (Li et al., 2008; Xu et al., 2023). Çelik and Dedeoğlu (2019) highlight that understanding tourist motivations linked to factual information can positively impact behavioral intentions, suggesting that accurate information enhances satisfaction and increases the likelihood of visits. Furthermore, UGC—including photos and narratives—affects visit intentions (VI) (Um and Chung, 2019) and helps tourists identify preferences (Chen et al., 2014). Thus, FUGC significantly shapes influences tourist VI (Luo and Zhong, 2015; Xu et al., 2023).

H1. FUGC has a positive and significant relationship with trust in UGC.
H2. FUGC has a positive and significant relationship with VI.
H3. FUGC has a positive and significant relationship with VI trough trust in UGC.

Driving Tourist Intentions Through User-Generated Content: Evidence from Structural Equation Modeling

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

3.2 Positive emotional user-generated content influences trust in user-generated content, and tourist visit intention

Research on the positive effects of User Generated Content (UGC) on tourists' emotions and feelings about destinations is limited. Positive Emotional UGC (EUGC) involves sharing experiences, feelings, or satisfaction through images, videos, and stories (Xu et al., 2023). This type of content can create positive feelings toward a destination (Wang et al., 2017). Kim and Stepchenkova (2015) found that photos on travel blogs can shape perceptions of Russia as a travel destination. Emotional messaging enhances connections with experiences, particularly in tourism (Lwin et al., 2014). Sharing stories about travel experiences on social media helps tourists plan their trips (Xu et al., 2023).

Additionally, Massarani et al. (2023) studied how emotional engagement in museums enhances visitor experiences, showing that feelings of curiosity and interest lead to deeper engagement and a greater likelihood of recommending the museum. Today, customers are heavily influenced by what they see online and how they interact with technology (Seyfi et al., 2023). EUGC generates emotions through shared content that affects travel decisions (Carlson et al., 2019; Kim and Stepchenkova, 2015; Xu et al., 2023). This content often expresses positive or negative feelings about products or services. Positive messages from users strengthen the relationship between customers and brands (Cheung et al., 2020) and help build trust, which is essential for using UGC (Ayeh et al., 2013). Thus, customers with strong emotional connections to a brand are more likely to commit to making a purchase.

H4. EUGC has a positive and significant relationship with trust in UGC.
H5. EUGC has a positive and significant relationship with VI.
H6. EUGC has a positive and significant relationship with VI trough trust in UGC.

3.3 Trust in user-generated content influences tourist visit intention

Trust is crucial for users to accept information from online sources, as it reduces risks and increases awareness of vulnerability (Kerstetter and Cho, 2004). Additionally, trust significantly affects tourists' intentions to visit a destination (Hassan and Soliman, 2021). When tourists trust online platforms, they feel less anxious about making transactions and are more open to new technologies (Aggarwal and Gour, 2020; Cheng et al., 2020). However, many customers are wary of online travel reviews and User Generated Content (UGC) because these can be easily manipulated (Fan et al., 2018). To build trust and encourage loyalty, online service providers often use privacy policies and certifications (Angelopoulos et al., 2021). TUGC's reliability can vary based on factors like age, gender, and the specific websites used (Del Chiappa et al., 2018).

Generally, UGC is seen as more trustworthy than brand-generated content (Agarwal, 2020). TUGC impacts tourist visits by providing authentic insights through images, videos, and articles, and it develops over time as users have positive experiences that match their expectations (Sakshi et al., 2020). Thus, UGC serves as an important resource for tourism-related decisions, influencing destination intentions (DI). Xue et al. (2018) looked at how social media influences tourists' trust in travel information. They discovered that tourists see social media as a trustworthy source, which affects their trust in UGC and, in turn, their intentions to visit destinations based on that information. Lastly, Yamagishi et al. (2022) examined the connections between UGC, trust in UGC, destination image, and visit intentions. They found that trust in UGC plays a key role in linking the content tourists see to their likelihood of visiting, emphasizing that the reliability of UGC is essential in influencing tourists' decisions.

H7. Trust in UGC has a positive and significant relationship with VI.

4. Method

4.1 Measurement

The measurement items used in this study for each construct were derived from validated measures utilized in previous works, provided in the supplementary document. FUGC has three measurement items, EUGC has seven measurement items and TUGC has five measurement items. VI has four measurement items. Data was collected using a survey instrument that assessed various constructs using a 5-point Likert scale, with measurement items covering a range from "Strongly agree" to "Strongly disagree." Additionally, the survey instrument underwent refinement and adjustment of its phrasings within the context of tourism by academic experts. The survey was also translated into Google Forms and distributed online.

4.2 Sample and procedure

This study employed a judgmental/purposive sampling technique, with the sample criteria focusing on individuals who have never visited the Tjong A Fie Mansion but have previously encountered or are aware of content related to the Tjong A Fie Mansion on social media. The sample size was determined based on the recommendation of Hair et al. (2021), which suggests that the minimum sample size should be five to ten times the maximum number of indicators. With 19 indicators used in this study, the required minimum sample size was 133. A total of 171 data points were initially collected through online questionnaires via Google Forms and in-person surveys. However, after filtering, 133 data points met the ideal criteria for analysis. The data were gathered over a four-week period, from September 1, 2024, to October 5, 2024, in Medan, North Sumatra, to assess participants' intentions to visit the Tjong A Fie Mansion.

4.3 Data Analysis

This study employed PLS-SEM path modeling to examine the direct relationships among various constructs. PLS-based SEM was selected due to its reliability and robust statistical capabilities, making it well-suited for analyzing complex models (Henseler et al., 2015). It is especially useful for small sample sizes and supports both predictive and exploratory analyses (Hair et al., 2017). To analyze higher-order constructs, a two-stage approach was adopted, following the framework outlined by Anderson and Gerbing (1988). This approach initially focused on the lower-order components, leaving the higher-order construct out of the first stage of analysis (Sarstedt et al., 2019). In the first stage, scores for the lower-order components were saved, and in the second stage, these scores were utilized to evaluate the higher-order construct. Other constructs in the path model were estimated using standard multi-item measures, similar to the first stage (Sarstedt et al., 2019). The analysis was conducted using SmartPLS software version 4.1.0.9. While other SEM software options, such as IBM SPSS Amos and SmartPLS, are available, each offers distinct advantages. SmartPLS was chosen due to its compatibility with PLS analysis, whereas Amos, which employs covariance-based modeling (CB-SEM), was not used in this study (Hair et al., 2017; Sarstedt et al., 2019).

Driving Tourist Intentions Through User-Generated Content: Evidence from Structural Equation Modeling

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

Table 1. Profile of respondent's result

	f	%		f	%
Age:			*Occupation:*		
18-24 years old	75	56	*Employed*	53	40
25-34 years old	52	39	*Unemployed*	12	9
35-44 years old	6	5	*Student*	68	51
Total	133		*Social Media Platforms used:*		
Gender			*Facebook*	45	34
Male	32	24	*Instagram*	12	9
Female	101	76	*Tiktok*	75	56
Total	133		*Twitter*	16	12
Type of UGC preferred			*Other (Threads, line, capcut)*	3	2
Images	62	47	*Level of Knowledge about the UGC:*		
Videos	128	96	*Somewhat knowledgeable*	44	33
Blogs	11	8	*Moderately knowledgeable*	76	57
Time spent watching content on a day			*Very knowledgeable*	13	10
30 minutes- hour	4	3	*Total*	133	
1-3 h	51	38			
3-5 h	44	33			
5-8 h	28	21			
8 hour more	6	5			

Source(s): Authors, 2024

5. Result
5.1 Test of the measurement model

The use of PLS analysis allowed for the simultaneous evaluation of both the outer measurement model and the inner structural model, which accommodates both reflective and formative latent variables (Fornell and Bookstein, 1982). Since the proposed model in this study incorporates reflective measures, the initial step in model assessment focused on evaluating the reliability and validity of these measures (Hair et al., 2017). As presented in Table 2, the results from the measurement model assessment show that all indicators demonstrated convergent validity and were deemed reliable. The study accepts a factor loading of 0.60 for each item, with outer loadings greater than 0.60 considered appropriate. Indicators with loadings below 0.60 were excluded (Henseler et al., 2009). Following the SMARTPLS algorithm calculations, one item indicator, DIFE4, was removed. Out of the 19 initial measurement indicators, one was retained for the final analysis. All constructs exhibited satisfactory convergent validity, as evidenced by their average variance extracted (AVE) values exceeding the 0.5 threshold (Fornell and Larcker, 1981). The AVE values for the constructs ranged from 0.622 to 0.796.

Additionally, all measurement items were found to be reliable, with all constructs surpassing the Cronbach's alpha (α) and composite reliability (CR) threshold of 0.70 (Hair et al., 2017). Cronbach's alpha values ranged from 0.696 to 0.957, and CR values ranged from 0.831 to 0.965, with values between 0.70 and 0.91 considered satisfactory to good (Hair et al., 2014). These findings indicate high reliability across the constructs. The evaluation of collinearity in PLS-SEM also assessed common method bias (CMB) within the model (Kock, 2015). The degree of collinearity between indicators in the formative measurement model was quantified using the variance inflation factor (VIF) that shows in Table 6. (Hair et al., 2016). For the model to be considered free of CMB, the VIF values should remain below 3.3 (Kock, 2015; Hair et al., 2017). However, Kock and Lynn (2012) suggest that a higher tolerance limit of

5.0 is acceptable, indicating moderate method bias. In this study, the results from the PLS algorithm revealed moderate CMB, with some VIF values slightly exceeding the 5.0 threshold.

Table 2 Measurement model assessment results

Indicators	Loadings	α	CR	AVE	Indicator	Loading	α	CR	AVE
FUGC1	0.781	0.696	0.831	0.622	TUGC1	0.832	0.915	0.936	0.746
FUGC2	0.852				TUGC2	0.882			
FUGC3	0.727				TUGC3	0.881			
EUGC1	0.835	0.957	0.965	0.796	TUGC4	0.891			
EUGC2	0.878				TUGC5	0.830			
EUGC3	0.900				VI1	0.870	0.914	0.915	0.795
EUGC4	0.925				VI2	0.890			
EUGC5	0.905				VI3	0.919			
EUGC6	0.921				VI4	0.881			
EUGC7	0.877								

Note(s): α: Cronbach's alpha; CR: composite reliability; AVE: average variance extracted; EUGC: emotional user-generated content; FUGC: factual user-generated content; TUGC: trust in user-generated content; VI 5 visit intention
Source(s): Authors' data generated from SmartPLS (version 4.1.0.9)

Table 3. Fornell and Larcker Result

	EUGC	FUGC	TUGC	VI
EUGC	0.892			
FUGC	0.650	0.789		
TUGC	0.774	0.621	0.864	
VI	0.734	0.524	0.786	0.892

Note(s): Square root of AVE is shown on the diagonal of the matrix in italic; inter-construct correlation is shown off the diagonal. Source(s): Authors' data generated from SmartPLS (version 4.1.0.9)

Table 4. HTMT Result

	EUGC	FUGC	TUGC	VI
EUGC				
FUGC	0.783			
TUGC	0.825	0.769		
VI	0.784	0.650	0.857	

Source(s): Authors' data generated from SmartPLS (version 4.1.0.9)

Table 5. Structural Effect

	R2	SRMR	NFI
TUGC	0.624		
VI	0.658	0.059	0.832

Source(s): Authors' data generated from SmartPLS (version 4.1.0.9)

The AVE values for the constructs, which are used to assess discriminant validity, were found to exceed the squared correlations of each latent variable (Fornell and Larcker, 1981). As shown in Table 3, the square roots of the AVE values are presented in bold, while the non-bolded values represent the intercorrelations between the constructs. All off-diagonal values were lower than the square roots of the

Driving Tourist Intentions Through User-Generated Content: Evidence from Structural Equation Modeling

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

AVE, thereby meeting Fornell and Larcker's (1981) criterion for discriminant validity. Furthermore, the PLS algorithm results, as shown in Table 4, reveal that all Heterotrait-Monotrait (HTMT) ratios for the latent constructs are below the threshold of 1.00 (Henseler et al., 2015), indicating that there are no issues with discriminant validity based on the HTMT criterion. While some scholars recommend an HTMT threshold of 0.85 (Hair et al., 2021), Gold et al. (2001) suggest a threshold of 0.90, provided that other indicators of discriminant validity, such as the Fornell-Larcker criterion, are also satisfied. The Standardized Root Mean Squared Residual (SRMR) in this study was 0.059. The Normed Fit Index (NFI) score is 0.832, indicating a good fit, an acceptable number. The fitness of the research model revealed a satisfactory fit that shows in Table 5.

5.2 Test of hypotheses

The primary objective of this study was to evaluate the predictive power of the endogenous variables within the model (Sarstedt et al., 2014). The assessment of the structural model using PLS-SEM was based on several key criteria, including the strength of path coefficients, R^2 values (which reflect prediction accuracy), and f^2 (effect size) (Hair et al., 2017). Out of the seven hypotheses tested, H1, H3, H4, H5, H6, H7 were supported, while H2 was not supported. A summary of the findings is provided in Table 5 and Table 6 and also in Figure 1. To assess the strength of the relationships in the model, the coefficient of determination (R^2) was calculated. According to the guidelines of Hair et al. (2011) and Henseler et al. (2009), R^2 values of 0.75, 0.50, and 0.25 correspond to substantial, moderate, and modest levels of prediction accuracy, respectively. In this study, the R^2 values were used to evaluate the predictive accuracy of the structural model, as shown in Figure 1.

Table 6. Path Coefition Result (Direct Effect)

	VIF	P Coef.	P values	R^2	F^2	T	Decision
H1. FUGC-> TUGC	1.730	0.205	0.007		0.064	2.680	Supported
H2. FUGC-> VI	1.841	-0.032	0.555		0.002	0.591	Not Supported
H4. EUGC -> TUGC	1.730	0.641	0.000		0.632	9.314	Supported
H5. EUGC -> VI	2.823	0.328	0.000		0.111	3.991	Supported
H7. TUGC-> VI	2.658	0.552	0.000	0.624	0.335	6.603	Supported

Source(s): Authors' data generated from SmartPLS (version 4.1.0.9)

Table 7. Path Coefition Result (Indirect Effect)

	P Coef	P values	F^2	T	Decision
H3. FUGC-> TUGC-> VI	0.113	0.008	0.064	2.633	Supported
H6. EUGC -> TUGC->VI	0.354	0.000	0.632	5.159	Supported

Source(s): Authors' data generated from SmartPLS (version 4.1.0.9)
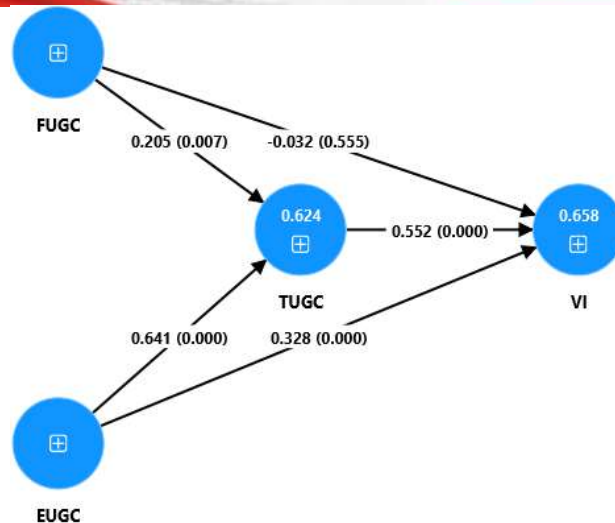
Figure 1. Structural Model. Source(s): Adapted from SmartPLS (version *4.1.0.9*)

Effect size (f^2) values were calculated to assess the impact of exogenous constructs on endogenous constructs (Hair et al., 2017). According to the guidelines, effect sizes of 0.02, 0.15, and 0.35 represent small, medium, and substantial effects, respectively, on the relationship between constructs. A value below 0.02 indicates no significant effect. The results of this study show that TUGC (trust in user-generated content) has a substantial effect on VI (visit intention) with an f^2 value of 0.335. While, EUGC (emotional UGC) also has small effect on VI with an f^2 value of 0.111. EUGC demonstrates a strong effect on TUGC ($f^2 = 0.632$). In contrast, FUGC (factual UGC) shows no significant impact on either TUGC ($f^2 = 0.002$) or VI ($f^2 = 0.064$).

Regarding the mediation effect, the f^2 value for mediation, referred to as the upsilon-v statistic, is derived by squaring the mediation coefficient. According to Lachowicz et al. (2018), the mediation effect is considered low (0.02), moderate (0.075), or high (0.175). This study indicates a low mediation effect of FUGC on VI through TUGC with an f^2 value of 0.064. In contrast, the mediation effect of EUGC on VI through TUGC shows an f^2 value of 0.632, indicating a strong mediation effect, where emotionally-driven UGC influences visit intention through trust in UGC.

A pivotal study by Ghaly (2023) highlights that UGC is perceived as a more credible source of information for motivating visit intentions, especially among Generation Z, compared to social media influencers (SMIs). This underscores the importance of trust in UGC, as users tend to act on content they view as authentic and reflective of real experiences. The findings align with Sparks and Browning's (2011) research, which demonstrates that positive online reviews significantly enhance consumers' trust and their booking intentions for hotels. The persuasive nature of positive reviews reinforces the idea that trust in UGC is directly related to the intention to visit.

Additionally, Sparks et al. (2013) emphasize that tourists consider information shared by other consumers to be particularly useful and trustworthy, which directly influences their attitudes and purchase intentions. This relationship is critical because it suggests that the perceived usefulness of UGC, combined with its trustworthiness, can drive increased visit intentions. Similarly, Filieri et al. (2015) found that trust in consumer-generated media has a significant impact on recommendation adoption and word-of-mouth behavior, both of which are key factors in visit intention. The emotional experiences users share through UGC are often perceived as authentic and relatable, strengthening the inclination to visit the featured destinations. This finding is consistent with Xu et al. (2021), who discovered that emotional UGC has a greater influence on tourists' perceived value of a destination than factual UGC. The

Driving Tourist Intentions Through User-Generated Content: Evidence from Structural Equation Modeling

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

emotional connection established through UGC can significantly enhance a destination's overall image, thereby motivating visit intentions. In contrast, the relationship between FUGC on TUGC and VI (H1 & H3) is positive but not statistically significant. While a destination's product offerings (such as culture, architecture, and activities) presented in FUGC may influence visit intentions (Um and Chung, 2019), these are primarily driven by the tourist's interest and ability to visit (Setiawan et al., 2022). Additionally, FUGC often lacks the emotional appeal necessary to inspire tourists to visit. Wang's study (2015) on the influence of electronic word-of-mouth (eWOM) on tourists' visit intentions suggests that, although factual information plays a role, it is emotional content that more strongly drives visit intentions. The research indicates that tourists are more influenced by the emotional quality of the content rather than its factual accuracy, pointing to the limitations of factual UGC in motivating travel decisions.

Ghaly (2023) further indicates that Generation Z travelers are more likely to trust and be influenced by emotional UGC over factual UGC when making travel decisions. This demographic's preference for authentic, relatable experiences suggests that factual UGC, which may lack personal narratives and emotional depth, is less effective in motivating visit intentions. Moreover, Yamagishi (2023) highlights the mediating role of trust in UGC (TUGC) between UGC and tourist visit intention, showing that emotional content can strengthen users' trust in the information they encounter. Ayeh et al. (2013) support this view, emphasizing the importance of credibility in UGC. They argue that emotional connections can enhance users' attitudes toward content, fostering trust. The emotional engagement elicited by UGC can lead to a stronger belief in the authenticity and reliability of the information shared, as users tend to perceive emotionally charged content as more relatable and trustworthy.

6. Conclution and Discussion
6.1 Conclution

This study demonstrates that user-generated content (UGC), particularly trust in UGC (TUGC) and emotional UGC (EUGC) influences tourist visit intentions (VI). The results confirm that consumers, place greater value on the authenticity and emotional appeal of content shared by other users rather than the factual accuracy alone. Trust in UGC and its emotional quality play central roles in shaping attitudes and behavioral intentions, suggesting that emotionally engaging content is more effective at motivating tourists to visit a destination than factual content. As EUGC is shown to have the strongest effect on TUGC, it is crucial for tourism marketers to focus on creating content that resonates emotionally with potential tourists. By fostering authentic, relatable, and emotionally compelling narratives, tourism destinations can build trust with their audience and ultimately drive increased visit intentions. In contrast, while FUGC provides useful information about a destination, it does not have the same level of influence on VI, especially without emotional appeal. These findings suggest that marketers should move beyond simply providing factual information and instead prioritize content that builds emotional connections and trust. Overall, the study underscores the importance of emotional and trust-based content in influencing tourist behavior and offers valuable implications for tourism marketing strategies in the digital age. Future research could explore how different types of emotional content (e.g., happiness, adventure, nostalgia) may vary in their influence on tourist behavior and expand the understanding of how UGC shapes consumer decision-making processes.

6.2 Theoritical Implication

The findings of this study offer several important theoretical implications that advance our understanding of how user-generated content (UGC) influences tourist visit intentions (VI). First, the study highlights the central role of trust in UGC (TUGC) in shaping visit intentions. The significant effect of TUGC on VI suggests that consumers are more likely to act on content they perceive as authentic and trustworthy, aligning with existing theories on the importance of trust in digital content (Sparks & Browning, 2011; Filieri et al., 2015). This reinforces the idea that trust acts as a key mediator between

UGC and consumer behavior in the tourism context. Moreover, the study's finding that emotional UGC (EUGC) has a strong impact on TUGC provides new insights into the relationship between emotional engagement and trust. The strong emotional appeal of EUGC appears to enhance the perceived credibility of the content, making it more likely to influence tourists' intentions to visit a destination. This builds on theories suggesting that emotionally engaging content fosters greater trust and more significant behavioral outcomes (Yamagishi, 2023; Ayeh et al., 2013).

In contrast, the study's results show that factual UGC (FUGC) has a minimal impact on both TUGC and VI, indicating that purely factual content may not be as effective in motivating tourists to visit a destination. This challenges traditional models that emphasize the importance of factual information in decision-making (Um & Chung, 2019), suggesting that emotional content may play a more significant role in driving visit intentions. The findings also contribute to the growing body of research on the credibility of UGC, showing that emotional content not only engages tourists but also strengthens their trust in the information presented, which is a critical factor in their decision-making process. The study also extends the theoretical frameworks that link UGC with consumer behavior in tourism, emphasizing the need to differentiate between types of UGC and their varying impacts on trust and visit intentions. Overall, this study deepens our understanding of how emotional and trust-based content in UGC influences tourist decision-making, offering new perspectives for both theory and practice in tourism marketing.

6.3 Practical Implication

The practical implications of this study are valuable for tourism marketers, destination managers, and content creators who aim to influence tourists' decision-making and increase visit intentions. The findings emphasize the importance of trust in user-generated content (TUGC) and emotional user-generated content (EUGC) as key drivers of visit intentions. These insights can be applied in several ways to enhance tourism marketing strategies. First, tourism marketers and destination management organizations (DMOs) should prioritize encouraging and promoting emotional UGC from tourists. Since emotional content significantly influences trust and is a stronger driver of visit intentions, creating a platform for tourists to share their authentic, emotional experiences—such as personal stories, memories, and emotional reactions to destinations—can be more effective than focusing solely on factual information. Encouraging tourists to post content that highlights their emotional connections to a destination, such as feelings of awe, joy, or excitement, can create a powerful appeal for potential visitors.

Second, this study underscores the need for tourism marketers to build trust in UGC. Tourists tend to trust content that they perceive as authentic and reflective of real experiences, especially over influencer content or traditional advertising. Destinations and tourism brands should foster environments where tourists feel comfortable sharing their genuine experiences and provide incentives for producing high-quality, trustworthy content. This could involve creating review platforms or social media campaigns where tourists are encouraged to share stories and feedback about their experiences. Additionally, tourism brands should actively engage with this content by responding to reviews and posts, which can further build trust and credibility.

Third, tourism marketers should be aware of the limitations of factual UGC (FUGC). While factual information about destinations—such as details on activities, accommodations, and local culture—can provide valuable insights, this study suggests that it does not have the same emotional appeal or trust-building capacity as EUGC. Therefore, relying too heavily on factual content or promotional materials may not be as effective in driving tourist behavior as emotional stories or testimonials. Instead, tourism marketing efforts should blend factual UGC with emotional content to create a more balanced and compelling narrative that resonates with potential visitors. Additionally, the study suggests that targeting

Driving Tourist Intentions Through User-Generated Content: Evidence from Structural Equation Modeling

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

Generation Z travelers—who are more likely to trust and engage with emotional UGC over factual UGC—can be a strategic focus for marketers. As this demographic places a high value on authenticity and personal connection, tourism brands should tailor their marketing efforts to appeal to these preferences. Engaging with Generation Z through emotionally driven, user-generated content campaigns on social media platforms can be a particularly effective approach. Finally, the findings encourage destination marketers to incorporate trust-building strategies into their digital content strategies. Since TUGC is a significant predictor of visit intentions, tourism businesses should work to establish a reputation for transparency, reliability, and authenticity in their online communications. This could include displaying user-generated reviews and testimonials prominently on websites, collaborating with past visitors to create content, and ensuring that the content shared by tourists is featured in a way that enhances trust and credibility

6.4 Limitation and Future Works

The study's limitations suggest several important directions for future research. First, the sample may be limited in scope, potentially focusing on a specific demographic or geographic region, which could impact the generalizability of the findings. Future studies could explore cross-cultural differences to understand how perceptions of UGC vary across different countries or cultural contexts. Additionally, while this study relied on a cross-sectional design, future research could employ longitudinal studies to examine how UGC influences tourist visit intentions over time, providing a clearer picture of long-term effects. Another limitation is the focus on only two types of UGC (emotional and factual), which may oversimplify the complexities of user-generated content. Future studies could explore other dimensions, such as visual content (e.g., photos and videos) or social influence, and investigate how these factors combine to influence trust and visit intentions. Furthermore, while visit intention was the primary outcome variable, other behavioral outcomes such as actual visitation, repeat visitation, and destination loyalty were not explored.

Future research could examine these longer-term behaviors to better understand how UGC shapes the entire tourism decision-making process. It would also be valuable to study the effects of UGC across different social media platforms, as each platform may have unique dynamics that influence how emotional or factual content is perceived. Finally, future research could segment tourists by demographic factors like age, income, or travel experience to identify how different tourist segments respond to UGC, allowing for more tailored and effective marketing strategies. By addressing these limitations, future studies can provide deeper insights into the complexities of UGC and its role in shaping tourist behavior.

REFERENCES

Agarwal, M. (2020), "Importance of user generated content as a part of social media marketing that drives customer's brand awareness and purchase intentions", The International Journal of Analytical and Experimental Modal Analysis, Vol. 12 No. 2, p. 3071.

Anderson, J.C. and Gerbing, D.W. (1988), "Structural equation modeling in practice: a review and recommended two-step approach", Psychological Bulletin, Vol. 103 No. 3, pp. 411-423.

Angelopoulos, S., Brown, M., McAuley, D., Merali, Y., Mortier, R. and Price, D. (2021), "Stewardship of personal data on social networking sites", International Journal of Information Management, Vol. 56, 102208.

Athwal, N., Istanbulluoglu, D. and McCormack, S.E. (2019), "The allure of luxury brands' social media activities: a uses and gratifications perspective", Information Technology and People, Vol. 32 No. 3, pp. 603-626.

Ayeh, J.K., Au, N. and Law, R. (2013), "Do we believe in TripAdvisor? Examining credibility

Bhati, A.S., Mohammadi, Z., Agarwal, M., Kamble, Z. and Donough-Tan, G. (2020), "Motivating or manipulating: the influence of health-protective behaviour and media engagement on post-COVID-19 travel", Current Issues in Tourism, Vol. 24 No. 15, pp. 2088-2092.

Buhalis, D., L_opez, E.P. and Martinez-Gonzalez, J.A. (2020), "Influence of young consumers' external and internal variables on their e-loyalty to tourism sites", Journal of Destination Marketing and Management, Vol. 15, 100409.

Carlson, J., Rahman, M.M., Taylor, A. and Voola, R. (2019), "Feel the VIBE: examining value-in-thebrand- page-experience and its impact on satisfaction and customer engagement behaviours in

ÇELİK, SEDAT & Dedeoğlu, Bekir. (2019). Psychological factors affecting the behavioral intention of the tourist visiting Southeastern Anatolia. Journal of Hospitality and Tourism Insights. ahead-of-print. 10.1108/JHTI-01-2019-0005.

Chen, Y., Shang, R. and Li, M. (2014), "The effect of perceived relevance of travel blogs' content on the behavioural intention to visit a tourist destination", Computers in Human Behaviour, Vol. 30, pp. 787-799.

Cheng, Y., Wei, W. and Zhang, L. (2020), "Seeing destinations through vlogs: implications for leveraging customer engagement behavior to increase travel intention", International Journal of Contemporary Hospitality Management, Vol. 32 No. 10, pp. 3227-3248.

Cheung, M.L., Pires, G. and Rosenberger, P.J. III (2020), "Exploring synergetic effects of social-media communication and distribution strategy on consumer-based Brand equity", Asian Journal of Business Research, Vol. 10 No. 1, pp. 126-149.

Daxböck, J., Dulbecco, M., Kursite, S., Rus, A., Yu, C., & Egger, R. (2021). The implicit and explicit motivations of tourist behaviour in sharing travel photographs on instagram: a path and cluster analysis., 244-255. https://doi.org/10.1007/978-3-030-65785-7_22

Del Chiappa, G., Lorenzo-Romero, C. and Alarcon-del-Amo, M.D.C. (2018), "Profiling tourists based on their perceptions of the trustworthiness of different types of peer-to-peer applications", Current Issues in Tourism, Vol. 21 No. 3, pp. 259-276.

Donthu, N. and Gustafsson, A. (2020), "Effects of COVID-19 on business and research", Journal of Business Research, Vol. 117, pp. 284-289

Fan, A., Shen, H., Wu, L., Mattila, A.S. and Bilgihan, A. (2018), "Whom do we trust? Cultural differences in consumer responses to online recommendations", International Journal of Contemporary Hospitality Management, Vol. 30 No. 3, pp. 1508-1525.

Fehrest, F., Sadry, B. N., & Pour, F. S. (2021). *The Effect of User-Generated Contents on Travelers' Selection of Environmentally Friendly Guesthouses*. *16*, 141–155. https://doi.org/10.1108/s1745-354220200000016010

Filieri, R. and McLeay, F. (2014), "E-WOM and accommodation: an analysis of the factors that influence travelers", Journal of Travel Research, Vol. 53 No. 1, pp. 44-57.

Filieri, Raffaele & McLeay, Fraser. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. Tourism Management. 51. 10.1016/j.tourman.2015.05.007.

Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", Journal of Marketing Research, Vol. 18 No. 1, pp. 39-50.

Ghaly, Meril. (2023). The influence of user-generated content and social media travel influencers credibility on the visit intention of Generation Z. Journal of Association of Arab Universities for Tourism and Hospitality. 24. 367-382. 10.21608/jaauth.2023.218047.1477.

Gold, A.H., Malhotra, A. and Segars, A.H. (2001), "Knowledge management: an organizational capabilities perspective", Journal of Management Information Systems, Vol. 18 No. 1, pp. 185-214.

Driving Tourist Intentions Through User-Generated Content: Evidence from Structural Equation Modeling

Sarah Madaniah[1], Eunike Al Grea[2], Atika Arfa Matondang[3], Syafrizal Helmi Situmorang[4]

Gruen, T.W., Osmonbekov, T. and Czaplewski, A.J. (2006), "eWOM: the impact of customer-to-customer online know-how exchange on customer value and loyalty", Journal of Business Research, Vol. 59 No. 4, pp. 449-456

Hair, J.F. Jr, Hult, G.T.M., Ringle, C. and Sarstedt, M. (2017), A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), Sage Publications.

Hair, J.F. Jr, Hult, G.T.M., Ringle, C. and Sarstedt, M. (2017), A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), Sage Publications.

Hair, J.F. Jr, Sarstedt, M., Matthews, L.M. and Ringle, C.M. (2016), "Identifying and treating

Hair, J.F., Astrachan, C.B., Moisescu, O.I., Radomir, L., Sarstedt, M., Vaithilingam, S. and Ringle, C.M. (2021), "Executing and interpreting applications of PLS-SEM: updates for family business researchers", Journal of Family Business Strategy, Vol. 12 No. 3, p. 100392.

Hair, J.F., Astrachan, C.B., Moisescu, O.I., Radomir, L., Sarstedt, M., Vaithilingam, S. and Ringle, C.M. (2021), "Executing and interpreting applications of PLS-SEM: updates for family business researchers", Journal of Family Business Strategy, Vol. 12 No. 3, p. 100392.

Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011), "PLS-SEM: indeed a silver bullet", Journal of Marketing Theory and Practice, Vol. 19 No. 2, pp. 139-152.

Hassan, S.B. and Soliman, M. (2021), "COVID-19 and repeat visitation: assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal", Journal of Destination Marketing and Management, Vol. 19, 100495.

Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A new criterion for assessing discriminant validity in variance-based structural equation modeling", Journal of the Academy of Marketing Science, Vol. 43 No. 1, pp. 115-135.

Henseler, J., Ringle, C.M. and Sinkovics, R.R. (2009), "The use of partial least squares path modeling in international marketing", in New Challenges to International Marketing, Emerald Group Publishing, pp. 277-319.

Hudson, M. (2019), "What is social media?", available at: https://www.thebalancesmb.com/what-issocial-media-2890301 (accessed 26 February 2023).

Iglesias-Sánchez, P., Correia, M., Jambrino-Maldonado, C., & Pedrosa, C. (2020). Instagram as a co-creation space for tourist destination image-building: algarve and costa del sol case studies. Sustainability, 12(7), 2793. https://doi.org/10.3390/su12072793

Jaya, I.P.G.I.T. and Prianthara, I.B.T. (2020), "Role of social media influencers in tourism destination image: how does digital marketing affect purchase intention?", in 3rd International Conference on Vocational Higher Education (ICVHE 2018), Atlantis Press, pp. 9-20.

Kerstetter, D. and Cho, M.H. (2004), "Prior knowledge, credibility and information search", Annals of Tourism Research, Vol. 31 No. 4, pp. 961-985.

Khan, A., Senin, A., Zulfiqar, U., & Ashfaq, J. (2022). Influence of user generated content (ugc) on tourist satisfaction in pre-purchase period of tourism in pakistan. International Journal of Academic Research in Business and Social Sciences, 12(1). https://doi.org/10.6007/ijarbss/v12-i1/12237

Kietzmann, J.H., Hermkens, K., McCarthy, I.P., Silvestre, B.S., 2011. Social media? Get serious! Understanding the functional building blocks of social media. Bus. Horiz. 54 (3), 241–251. https://doi.org/10.1016/j.bushor.2011.01.005.

Kim, H. and Stepchenkova, S. (2015), "Effect of tourist photographs on attitudes towards destination: manifest and latent content", Tourism Management, Vol. 49, pp. 29-41.

Kim, I. K. (2010). Applying content analysis to web-based content. Journal of Computing and Information Technology, 18(4), 369–375

Knowles, J.R., Ettenson, P.L. and Dollens, J. (2020), "Growth opportunities for brands during the COVID-19 crisis", MIT Sloan Management Review, Vol. 61 No. 4, pp. 2-6.

Kock, N. (2015), "Common method bias in PLS-SEM: a full collinearity assessment approach", International Journal of E-Collaboration, Vol. 11 No. 4, pp. 1-10.

Kock, N. and Lynn, G. (2012), "Lateral collinearity and misleading results in variance-based SEM: an illustration and recommendations", Journal of the Association for Information Systems, Vol. 13 No. 7, available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id52152644

Li, Sihan & Li, Yongli & Liu, Chao & Fan, Ningyuan. (2023). How do Different Types of User-Generated Content Attract Travelers? Taking Story and Review on Airbnb as the Example. Journal of Travel Research. 63. 2023. 10.1177/00472875231158588.

Li, X.R., Petrick, J.F. and Zhou, Y.N. (2008), "Towards a conceptual framework of tourists' destination knowledge and loyalty", Journal of Quality Assurance in Hospitality and Tourism, Vol. 8 No. 3, pp. 79-96.

Lin, M.S., Liang, Y., Xue, J.X., Pan, B. and Schroeder, A. (2021), "Destination image through social media analytics and survey method", International Journal of Contemporary Hospitality Management, Vol. 33 No. 6, pp. 2219-2238.

Liu, T., Xia, J., & Crowe-Delaney, L. (2020). Tourism information diffusion through snss: a theoretical investigation. Sustainability, 12(5), 1731. https://doi.org/10.3390/su12051731

Luo, Q. and Zhong, D. (2015), "Using social network analysis to explain communication characteristics of travel-related electronic word-of-mouth on social networking sites", Tourism Management, Vol. 46, pp. 274-282.

Lwin, M., Phau, I., Huang, Y.A. and Lim, A. (2014), "Examining the moderating role of rational-versus emotional-focused websites: the case of boutique hotels", Journal of Vacation Marketing, Vol. 20 No. 2, pp. 95-109.

Massarani, Luisa & Scalfi, Graziele & Neves, Rosicler & Dahmouche, Monica & Bento, Luiz. (2023). Family visits to a biodiversity exhibit: An analysis of emotional responses during free visits and visits mediated by explainers. Cultures of Science. 6. 10.1177/20966083231183255.

Mehmood, Shafaqat, Changyong Liang, and Dongxiao Gu. 2018. "Heritage Image and Attitudes toward a Heritage Site: Do They Really Mediate the Relationship between User-Generated Content and Travel Intentions toward a Heritage Site?" Sustainability 10, no. 12: 4403. https://doi.org/10.3390/su10124403

mobile social media", Journal of Retailing and Consumer Services, Vol. 46, pp. 149-162

Pentina, I. and Koh, A.C. (2012), "Exploring social media marketing strategies in SMEs", International Journal of Internet Marketing and Advertising, Vol. 7 No. 4, pp. 292-310.

Perceptions and online travelers' attitude toward using user-generated content", Journal of Travel Research, Vol. 52 No. 4, pp. 437-452.

Sakshi, Tandon, U., Ertz, M. and Bansal, H. (2020), "Social vacation: proposition of a model to understand tourists' usage of social media for travel planning", Technology in Society, Vol. 63, 101438.

Sarstedt, M., Hair, J.F., Jr, Cheah, J.H., Becker, J.M. and Ringle, C.M. (2019), "How to specify, estimate, and validate higher-order constructs in PLS-SEM", Australasian Marketing Journal (AMJ), Vol. 27 No. 3, pp. 197-211.

Sarstedt, M., Ringle, C.M., Smith, D., Reams, R. and Hair, J.F., Jr (2014), "Partial least squares structural equation modeling (PLS-SEM): a useful tool for family business researchers", Journal of Family Business Strategy, Vol. 5 No. 1, pp. 105-115.

Setiawan, S., Utami, N.P., Dwi Anggara, M.A.K., Fikriansyah, M.R., Nofriansyah, M.D., Azzahra, R. and Hidayanto, A.N. (2022), "Intention to visit tourist destinations: the effect of using mobile tourism

recommender system on visit intention by using TTF aspects, technological features, and social motivation", Jurnal Sistem Informasi, Vol. 18 No. 1, pp. 45-61.

Seyfi S., Rastegar, R., Rasoolimanesh, S.M. and Hall, C.M. (2023), "A framework for understanding media exposure and post-COVID-19 travel intentions", Tourism Recreation Research, Vol. 48 No. 2, pp. 305-310.

Shao, G. (2009), "Understanding the appeal of user-generated media: a uses and gratification perspective", Internet Research, Vol. 19 No. 1, pp. 7-25.

Sparks, Beverley & Browning, Victoria. (2011). The impact of online reviews on hotel booking intentions and perception of trust. Tourism Management - TOURISM MANAGE. 32. 1310-1323. 10.1016/j.tourman.2010.12.011.

Sparks, Beverley & Perkins, Helen & Buckley, Ralf. (2013). Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior. Tourism Management. 39. 1-9. 10.1016/j.tourman.2013.03.007.

Susanto, E., Gaffar, V., Disman, D., & Furqon, C. (2024). Influencing Travel Decisions: Social Media's Role in Destination Perception and Visit Intentions. *African Journal of Hospitality, Tourism and Leisure*, *13*(3), 531–539. https://doi.org/10.46222/ajhtl.19770720.537

Um, T. and Chung, N. (2019), "Does smart tourism technology matter? Lessons from three smart tourism cities in South Korea", Asia Pacific Journal of Tourism Research, Vol. 26 No. 4, pp. 396-414.

unobserved heterogeneity with FIMIX-PLS: part I–method", European Business Review, Vol. 28 No. 1, pp. 63-76.

Wang, P. (2015). Exploring the influence of electronic word-of-mouth on tourists' visit intention. Journal of Systems and Information Technology, 17(4), 381-395. https://doi.org/10.1108/jsit-04-2015-0027

Wang, S., Kirillova, K. and Lehto, X. (2017), "Reconciling unsatisfying tourism experiences: message type effectiveness and the role of counterfactual thinking", Tourism Management, Vol. 60, pp. 233-243

Wijaya, C. O., Wijaya, S., & Jaolis, F. (2024). The influence of social media content on attitude, destination image and intention of female Muslim travelers to visit halal destinations: comparison between UGC and FGC. *Journal of Islamic Marketing*. https://doi.org/10.1108/JIMA-08-2023-0235

Wu, X. and Lai, I.K.W. (2022), "The use of 360-degree virtual tours to promote mountain walking tourism: stimulus–organism–response model", Information Technology and Tourism, Vol. 24 No. 1, pp. 85-107.

Xu, H., Cheung, L.T., Lovett, J., Duan, X., Pei, Q. and Liang, D. (2023), "Understanding the influence of user-generated content on tourist loyalty behavior in a cultural World Heritage Site", Tourism Recreation Research, Vol. 48 No. 2, pp. 173-187.

Xu, Han & Cheung, Lewis & Lovett, Jon & Duan, Xialei & Pei, Qing & Liang, Dan. (2021). Understanding the Influence of User-Generated Content on Tourist Loyalty Behavior in a cultural World Heritage Site. Tourism Recreation Research. 48. 1-15. 10.1080/02508281.2021.1913022.

Xue, P., Hou, L., Liu, K., & Niu, H. (2018). Do reviews from friends and the crowd affect online consumer posting behaviour differently?. Electronic Commerce Research and Applications, 29, 102-112. https://doi.org/10.1016/j.elerap.2018.01.007

Yamagishi, K., Canayong, D., Domingo, M., Maneja, K. N., Montolo, A., & Siton, A. (2024). User-generated content on Gen Z tourist visit intention: a stimulus-organism-response approach. *Journal of Hospitality and Tourism Insights*, *7*(4), 1949–1973. https://doi.org/10.1108/JHTI-02-2023-0091

Yang, S., Isa, S.M. and Ramayah, T. (2022), "How are destination image and travel intention influenced by misleading media coverage? Consequences of COVID-19 outbreak in China", Vision: The Journal of usiness Perspective, Vol. 26 No. 1, pp. 80-89.

Supplementary Appendix.

Table A.1

Constructs	Indicators	Reference
Factual User-Generated Content (FUGC)	FUGC1: Knowledge about the place as a destination. FUGC2: Information about the history of the destination. FUGC3: Destination provides information related to cultural or other events	Adopted from Yamagishi et al. (2023)
Emotional User-Generated Content (EUGC)	EUGC1: The destination feels very beautiful. EUGC2: The destination has a significant sense of history. EUGC3: Deep attraction to its natural scenery and historical buildings. EUGC4: Strong liking for the place/destination. EUGC5: Increased interest in traveling to that destination. EUGC6: Inspiration to visit historical and cultural buildings. EUGC7: The destination seems worth traveling to.	Yamagishi et al. (2023)
Trust in User-Generated Content (TUGC)	TUGC1: Social media comments about the destination are true. TUGC2: Photos/videos on social media match the real situation. TUGC3: UGC helps set expectations for the destination. TUGC4: Confidence in the reliability of posted experiences. TUGC5: Expectation that tourism companies will meet what is promised based on UGC.	Adopted from Yamagishi et al. (2023)
Visit Intention (VI)	VI1: Willing to visit the destination shown in the content in the future VI2: Choose the destination in the content than any other destination VI3: Willing to plan to visit the destination shown in the content in the future VI4: Motivates to visit the destination after seeing the content	Adopted from Bandinelli (2020)

Source(s): Authors' own creation/work