Social Media-Based Behavior To Promote Tourist Destination

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Abstract

Purpose – Theaims of this study is to investigate social media-based behavior and its potential to promote tourist destination among Indonesian tourism university students. Design/methodology approach – The methodology used in this study were quantitative and qualitative approaches as a complementary way. Data were collected from a total of 321 tourism university students. Findings – The research finding strongly support tourism student behavior as consistent with previous literature with some behavior that tourism student is high dependent on social media with low ability in making blog, vlog and forum. Another important finding, social media lead to the opportunities of Indonesia tourism university student doing business in tourism field. Originality/value – The original contribution is that this study not only provide valuable information about young consumer behavior in using social media, but also enriches the existing literature, specially concentrating on Indonesian behavioral background. To the best of author knowledge, this study is the first study specifically focusing in Indonesian tourism university student behavior in promoting tourist destination through the social media.

Keywords Social Media, Indonesian tourism student, promoting tourist destination

Comportamiento Basado En Las Redes Sociales Para Promover El Destino Turístico

Resumen

Propósito: El objetivo de este estudio es investigar el comportamiento basado en las redes sociales y su potencial para promover el destino turístico entre los estudiantes universitarios de turismo de Indonesia. Enfoque de diseño / metodología: la metodología utilizada en este estudio fueron enfoques cuantitativos y cualitativos como forma complementaria. Se recopilaron datos de un total de 321 estudiantes universitarios de turismo. Hallazgos: el hallazgo de la investigación respalda firmemente el comportamiento de los estudiantes de turismo como coherente con la literatura anterior, y algunos comportamientos indican que el estudiante de turismo depende en gran medida de las redes sociales con poca capacidad para crear blogs, vlogs y foros. Otro hallazgo importante, las redes sociales conducen a las oportunidades de que un estudiante universitario de turismo de Indonesia haga negocios en el campo del turismo. Originalidad / valor: la contribución original es que este estudio no solo proporciona información valiosa sobre el comportamiento del consumidor joven en el uso de las redes sociales, sino que también enriquece la literatura existente, concentrándose especialmente en los antecedentes de comportamiento de Indonesia. Según el mejor conocimiento del autor, este estudio es el primer estudio centrado específicamente en el comportamiento de los estudiantes universitarios de turismo de Indonesia en la promoción del destino turístico a través de las redes sociales.

Palabras clave Redes sociales, estudiante de turismo indonesio, promoción del destino turístico

Introduction

Since the internet was first introduce in the tourism business as one of the important channels of marketing communications, the tourism business volumeshown as the highest online transaction (Werthner and Ricci, 2004;Akehurst, 2009). In tourism services, social media has become an important and effective marketing channel (Zeng and Gerritsen, 2014). In tourism business, the development of social media provides opportunities and challenges (Werthner and Ricci, 2004;Akehurst, 2009). The strong relation between information technology and the tourism industry has made social media as an important and popular channel for travel issues, such

more than 80 per cent of online consumers make purchase decision related to travel. 17 per cent of the surveyed online traveler have ever posted travel material online (Yoo and Gretzel, 2011). The use of social media is at every stage of travel, not only limited to the pre-tour stage, such as travel plans, destination chosen, hotel reviews, tour guides and suggestion for restaurants (Pantano and Di Pietro, 2013;Fotis et al, 2012).

In tourism industry, consumer behavior is affected dominantly by social media, especially byGeneration Y (Gen Y) who's an active social media users. Gen Y has easy access and technology use as well as internet dependency than any other group (Kandell, 1998). Gen Y is a group that use social media to interact with others (Palfrey & Gasser, 2008) and believed has high tolerant and better-traveled generation than their parents with responsible attitude (Furlow, 2011).

Although social media trend is growing as marketing communication channel, the empirical data in explaining the role of social media in tourism context especially in Gen Y travel behavior is still rare. Within this context, the present exploratory study in understanding the use of social mediahas outlined Indonesian tourism university students' behavior in promoting tourist destination.

This study aim to provide answer to two main questions:

Q.1. How are the Indonesian tourism university student behavior in using social media?

Q.2. Are the social media potential to promote tourist destination among Indonesian tourism university students?

Theoretical Background

Hospitality and tourism companies acknowledge the strong influence of social media and play a significant role as tourist information source (Xiang and Gretzel, 2010; Litvin et al, 2008; Kiralova and Pavliceka, 2014). Social media provide tools to produce and distribute information (Pietro et al 2012) and believed as a powerful communication and information platform for people before choosing tourist destination (Dinal and Sabou, 2012). Social media influence the way people plan and consume travel-related product (Ghandour and Bakalova, 2014), that seems to offer the information and the solutions users need to design their own travel packages (Engvall et al., 2012) as well as a sales channel (Kiralova and Pavliceka, 2014) for tourist destination.

The role of social media in tourism increase many tourism research topics (Zeng, 2013; Law et al, 2014; Leung et al, 2013), especially in the search for information and influence the decision of tourist behavior (Fotis

et al, 2012; Gretzel and Yoo, 2013, Law et al, 2014); consumers' decision making processes and its high potential for promoting tourism services (Ayeh et al, 2012; Bradburry, 2011) as well as identifying consumer needs and interaction with prospective client using communication media (Noti, 2013). Xiang and Gretzel (2010) also highlight that social media have been widely used by travelers to search, organize and share their travel experiences through blogs, microblogs (e.g. Twitter), online communities (e.g. Facebook, TripAdvisor), media sharing sites (e.g. Flicks and You Tube)and the study of travel experiences (Bradburry, 2011) such as share their tourism experiences on the internet by generating travel review and recommendations (Kim and Fesenmaier, 2015; Rebeiro et al, 2014).

Numbers of study about social media user become the foundation in this research. Active social media users recognized as a group that has easy access and technology use (Kandell, 1998; Duffett, 2017) and identified as Gen Y (Brosdahl and Carpenter, 2011; Duffett, 2017). Several studies of social media arise on the activities in expanding and strengthening the social network (Smahel et al, 2012); interact with other groups (Palfrey and Gasser, 2008); increase the attention for destination and attract the interest of the youth (di Pietroet al, 2012). The study of Duffett (2017) also highlight that Gen Y have access to good infrastructure, fast broadband internet speeds, high access levels and sound information technology.

To summarize, social media are a good source of tourist destination information. These sources come in diverse social media used by gen Y. The expansion of social media has increase gen Y to spread the information about tourist destination on their social media accounts. The information regarding tourist destination are needed to plan touristvisit to destination. Gen Y are connected to about at least two or three social media account to express their existences' as a magnet of inter-connection. Gen Y are drive to spread information and promote tourist destination that mostly their experiences at the destination using their social media account.

From a theoretical viewpoint, the consumer perspective in social media platforms have fundamentally change tourist search and distribute information about tourism providers and tourism destinations as well as share experiences (Sotiriadis, 2017). Social media have empowered consumers to engage and participate in service-related process (Sigala et al, 2012). Visitors have many opportunities and involvement in marketing destination using social media (Kiralova and Pavliceka, 2015).

In many studies, young people is significant segment in the social media surveys (Bizirgiannia and Dionysopoulou, 2013; Ghandour, R and Baka-

lova, R, 2014; Valentine and Powers 2013). Young people trust online information sources (Dina and Sabou, 2012).The important of young people and social media has lead this study to focus on the behavior of Gen Y that represented by Indonesian tourism university student in promoting tourist destination.

Literature Review

The tourism consumer behavior have significantly transformed by the advance of communication technology. Internet has become first choice in the search of information about tourism destination and suppliers as well as become an important instrumentfor marketing tourism services (Benckendorff et al, 2014; Gretzel and Yoo, 2013; Sotiriadis, 2017). The development of communication technology have impact the travel and tourism industry, especially on business strategies (Cantallops and Salvi, 2014; Sotiriadis, 2017). Digital environment becomes an opportunity and challenges for tourism-related industry for routine business practice (Leung et al, 2013). Social media have become a vital aspect of tourism (Zeng, 2013). The research topic of social media in the tourism industry have shown an increasing interest to both scholars and researchers (Law et al, 2014; Leung et al, 2013).

Social media become an important issue in tourism, especially consumer behavior that focus on information search at all trip stages; pre-trip, during trip, and post-trip (Leung et al, 2013), tourism information search and decision making (Gretzel et al, 2011), consumer decision journey (Varkaris and Neuhofer, 2017). Users activities using social media include information search due to huge amount of information available (Xiang and Gretzel, 2010), content sharing with friend or family members (Bradbury, 2011), comment, reviews, and/or testimonials, rating (Junco, 2012; Gammet Interactive, 2011).Consumer use social media to search information related totheir travel needs (Ghandour, 2014).

Travel industry transform dramatically due to new generation of social interaction online and has change the way traveler explore, rank, analyze, purchase and consume products and services on the web (Hudson and Thal; 2013Buhalis and Law, 2008). Social media used for commercial needs because its ability to provide range of online information by creating, distributing and use by consumers. Online information provide knowledge and information about brands, products, services, personal needs and the latest issues (Mangold and Faulds, 2009; Lange-Faria and Elliot, 2012; Zheng and Gretzel, 2010). Social media is an online medium where users through internet-based application can share, participate and create content in the

form of blogs, wikis, forums, social networking and virtual world space supported by multimedia technology (Ministry of Trade, 2014). Form of user sharing experience in social media by writing, giving testimony, sharing picture and photos (Xiang and Gretzel, 2010; Kim and Fesenmaier, 2015). The above discussion lead to the important of social media used in travel-related study,it is clear that social media play a key role to travel stage at before, during, and after trip (Fotis et at., 2012).

Tourism is an interesting topics to many internet users that they create many accounts such as blogs, twitter, instagram, path and facebook while all that can easily be access through personal computers or smart phone as part of everyday use (Hamzah, 2013). Most commonly used social media in the tourism and hospitality business are Facebook,TripAdvisor, Twitter, YouTube, MySpace and Flicker (McCarthy et al., 2010; Sigala et al., 2012; Ayeh et al, 2012).Active social media users identified as a group that is vulnerable to internet dependency than any other group (Kandel, 1998). The use of internet by student is more important than other groups in general, because online activities can expand and strengthen the social network (Smahel, 2012). The study of Valentine and Power (2013) drawn the Gen Y as a college student due to attitudes and media habits are an active social media user.

Gen Y or millennial generation also called as digital natives (Prensky, 2001) are the first generation to spend time in a digital and information technology environment that affect their life and work (Wesner& Miller; 2008Bennett et al, 2008). Gen Y is a person born in between 1981-1999 (Brosdahl& Carpenter's, 2011). eMarketer (2011) explain that social media user has majority age in between 18-34 years old. Gen Y characteristic is individualistic, well educated, adaptable easily with technology (Syrett&Lammiman, 2003), and a materialistic nature with culture created by technological innovation (Hansaee&Aghasibeig, 2010). Although student understanding of technology is narrow and deep, they are proficient of text messaging and navigatingfacebook, but may not be so confident in using blogs wikis, or other shared article systems (Orlando, 2010).

The reason of Gen Y using social media is to interact with others (Palfrey and Gasser, 2008) such as with friends, family and clients; to socialize and experience a sense of group (Valkenburg et al, 2006), and staying in touch with friends (Lenhart and Madden, 2007).Gen Y like to value others' opinions in social media (eMarketer, 2011). Many studies shown that Gen Y actively contributes content, generating and combining content from several sources (Dye, 2007). Other uses of social media by Gen Y is to search

information, leisure or entertainment (Park et al, 2009). The extension Gen Y in using social media is willingness to give review and recommendation (Kim and Fesenmaier, 2015).

In tourism industry, social media used at all stages of travel experience includesbefore travel, during-travel and after travel. Social media used for decision making in travel dates, destination, hotel review, suggestion of restaurant or exhibition (Miguens et al, 2008; Buhalis and Law, 2008), to plan trip, traveling, promoting destination, and making tour package (Fotis et al, 2012; Ayeh et al, 2012; Bradbury, 2012); Ghandour and Bakalova, 2014; Engval et al, 2012). Social media is potential in promoting tourist destination by information search for destination, attraction, accommodation, and promotion (Xiang and Gretzel, 2010; Fotis et al, 2010; Sotriadis, 2017; Dinal and Sabou, 2012; Gretzel and Yoo, 2013). The original study of Di Pietroet al (2012) shown that social media impact on tourist's behavior on the promotion of tourism destinations. The attitude of consumer use social media is to get information for the variations of tourism destination. Facebook use for promoting a tourist destination as the destination marketers have an opportunity as travel resource for consumer looking for travel ideas and inspiration (Rahman, 2017). Instagram is one of the favorite channel for promoting destination because instagram can be accessed as an online photo album by user (Fatanti and Suyadnya, 2015). Therefore, tourist are motivated to use facebookto get information about destination and express their decisionas well as influencing the creation of a destination image (Di Pietroet al, 2012). This lead the force to exploit of the social media potential for promoting tourist destination.

All these studies taken together support Gen Y behavior in using social media and the potential of social media to promote tourist destination. However, as mentioned before, the majority of studies has been focus on Gen Y. Thus, how gen Y is represented by Indonesian tourism university student, is still relatively under-researched compared with the non-specific students. The important explanation is that tourism student are having passion to tourism destination andrelated issues associated with the use of social media as well as the main focus of Indonesiangovernmentin promoting tourist destination.

Methodology and research design

In this research, both qualitative and quantitative were used as a complementary way. Exploratory study of open and closed ended question were constructed to collect the main data by survey. Indonesiantourism university student were sampled for both quantitative and qualitative approach-

es. Due to technical limitations, non-probability sampling was used in the online distribution survey. Data were collected during the month of July 2017. A total of 328 respondents participated and 321 completed the survey properly. The qualitative interview were conduct to 26 tourism student from different regions to support the quantitative result. The survey and interview instruments were developed based on the previous literature review (table I). Both instruments cover the activities in social media, behavior of Gen Y using social media, and the potential of social media to promote tourism destinations.

Table I	Survey and interview themes and evidence from literature
Themes	*Evidence from the literature*
Activities in social media	
sharing and creating content	Xiang and Gretzel (2010); Bradbury (2011)
Creating blog, vlog, forum	Xiang and Gretzel (2010); Hamzah (2013)
Commenting content (comment, review, rate)	Junco (2012); Gammet Interactive (2011)
Generation Y behavior using social media	
Understanding of using social media	Orlando, 2010
Interaction with friend, family, client	Palfrey and Gasser (2008); Lenhart and Madden, 2007
Willingness to give review, recommendation	Kim and Fesenmaier (2015)
Potential of social media to promote tourism destination	
Search for information, destination, attraction, Accommodation, promotion	Xiang &Gretzel (2010) Fotis et al (2012); Gretzel and Yoo (2013); Sotiriadis (2017); Dinal and Sabou (2012)
Sharing experiences by writing, giving testimony, Sharing picture and photos	Xiang and Gretzel (2010); Fatanti and Suyadnya (2015)
Decision making to planning trip, traveling, promoting destination, making tour package	Fotis et al (2012); Bradbury (2011); Ghandour and Bakalova (2014);

In the research design, the first focus is about tourism university student were explored through open ended question in the context of the numbers of social media account that student has and the length of hours of student use social media daily. As the whole respondent were Indonesian tourism student, it is important that the study focus on tourism content in the social media. So that, closed ended question about tourism content that mostly visit by them are asked. All collected data were evaluate by frequency ratios to develop a general understanding about student commonly used social media.

The second section, student perception with regard to the understanding student activities in social media were investigated through closed questions, consist of sharing, creating and commenting content. Another

thought about Gen Y behavior were explore through close question about (1) understanding of using social media, (2) interaction ability in social media and (3) willingness to review the content in social media. Existing literature and the context of social media for gen Y were reviewed. The result of literature review were total of 32 items in the social media lists developed for evaluation. The data collected were analyze by frequency analysis.

In the last section of the survey, this study examined whether respondents were responsive of the social media potential in promoting tourist destinations. To reveal the perception about their activities in the social media as the potential of social media in promoting tourist destination among Indonesian tourism student open question were asked. The suggestion about social media in promoting tourist destination also provided in an open questions to student.

Additionally, two focus groups in two cities in Indonesia; Bandung and Jakarta were conducted among tourism university student consist of 26 students in totalto define the most used social media account and the activities as well as the ability to used social media. Respondent were asked about the potential of social media in promoting tourist destination through exploratory structure study. The interviewed data were evaluate using content analysis.

In analyzing the last section of data, frequency analysis were conducted, and content analyses used in investigating suggestion given in an open questions as well as for the focus discussion data. To achieve more robust, all data collected in this section were also compared to the data in the first and second section of the research with the result of focus discussion data. In other words, the potential behavior in promoting tourist destinations were tested in this study by exploring whether student would prefer to promote tourist destination or not.

Findings

The first part of questionnaire were asked about respondent profiles. Table II shown a total of 321 Indonesian tourism students complete the survey properly. All respondent are social media user with the age range between 18 and 25 years old indicate that all Indonesian tourism student were categorize as Gen Y. The gender distribution were 137 male and 184 female.

Table II	Demographic characteristic of respondents					
			Profile of respondents (N=321)			
Age		N	(%)	*Number of social media account*	N	%
Between 18 and 20 years		210	65	1 account	113	35
Between 21 and 23 years		108	35	2 accounts	72	22
Between 23 and 25 years		3	1	3 accounts	61	19
Older than 25 years		0	0	More than 4 accounts	75	24
Total		321	100	Total	321	100

In table II, majority student own more than one social media accounts.The average student has three social media account confirmed by focus group discussion result. With this number of social media account, majority respondent spent more than 4 hours daily to interact in social media. The focus discussion reported that student average spending in social media is about five hours per day. Table III also explain the most five social media account owned by respondent are facebook, instagram, path, twitter and pinterest, while facebook is the most social media account used by respondents. A little differences from focus discussion result, that most of them own at least four social media account, namedwhatApps, line, facebook and instagram. Facebook and instagram were mention on both survey and focus discussion.

Table III	Demographic characteristic of respondents					
			Social media usage and account(N=321)			
					Mentioned	
Average hours usage daily		N	(%)	*Top 5 Social Media used*	N	%
Less than 2 hours		58	18	Facebook	200	62
Between 2 and 3 hours		61	19	Instagram	173	54
Between 3 and 4 hours		61	19	Path	118	37
More than 4 hours		141	44	Twitter	117	36
Total		321	100	Pinterest	27	8

Table IV shown the respondent behavior in shaping an interaction with friends, family and business clients at social media. The result shown that social media is a medium where student interact mostly with friend and family. In line with the previous result that number of social media account and length of hours spent daily for social media, the interaction in social media were arise. Supported with the focus discussion, the number of student doing business in social media were also increase. Social media display many interesting tourism content to be visited by tourism student and giving the opportunity to do business. The most visited tourism content in social media were destination, traditional culinary, attraction, restaurant, accommodation, transportation and souvenir. Majority student visited about four tourism content in social media. The focus discussion

result also found that majority respondent have visited destination, attraction, accommodation content for the purpose of seeking information to plan their trip in the future.

Table IV	Respondent behavior					
		Social media interaction and content visited				
	Mention				Mentioned	
Interaction in social media	N	%	Most visited tourism content		N	%
Friends	311	97	Destination		291	91
Family	220	68	Traditional culinary		193	60
Business clients	145	45	Attraction		165	51
others	3	1	Restaurant		140	44
			Accommodation		133	41
			Transportation		92	29
			Souvenir		52	16

The respondent activities and ability in using social media shown in table V. Social media used mainly by tourism student for many activities relates with tourism. The relation about tourism student, Gen Y characteristic, and student behavior lead to their understanding about social media. The respondent activities in social media consist of seeking tourism information, sharing tourism content, editing tourism content, developing tourism content, buying and selling tourism product and making tourism content. To all those activities, student were familiar to about four activities in social media.Seeking tourism information was ranked first by 96% of the respondents, while 70% of them ranked sharing tourism content. Editing tourism content were the third place with 52% of the total respondent mentions.

Table V	Activities and ability in using social media					
		Respondent activities at social media				
	Mentioned				Mentioned	
Activities in social media	N	%	Ability in social media		N	%
Seeking tourism information	308	96	Making blog		115	36
Sharing tourism content	223	70	Making vlog		63	20
Editing tourism content	167	52	Making forum		43	13
Developing tourism content	107	33	Making blog and vlog		31	10
Buying tourism product	88	27	Making vlog and forum		11	3
Selling tourism product	54	17	Making blog and forum		10	3
Making tourism content	41	13				

The ability of student in modifying social media content also part of social media activities. In this research, tourism student were familiar in making blog, vlog and forum, as well as the combination of those. Making blog were the most popular student ability, but only about 36% student

can make blog, 20% were making vlog and only 13% can make forum. Majority student has limited ability to use social media in making two or more task whether blog and vlog or forum. This shown in the number mention that only about 10% from total respondent can do those task. The result of focus discussion shown that respondent has the ability in making blog, vlog, forum and combination of those. This ability raise as the use of Youtube channel to upload their vlog, and raise the business online by publishing their blog.

In the second section, social mediawere explore in addressing its potential to promote destination by focusing on the students' before travelling and after travelling behavior. As the previous one, this research were mainly explorative, open-ended question and focus discussion. Finding are presented in the table VI.

Activities at social media were influence respondent to conduct travelling at 78%, planning to travel at 75% and promoting tourist destination at 63%. Social media also increase the respondent stimuli to do business at 29% respondent doing business in tourism and 26% of them making tour package. This result supported by focus discussion that respondent were willing to do business in tourism such as selling tour packages to destination. This result lead to creativity of respondent in making tailor made tour package as customer needs.

The activities before traveling was mostly seeking information. The three most information seek mostly about tourist destination mentions by 92%. Information about price at the destination were the second rank at 80%, followed by information about accommodation at the destination at 74%. Table VI shown that respondent high mention about information to and at the destination were interested to them.

The result also mention about food at the destination (72%), transport to destination (70%), tourist attractions (67%), transportation at destination (58%), original souvenir from destination (54%), traditional culture (43%) and promotional program at the destination (38%). All the information regarding tourist destination take more respondent attention. Most student take at least seven information about destination before traveling. This result also mention in the focus discussion, that all of them taking at least six information about destination before traveling.

The result of seeking information before traveling related to the previous result about influence of social media. This relation of student seeking information influence them to conduct and plan traveling. Those indicators were high mentions on both dimensions. As the outcome of focus discus-

sion, most student mention the same list. But, price was the most impor-
tant factor to student in traveling, so that destination chosen after budget
concern. They also plan traveling and some of them making tour packages,
this lead to do business in tourism sector by using social media.

Table VI	Behavior before and after traveling in social media					
	Respondent activities at social media					
	Mentioned				Mentioned	
Social media influence to	N	%	Information seek before travelling		N	%
Conduct travelling	249	78	Tourism destination		296	92
Plan traveling	241	75	Price at the destination		256	80
Promote tourist destination	202	63	Accommodation at the destination		236	74
Doing business in tourism	93	29	Food at the destination		232	72
Making tour package	83	26	Transport to destination		225	70
			Tourist attraction		216	67
			Transportation at destination		186	58
			Original souvenir from destination		174	54
			Traditional culture		139	43
			Promotion program at destination		122	38

This study also highlight the respondent behavior in social media after
experiencing destination. As Gen Y characteristics, respondent existence
were important part in social media. Table VII mention the result that sup-
port the statement that after traveling, most student post their traveling pic-
tures at 92% mention. Followed by writing their travel experiences were
mention by 64% and giving testimony of the facilities used. The easiest
and most desired activities were posting picture also resulted from the fo-
cus discussion respondents. Only few of respondents wrote their travel
experiences. The reason arise were their lack of ability to write and time
consuming.

The respondent behavior after traveling lead to their willingness to com-
ment in social media. The most action in social media is giving "like"
mention by 54% respondent, giving opinion by 25% mention and follow
by giving testimony at 20% mention. To all action made after traveling,
giving like is the most and easiest comment from focus discussion re-
spondent as well. Support to after traveling behavior, the respondent will-
ingness in giving opinion and testimony were low mentioned.

Table VII	Behavior after experiencing destination					
	Respondent action in social media					
	Mentioned				Mentioned	
After travelling	N	%	Willingness to comment		N	%
Posting pictures	294	92	Giving like		295	54
Writing travel experiences	204	64	Giving opinion		138	25
Giving testimony of facilities used	115	36	Giving testimony		112	20

Tabel VIII explain the tourism student behavior after using social media were willing to promote visited destination mention by 87%, they maybe will promote destination at 13% and only 0.3% didn't have willingness to promote destination. This high percentage of willingness to promote destination display in several form, such as writing an article about tourist destination mention by 50% respondents, making vlog about tourist destination at 43%, followed by making blog about tourist destination at 41% mentioned and doing business in tourism area at 41%.

The result from focus discussion show that writing an article about tourist destination were the highest concern. The second rank were making blog about tourist destination after their trip. Those answer show similarity and the focus discussion was supporting the survey in data collection.

Table VIII	Behavior as Indonesian tourism students					
	Respondent using social media					
Willingness to promote destination	Mentioned		Willingness to promote destination by		Mentioned	
	N	%			N	%
Yes	278	87	Writing an article about tourist destination		161	50
Maybe	42	13	Making vlog about tourist destination		138	43
No	1	0.3	Making blog about tourist destination		133	41
Total	321	100	Doing business in tourism area		132	41

Discussion

The current research aim to investigate Indonesian tourism student behavior in using social media for promoting tourist destination and the potential of social media to promote tourist destination. From the characteristic of tourism student, the findings are noteworthy in term of enriching current literature in the field. Finding strongly support the characteristic behavior of Gen Y as consistent with previous literature.

Firstly, the result support that Indonesian tourism student spend more than four hours and describe as internet dependency, this is parallel with previous finding (Kandell, 1998; Hamzah, 2013; Smahel et al, 2012). Indonesian tourism student mainly has three social media accounts. Facebook is the most social media account used by tourism student (taking 62 per cent of the total mentions) followed by Instagram 54 per cent and Path 37 per cent of total mentions. Similar to previous study that facebook, twitter were the most frequently used social media (Sigala et al, 2012; Mc.Carthy et al, 2010; Ayeh et al, 2012), while this study also mention other social media name such as instagram, path, and pinterest.

The result also shown that the many hours tourism student spend daily were used to interact withfriend and family, while the previous study of

Noti (2013) explain the interaction in social media made with prospective client. This research finding mention 45 per cent interaction made with business clients as the third rank after interaction with friends and family. The study lead to the extension analysis of student in using social media, that tourism student taking an opportunity to do business in tourism areas. In this study, the use of social media by Indonesian tourism student relates to the first question about tourism student behavior, the analysis about respondent activities at social media were being concern as the basis of their understanding using social media. The result shown that low ability of tourism student mentions only 36 per cent can make blog, 20 per cent mention in making vlog and 13 per cent in making forum with less percentages can make combination of them, such as 3 per cent mention respondent can make vlog and forum or blog and forum. The statement of Ministry of trade (2014) about social media as online medium where user through internet-based application can create content in the form of blogs, wikis, forum, social networking and virtual world space were only mention in small ability of tourism student. But, social media has become the first choice to search of information about tourism destination. This research highlight that social media is a good source for seeking tourism information, mention by 96 per cent, sharing tourism content at 76 per cent and editing tourism content at 52 per cent. Those respondent activities were support to finding from previous study (Gretzel and Yoo, 2013; Leung et al, 2013; Benckendorff et al, 2014).

In this research, the high mentions about seeking tourism destination in social media has influence student to conduct traveling at 78 per cent and plan the journey at 75 per cent, parallel to the past literature (Varkaris and Neuhofer, 2017). Beside, this result also shown the stimuli of 29 percent student conduct business in tourism and 26 per cent making tour package for tourism business. This finding support Leung et al (2013) previous study that digital environment becomes an opportunity and challenges for tourism-related industry business practice. Leung et al (2013) also focus of the information search for pre-trip, during trip as well as post trip. This statement support the research finding that the information seek about tourist destination is the highest at 92 per cent mentions, followed by price at 80 per cent and accommodation at 74 per cent. Those three highest result lead to student behavior in conducting and planning trip as well as an opportunity to do business in tourism area.

Research finding about student behavior in social media after traveling similar to study about travel experiences by Bradburry (2011), and study

of Rebeiro et al (2014) on how social media influence people in writing review about travel experience online. The findings exposed that most student posting their traveling picture at 92 per cent mention, writing travel experiences at 64 per cent mention. Although 64 per cent is moderate, the interview result shown only few student wrote travel experiences. The possibility explanation on this is the easiest action after traveling were posting picture, less time consuming and less effort to write experiences. Supported with other indicators that willingness to comment by giving opinion only 25 per cent and giving testimony only at 20 percent mention, totally different with giving like with 54 per cent. This indicates that student were low willingness to write.

The second part of this study empirically supported that there is a common behavior of student using social media for promoting tourist destination. Overall perception show that student have willingness to promote destination at 87 per cent. Similar with the study of Ayeh et al (2012), Bradburry (2011), Benckendorff et al (2014) and Grezel and Yoo (2013) that social media has high potential for promoting tourism services. This indicates that Indonesian tourism student has willingness to use social media in promoting tourist destination.

The form of promoting tourism destination by tourism students came in many form, such as writing an article about tourist destination that mention by 50 per cent of student, this result support the previous study of Rebeiro et al (2014). Student also promote tourism destination by making vlog about tourist destination at 43 per cent and making blog about tourist destination at 41 per cent. This result similar with study by Sotriadis (2016) that social media become a media platform to share experiences. Social media also used by student to do business in tourism area mention by 41 per cent student in this study. Parallel with the study that social media generate opportunities and involvement in marketing destination (Kiralova and Pavliceka, 2015).

To summarize, by using a relatively different methodology, this study proves empirical evidence from a different behavioral context of Indonesian tourism student. First, the implication of this study demonstrated that tourism student is high dependent on social media by spending more than four hour daily. The understanding of social media were mention by the low ability of tourism student to make blog, vlog and forum. Social media were an important source for tourism information, especially for tourist destination, price and accommodation. The search of information has lead student to conduct traveling, plan the journey and doing business in tour-

ism related area. Second, this research mention that social media potential to promote tourist destination. The student behavior support this statement by writing an article about tourist destination, making vlogand blog about tourist destination.

Limmitation

As in any research, this study has several limitations. The data used in this study were based on a convenience sample that only contain Indonesian tourism university student population. Therefore, generalization of the result should be made carefully. The imitation of this study in other population would be desirable.

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