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Master Thesis

Social Media and Promotion of Tourist Destinations with Negative Country Image

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Abstract

The purpose of this study is to better understand the destination image perceptions of travellers and develop an optimum communication mix strategy for tourist destinations with negative country image. Research is both, descriptive and quantitative, consisting of a literature review followed by empirical investigation using online and offline survey**.** The findings of our sample show that there is a direct influence country image on intention to visit and it is not proven moderating effect on this relation by using social media. Finally, as for a practical implication, for managers that are interested in promoting specific tourist destinations, comprehensive management implications are discussed.

Key words: country image, intention to visit, social media

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List of Abbreviations

UNWTO	World Tourism Organization
SPSS	Statistical Package for the Social Science

1. Introduction

1.1 Theoretical relevance of the thesis

Search for new experiences, out of curiosity, pleasure, business, education or many other reasons people travel. Tourism sector is one of the most growing sectors. Tourism industry has experienced steady growth almost every year in the past and the expectations are the same in the following years (Statista, 2015; UNWTO, 2015). According to UNWTO (2015), tourism has become one of the "key drivers for socio–economic progress". Its contribution for the growth of the national economy is significant as well as its contribution for the global economy. Total tourism contribution for 2014 was approximately more than 7.5 trillion U.S. dollars (Statista, 2015). Therefore, we can say that tourism industry is equally important sector of national and the global economy.

9% of GDP	1 in 11 jobs	5 to 6 billion domestic tourists	US$ 1.5 trillion in exports
1.8 billion international toursits forecast for 2030			6% of the world's exports
From 25 million international torusits in 1950 to 1133 million in 2014			

Table 1: Why tourism matters?

(Source: Own illustration based on UNWTO 2015, p.3)

Some destinations are, on the one hand, more or less equally popular tourist destinations for a decades, and, on the other hand, there are less popular destinations (not so familiar destinations, destinations in developing countries or one with a negative country image). Very important element of every country competitiveness is

its country image. In the literature, a similar concept is known as country brand, measured by country brand index which indicates basically country's image. Examples of countries with a high brand index are The United States of America, Spain, France, Germany, The United Kingdom or Switzerland, while countries with low brand index are Serbia, Bosnia and Herzegovina, Albania, Ukraine, etc. (Bloom Consulting, 2015; UNWTO, 2015).

It is difficult to promote popular destinations constantly, but it is even harder to promote not so popular destinations, especially those with negative country image in order to attract tourists. Focus of this study will be on countries with negative images and on the way to promote those countries. There are relatively few studies on the promotion of the countries with negative images and that is the first reason why this study has been done. Regarding promotion of countries with negative images, in the literature we can find studies more focused on particular countries. There is a lack of studies which refer to more than one country: Marshalls (2007) conducted a study on the case of South Africa, its image and effect on Africa as a tourist destination; Fan and Shahani (2014) focused their study on Pakistan and how to change Pakistan's image; Alvarez and Campo (2014) examined relationship among country image and intentions to visit in case of Israel. Moreover, previous research in this field was more oriented on affective and cognitive components of destination image, and less on conative component like in Alvarez's and Campo's study of Israel. Israel's image has suffered due to political conflicts and that has damaged country's image. In their study, results implied "when people have previous animosity toward a nation, the image of this country is formed mainly through its affective component and through its cognitive one" (Alvarez & Campo, 2014). Focus of this study will be on conative image component, which refers to behavioural intention of potential tourist (Marchiori & Onder, 2015).

Technology has a very important role in the process of promotion nowadays. Even Porters five forces model can be modified in order to describe importance and influence of technology on country's competitiveness (Zhang, 2014). Having considered that, we can conclude that technology is affecting many aspects of tourism and travel as well, which means that, at the same time, technology has influence on marketing channels in tourism and that way on image creation which is important or in some cases crucial criteria for tourists when deciding to travel on specific tourist destination (Assante, Sukalakamala, Wen, & Knudson, 2014).

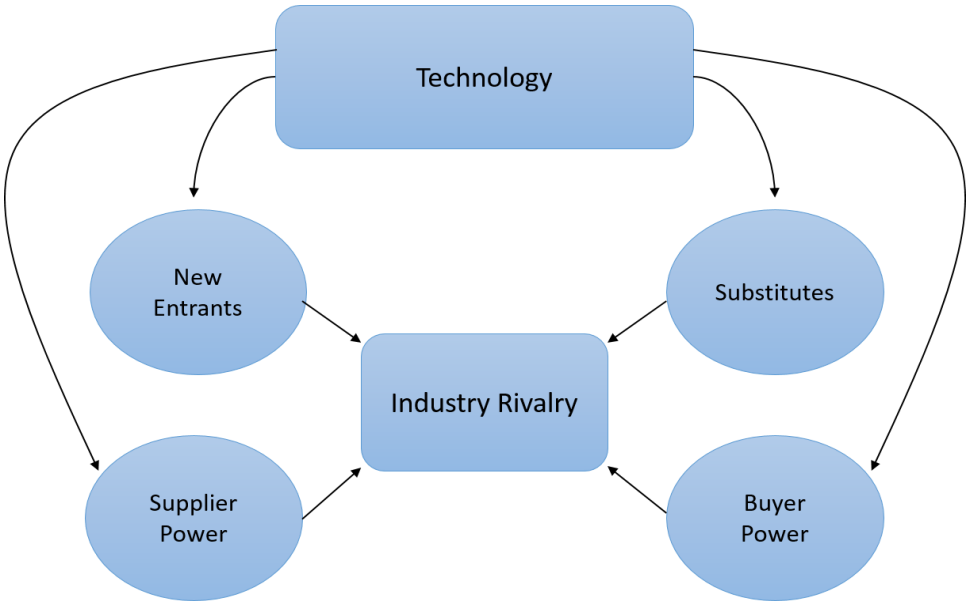

Figure 1: The influence of technology on the five forces identified by Porter

(Source: as cited in Zhang, 2014, p. 11)

One could say that social media gets more and more popular thanks to the new technologies, especially social network sites and its usage. According to latest data, Facebook is absolute leader with more than one billion open accounts until November 2015 (Statista, 2015a). They also forecast 2.44 billion social network users in total (Facebook, Instagram, Twitter, etc.) until 2018. This number was 1.22 billion in 2011 (Statista, 2015b). Together, social media and technologies affect the way information are distributed. Moreover, together they create new opportunities for contact directly with customers and develop deeper relationships with customers and share information among customers (Buckley, Gretzel, Scott, Weaver, & Becken, 2015). Further, Buckley et al. (2015) suggests that "this has and will have implication for the way tourism-related information is produced, shared and consumed, as well as the way tourism products and services are distributed". Thus, the main research question and the focus of this thesis will be answering the question:

Is the social media appropriate marketing tool to promote tourist destinations with a negative country image?

"Unfortunately, the popular business press and academic literature offers marketing managers very little guidance for incorporating social media into their IMC strategies. Therefore, many managers lack a full appreciation for social media role in the companies' promotional efforts. Even though social media is magnifying the impact consumer to consumer conversations have the marketplace, methods for shaping those conversations have not been yet articulated" (Mangold & Faulds, 2009).

Majority of previous research on topic regarding promotion countries with negative images were qualitative, while the nature of this research is quantitative. This method was selected because this way is possible to reach large sample of population, and logically it provides measures of how many people think. Using the methodology of online and offline questionnaire, in the study was examined a relationship between country image and intention to visit and the effect of social media on this relation. Main questions within questionnaire are closed questions. After data collection, data was imported into SPSS (Statistical Package for the Social Sciences), software used for the statistical analysis, and multiple regression analysis was applied.

Thus, answer to the above stated research question is the primary aim of this study. Furthermore, this paper's target intention is to provide contribution to previous studies, better understanding of country image and its importance for tourism and to give potential ideas for future research on this topic. The conclusion is expected to encourage additional perceptiveness of the occurrence of country image and social media as a marketing tool in promoting destinations (with negative country image) for tourists.

1.2 Structure of the thesis

This master thesis is composed of five chapters. First one is introduction to the study, where the importance and the relevance of the study are presented, as well as research question. Second chapter presents a literature review and review of concepts such as: *county image* and *social media* and its relevance for tourism marketing. Also, in this part of the thesis hypotheses are formulated and research model is presented. Following two chapters are methodology and results. Finally, summary and conclusion are presented in the last chapter of this paper.

2. Literature review and review of the concepts

The purpose of this chapter is to outline the concept of country image and its relevance for tourism. Also, the importance of using social media as a marketing tool in promotion a tourist destination is reviewed. Finally, hypotheses are developed based of literature review and research model is presented.

2.1 Country image concept

The concept of image presents the visual representation and picture that one person imagining about products and places and can be defined as the series of beliefs, individual impressions and opinions (Gibson, Qi, & Zhang, 2008). Country image, destination image, country of origin image and product image are some of main concepts regarding image from the marketing perspective and those concepts are connected, closely related and they affected each other, directly and/or indirectly. Therefore it comes to disarray in the literature between those concepts and their definitions and very often they are mixed up (Jenes & Malota, 2009).

Very early, since 1960s, country image become interesting topic to researches. Majority of those studies were focused on understanding country of origin image and its effects on product quality perception, as well as on purchase intention. But, when it comes to tourist destination as a "product" to be "purchased" within this concept there is lot of confusion and limited research is done (Zhang, Xu, Leung, & Cai, 2015). Country's image influence not only the image of products from that country which refer to country of origin effect, but also image of tourist destinations within that country (Giraldi, Ikeda, & Campomar, 2011). Firstly, there is confusion regarding definition. According to Roth and Romeo (1992), country image and country of origin image are two same concepts, and they define country image as "the overall perception consumers from of products from a particular country based on their prior perceptions of the country's production and marketing strengths and weaknesses" (as cited in Jenes & Malota, 2009, p. 3). The same idea is behind Balabanis et al. (1996, p. 1398) definition, where country of origin concept is defined as "a marketing concept that captures consumer's difference attitudes towards different nations" (as cited in Jenes & Malota, 2009, p. 3).

For the first time, concept country image was defined 45 years ago by Nagashima (1970) who said that country image is the “the picture, the reputation, the stereotype that businessmen and consumer attach to the products of a specific country; this image is created by such variables as representative products, national characteristics, economic and political background, history and traditions” and in the same time, scale developed by Nagashima’s was used for both, measuring the image of products and image of a country (as cited in Martin and Eroglu, 1993, p. 192). According to the Martin and Eroglu (1993), country image is defined as “the total of all descriptive, inferential and informational belief one has about a particular country”. This definition of the concept country image is very used in the literature as well as Kotler’s et al. (1993) definition, according to country image is defined as “sum of all beliefs, ideas and impressions that people associate with a country” (as cited in Fereira Lopes, 2011).

There is a dilemma whether the country image is the same concept as the destination image or not. On one side, we have some authors who investigated as two relatively independent concepts and set of different dimensions, and on the other side, some of people research country image and destination image as two same research tracks with no cross-references although the concepts refer to nearly the same area of the applied marketing so we can talk about one, unique, concept called country-destination image. Zhang et al. (2015) defined country-destination image as “as tourists’ impression of given country as a tourist destination.” Moreover, he argue that “country image and destination image are two different constructs but with many similarities and overlapping especially when a country is a destination (Zhang et al 2015)”.

Image about country can be perceived before visiting destination, known as secondary image and after destination is visited, known as primary image. Different factors can influence on this process and Beerli and Martin (2004) try to group this factors into nine main dimensions: natural resources, general infrastructure, tourist infrastructure, tourist leisure and recreation, culture history and art, political and economic factors, social environment and atmosphere of the place. Each dimension is composed of number of attributes (Beerli & Martin, 2004). It is complicated to have realistic image formation before visiting destination and in those situations, image is formed based on tourism motivations, demographic variables and all available information about destination or country (Fereira Lopes, 2011).

Moreover, country image is multidimensional concept and include three main components: cognitive, affective and conative components (Figure 2).

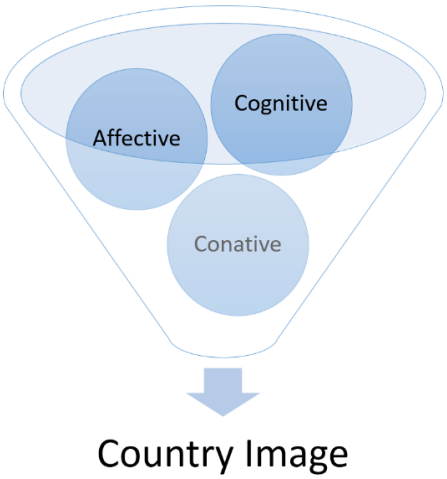

Figure 2: Components of country image

(Source: Own illustration)

The cognitive component "summarizes their (consumers) beliefs about country and destination" (Zeugner-Roth & Zabkar, 2015). This component includes beliefs on different elements such as economic development, political orientation or technological advancement (Martin & Eroglu, 1993; Maher & Carter, 2011). What makes cognitive component extremely important is the fact that studies have shown that beliefs towards one country directly influence consumers' behavior and their beliefs on that country's product and services. (Maher & Carter, 2011).

On the other hand, affective component "captures consumers' emotional reactions to another country" (Maher & Carter, 2011). According to Maher and Carter "the French might not view the Portuguese as highly competent (cognition) but might express their affinity (affect) for Portugal because of the kindness of its people (cognitive attitude)". It is obvious that both cognitive and affective component are extremely important when it comes to country image and purchasing products and services of that country. Despite the importance of these component, there is lack of research that distinguish cognitive and affective elements. As Maher and Carter have pointed out research so

far has showed that “the affective component tends to have a more mediate effect on purchase intentions” (Maher & Carter, 2011).

Finally, the third component is conative component and researchers have not paid that many attention to it so far. Researches were focused more on understanding of affective and cognitive components. We cannot say the reason for this is because one component is more important than other, it depends on person and vary from country to country (i.e. one country’s image can be based more on affective component, while image of other country can be based more on cognitive component) (Laroche, Papadopoulos, Heslop, & Bergeron, 2003). However, based on research done so far “the conative image component is defined as visit intention and incorporates the probability of potential tourists to visit or revisit the destination in the future that emerges from cognitive and affective images” (Marchiori & Onder, 2015).

As mentioned above there is a research gap in the area of promoting countries with negative images. The following table presents the short summary of relevant research on the topic.

Author	Research Topic	Methodology	Results
Marshalls (2007)	Country Image and Its Effects in Promoting a Tourist Destination Case Study: South Africa	Qualitative study (Interview and Literature reassessed)	Relevant (and recommended) marketing strategy in this case could be promotion through events and deeds (i.e. sports events) and some element can be influenced (in terms of trade, investment or tourism). However, some elements such as history or geography dispensation could not be influenced

Fan & Shahani (2014)	Country Image of Pakistan: A Preliminary Study	Exploratory research with qualitative assessment; Four focus groups; 29 respondents; Watching slide show of Pakistan	Study indicates that media play important role in forming people's perceptions regarding country, as well as government and people ("the least expensive, but most powerful"). This was proven by watching slide show of Pakistan which, consequently, made people reconsider their opinion on the country and intention to visit
Jalilvand, Samiei, Dini & Manzari (2012)	Examining the structural relationship of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach	Empirical study conducted in an attractive destination in Iran (Isfahan); Quantitative research; 310 respondents (264 valid respondents): target population was international visitors	Results showed four things: it is proven positive impact of electronic word of mouth on destination image, tourist attitude and travel intention; destination image positively affects tourist attitude and together destination image and tourist attitude have a significant relationship with intention to visit; socio-demographic factors are very important and have influence on destination image, tourist attitude and electronic word of mouth
Campo & Alvarez (2014)	Can tourism promotions influence a country's negative image? An experimental study on Israel's image	2 x 2 quasi-experimental design is applied	This study showed that tourism promotional brochures may influence image formation of a country and image formation of a destination Furthermore, it showed the importance of the culture on which depends level of influence of this promotion technique

Same & Solarte-Vasquez (2014)	Country Branding and Country Image: Insights, Challenges and Prospects. The Case of Estonia	Qualitative research; 24 interviews; secondary data was also used (marketing strategies, the brand manual and publications on previous research)	Rebranding by realistic brand identity and promotion based on accurate, unique and applying ideas, supporting customer-based approach
Auruskevic iene, Pundziene, Skudiene, Gripsrud, Nes & Olsson (2010)	Change of Attitudes and Country Image after Hosting Major Sport Events	Quantitative research among students in two major Lithuanian universities was conducted; sample of 297 respondents before the event, and sample of 346 after the event	This study confirmed previous research regarding impact of mega sport events such as Olympics: events can have positive or no effect on the county image, which means respondents' attitude toward one country can change positively or do not change after hosting sports events
Tse & Lee (1993)	Removing Negative Country Images: Effects of Decomposition, Branding, and Product Experience	Two applied studies and compared after	Study showed that creation of "strong positive brand override negative assembly origin effect"

Table 2: Country image studies

(Source: Own illustration)

Thus, we can conclude that country image is very complex and important concept for the tourism, the international marketing or international relations of that country. That importance we can find, explain and prove in many cases and examples. The country may be observed as a tourist destination and the visitor's opinion about that country

depends of the tourism offer (Di Marino, 2008). Image of a country has one of the imperative measures in selecting process for many tourist and because of that the country image presents one of the crucial fields of tourism studies (Assante et al., 2014). Considering the fact that everyone has different expectations from travel, it is very complicated to study this area. The importance of image for one country to be selected of tourist undoubtedly depends on her positive image. One country with positive image has more chance to be considered in destination selection process than a country with negative image. Taking this fact in consideration all countries run the intense battle in competition with one another. They have to find way how to make their destinations (including services, products, attractions) more attractive than others for investors and tourists. To achieve this, it is very important to create effective promotional strategy.

2.2 Promotion

Promotion can be defined as the "function of informing, persuading, and influencing a consumer decision" equally important for non-profit and profit organizations, and equally important for products or services. Promotion can be used in order to increase sales, attract new customers, create awareness, change attitude or create an image, through advertising, personal selling, public relations, publicity, direct marketing and sales promotion and interactive/internet marketing (Dhunna, Chakrabarti, Katiyar, Mallick, & Harish, 2012; Esu & Ebitu, 2010). The important task of promotion is that "it fills the perceptual and informational gaps that exist between suppliers of tourism (industry) and the tourists (market)" (Esu & Ebitu, 2010). Furthermore, the promotion has a certain influence on the decision to purchase products and services, or in the case of destination marketing - to choose specific destination (Esu & Ebitu, 2010). According to Esu and Ebitu (2010), the importance of the promotion lays in the fact that it has high potential to produce different benefits: increase the interest in the destination, shows the benefits of a certain destination, differentiate the destination, it can create the image of the destination and it can also motivate tourists to stay longer in destination.

Advertising is a well-known technique of informing and influencing consumers via different media such as television, newspapers, radio etc. According to British Institute of Public Opinion (2015), public relations are defined as "the deliberate planned and sustained effort to establish and maintain mutual understanding between an

organization and the public". Belch and Belch (2001) define sales promotion are "those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate short-term sales" (as cited in Esu & Ebitu, 2010). Sales promotion were one of the variables tested in this research study and its moderating effect on the relation between country image and the intention to visit is explained later. Finally, one of the most important tools nowadays is Internet Marketing. It is a product of information technology and its development and it represents field for various research.

When using promotion as a strategy for influencing tourists' decision it is important to choose a good promotion tool. "Promotion tools are devices, activities, or methods used by marketing managers to convey the desired message to the market in order to achieve any desired promotion objectives" (Esu & Ebitu, 2010). Above mentioned tools are usually used in combination, taking into account that every promotion tool has its own strengths and weaknesses. Depending on the focus group for the promotion, effective promotion strategies that will include the best combination of promotion tools have to be created. One of the newest addition to the promotion strategies are social media sites. Mangold and Faulds (2009) named social media as "the new hybrid element of the promotional mix". The following section will define concept of the social media and the important role of social media in tourism.

2.3 Social media as a tool for tourism marketing

Social media, also known as consumer – generated media, has brought many changes in communication with customers, in the tools and strategies for communicating, to be more precise (Mangold & Faulds, 2009; Kumar, Kumar, & Mishra, 2015). There are many different definitions in order to define social media. It is a relatively new term in marketing and there is no general opinion to refer to its exact meaning. One of the reasons must be everyday changing and evolving nature of social media. Mangold and Faulds (2009) summarized in one table examples of social media existing today. This table presents social media as concept composed of different online, word of mouth forums, as blogs, chat rooms, emails, company websites, photos, videos, social network sites, and other online platforms (Mangold & Faulds, 2009). Social media can be interpreted as a way to experiment with new opportunities that can help improve and create new forms of customer value which is very significant when it comes to

attracting new customers (tourists is in case of tourism) and building strong relationships with them, as well (Constantinides, 2014; Mangold & Faulds, 2009). Internet has changed from world of information to world of influence in the same time and its elements such as social media “start to revolutionize the state of marketing, advertising and promotions” (Hanna, Rohm, & Crittenden, 2011). Because of this, companies start to consider a social media an important element of marketing strategy.

• Social networking sites (Facebook, Twitter, LinkedIn, Instagram)
• News delivery sites (Current TV)
• Virtual worlds (Second Life)
• User-sponsored blogs (The Unofficial Apple Weblog)
• Company-sponsored websites/blogs (Apple.com)
• Invitation-only social networks (ASmallWorld)
• Business networking sites (LinkedIn)
• Education materials sharing (OpenCourseWare, Busuu, ClusterFlunk)
• Commerce communities (eBay, Amazon)
• Travel social networking sites (Exploroo)
• Open Source Software communities (Mozilla’s)
• Social bookmarking sites allowing users to recommend online news stories, music, videos, etc. (Mixx it, Reddit, Newsvine, Flixter)
• Creative works sharing sites (YouTube, Flickr)
• Collaborative websites (Wikipedia)
• News delivery sites (Current TV)

Table 3: Examples of social media

(Source: adopted from Mangold and Faulds, 2009)

What makes social media so attractive and useful tool in every area of our lives, including tourism? Firstly, according to Rashtchy, Kessler, Bieber, Shindler and Tzeng (2007) “the internet has become a mass media vehicle for consumer-sponsored communications. It now represents the number one source of media for consumers at work and the number two source of media at home. The internet reaches more than

60% of all United States consumers for an average weekly usage rate of more than 100 minutes", for example (as cited in Mangold & Faulds, 2009). Secondly, nowadays, consumers persistently require more control over media content they need, including instant access to information, and placing the conventional types of advertising behind, such as radio, magazines, etc. Thirdly, numerous types of social media provide consumers with unlimited possibility for their information searches and it can influence on making a decision to purchase. Fourthly, social media is recognized by consumers as more truthfully source of information about products or services than old way trade communications based on classical elements of promotion mix (Mangold & Faulds, 2009).

Moreover, in literature are defined/described advantages and disadvantages of the social media as a marketing tool, including tourism. In their paper, Nadaraja and Yazdanifard (2013), summed up five main advantages of social media marketing:

- Reduced costs – Based on the fact that most of the social media sites are free, there is no cost for creating profile and sharing information. The most famous example would be, for sure Facebook, where it is stated that it is "free and always will be". However, these sites offer possibility of targeting consumers using specific criteria, which costs less in comparison to other advertisement options such as television.
- Social interaction – Taking into account the number of hours spent online, checking email, social network sites, blogs, reading newspapers, watching videos, internet has become influential arena. Consumer behaviour studies reveal that individuals give greater consideration to advice and information shared online, spending more time with websites that provide third-party evaluations.
- Targeted market – Thanks to the ability to target audience and different target groups based on their preferences, online marketing has become very popular and frequently used. This means that, based on the preferences, one checks out in social media (such as interest in some kind of movie or travel), one will get adds regarding his interests, Google has gone even further by using its algorithm to offer adds based on your recent search. However, according to Hill, Provost and Volinsky (2006) "traditional marketing methods do not appeal to some segments of customers. Some consumers apparently value the appearance of being on the

cutting edge or “in the know”, end therefore derive satisfaction from promoting new, exciting products” (as cited in Nadaraja & Yazdanifard, 2013).

- Customer service – Social media sites offer different types of shortcuts with the idea to make purchasing process easier and faster. One of the most famous Frequently Asked Questions (FAQs) are with quick links to different companies and with explanations regarding the content on the site. “A thoughtful logistics system that guarantees a fast delivery after the checkout process contributions to customer satisfaction, which in turn contributes to loyal behaviour” (Nadaraja & Yazdanifard, 2013).
- Interactivity – Steuer (1992) suggested that can be broadly described interactivity as the “extent to which users participate in modifying the form and content of a mediated environment in real time” (as cited in Nadaraja & Yazdanifard, 2013). This usually means filling in different kinds of forms and surveys, which could be useful tool for targeting in later part of process.

Nadaraja and Yazdanifard (2013) have defined disadvantages of social media marketing as well. However, disadvantages are not so relevant for the research question of this thesis, taking into account that they concern different questions such as privacy and security online.

Up until now, we have offered the answer to the question what makes social media so important for the supplier side, i.e. for firms that are offering different kind of products. However, one must ask oneself what is happening with the demand side and why would people take into consideration online content for purchasing some product or service, or in our case for changing the previous negative country image we had about one country. As explained by Buhalis and Law (2008), information technology and improvements in this area have changed the profile of consumers (in our case tourists) and put them in the middle of the purchasing process. Nowadays, using different social media tools such as social network sites, blogs or websites, consumers are enabled to reach information quickly and in a great detail. Various forums offer an option for starting a discussion regarding concrete precise question that helps one make a decision on the purchasing service or product. Finally, “the development of ICTs and particularly the Internet empowered the “new” tourist who is becoming knowledgeable and is seeking exceptional values for money and time. They are less interested in following the crowds in packaged tours and much more keen on pursuing their own

preferences and schedules" (Buhalis & Law, 2008). Process of changing behaviour of the tourists, their preferences and demand undergoes the process of increasing importance of social media as a marketing tool, therefore, becoming an important variable in our research.

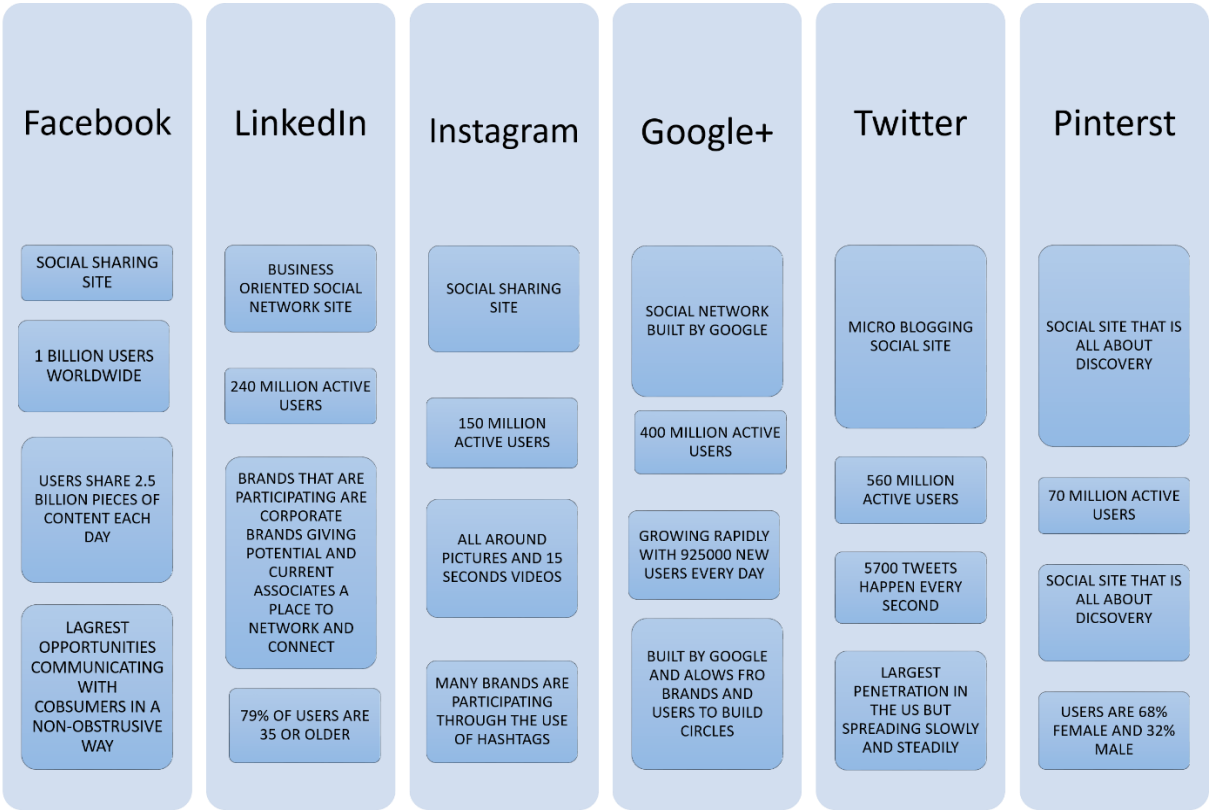

Table 4: Why social network sites matter?

(Source: Own illustration based on Singh, 2014)

To conclude, internet has influenced and changed the way how people search and buy not only products, but also it refers to services as well. Internet influences people's travel planning: where to go, when is the best time to go, what to see, where to eat, what other say about destination and a number of other information about destination are available online. According to Tunnard and Haines (1995) "information is used to position, market and sell destinations" (as cited in Esu & Ebitu, 2010). Because of this, internet is also one of the best places to advertise and in this study focus is on social media as one "part" of world named internet. According to Singh (2014), "social media is playing an imperative role in a digital marketing world". He also suggest that social media is appropriate tool in order to increase brand awareness and that availability of

media networks are very important factor. Social media is “a powerful source for travel planning” according to Amaro and Duarte (2014) and several other studies agree regarding important role of social media and its impact on travel decision (Marchiori & Onder, 2015). There are a large number of possibilities to market and brand services (and products) through social media. Awareness, proper networking, analysis of your competitors, addressing all issues, brand value, more online visibility and reputation management are some of aspects to deal on social network sites (Singh, 2015). Just one look on numbers in picture below is enough to recognize potential of social network sites in order to target potential customers/tourists. And every day increasing number of network users is one more reason to pay more attention to potential of social network sites for marketing (Table 4).

2.4 Generation of hypotheses

The following section will give insights into hypotheses development based on the literature review and the main research question of this study: *is the social media appropriate marketing tool for promoting tourist destinations with a negative country image?*

There are different motivations for traveling as it is already mention in first chapter of the thesis and the selection of specific tourist destination is choice by the free will of travellers. They made their decision based on gathered information. Number of internet users increases every day and at the same time travellers who attempt to find information about a certain destination on the internet. In a tourism market, where countries with positive image or high brand index are most visited destinations, it is understandable to test if country image or country brand could be improved by usage of internet. Today, internet play an important role in the process of promotion and it is reasonable to examine the effect of social media, as one segment of the internet in this context especially given the fact that recent marketing studies are paying more and more attention on social media role in marketing, as described in previous section of the paper. Moreover, some authors suggest that nowadays is not possible to have good marketing strategy without social media (Bashar, Ahmad, & Wasiq, 2012). In our study, only one element of social media is going to be examined – social network sites. This element was chosen since its every day increasing popularity and availability. Photo and video sharing, writing comments and posts regarding sales promotions are

some of everyday activities on social network sites. Because of that, it was particularly interesting to test does those social network activities have influence on traveller's behaviour (travellers' decisions and their selection of next tourist destination to visit).

Firstly, should be mention the basic relation of the model, relation between country image and intention to visit. This was interesting topic for a many researches in the past who agreed that country image has direct influence on intention to visit (Carlos, Da Silva & Salguerio, 2014; Nghiem-Phu, 2014; Zhang et al., 2015). Even though this relation was examined several times in the past, here will be done the same test in order to increase the external validity of later presented moderating hypotheses. Thus, the first hypothesis if formulated as:

H1: Country image has a direct effect on intention to visit

Photo and video sharing is very popular activity on the internet. This activity can be performed on blogs, social network sites, on special created platforms for this purpose, by email, etc. According to the latest data, more than 50 % of adults actively post photos and videos online (Duggan, 2013). This percentage would be higher for sure if we include reposting other's people photos and videos as one type of the sharing activity. New media and usage of mobile technologies are getting more and more popular every day so as the possibility of real time experience encouraging synchronic communication types. Fan and Shahani (2014) provide study with an experiment which consists on short slide show of pictures of landscapes, cities and people of Pakistan. Results show that many people were surprised in a positive way about what they saw on those pictures and majority were ready to experience it personally (Fan & Shahani, 2014). This study will test if sharing photos and videos on social network sites will have the same effect. Can it influence on someone's intention to visit country with a negative image in the same way as the slide show did in the case of Pakistan? Majority of studies in the past were more oriented on the reasons why people share content online from holidays rather than on its effect. By this activity, large number of potential tourists can be targeted on social network sites, thus it could be interesting to test if there is influence on intention to visit specific tourist destination.

Further, there is an increasing interest on effects of electronic word of mouth. Word of mouth play a significant role in the image formation. Its positive influence has been proven by many studies until now in case of purchase intention. “Research has proven that interpersonal influence arising from opinion exchange between consumers in an important factor influencing a consumer’s purchase decision” (Assante et al., 2014). The speed of increasing internet usage, smartphone usage and other tablets, laptops etc. influences on development of electronic word of mouth and the ways how people communicate. While looking for tourism destination, there are external and internal inputs as influencing factors on destination selection. “Online information search can be considered part of the external inputs – social stimuli. In this study we will test social media word of mouth as one of external inputs, which may affect the information processing in passive (which turns on awareness) and/or in an active information search (which turns on selection of place to be visited) (Marchiori & Onder, 2015). In our case, both passive and affective information processing are equally important.

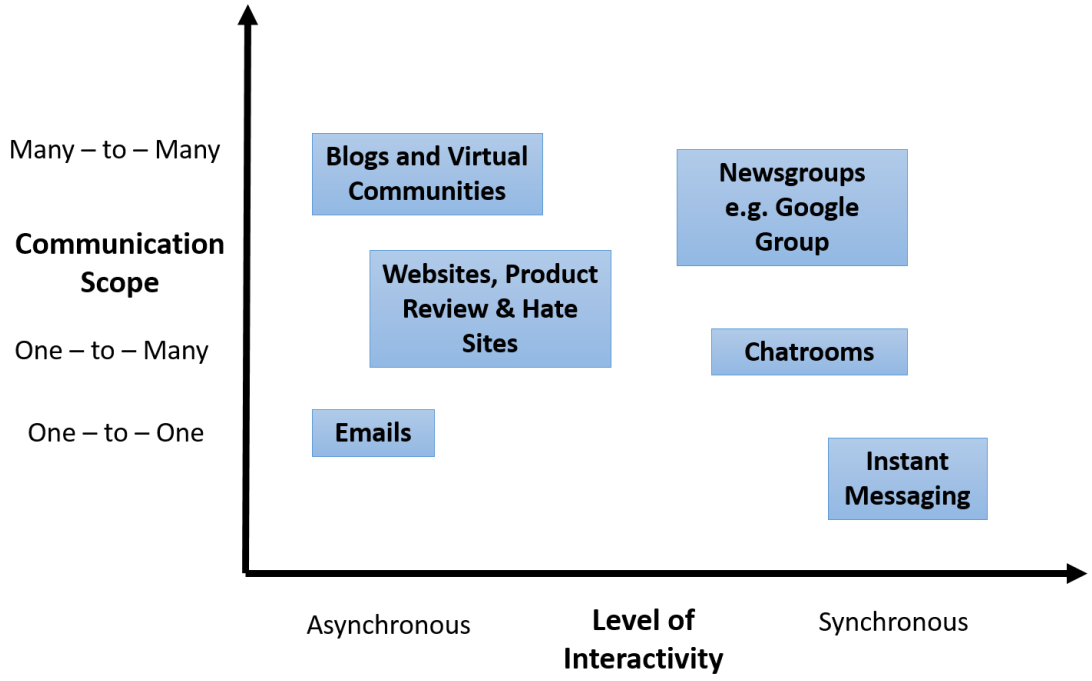

Figure 3: A typology of social media word of mouth

(Source: Litvin, Goldsmith & Pan, 2008)

In destination image formation, recommendations from friends, recommendations from family or any other form of word of mouth may play important role (Marchiori & Onder, 2015). The typology of different social media channels where can be exchanged opinion is presented by Figure 3. It is proven a positive impact of electronic word of mouth on destination image and traveller intentions on case of Iran (Jalilvand et al., 2012). Some of authors suggest that the future of customer relationship management lies on internet (Eisingerich, Chun, Liu, Jia, & Bell, 2015) Thus, it seems to be reasonable to test does social media photo and video sharing and social media word of mouth can moderate country image effect and does it influence intention to visit this destination. Based on what has been presented above, the following hypothesis is developed:

H2: Social media photo-video sharing and social media word of mouth positively moderates the relationship between country image and intention to visit

Social media sales promotion has the same objectives as any other form of sales promotion; to increase sales, to attract new custmoers, to stimulate consumer to make purchuse and other objectives. Forms of sales promtion are disounts, coupons, contests, etc and the it is supposed to stimulate quick response of an individual (Nayem, 2013). Research has showed that sales promotion has influence on purchase intention. Ye and Zhang (2014) examined this relation and results show there is a positive effect of online sales promotion on purchase intention. Also, the importance of attracting new customers and increasing purchase intention by this promotional tool is suggested by Faryabi, Fesaghandis and Saed (2014). In the empirical study they have proved the positive effect of sales promotion. As some of the objectives of sales promotion in tourism are to create interest in destination and visit intention it is decided to be tested if the same effect social media sales promotion would have on intention to visit. Therefore, it is hypothesized that:

H3: Social media sales promotion positively moderates the relationship between country image and intention to visit

2.5 Research model

Based on the literature review and previous studies, three above-presented hypotheses are examined. Basic idea of presented hypothesises is to test how social media (social media word of mouth, social media photo and video sharing and social media sales promotions) will impact the relationship between country image and intention to visit. Figure 4 presents the developed research model on which is based empirical research for the thesis.

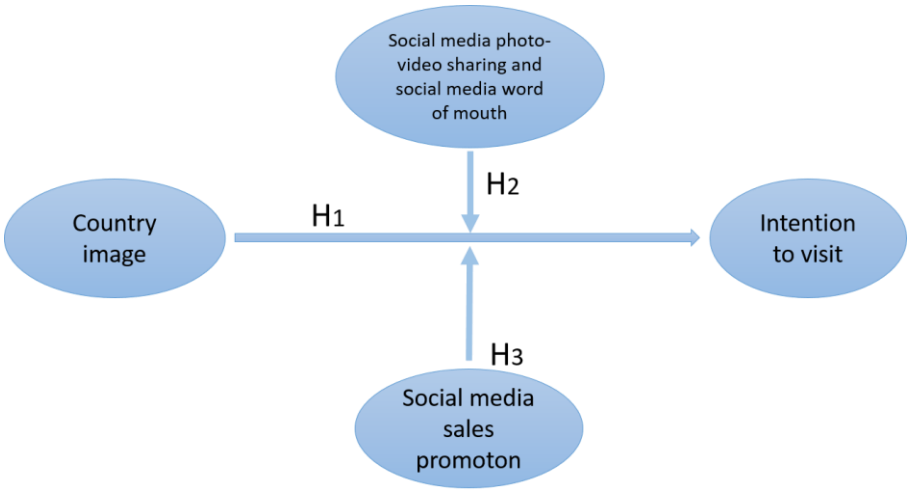

Figure 4: Research model of the master thesis

(Source: Own illustration)

3. Methodology

The following chapter of this paper will be dedicated to the empirical part of the study. In the first place, the research methods for sample selection and data collection will be discussed. Afterwards, the section will provide with the insight into questionnaire design, variables and techniques which were applied in order to test and analyse the hypotheses.

3.1 Sample selection

For the empirical part of the study, a minimum of 120 participants were needed. At the end, 161 participants took part in this research, which was sufficient in order to start analysis. There were not special requests to focus on specific gender group or specific age group. What was expected from respondents was their familiarity and usage of social network sites. Thus, we can say target population for this study were “social network users”.

3.2 Data collection

Data were collected online and offline. Mainly data were gathered through an online questionnaire but also a printed version of questionnaire was distributed at the University of Basel and the University of Fribourg. Visitors of the Universities were asked to spare few minutes to take part in the survey. Respondents who were not social network users were observed as unfit for analysis and excluded from the analysis, as well as people coming from Serbia (because in the questionnaire there were a couple of questions about intention to visit Serbia). In order to collect data online, the link to the questionnaire was distributed via emails, social network sites (Facebook, Instagram) and mobile application WhatsApp. Due to the limited financial resources and practical reasons, this method provides with low cost since it is launch online and it does not increases costs. Other reasons why online collection took majority part during data colleting are easiness to reach people online; they are flexible to fill in the questionnaire at the time convenient for them, further, the anonymity is very important for participants (Evans & Mathur, 2005; libweb, 2015). The data collection took part from 17th of December and lasted until 30th of December of 2015.

Before the main test, a pre-test has been carried out. Sample of the pre-test consists of 20 respondents in order to test how long the questionnaire will take to fill in and to

test the clarity of the questions. Results have showed that there is no need for corrections.

3.3 Questionnaire design

Questionnaire was created on a website Survey Monkey (www.surveymonkey.com). The questionnaire was in English language only and it contained 12 questions (in Appendix 7.12 is presented a full version of the questionnaire). Some of the questions were used in similar studies before and many of the questions were developed by the author of the thesis. The reason for own development of questions is the limited research have been done on this topic.

Questionnaire begins with short introduction in order to explain the purpose of the study and what is expected from the participants. The first question of the survey is “have you ever used social network sites” and as it is mentioned before, focus is on social network users in this study, therefore that question was proposed in order to generate relevant sample.

Second question is related to the country image and for this question were used 14 scaled items developed by Martin and Eroglu (1993). They created country image scale that contains 14 items, in order to find out what respondents think about a particular country. In our case it was Serbia. Serbia was selected as an example of country with no good reputation (Serbia’s reputation suffered a lot in the past mainly due to political reasons and regional conflicts). Measured scaled items were: economically developed, democratic system, mass produced products, civilian government, predominantly industrialized, high labour costs, high literary rates, free market system, existence of welfare system, stable economic environment, exporter of agricultural products, production of high quality products, high standard of living and high level of technological research. Respondents were asked to indicate the level of agreement for each scale item. Five point Likert scale was used for this question with following categories: “strongly disagree”, “disagree”, “do not agree nor disagree”, “agree” and “strongly agree”. This question is related to H1.

Questions three, four and five, contain particular described scenario and respondents were asked to indicate their level of agreement with the statements regarding

described scenarios. Five point scale has the same categories as in the previous question and seven point Likert scale is with categories: “do not agree at all”, “strongly disagree”, “disagree”, “do not agree nor disagree”, “agree”, “strongly agree”, and “totally agree”. In this section, five point and seven point Likert scale were used. This part of the questionnaire is related to hypotheses: H1, H2 and H3. Question number five, as well as the question number two is related to the same hypothesis (H1) and in order to avoid the hallo effect, this question is at the end of the questionnaire. Relevant sources for statements used in questions are given in Table 5. The majority of displayed statements from another sources are adopted for the purpose of this study (i.e. instead of Israel, Serbia is destination in question).

Likert scale is one of the possible measurement techniques used in survey research and one which is one most commonly used. Losby and Wetmore (2012) defined this scale as “ordered scale from which respondents choose one opinion that best aligns with their view”. We can use this scale when we want to measure the level of agreement or disagreement, to ensure high validity, and more precise answers regarding attitude, belief or behaviour items, to get an overall measurement. Level of agreement can vary from three to nine and there is no general opinion about which one is the best. In this study were used five and seven point Likert scale. The mix of five and seven points Likert scale was applied in order to avoid or, at least minimize default responses (Pikic, 2011, own translation; Vanek, 2012; Losby & Wetmore 2012).

The last part of the questionnaire contains demographic data such as age, nationality, and professional occupation. While in this case, professional occupation will not be examined, age, gender and nationality will be taken into consideration. Also, questions about how often respondents travel in a year, how many friends they have on social network sites and approximately how much they spend on travel per year were asked in order to understand better their behaviour.

Scale Items	Source
I enjoy watching photos and videos from all around the world shared on social network sites because it can give me an idea for my next tourist destination to visit	Own source
I consider comments on social network sites to be a relevant source of information about destination	Own source
Shared photos and videos on social network sites make me think about destination I have not thought about before	Own source
I have already changed my opinion about destination after reading comments on social network sites	Own source
Shared photos and videos on social network sites, make me want to visit the attraction I have already seen in those photos and videos	Chen & Lin, 2012
I consider comments my friends and relatives made on social network sites to be more relevant than from people I do not know	Own source
Positive comments on social network sites influence on my desire to visit destinations I have not thought about before	Own source
Shared photos and videos make me want to find out more information about destination in the question	Chen & Lin, 2012
I am not interested in photos and videos shared on social network sites	Own source
I do not pay attention on other people's comments on social network sites	Jalilvand et al. 2012
I am attracted to special offers regarding travel to different destinations	
Price is an important factor that influences on my desire to go on a destination I have not thought about before	Jaafar, Lalp & Naba, 2011
This special offer made me want to find out more information about the country	Own source
I do not pay attention to posts like these on social network sites	Own source
This special offer makes me want to check out the tour web site	Chen & Lin, 2012
This special offer increases my willingness to purchase the tour	Chen & Lin, 2012
I would visit Serbia, rather than any other tourist destination	Jalilvand et al. 2012
I predict I will visit Serbia in the future	Jalilvand et al., 2012
I would rank Serbia as my first choice for next destination to visit	Own source
I have positive image of Serbia as a tourist destination	Own source
I have intention to visit Serbia within next 12 months	Own source
I think most people have a positive opinion about Serbia	Leonidio, Montezano & Carvalho, 2011
I think Serbia is a popular tourist destination	Jalilvand et al., 2012

Table 5: Scale items for variable measurement

(Source: Own illustration)

3.4. Factor Analysis

All four constructs analysed in the empirical part of the study are measured by multi-item scale, thus factor analysis need to be perform. Those constructs are country image, intention to visit, social media photo-video sharing and social media word of mouth, and social media sales promotion. Therefore, it has to be checked whether all items selected for construct measurement load into the same factor and thus may be associated with this construct. The initial solution is obtained by factor analysis using principal components and oblimin rotation is applied. Number of factors is fixed at four based on four measured constructs. After this part of the analysis, items which do not load to the proper factor, are deleted and at the end remained 30 items (see Appendix 7.1 and 7.2).

The degree of correlation of variables, or sampling rate adequacy (MSA) are located on the diagonal of Anti-image matrix (see Appendix 7.2). Since all values on the diagonal are more than 0.5, it means that all variables can enter into the analysis.

Further, global MSA, known as Kaiser-Meyer-Olkin measure of sampling adequacy, is also greater than 0.5 and indicates acceptable level of correlation between variables. Results of Bartlett's test of Sphericity has significance value lower than 0.01 and thus indicating that a factor analysis is meaningful to be performed. This also leads to conclusion that null-hypothesis has been rejected (see Appendix 7.3)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.820
Bartlett's Test of Sphericity	.000

Table 6: KMO and Bartlett's test values

(Source: SPSS output)

Analysing "Scree plot" (see Appendix 7.5) the number of suggested constructs remain four as from the beginning of the analysis. Further step is testing if items load in the correct factor and Pattern Matrix table (see Appendix 7.6) indicates the following: the ten scaled items for country image load into the component 1, the five statements from the social media sales promotion scale load into the component 2, the six statements from the intention to visit scale load into the component 3 and nine statements from the social media photo-video sharing and word of mouth scale load into the component

4. For the purpose of the master thesis, an average of the items has been selected to be computed for the four constructs (equations are presented later in this chapter, section 3.5)

Finally, because of the multi-item scale, the Cronbach's Alpha values were calculated in order to check reliability of the scales. Depending on the nature and purpose of the scale, different levels of reliability are required. Nunnaly (1978) recommends you not to accept the reliability of less than 0.7 (as cited in Panayides, 2013, p. 689). Also, some authors suggest that alpha "should not be too high" (not higher than 0.9), "because in that case it may reflect unnecessary duplication of content across items and point more to redundancy than to homogeneity" (Streiner, 2003). In the Table 6 are given values of Cronbach's Alpha for the four measurement scales and all four are higher than 0.7 as well as lower than 0.9 (Table 7). In conclusion, we can say based on calculated Cronbach's Alpha coefficients and their values, it is not needed to remove any of scaled items in order to increase or reduce Cronbach's Alpha's values, because all are great enough for the reliable construction of scale.

Construct	**Reliability Statistics**	
	Cronbach's Alpha	Number of Items
Country image	0.870	10
Social media photo-video sharing and social media word of mouth	0.827	9
Social media sales promotion	0.854	5
Intention to visit	0.859	6

Table 7: Cronbach Alpha

(Source: SPSS output)

3.5 Variables of the study

This study relies on four types of variables: dependent, independent, moderating and control. Independent variable may cause changes (has impact on) in dependent one, but the opposite affect (independent on dependent) is not possible. Moderating variable influences, or moderates, the relation among those two variables. Control variables are included in the study "in order to clarify the relationship between other variables" (Business Dictionary, 2016; SSRIC, 2016). Moreover, section explains the way variables were computed.

3.5.1 Dependent variable

Following the main research question of the thesis "is the social media appropriate marketing tool in order to promote tourist destinations with negative country image", "intention to visit" is selected as a dependent variable. Intention to visit can be defined as a plan to visit a particular destination in the future. Intention to visit is very important to analyse in order to find out how potential tourist evaluate specific destination and to measure its willingness to visit specific destination. Seven point Likert scale was used for the measurement of the variable (1= "Do not agree at all" to 7 = "Totally agree"). The measures indicate how likely it is for the participant to choose to visit Serbia. After factor analysis has been done, one item (Q46) is excluded from the analysis and applied equation for this variable would be:

$$ItV_i = \frac{Q41_i + Q42_i + Q43_i + Q44_i + Q45_i + Q47_i}{6}.$$

*3.5.2 Independent v*ariable

Based on the same research question, selected independent variable is country image. Country image has been already defined in the first chapter of the thesis. The 14 scaled items were used in order to test (measure) respondent's opinion about Serbia. The participants were asked to grade each of the scaled items. Those items were measured using 5-point Likert scale (1="Strongly disagree" to 5="Strongly agree"). After factor

analysis has been done, four items are excluded from the scale measurement and overall country image is computed by the following equation:

$$CI_i = \frac{Q11_i + Q12_i + Q14_i + Q15_i + Q17_i + Q18_i + Q19_i + Q110_i + Q113_i + Q114_i}{10}$$

Whereby, CI is “country image”, Q11 is “economically developed”, Q12 is “democratic system”, etc. and 10 presents number of items used to compute variable.

3.5.3 Moderator variable

Social media photo-video sharing and social media word of mouth and social media sales promotion are selected as two moderator variables of the study. It has been tested if those variables have influence on, or moderate, relation between country image and intention to visit as well as intensity of their influence. All were measured with five point Likert scale (1=”Strongly disagree” to 5=”Strongly agree”).

Posting and sharing different photos and videos from all around the world is very popular activity today and because of that was selected in order to test in what way, if it does, this activity affects relation between country image and intention to visit. The effect of this activity was measured with statements “I am not interested in shared photos and videos shared on social network sites” or “Shared photos and videos make me want to find out more information about destination”.

Social media word of mouth can be defined as informal, person-to-person, or communication between more persons in online environemnt and in that manner, differs from traditional word od mouth communication. Moreover, online communication alows more exchange of infomattion between individuals who do not know each other personally (Eisingerich et al., 2015). For the purpose of this study one type out of many of electronic word of mouth is selected to be tested– social media word of mouth within social network sites (Litvin et al., 2008). Its effect was measured with statements like: “Positive comments on social network sites influence on my desire to visit destination I have not though about before“. After factor analysis has been performed, item (Q26) has been excluded from the analysis and equation for this varibale is calculated as average of nine items:

$$SMPVSandWM_i = \frac{Q21_i + Q22_i + Q23_i + Q24_i + Q25_i + Q27_i + Q28_i + Q29_i + Q210_i}{9}.$$

Today consumers have more access to information online due to the new technologies and they can become more price sensitvie. According to Lichtenstein, Ridgway and Netemeyer (1993) price is “unquestionably one of the most importnat marketplace cues“. This could be one possible way for destination managers to attract people. With statemets like “price is an importan factor that influences on my desire to go on a destination I have not though about before“ this varibale was measured. After factor analysis has been performed, one item is excluded from the analysis (Q34) and eqauation for this variable state as follows:

$$SMSP_i = \frac{Q31_i + Q32_i + Q33_i + Q35_i + Q36_i}{5}.$$

3.5.4 Control variable

Demographic factors are recognized as important in a case of country image effect (Jalilvand et al., 2012). Demographic characteristis such as age, gender and natinality are selected as control variables in the study. Questions regarding age and nationality were opened questions: “How old are you“ and “What is your nationalliy“, while gender question was closed with two options: femail and male. Age is numeric, while gender and nationality are two nominal variables. Control variable gender has two categories:

$$Gender_i = \begin{cases} 0, & female\ respondent \\ 1, & male\ respondent \end{cases}$$

Control variable natinality has also two categories:

$$Nationality_i = \begin{cases} 0, & no\ Swiss \\ 1, & Swiss \end{cases}$$

3.6 Multiple regression analysis

Data were analysed in order to test if moderator variables influence on the relation between independent and dependent variables. In order to test developed hypotheses for the purpose of this thesis, we can use multiple regression analysis. This method was selected because, in addition to testing the impact of independent and moderator variables on the dependent variable, can be carried out for testing the significance of the interaction between the independent and moderator variables (Statistics Solutions, 2015). In general, the equation for multiple regression analysis states as follows:

$$\mathrm{Y_i} = \beta_0 + \beta_1 \mathrm{X_{1i}} + \beta_2 \mathrm{X_{2i}} + \cdots + \beta_\mathrm{k} \mathrm{X_{ki}} + \varepsilon_\mathrm{i}$$

Whereby:

Y_i = dependent variable

X_{si} = independet variable,

β_i = egression model coefficient

ε_i = random error

When in the basic model are include interactions (moderator) members, model is stated as follows:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \cdots + \beta_k X_{ki} + \beta_{12} X_{1i} X_{2i} + \varepsilon_i.$$

In our case, appling this model on developed hypotheses, model can be calculated by following equation:

$$ItV_i = \beta_0 + \beta_1 CI + \beta_2 SMPVSandWM_i + \beta_3 SMSP_i + \beta_{12} SMPVSandWM_i \mathrm{x} CI + \\ + \beta_{13} SMSP_i \mathrm{x} CI_{14} + \beta_4 Age_i + \beta_5 Gender_i + \beta_6 Nationality_i + \varepsilon_i.$$

4. Results

In this chapter will be presented the results of the empirical study and analysis collected from the primary data will be presented. The results are divided into two major sections. The first section includes the sample with demographic characteristics and provides information about respondents' travel behaviour. The second section presents results of applied multiply regression analysis.

4.1 Travel behaviour and demographic characteristics of respondents

Through an online and offline version of the survey, 144 were valid responses out of 161 collected (17 were not useful, because 5 were not correctly filled in, 5 respondents were Serbian nationality and 7 were incomplete). Sample was composed of 69 female respondents and 75 male respondents from 39 nationalities (Figure 5 and Figure 6). The most represented nationality is the Swiss with 53 respondents which refers to 36.8 % of the sample. After the Swiss, the most respondents are Macedonian (14 respondents, 9.7%), followed by Italian (12 respondents, 8.3%), German (10 respondents, 6.9 %), Bosnian (7 respondents, 4.9 %) and other nationalities that took part into survey with no more than 6 respondents.

Respondents' age varies from 15 to 72 years but the most representative age category is from 22 to 31 years old (Figure 7). The average age is 28.93 ("Mean" in Table 8).

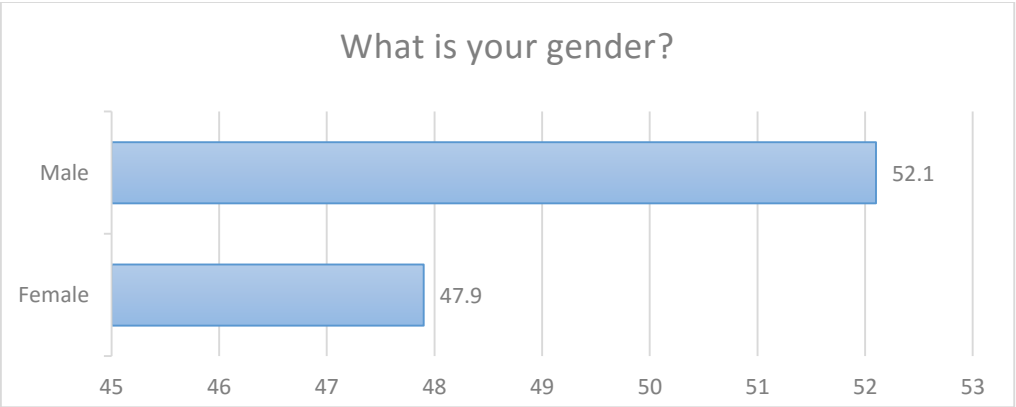

Figure 5: Respondents' gender (Source: SPSS output)

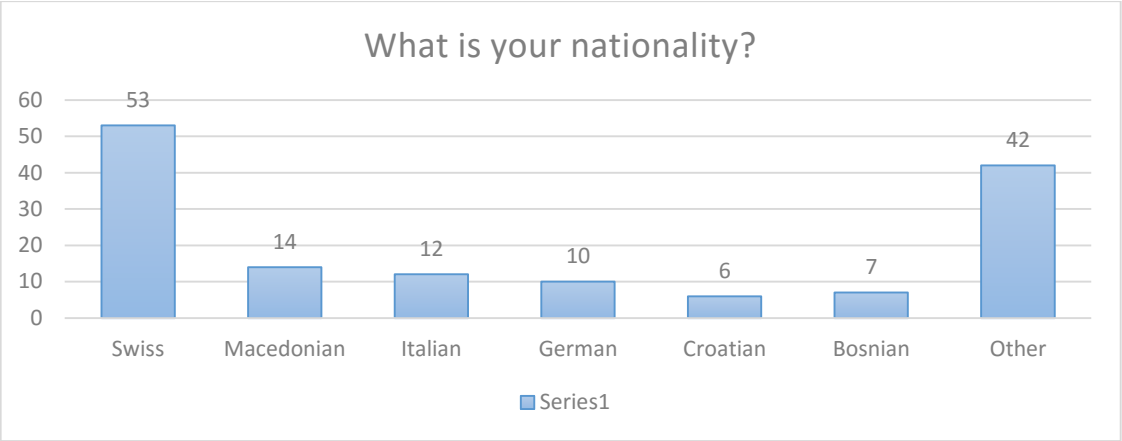

Figure 6: Respondents‘ nationality (Source: SPSS output)

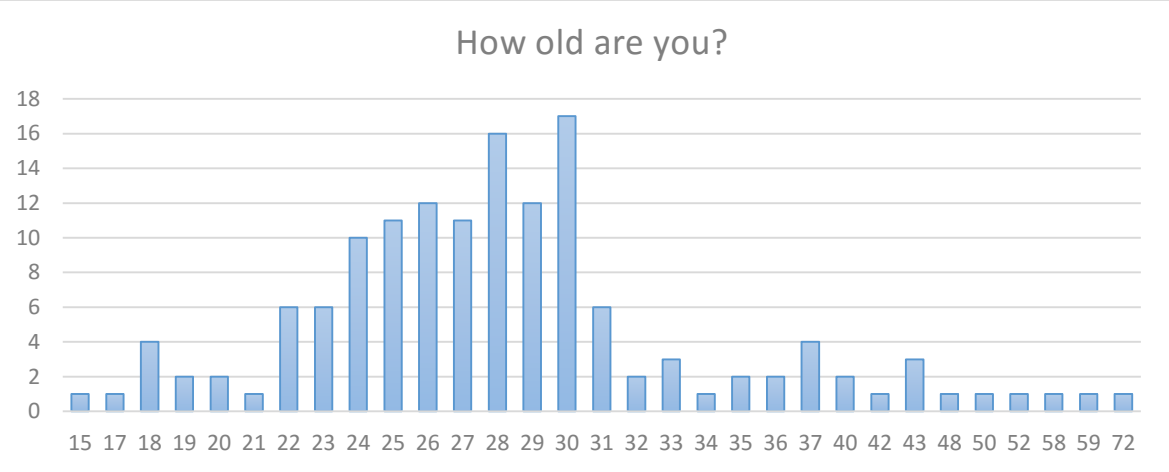

Figure 7: Respondents‘ age (Source: SPSS output)

Mean	28.93
Median	**28.00**
Mode	**30**
Std. Deviation	**7.859**
Variance	**61.757**
Range	**57**
Minimum	**15**
Maximum	**72**

Table 8: Parameters of descriptive statistics for age

(Source: SPSS output)

Due to the occupation of the respondents, the significant number is grouped in the category “employee”. More than a half of sample, 58.3 %, to be more precise are from this occupation group. The output indicates next major group “students” (25% of the sample). Those two groups in total presented more than 80% of the sample (Figure 8).

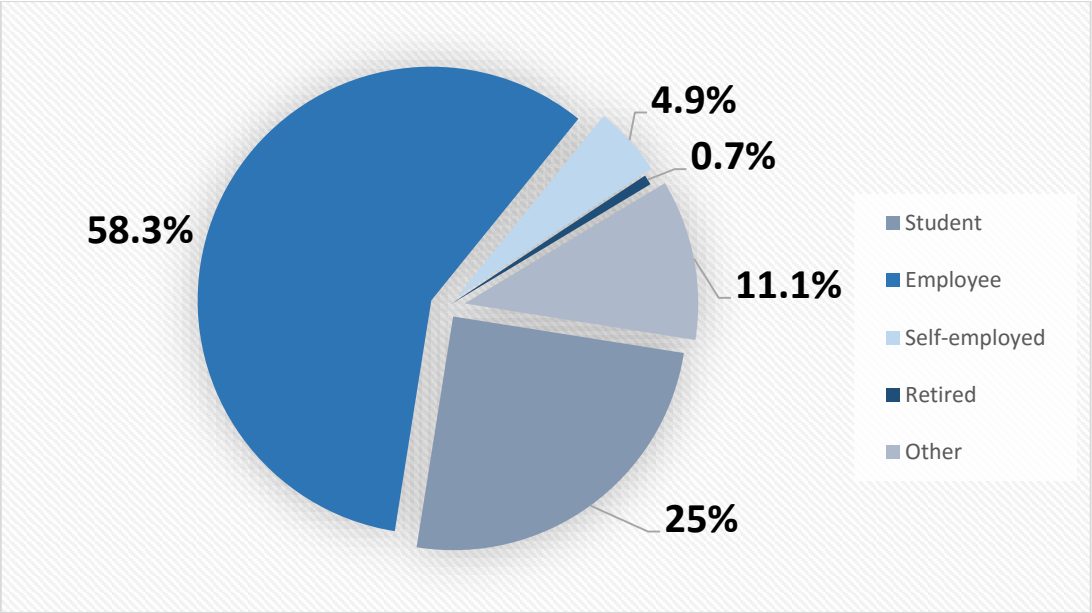

Figure 8: Pie chart “What is your professional occupation?”

(Source: SPSS output)

Following two pie charts present behavioural characteristic of participants regarding traveling: how much they spend on travel and how often they travel. Those question were open ended questions in the questionnaire. Due to the simplicity reasons, during the analysis, answers were grouped into three main categories in the case of both questions. Categories for the first question (how often they travel) are “0 to 2” times, “3 to 5” times and “6 and more” times. First two groups together present little below 90% of the sample. The most frequently given answer is “3 to 5” times.

Almost the same is to the second question regarding spending on travels. Three defined groups are “0 to 2000”, “2001 to 5000” and “5001 and more” (in CHF). The most common answer here is “0 to 2000” CHF. Explanation for this can be the following: the high percentage of respondents who are traveling up to 2 times in a year and spending up to 2000CHF can be explained by relatively high number of

respondents from Macedonia, Bosnia, Italia and Croatia. On the other hand, there is a high percentage of respondents who are traveling more than two times in a year and spending more than 2000CHF or more than 5000CHF that can be explained by high rate of respondents from Switzerland, who are known as travellers who travel a lot and spend a lot on traveling, not only for pleasure but also for business purposes, and also Switzerland is known as country with high living standard.

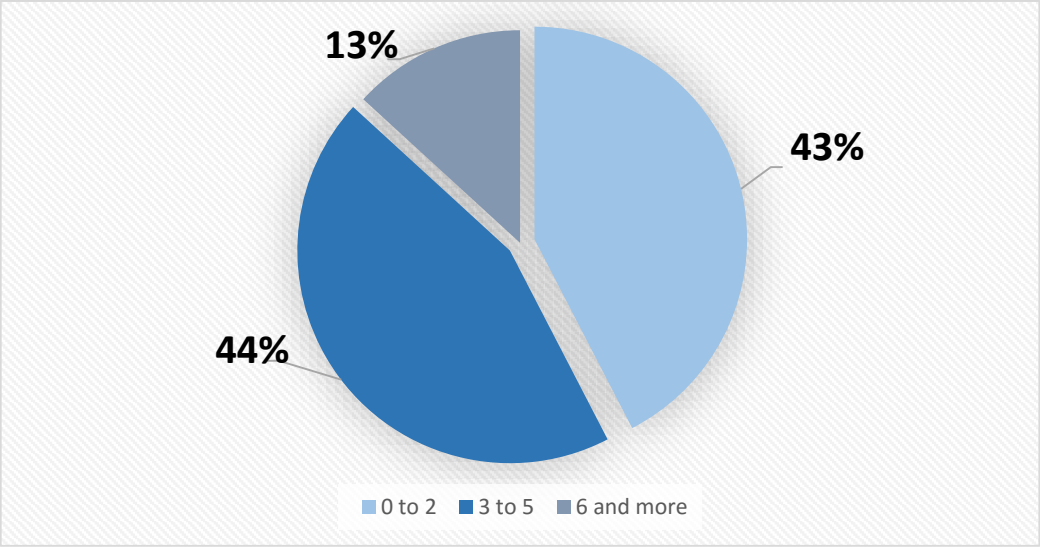

Figure 9: Pie chart "How often do you travel outside the country (in a year)?"

(Source: SPSS output)

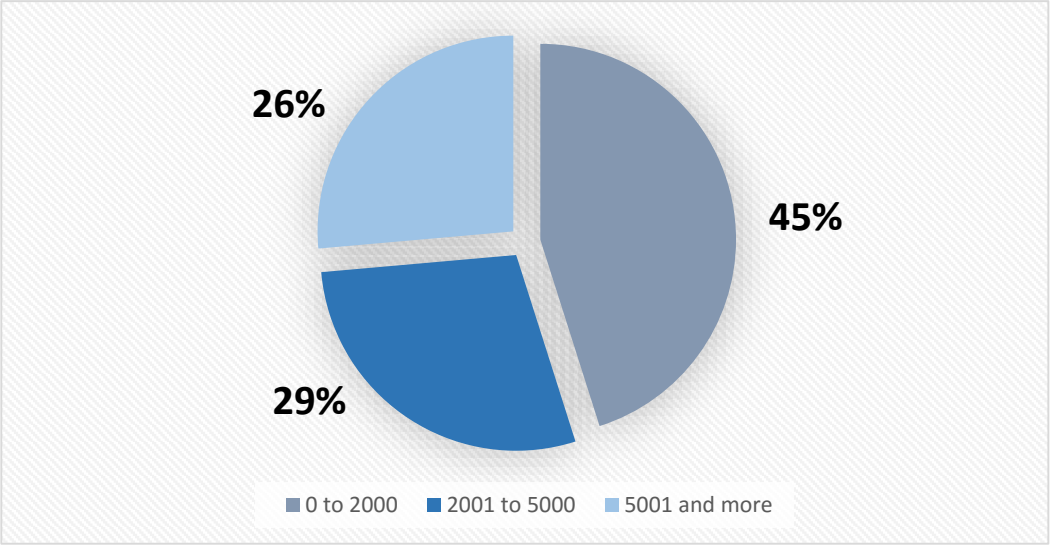

Figure 10: Pie chart „How much do you spend on travel per year (approx.)?"

(Source: SPSS output)

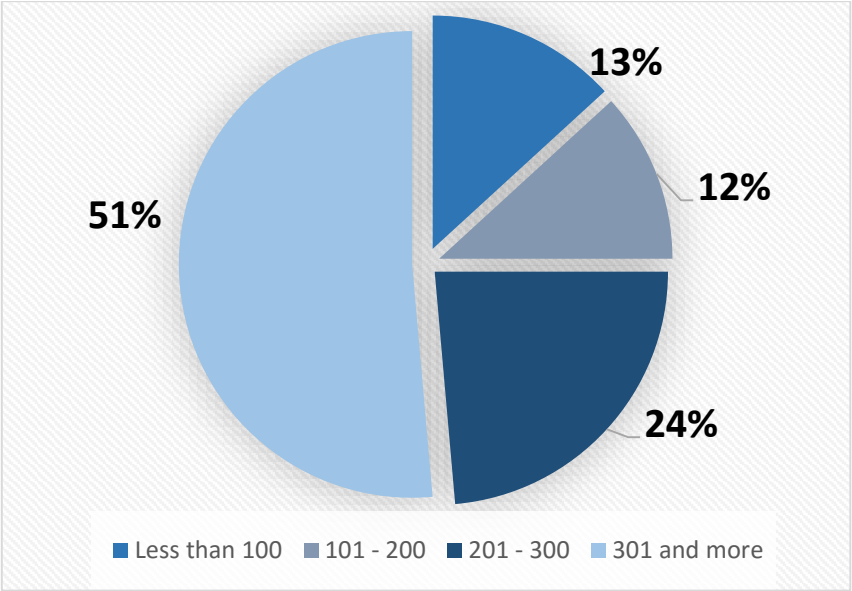

Figure 11: Respondents' number of friends on social network sites pie chart

(Source: SPSS output)

Finally, I was interested in the number of friends respondents have on their social network sites. Generally, the results showed that the majority that took part in the survey has more than 301 friends. More precisely, 51% of the sample (Figure 11).

4.2 Interpreting and reporting the output of multiple regression analysis

The hypotheses of the research model are tested by the multiple regression analysis as it has been already explained. Defined equation used for our model is presented in the third chapter of the thesis (3.6) along with an explanation why this method is selected for the analysis. After importing data into SPSS, necessary commands have been performed and the SPSS output is presented in this section.

Before testing developed hypotheses, it should be checked first if there is multicollinearity of data. In Table 9 we can see that correlation coefficient has value lower than 0.7. Thus, we can say there is no multicollinearity and all variables can stay in model.

Correlations

		CI	SMPVSandWM	SMSP
CI	Pearson Correlation	1	.183*	.104
	Sig. (2-tailed)		.028	.216
SMPVSandWM	Pearson Correlation	.183*	1	.417**
	Sig. (2-tailed)	.028		.000
SMSP	Pearson Correlation	.104	.417**	1
	Sig. (2-tailed)	.216	.000	

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 9: Multicollinearity check (Source: SPSS output)

Table 9 shows values of *R square*, *R* (square root of R square) and *adjusted R square*. R square shows the proportion of variation in the dependent variable that is explained by the influence of independent variables, and of all variables included in the model. It is calculated as "sum of squares regression" divided by "sum of squares residual" from Table 10. Adjusted R square usually is used when there are a lot of independent variables in the model and when sample is small, what here is not a case (Zwitch, 2013). For our analysis R is relevant, and it is 0.259, which means that 25.9% of variation of intention to visit is explained by the model set.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509[a]	.259	.216	.97012

a. Predictors: (Constant), Nationallity, SMPVSandWMc_CIc, Age, Gender, SMSP, CI, SMSPc_CIc, SMPVSandWM

Table 10: Model summary (Source: SPSS output)

The "Analysis of Variance" for multiple regression is presented in Table 11. The strong evidence against the null hypothesis ("null hypothesis essential part of any research design") is the *p-value* of 0.000 – at least some of members of the model have

statistical significance (Yale Universtiy, 2016). Which members are important can be seen in Table 12.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.520	8	5.565	5.913	.000[b]
	Residual	127.054	135	.941		
	Total	171.574	143			

a. Dependent Variable: ItV

b. Predictors: (Constant), Nationallity, SMPVSandWMc_Clc, Age, Gender, SMSP, CI, SMSPc_Clc, SMPVSandWM

Table 11: ANOVA in linear regression (Source: SPSS output)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.347	.787		-.441	.660		
	CI	.698	.138	.401	5.040	**.000**	.869	1.151
	SMPVSandWM	.090	.170	.051	.531	.596	.600	1.665
	SMSP	.257	.118	.183	2.180	**.031**	.782	1.279
	SMPVSandWMc_Clc	.048	.254	.018	.189	.850	.611	1.636
	SMSPc_Clc	-.171	.156	-.095	-1.096	.275	.729	1.372
	Age	.030	.011	.214	2.722	**.007**	.884	1.131
	Gender	.017	.177	.008	.098	.922	.835	1.198
	Nationallity	-.302	.173	-.134	-1.748	.083	.940	1.064

a. Dependent Variable: ItV

Table 12: Linear regression coefficients with interaction effects (Source: SPSS output)

While deciding on to accept or reject hypothesis we are compering p-vale with level of significance. The majority of authors suggest level of significance of 0.05 and this is the reason why this level is chosen in this study. When the level of significance is lower than *p-value,* hypothesis will be rejected and in a case if *p-value* is lower than level of significance, hypothesis will be accepted (StatiDirect, 2016). Moreover, in our case we

have used mix of five and seven point Likert scale, thus, the “standardized coefficient” (Beta) is value we use for the analysis.

After running a regression analysis we have gotten regression coefficient for the country image of 0.401 (Beta). This means that a change in one standard deviation of country image would lead to a change in the intention to visit in average for 0.401 standard deviation, in a case where all other unites remain the same. The p-value is statistically significant. Consequently, we can accept our hypothesis. The country image has a significant positive influence on intention to visit (t=5.040; p-value < 0.01). The relationship is positively correlated. A positive change in country image will cause positive change in intention to visit – that is showed with the regression coefficient, which is positive number. Corresponding values are displayed in Table 12.

Regression coefficient for the social media photo-video sharing and word of mouth has Beta value of 0.018. Based on the regression analysis, the second hypothesis is not significant (t = 0.189; p – value > 0.05). Therefore, social media photo-video sharing and word of mouth do not have a significant moderating effect on the relationship between country image and intention to visit. Corresponding values are displayed in Table 12.

Regression coefficient for the social media sales promotion has Beta value of - 0.095. Based on the regression analysis, the fourth hypothesis is not significant (t = - 1.096; p – value > 0.05). Therefore, social media sales promotion do not have a significant moderating effect on the relationship between country image and intention to visit. Corresponding values are displayed in Table 12.

Social media sales promotion has regression coefficient of Beta= 0.183. This means if social media sales promotion increase for one standard deviation, this will lead to change in intention to visit in average for 0.183 standard deviation and it statistically significant (t= 2.180; p –value < 0.05), but do not have moderating effect on country image.

Control variable age has regression coefficient of 0.030, and this means that for each one year increase in age, intention to visit increase in average for 0.030 (t=2.722; p-value < 0.05) in a case where all other unites remain unchanged. Further, regression coefficient for gender is B= 0.017. Average score on intention to visit is 0.017 higher for male respondents, but this difference is not statistically significant (t= 0.098; p –

value > 0.05). And finally, control variable nationality has regression coefficient B= -0.302. This means average change (score) on intention to visit is 0.302 units lower for "Swiss" respondents compering with "no Swiss" respondents, in a case where all other unites remain unchanged, but this difference is not statistically significant (t= -1.748; p – value > 0.05). To sum up, country image, social media sales promotion and age are statistically significant. Their p- values are 0.000, 0.031 and 0.007 respectively.

4.3 Results summary

To summarised, after multiple regression analysis were applied, one hypothesis is accepted and two are rejected. Results show that country image has direct influence on intention to visit, but it is not proven moderating effect any of two moderating variables. This does not mean that moderating effect does not exist, but in this case it is not proven. More detailed interpretation of results is given in next chapter of the thesis. The following table presents overview into the hypotheses acceptance or rejection:

Hypotheses	
H1: Country image has a direct effect on intention to visit	**Accepted**
H2: Social media photo-video sharing and word of mouth moderate the relationship between country image and intention to visit	**Rejected**
H3: Social media sales promotion moderate the relationship between country image and intention to visit	**Rejected**

Table 13: Hypotheses acceptance/rejection

(Source: Own development)

5. Conclusion and discussion

The main objective of this paper was to answer the question of the social media being an appropriate marketing tool to promote tourist destination. To give an answer on this question a study research was conducted. Using the methodology of online and offline questionnaire the study has examined a relationship between country image and intention to visit. Moreover, the study took into account social media photo and video sharing, social media word of mouth and social media sales promotion as moderator variables. The study was based on the answers of 144 randomly selected participants. After collecting all necessary data, the multiple regression analysis was applied. This has showed us statistical significance of the data and has helped us to reject or accept previously stated hypotheses. The main result of the research is existence of the positive relationship between country image and intention to visit particular country. This means that the better the county image, the bigger is the intention to visit that county and vice versa. However, our research showed that the influence of moderator variables on this relationship is not significant. More precisely, we had to reject all hypothesis regarding moderating role of social media.

5.1 Main findings and discussion

Due to the fact that first hypothesis is accepted, this study one more time confirmed importance of country image in case of tourism by proving that country image has direct effect on intention to visit.

When it comes to moderation effect of social media on the relationship among country image and intention to visit, hypotheses are not proven, even though our findings show that people generally are very interested in photos and videos shared online, as well on comments and especially sales promotion. In general, most respondents have said that they enjoy watching photos and videos from all around the world shared on social network sites because it can give them an idea for their next tourist destination to visit as well as that shared photos and videos on social network sites make them think about destinations I have not thought about before. Mean values for those two items are 3.89 and 3.90 respectively, measured by five point Likert scale (from 1 to 5). Going further, the high level of interest is showed for posted comments online. ”Positive comments on social network sites influence on my desire to visit destination I have not

thought about before" and "I consider comments my friends and relatives made on social network sites to be more relevant than from people I do not know" are the high grated mean values, 3.64 and 3.49 respectively. Based on that, we can notice that this variable is not maybe statistical significant in our case, but has influence on respondents' opinion. And finally, it is confirmed respondents are price sensitive. Items "price is an important factor that influence on my desire to go on destination I have not though about going before" and "this special offer made me want to find out more information about the country" have the mean values of 3.73 and 3.63 respectively (see Appendix 7.10 and Appendix 7.11).

However, applied regression analysis did not prove moderating effect any of moderator variables mention above. This does not mean the effect does not exist at all, but in our case it is not proven and it is very difficult to compare those finding with previous research because it is not so much done until not. This study in a way could be starting point for future research on social media as tool for tourism marketing for countries with negative images. What is proven one more time by this study (analysing means of single items) it is price sensitivity and high interest in electronic word of mouth. In his paper, Litvin et al. (2008) examined influence of electronic word of mouth and ranked it as "the most important source when a consumer is making a purchase decision". He also pointed out that this effect is "especially important" in tourism industry and hospitality. Our study does not recognize word of mouth as "the most important" but has proved peoples' interest in online word and as influential source of information.

Further, we have controlled the effect of age, gender and nationality. The results have showed, only age have influence on the relation among country image and intention to visit, while other two demographic characteristics, age and nationality does not appear as significant.

There is a growing influence of social media and some aspects of our study indicated that. For instance, majority of respondents have more than 301 friends on social network sites and in the same time they are interested in shared content online. With increasing number of friends, as a one consequence there is more shared content and thus, more possibility to attract potential tourists. As Lopez, Tano, Bulchand-Gidumal and Armas (2011) stated in their study, there are so many external factors that can be

incentives of social media usage. The incentives mentioned in the study are: “availability of the technology, altruism, the environment, individual predisposition and trust on the user’s information exchanged and written online”. Based on this study authors have recommended to focus on the benefits for the users: “better knowledge of destinations, cost savings, belonging to groups with similar interests, and fun using the tools”. Moreover, that have pointed out on the importance of the tourist’s voice and “to listen constantly to the tourists’ contributions in the social media in order to participate and respond immediately to suggestions, needs and queries, thus increasing the perception of the functional utility”. The last recommendation shows that the influence of the social media has been growing, but it also depends on the tourists and their perception of the concrete case. It is a two-way street, and from the usage of the social media both demand and supply side can benefit.

5.2 Implications

Even though our moderator variables failed to be accepted, we have to be careful when talking about implications of the study. The reasoning between these arguments is the importance of the social media role in tourism in general, what is explained in the second chapter of the thesis by presenting the previous research and explaining the social media role in tourism. Moreover, analysing descriptive statistics it is obvious peoples’ interest in this kind of content shared online. Based on descriptive statistic and main values for items, it is clear that people are interested in content shared online, in comments and sales promotion and this cannot be put on a side. Tourism marketers have to find a way to exploit it. Moreover, the results of our study found sales promotion to be the most interesting for social network users and this finding shows price sensitivity of respondents. Special offers for traveling to destinations in countries with negative images may be one of the most useful promotional tools for attracting potential tourists. Price appears to be a very important factor while selecting the destination and using special offers like discounts on weekend trips or wining the free trip, it is possible to increase number of new visitors.

Researches need to keep examining the best way how to use social media for tourism promotion, not only for popular destinations but move step forward and use it for not so popular destinations, which is main idea behind this study

5.3 Limitations and future research

Due to the limited resources (both financial and time resources) this study has several limitations and these will be discussed in the following section in order to help future researches to fill the existing research gap while using some of the findings of this research.

Firstly, this research study and its results are based on the participation of relatively small number of respondents. Taking into account the sample size the external validity of the study can be limited. Larger sample means more accurate results, due to the fact that data in larger samples are normally distributed and hence reflect the opinion of the population and not only the sample. Therefore, future researchers should increase the sample size which will help them gather more accurate data and consequently, it will help generalizing findings of the research study on the topic.

Secondly, even though the sample should be randomly selected, it would be useful to focus more on the participants' nationality. In this research study the majority of respondents were from Switzerland due to the fact that that study was conducted in this country. However, if the same research was carried out in some other country it might have given different results. Including more non-Swiss participants will improve external validity of the study. Furthermore, this study used age and gender as control variables. To improve the relevance of findings some other variables such as education or marital status could be used in a regression analysis. The model could also be improved by adding new moderating variables, such as impact travel groups creation on social network sites, then price of the service and willingness to pay for it.

Another recommendation would be to test separately moderating effect of the shared photos, shared videos or posted comments online. For instance, photo sharing can have moderating effect while video sharing does not have any effect or vice versa. Testing moderating effect of these variables separately would show the influence of each variable.

Finally, future research should consider further development of the questionnaire. The majority of questions/statements were developed by the author of the thesis, and it might be possible to improve future studies and their findings by expanding the existing questionnaire and thus collecting and processing more data.

Taking into account availability of the new technology, as well as the increasing number of social media users, future studies should pay more attention on the influence of social media on tourism, with special focus on countries with negative images. There are a number of opportunities for marketers to extend the knowledge about social media influence on tourism. Consequently, it would be possible to find the right way for the tourism marketers to approach tourists more efficiently.

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7. Appendices

Appendix 7.1 - Correlation matrix for items (Source: SPSS output)

		Q1_1	Q1_2	Q1_4	Q1_5	Q1_7	Q1_8	Q1_9	Q1_10	Q1_13	Q1_14	Q2_1	Q2_2	Q2_3	Q2_4	Q2_5	Q2_7	Q2_8	Q2_9	Q2_10	Q3_1	Q3_2	Q3_3	Q3_5	Q3_6	Q4_1	Q4_2	Q4_3	Q4_4	Q4_5	Q4_7
Correlation	Q1_1	1.000	.527	.448	.466	.318	.371	.371	.471	.525	.394	.284	.087	.189	.055	-.016	.133	.062	.006	-.011	.060	.061	.038	.008	.062	.152	.200	-.029	.231	.043	.304
	Q1_2	.527	1.000	.500	.294	.356	.472	.449	.448	.415	.261	.202	.073	.194	.005	.107	.076	.030	.023	-.011	.033	.008	-.028	-.009	.042	.195	.173	.066	.162	.029	.310
	Q1_4	.448	.500	1.000	.338	.344	.406	.467	.376	.326	.225	.209	.251	.186	.071	.029	.108	.016	-.022	-.089	.111	.147	.162	.077	.017	.167	.284	.142	.298	.197	.334
	Q1_5	.466	.294	.338	1.000	.323	.329	.271	.397	.465	.435	.242	.101	.137	.038	.090	.211	.243	.058	.087	.048	.052	.020	.000	-.013	.245	.132	.137	.278	.107	.250
	Q1_7	.318	.356	.344	.323	1.000	.442	.347	.321	.230	.331	.216	.090	.097	.060	.070	.141	.065	-.016	-.081	.034	.103	.068	.110	.076	.168	.306	.165	.225	.198	.166
	Q1_8	.371	.472	.406	.329	.442	1.000	.581	.507	.367	.420	.221	.139	.155	.102	.071	.046	.073	-.031	-.029	-.002	.056	.084	.024	-.098	.177	.195	.130	.252	.166	.303
	Q1_9	.371	.449	.467	.271	.347	.581	1.000	.508	.454	.326	.316	.187	.207	.199	.140	.055	.112	.019	-.021	.167	.121	.184	.083	.107	.155	.269	.149	.213	.193	.244
	Q1_10	.471	.448	.376	.397	.321	.507	.508	1.000	.527	.399	.157	.097	.038	.006	.008	.028	.019	-.046	-.049	.087	.095	.022	-.022	-.012	.102	.073	.071	.145	.078	.237
	Q1_13	.525	.415	.326	.465	.230	.367	.454	.527	1.000	.594	.208	.147	.101	.031	.089	.084	.068	-.037	-.092	.062	.053	.025	.044	.068	.288	.223	.168	.273	.129	.363
	Q1_14	.394	.261	.225	.435	.331	.420	.326	.399	.594	1.000	.317	.131	.100	.031	.007	.124	.057	.019	-.063	.102	.123	.027	.111	.033	.184	.137	.170	.287	.228	.378
	Q2_1	.284	.202	.209	.242	.216	.221	.316	.157	.208	.317	1.000	.440	.596	.353	.369	.503	.503	.324	.285	.421	.330	.427	.378	.355	.088	.247	.147	.282	.160	.243
	Q2_2	.087	.073	.251	.101	.090	.139	.187	.097	.147	.131	.440	1.000	.434	.473	.312	.432	.280	.144	.185	.220	.218	.210	.204	.145	.145	.147	.055	.315	.166	.284
	Q2_3	.189	.194	.186	.137	.097	.155	.207	.038	.101	.100	.596	.434	1.000	.271	.452	.566	.601	.264	.151	.332	.328	.341	.299	.428	.081	.178	.029	.238	.013	.157
	Q2_4	.055	.005	.071	.038	.060	.102	.199	.006	.031	.031	.353	.473	.271	1.000	.297	.381	.238	.115	.105	.118	-.021	.174	.242	.111	.245	.189	.145	.200	.185	.069
	Q2_5	-.016	.107	.029	.090	.070	.071	.140	.008	.089	.007	.369	.312	.452	.297	1.000	.436	.522	.210	.227	.232	.179	.217	.254	.339	.142	.126	.076	.100	.082	.008
	Q2_7	.133	.076	.108	.211	.141	.046	.055	.028	.084	.124	.503	.432	.566	.381	.436	1.000	.598	.229	.222	.294	.161	.242	.261	.235	.170	.098	.108	.226	.074	.233
	Q2_8	.062	.030	.016	.243	.065	.073	.112	.019	.068	.057	.503	.280	.601	.238	.522	.598	1.000	.309	.269	.419	.294	.353	.350	.328	.022	.059	.078	.114	.034	.028
	Q2_9	.006	.023	-.022	.058	-.016	-.031	.019	-.046	-.037	.019	.324	.144	.264	.115	.210	.229	.309	1.000	.700	.109	.080	.105	-.012	.105	-.056	.041	-.004	.079	-.062	-.012
	Q2_10	-.011	-.011	-.089	.087	-.081	-.029	-.021	-.049	-.092	-.063	.285	.185	.151	.105	.227	.222	.269	.700	1.000	.010	.013	.096	-.027	.038	-.093	-.023	-.108	.020	-.206	-.061
	Q3_1	.060	.033	.111	.048	.034	-.002	.167	.087	.062	.102	.421	.220	.332	.118	.232	.294	.419	.109	.010	1.000	.534	.570	.521	.533	.032	.173	.129	.112	.243	.089
	Q3_2	.061	.008	.147	.052	.103	.056	.121	.095	.053	.123	.330	.218	.328	-.021	.179	.161	.294	.080	.013	.534	1.000	.525	.377	.471	-.006	.214	.097	.117	.180	.024
	Q3_3	.038	-.028	.162	.020	.068	.084	.184	.022	.025	.027	.427	.210	.341	.174	.217	.242	.353	.105	.096	.570	.525	1.000	.672	.557	.158	.226	.229	.291	.252	.163
	Q3_5	.008	-.009	.077	.000	.110	.024	.083	-.022	.044	.111	.378	.204	.299	.242	.254	.261	.350	-.012	-.027	.521	.377	.672	1.000	.620	.166	.175	.161	.225	.277	.202
	Q3_6	.062	.042	.017	-.013	.076	-.098	.107	-.012	.068	.033	.355	.145	.428	.111	.339	.235	.328	.105	.038	.533	.471	.557	.620	1.000	.160	.204	.113	.197	.160	.092
	Q4_1	.152	.195	.167	.245	.168	.177	.155	.102	.288	.184	.088	.145	.081	.245	.142	.170	.022	-.056	-.093	.032	-.006	.158	.166	.160	1.000	.537	.556	.567	.488	.464
	Q4_2	.200	.173	.284	.132	.306	.195	.269	.073	.223	.137	.247	.147	.178	.189	.126	.098	.059	.041	-.023	.173	.214	.226	.175	.204	.537	1.000	.511	.557	.542	.320
	Q4_3	-.029	.066	.142	.137	.165	.130	.149	.071	.168	.170	.147	.055	.029	.145	.076	.108	.078	-.004	-.108	.129	.097	.229	.161	.113	.556	.511	1.000	.499	.685	.362
	Q4_4	.231	.162	.298	.278	.225	.252	.213	.145	.273	.287	.282	.315	.238	.200	.100	.226	.114	.079	.020	.112	.117	.291	.225	.197	.567	.557	.499	1.000	.523	.631
	Q4_5	.043	.029	.197	.107	.198	.166	.193	.078	.129	.228	.160	.166	.013	.185	.082	.074	.034	-.062	-.206	.243	.180	.252	.277	.160	.488	.542	.685	.523	1.000	.363
	Q4_7	.304	.310	.334	.250	.166	.303	.244	.237	.363	.378	.243	.284	.157	.069	.008	.233	.028	-.012	-.061	.089	.024	.163	.202	.092	.464	.320	.362	.631	.363	1.000

Appendix 7.2 - Anti-image correlation matrix (Source: SPSS output)

		Q1_1	Q1_2	Q1_4	Q1_5	Q1_7	Q1_8	Q1_9	Q1_10	Q1_13	Q1_14	Q2_1	Q2_2	Q2_3	Q2_4	Q2_5	Q2_7	Q2_8	Q2_9	Q2_10	Q3_1	Q3_2	Q3_3	Q3_5	Q3_6	Q4_1	Q4_2	Q4_3	Q4_4	Q4_5	Q4_7
Anti-image Correlation	Q1_1	.849[a]	-.241	-.147	-.187	-.037	.015	.076	-.131	-.226	-.017	-.138	.149	-.053	-.102	.157	-.039	.014	.051	-.025	.023	.016	-.035	.098	-.072	.025	-.094	.251	-.024	-.065	-.061
	Q1_2	-.241	.844[a]	-.266	.080	-.130	-.169	-.068	-.084	-.082	.108	-.043	.094	-.110	.059	-.109	.056	.061	-.018	-.048	-.073	.032	.167	-.025	-.037	-.127	.058	-.058	.092	.092	-.134
	Q1_4	-.147	-.266	.856[a]	-.183	-.053	-.002	-.196	-.017	.048	.092	.077	-.196	-.037	.071	.010	-.049	.121	-.068	.126	.003	-.048	-.126	-.039	.132	.110	-.103	-.014	-.035	-.017	-.049
	Q1_5	-.187	.080	-.183	.844[a]	-.142	.003	.050	-.094	-.138	-.143	-.035	.079	.043	.034	.025	-.008	-.243	.090	-.143	-.009	-.018	.061	.054	.051	-.173	.136	-.010	-.113	.005	.066
	Q1_7	-.037	-.130	-.053	-.142	.803[a]	-.214	-.056	-.060	.170	-.143	-.048	-.057	.151	.089	.000	-.176	.017	-.070	.145	.131	.005	.039	-.094	-.100	.059	-.226	-.027	-.016	.029	.147
	Q1_8	.015	-.169	-.002	.003	-.214	.841[a]	-.311	-.197	.101	-.200	.044	.031	-.130	-.037	-.043	.119	-.065	.082	-.060	.083	-.029	-.111	-.018	.246	-.036	.024	.047	-.033	-.036	-.072
	Q1_9	.076	-.068	-.196	.050	-.056	-.311	.858[a]	-.183	-.208	.035	-.101	.046	-.035	-.188	-.020	.141	-.032	.024	-.019	-.064	.079	-.100	.148	-.102	.071	-.077	.031	.074	-.072	-.030
	Q1_10	-.131	-.084	-.017	-.094	-.060	-.197	-.183	.902[a]	-.215	.014	.024	-.029	.088	.010	.016	-.018	.031	.028	-.026	-.091	-.086	.034	.043	-.014	.033	.140	-.049	-.010	.006	.005
	Q1_13	-.226	-.082	.048	-.138	.170	.101	-.208	-.215	.807[a]	-.426	.067	-.157	.089	.101	-.109	.028	-.057	-.041	.133	.050	.060	-.010	-.020	-.046	-.097	-.138	-.091	.029	.175	-.026
	Q1_14	-.017	.108	.092	-.143	-.143	-.200	.035	.014	-.426	.798[a]	-.226	.069	.006	.020	.062	-.028	.116	-.065	.036	-.043	-.129	.173	-.101	.042	.036	.161	.016	-.049	-.129	-.117
	Q2_1	-.138	-.043	.077	-.035	-.048	.044	-.101	.024	.067	-.226	.910[a]	-.116	-.255	-.131	-.037	-.082	-.036	-.057	-.134	-.106	.000	-.127	-.061	.028	.163	-.097	-.089	.035	.016	-.054
	Q2_2	.149	.094	-.196	.079	-.057	.031	.046	-.029	-.157	.069	-.116	.753[a]	-.207	-.375	-.073	-.070	.077	.131	-.199	-.068	-.184	.081	.040	.100	.010	.131	.172	-.128	-.135	-.169
	Q2_3	-.053	-.110	-.037	.043	.151	-.130	-.035	.088	.089	.006	-.255	-.207	.820[a]	.069	-.069	-.232	-.288	-.154	.252	.117	-.059	-.006	.076	-.259	.026	-.103	.031	-.098	.166	.053
	Q2_4	-.102	.059	.071	.034	.089	-.037	-.188	.010	.101	.020	-.131	-.375	.069	.706[a]	-.067	-.195	.038	-.078	.093	.055	.191	.011	-.187	.061	-.172	-.055	-.036	-.008	.004	.229
	Q2_5	.157	-.109	.010	.025	.000	-.043	-.020	.016	-.109	.062	-.037	-.073	-.069	-.067	.867[a]	-.109	-.255	.042	-.107	.067	.009	.055	.005	-.179	-.089	-.011	.052	.053	-.092	.099
	Q2_7	-.039	.056	-.049	-.008	-.176	.119	.141	-.018	.028	-.028	-.082	-.070	-.232	-.195	-.109	.854[a]	-.294	.062	-.088	-.103	.041	.022	.041	.068	-.097	.101	-.027	.038	.031	-.192
	Q2_8	.014	.061	.121	-.243	.017	-.065	-.032	.031	-.057	.116	-.036	.077	-.288	.038	-.255	-.294	.835[a]	-.089	-.034	-.182	-.043	-.001	-.156	.117	.082	.059	-.095	-.009	.022	.081
	Q2_9	.051	-.018	-.068	.090	-.070	.082	.024	.028	-.041	-.065	-.057	.131	-.154	-.078	.042	.062	-.089	.623[a]	-.664	-.074	-.010	.032	.135	-.030	.033	.050	-.006	-.039	-.096	-.018
	Q2_10	-.025	-.048	.126	-.143	.145	-.060	-.019	-.026	.133	.036	-.134	-.199	.252	.093	-.107	-.088	-.034	-.664	.545[a]	.129	.053	-.119	.002	-.012	.027	-.126	.009	-.038	.213	.052
	Q3_1	.023	-.073	.003	-.009	.131	.083	-.064	-.091	.050	-.043	-.106	-.068	.117	.055	.067	-.103	-.182	-.074	.129	.865[a]	-.194	-.199	-.078	-.192	.071	-.083	.052	.123	-.139	-.005
	Q3_2	.016	.032	-.048	-.018	.005	-.029	.079	-.086	.060	-.129	.000	-.184	-.059	.191	.009	.041	-.043	-.010	.053	-.194	.824[a]	-.272	.081	-.183	.084	-.175	.009	.074	-.031	.099
	Q3_3	-.035	.167	-.126	.061	.039	-.111	-.100	.034	-.010	.173	-.127	.081	-.006	.011	.055	.022	-.001	.032	-.119	-.199	-.272	.822[a]	-.426	-.074	-.065	.109	-.126	-.164	.070	.041
	Q3_5	.098	-.025	-.039	.054	-.094	-.018	.148	.043	-.020	-.101	-.061	.040	.076	-.187	.005	.041	-.156	.135	.002	-.078	.081	-.426	.796[a]	-.368	.011	.028	.130	.070	-.142	-.161
	Q3_6	-.072	-.037	.132	.051	-.100	.246	-.102	-.014	-.046	.042	.028	.100	-.259	.061	-.179	.068	.117	-.030	-.012	-.192	-.183	-.074	-.368	.808[a]	-.116	.032	.018	-.088	.040	.039
	Q4_1	.025	-.127	.110	-.173	.059	-.036	.071	.033	-.097	.036	.163	.010	.026	-.172	-.089	-.097	.082	.033	.027	.071	.084	-.065	.011	-.116	.848[a]	-.262	-.219	-.136	-.048	-.152
	Q4_2	-.094	.058	-.103	.136	-.226	.024	-.077	.140	-.138	.161	-.097	.131	-.103	-.055	-.011	.101	.059	.050	-.126	-.083	-.175	.109	.028	.032	-.262	.815[a]	-.103	-.250	-.198	.070
	Q4_3	.251	-.058	-.014	-.010	-.027	.047	.031	-.049	-.091	.016	-.089	.172	.031	-.036	.052	-.027	-.095	-.006	.009	.052	.009	-.126	.130	.018	-.219	-.103	.794[a]	-.056	-.477	-.074
	Q4_4	-.024	.092	-.035	-.113	-.016	-.033	.074	-.010	.029	-.049	.035	-.128	-.098	-.008	.053	.038	-.009	-.039	-.038	.123	.074	-.164	.070	-.088	-.136	-.250	-.056	.871[a]	-.155	-.404
	Q4_5	-.065	.092	-.017	.005	.029	-.036	-.072	.006	.175	-.129	.016	-.135	.166	.004	-.092	.031	.022	-.096	.213	-.139	-.031	.070	-.142	.040	-.048	-.198	-.477	-.155	.798[a]	.014
	Q4_7	-.061	-.134	-.049	.066	.147	-.072	-.030	.005	-.026	-.117	-.054	-.169	.053	.229	.099	-.192	.081	-.018	.052	-.005	.099	.041	-.161	.039	-.152	.070	-.074	-.404	.014	.828[a]

Appendix 7.3 – KMO and Bartlett's test (Source: SPSS output)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	2022.050
	df	435
	Sig.	.000

Appendix 7.4 – Explained variance (Source: SPSS output)

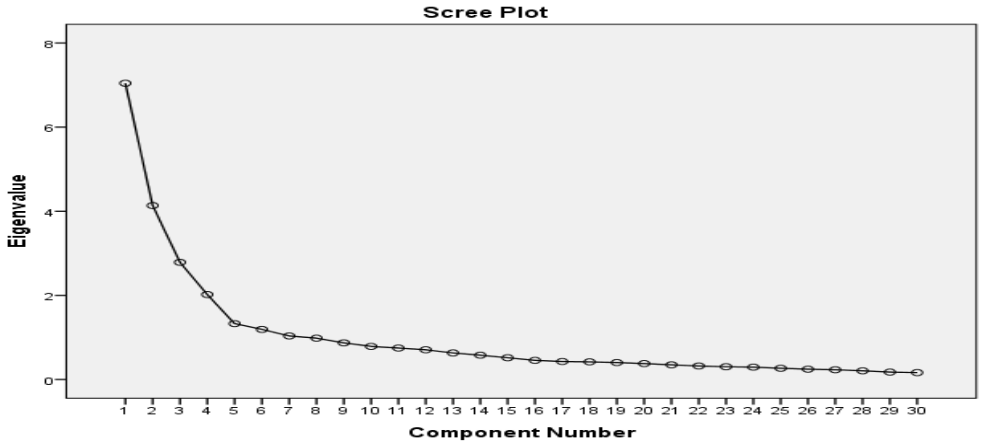
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7.043	23.478	23.478	7.043	23.478	23.478	5.479
2	4.136	13.785	37.263	4.136	13.785	37.263	4.418
3	2.786	9.286	46.549	2.786	9.286	46.549	4.452
4	2.020	6.733	53.282	2.020	6.733	53.282	4.112
5	1.328	4.426	57.708				
6	1.191	3.972	61.680				
7	1.035	3.452	65.131				
8	.983	3.275	68.406				
9	.871	2.904	71.310				
10	.787	2.623	73.933				
11	.748	2.492	76.425				
12	.706	2.355	78.779				
13	.631	2.104	80.884				
14	.578	1.927	82.810				
15	.517	1.723	84.533				
16	.455	1.516	86.049				
17	.427	1.424	87.473				
18	.419	1.396	88.869				
19	.403	1.342	90.211				
20	.379	1.262	91.473				
21	.349	1.163	92.636				
22	.321	1.072	93.707				
23	.304	1.013	94.720				
24	.293	.978	95.698				
25	.267	.891	96.589				
26	.245	.817	97.406				
27	.232	.772	98.178				
28	.207	.690	98.869				
29	.176	.586	99.455				
30	.164	.545	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 7.5 – Scree plot (Source: SPSS output)



Appendix 7.6 – Pattern matrix (Source: SPSS output)

Pattern Matrix[a]

	Component			
	1	2	3	4
Q1_10	.787	.012	.135	-.108
Q1_1	.762	-.020	.096	.026
Q1_2	.729	-.062	.069	.019
Q1_8	.715	-.062	-.035	-.003
Q1_13	.711	-.033	-.077	-.037
Q1_9	.681	.115	-.004	.008
Q1_4	.620	.064	-.088	-.041
Q1_14	.613	.009	-.097	-.019
Q1_5	.597	-.121	-.044	.171
Q1_7	.523	.047	-.100	-.040
Q3_1	.024	.792	.047	.042
Q3_3	-.050	.773	-.123	.045
Q3_6	-.068	.771	-.026	.056
Q3_5	-.080	.762	-.140	.005
Q3_2	.074	.750	.090	-.050
Q4_3	-.090	.023	-.820	-.060
Q4_1	.033	-.106	-.803	.034
Q4_5	-.056	.162	-.795	-.150
Q4_4	.125	-.017	-.749	.146
Q4_2	.072	.084	-.689	.009
Q4_7	.306	-.060	-.548	.052
Q2_10	-.080	-.212	.157	.715
Q2_9	-.059	-.139	.081	.685
Q2_7	.037	.128	-.091	.683
Q2_8	.029	.353	.111	.618
Q2_3	.147	.349	.064	.581
Q2_5	-.017	.201	-.018	.560
Q2_1	.263	.338	-.016	.550
Q2_2	.091	.067	-.180	.531
Q2_4	-.066	-.032	-.289	.493

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Appendix 7.7 – Respondents‘ gender (Source: SPSS output)

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	69	47.9	47.9	47.9
	Male	75	52.1	52.1	100.0
	Total	144	100.0	100.0	

Appendix 7.8 – How often respondents‘ travel (Source: SPSS output)

How often do you travel outside the country (in a year)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 to 2	61	42.4	42.4	42.4
	3 to 5	64	44.4	44.4	86.8
	6 and more	19	13.2	13.2	100.0
	Total	144	100.0	100.0	

Appendix 7.9 – Respondents‘ spending on travelling (Source: SPSS output)

How much do you spend on travel per year (approx.)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 to 2000	65	45.1	45.1	45.1
	2001 to 5000	41	28.5	28.5	73.6
	5001 and more	38	26.4	26.4	100.0
	Total	144	100.0	100.0	

Appendix 7.10 - Descriptive statistic for social media sales promotion (Source: SPSS output)

No	Items	Mean	SD	N
dim1	I am attracted to special offers regarding travel to different destinations	3.47	1.017	144
dim2	Price is an important factor that influence on my desire to go on a destination I have not thought about going before	3.73	.984	144
dim3	This special offer made me want to find out more information about the country	3.63	.981	144
dim4	This special offer makes me want to check out the tour web site	3.36	.980	144
dim5	This special offer increases my willingness to purchase the tour	3.24	.939	144

Appendix 7.11 - Descriptive statistics for social media photo-video sharing and social media word of mouth (Source: SPSS output)

No	Items	Mean	SD	N
dim1	I enjoy watching photos and videos from all around the world shared on social network sites because it can give me an idea for my next tourist destination to visit	3.89	0.940	144
dim2	I consider comments on social network sites to be a relevant source of information about destination	3.36	0.943	144
dim3	Shared photos and videos on social network sites make me think about destinations I have not thought about before	3.90	0.906	144
dim4	I have already changed my opinion about destination after reading comments on social network sites	3.08	1.038	144
dim5	Shared photos and videos on social network sites, make me want to visit attractions I have already seen in these photos and videos	3.67	0.922	144
dim6	Positive comments on social network sites influence on my desire to visit destination I have not thought about before	3.64	0.921	144
dim7	Shared photos and videos make me want to find out more information about destination in question	3.78	0.812	144
dim8	I am not interested in photos and videos shared on social network sites	2.08	1.048	144
dim9	I do not pay attention on the other people's positive comments on social network sites	2.33	1.010	144

Appendix 7.12 – Questionnaire (Source: Own development)

Dear participants,

The following survey is a part of my master studies at the University of Fribourg. I am conducting a study in the area of Marketing. In order to complete this study, I would like to invite you to fill in the questionnaire below. There are no right or wrong answers, you just need to give your sincere responses. This questionnaire will take you approximately 7 minutes to fill in and all of your answers will be treated anonymously.

Thank you for your cooperation!

1. Have you ever used social network sites (i.e. Facebook, Instagram, Twitter, LinkedIn etc.)?
    - YES Please go to question 2
    - NO Please do not complete this questionnaire, because it is focused on social network users

2. **Here we would like to find out what do you think about Serbia. Please indicate your agreement with the following statements.**

	Strongly disagree	Disagree	Do not agree nor disagree	Agree	Strongly agree
1. Economically developed	1	2	3	4	5
2. Democratic system	1	2	3	4	5
3. Mass produced products	1	2	3	4	5
4. Civilian government	1	2	3	4	5
5. Predominantly industrialized	1	2	3	4	5
6. High labour costs	1	2	3	4	5
7. High literacy rates	1	2	3	4	5
8. Free market system	1	2	3	4	5
9. Existence of welfare system	1	2	3	4	5
10. Stable economic environment	1	2	3	4	5
11. Exporter of agricultural products	1	2	3	4	5
12. Production of high quality products	1	2	3	4	5
13. High standard of living	1	2	3	4	5
14. High level of technological research	1	2	3	4	5

3. **Imagine the following situation:**

You are online on one of the social network sites (i.e. Facebook, Instagram, LinkedIn, Twitter, etc.). While scrolling down the page, you have noticed beautiful photos or videos of nature, cities, festivals, you have read many positive comments about food, people and history from others who have visited country on this videos/photos. Nevertheless, this is opposite to from what you have known about this country before. Please, indicate your agreement with the following statements considering described situation.

	Strongly disagree	Disagree	Do not agree nor disagree	Agree	Strongly agree
1. I enjoy watching photos and videos from all around the world shared on social network sites because it can give me an idea for my next tourist destination to visit	1	2	3	4	5
2. I consider comments on social network sites to be a relevant source of information about destination	1	2	3	4	5
3. Shared photos and videos on social network sites make me think about destinations I have not thought about before	1	2	3	4	5
4. I have already changed my opinion about destination after reading comments on social network sites	1	2	3	4	5
5. Shared photos and videos on social network sites, make me want to visit the attractions I have already seen in those photos and videos	1	2	3	4	5
6. I consider comments my friends and relatives made on social network sites to be more relevant than from people I do not know	1	2	3	4	5
7. Positive comments on social network sites influence on my desire to visit destinations I have not thought about before	1	2	3	4	5
8. Shared photos and videos make me want to find out more information about destination in question	1	2	3	4	5
9. I am not interested in photos and videos shared on social network sites	1	2	3	4	5
10. I do not pay attention on the other people's comments on social network sites	1	2	3	4	5

4. **Imagine the following situation:**

You are online on one of the social networks sites (i.e. Facebook, Instagram, LinkedIn, Twitter, etc.). While scrolling down the page, you have noticed a post about 50% discount on a weekend trip to country you have not thought about before. Please, indicate your agreement with the following statements considering the described situation.

	Strongly disagree	Disagree	Do not agree nor disagree	Agree	Strongly agree
1. I am attracted to special offers regarding travel to different destinations	1	2	3	4	5
2. Price is an important factor that influences my desire to go on a destination I have not thought about going before	1	2	3	4	5
3. This special offer made me want to find out more information about the country	1	2	3	4	5
4. I do not pay attention to posts like these on social network sites	1	2	3	4	5
5. This special offer makes me want to check out the tour web site	1	2	3	4	5
6. This special offer increases my willingness to purchase the tour	1	2	3	4	5

5. **Below are listed some statements which refer to intention to visit Serbia as tourist destination. Please indicate your agreement with the following statements.**

	Do not agree at all	Strongly disagree	Disagree	Do not agree nor disagree	Agree	Strongly agree	Totally agree
1. I would visit Serbia, rather than any other tourist destination	1	2	3	4	5	6	7
2. I predict I will visit Serbia in the future	1	2	3	4	5	6	7
3. I would rank Serbia as my first choice for next destination to visit	1	2	3	4	5	6	7
4. I have a positive image of Serbia as a tourist destination	1	2	3	4	5	6	7
5. I have intention to visit Serbia within next 12 months	1	2	3	4	5	6	7
6. I think most people have a positive opinion about Serbia	1	2	3	4	5	6	7
7. I think Serbia is a popular tourist destination	1	2	3	4	5	6	7

6. **To finish, we would be very grateful if you could answer a few personal questions:**
   1. What is your gender?
      - Female
      - Male
   2. How old are you? _____
   3. What is your nationality? _____
   4. What is your professional occupation? Please circle one answer.
      - Student
      - Employee
      - Self-employed
      - Retried
      - Other
   5. How often do you travel outside the country (in a year)? _____
   6. How much do you spend on travel per year (approx.)? _____
   7. Approximately, how many friends do you have on your social network sites? Please circle one answer.
      - Less than 100
      - 101 – 200
      - 201 – 300
      - 301 and more

Thank you for completing this questionnaire and for participating in this study!