

Social Media Marketing in Tourism: The Role, Impact, and Future Direction of Research

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Abstract

Digital technology has made social media one of the main tools in tourism marketing. Social media not only serves as a promotional tool but also plays a role in shaping the image of destinations and influencing tourist behavior. Although research on social media marketing in the tourism sector continues to grow, studies that integrate research themes, applications, impacts, and future research trends are still limited. Therefore, this study aims to analyze the development of social media marketing research in the tourism sector through the Systematic Literature Review (SLR) approach. The process of identifying and selecting articles was carried out based on the PRISMA guidelines, while VOSviewer was used to analyze the emergence of keywords and research trends. Based on the selection process, 13 articles published between 2020 – 2026 were included in the literature synthesis. The results showed that the main themes that dominated the research included tourism behavior, destination marketing, destination image, platforms, and influencers. In addition to serving as a promotional medium, social media also influences the intentions and behavior of tourist visits. The findings of this study provide a more comprehensive understanding of the role of social media in tourism and identify opportunities for future research.

Keywords: destination images; influencer marketing; social media marketing; tourist behavior

INTRODUCTION

Digital transformation has profoundly changed the tourism marketing landscape in recent years. The growth of the internet and social media allows tourist destinations to communicate directly with travelers

without time or place restrictions (Gui et al., 2025). Social media platforms such as Instagram, Facebook, TikTok, and YouTube have become the primary ways to disseminate travel information because they offer interactive, visual, and accessible content for potential travelers. In this

context, social media is no longer just a communication tool, but also a strategic instrument that helps build a destination's image, promote tourism, and engage travelers in the destination marketing process (Zhu et al., 2022).

Previous studies have shown that digital marketing strategies and social media utilization play a significant role in increasing market reach, customer engagement, and business competitiveness in the digital age (Ibad & Susilaningsih, 2019; Rahman et al., 2025). Additionally, social media platforms have become an effective marketing tool due to their ability to facilitate consumer interaction, promotion, and decision-making processes.

The increasing use of social media has also changed the way travelers search for and evaluate travel information. Before traveling, tourists typically use social media to get information about a destination's attractions, other travelers' experiences, and travel recommendations shared through different types of digital content. A study by Nofrizal, N., & Arizal (2024), found that information from electronic recommendations, user reviews, and user-generated content is often considered more trustworthy than official promotions conducted by destination marketing organizations. This situation suggests that social media plays a large role in shaping the way travelers view, choose, and decide on travel destinations (Orranti et al., 2025).

The importance of social media in tourism marketing is demonstrated by the increasing academic interest in

this topic in recent years. Studies show that social media helps shape how a place is branded, improves the image of the destination, and strengthens the relationship between the place and its visitors. Mandagi et al. (2024), in their systematic review of destination branding, found that social media has become a key part of building the identity and image of the destination through continuous digital interaction between stakeholders and tourists.

As the situation evolves, research on social media marketing in the tourism sector has seen a significant increase. Studies show that social media helps shape the way people perceive destinations, increase tourist engagement, strengthen destination brands, and increase visitor intent to come (Tran & Rudolf, 2022; Saputra & Nugraha, 2024). In addition, the rise of influencer marketing has introduced a new approach in tourism promotion, where influencers act as a source of information that can shape travelers' perceptions and influence their travel decisions through content that is considered more authentic and personalized (John & Supramaniam, 2026; Akram & Majeed, 2026). This suggests that tourism marketing strategies are moving away from one-way communication towards more interactive and experience-based digital engagement.

Several previous systematic reviews have examined social media in the context of destination branding (Tran & Rudolf, 2022; Mandagi et al., 2024), social media marketing in the tourism industry (Solanki & Thomas, 2025), and storytelling in destination marketing (Zhang & Ramayah, 2024).

These studies provide an important foundation for understanding the role of social media in tourism. However, each has a different focus and scope of research. Therefore, this study does not claim to be the first review to link social media marketing to destination imagery and tourist behavior, but rather focuses on a synthesis of the current literature based on a clearly defined period and scope of selection.

Based on this, this study conducted a Systematic Literature Review (SLR) of open access journal articles indexed by Scopus and published in the period 2020–2026, with bibliometric mapping using VOSviewer as a supporting analysis. This research is expected to contribute to the development of tourism marketing literature theory and become a reference for practitioners in creating more effective digital marketing strategies. To achieve this goal, the research is formulated into several research questions as follows:

RQ1. What are the main research themes in social media marketing in the tourism sector?

RQ2. How is social media marketing used in tourism destination marketing?

RQ3. What impact does social media marketing have on tourist behavior and destination image?

RQ4. What are the emerging trends and future research directions in social media marketing and tourism?

METHODS

This study employed a Systematic Literature Review (SLR) approach to identify, evaluate, and synthesize research related to social

media marketing in the tourism sector. The literature search was conducted using the Scopus database on April 13, 2026. The search strategy used the keywords "digital marketing" AND "social media" AND "tourism" in the title, abstract, and keyword fields. The initial search yielded 2,211 records. Following the application of the publication period (2020–2026), document type (journal articles), and English-language criteria, 2,100 records remained. The open-access filter further reduced the records to 483. These records were then assessed for relevance to the research topic and research questions, resulting in 13 articles included in the final literature synthesis. The selection process followed the PRISMA framework, comprising identification, screening, eligibility, and inclusion stages (Page et al., 2021), as illustrated in Figure 1

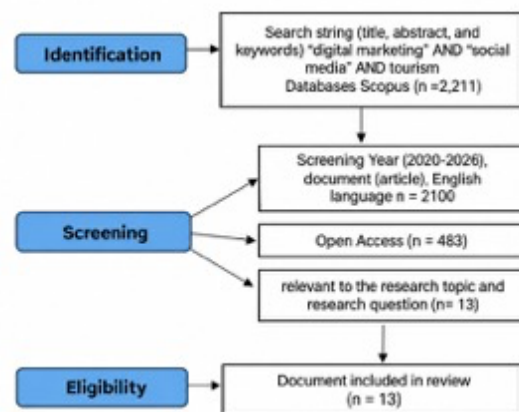


Figure 1. Prism Diagram

Using the PRISMA guidelines for the selection process, 13 articles that met the inclusion criteria were identified and included in the literature synthesis and bibliometric analysis. The characteristics of the reviewed articles are presented in Table 1.

Table 1. Literature review

No	Author (Year)	Context	Method	Research Focus
1	Dewantara et al. (2023)	Digital Tourism	Literature Review	Travel Vlogs
2	Dewantara et al. (2025)	Digital Tourism	Conceptual	Travel Vlogger
3	Gaffar et al. (2022)	Ecotourism	Quantitative	Social Media Marketing
4	Hapsari et al. (2024)	Tourism	Quantitative	e-WOM
5	Japutra et al. (2025)	Tourist Destinations	Experiments	Social Media Ads
6	Lenggogeni et al. (2022)	Pandemic Tourism	Qualitative	Communicate Digitally
7	Lusianingrum & Pertiwi (2023)	Generation Z	Quantitative	Visit Intention
8	Permanadewi et al. (2026)	Geotourism	Case Studies	Social Media Engagement
9	Ramadania et al. (2025)	City Branding	Quantitative	Destination Image
10	Suhud et al. (2022)	Cultural Tourism	Quantitative	Tourist Behavior
11	Syahputra et al. (2025)	Halal Tourism	Quantitative	Tourist Loyalty
12	Yuliviona et al. (2025)	Tourist Destinations	Quantitative	Review Return Intent
13	Tran & Rudolf (2022)	Tourist Destinations	Literature Review	Social Media Marketing

Source: Primary data processed, 2026

In addition to the systematic literature review, bibliometric analysis was conducted using VOSviewer to map keyword co-occurrence patterns and identify the main research themes. Scopus metadata served as the data source, and the minimum keyword occurrence threshold was set at two. The resulting network visualization illustrates the relationships among keywords in research on social media marketing in tourism. The results of the analysis were then used to answer research questions regarding the main theme, utilization, impact, and future direction of social media marketing in the tourism sector.

RESULTS AND DISCUSSION

RQ 1. Key Research Themes in Social Media Marketing

To identify key themes in social media marketing research in the tourism sector, keyword co-occurrence analysis was performed using the VOSviewer software. This analysis aims to show how often a particular keyword appears together in the article being studied. The larger the node, the more often the keyword appears, and the lines connecting them show how closely related the keyword is. By looking at this network visualization, you can see the main research themes and conceptual relationships between various topics in the literature on social media marketing and tourism.

media as a way to promote destinations, increase destination visibility, and develop more effective marketing communication strategies. The presence of social media has been shown to help increase tourists' intention to visit by disseminating digital information and promotions that can reach a wide range of potential travelers (Hafizhah et al., 2022).

The third topic is about destination imagery. The relationship between destination image keywords, communication, and social media marketing suggests that social media plays an important role in shaping travelers' perception of a destination. Different types of content shared on social media, such as photos, videos, reviews, and traveler experiences, can influence how a destination is perceived by potential travelers. That is why the image of a destination is one of the main topics studied in the social media marketing and tourism literature.

The fourth theme is about social media platforms and influencer marketing. This topic is indicated by the emergence of Instagram, Facebook, and influencer marketing keywords, which are directly related to social media. The growth of influencer marketing has changed the way tourism promotion is done, as the credibility of influencers and the quality of their storytelling on social media can influence how travelers perceive and decide on destinations (Citra et al., 2025). These findings suggest that researchers are not only looking at social media in general, but also focusing on how specific

platforms are effective in supporting destination marketing activities. Additionally, the increasing use of influencers as a source of travel information is also driving more research on the impact of digital content on travelers' interest and decision-making when choosing destinations.

Overall, the co-occurrence analysis shows that research on social media marketing in the tourism sector focuses on four main themes: tourism behavior, destination marketing, destination imagery, and social media platforms along with influencer marketing. The four themes are interrelated and show how research is increasingly focusing on the use of social media as a key tool in promoting destinations and managing the tourist experience. These topics are formed based on the relationships between keywords that appear in the literature and are the main focus of research in this area. A summary of the research themes along with the key keywords that make up each theme is presented in Table 2.

Table 2. Summary of key research themes

Cluster	Dominant Keywords	Theme
Cluster 1	Social Media, Tourist Behavior, Travel Behavior	Tourist Behavior
Cluster 2	Marketing, Destination Marketing	Destination Marketing
Cluster 3	Image Purpose, Communication	Destination Image
Cluster 4	Instagram, Facebook, Influencer Marketing	Influencer Platforms and Marketing

Source: Primary data processed, 2026

These findings show that social media is not only the subject of research but also serves as a strategic tool in destination marketing activities. Therefore, the next discussion focuses on how social media is used in tourist destination marketing to answer the second research question (RQ2).

RQ 2. Social Media Marketing Used in Tourism Destination Marketing

Bibliometric analysis shows that destination marketing is one of the main topics in social media marketing research in the tourism sector. These findings show that social media has become an important part of marketing strategies used by destination managers, destination marketing organizations (DMOs), and tourism industry players. Based on the synthesis of the literature, the use of social media in destination marketing can be grouped into four main functions: as a promotional tool for destinations, shaping the image of the destination, increasing tourist

engagement, and disseminating travel information. To facilitate understanding of the various ways in which social media is used in promoting destinations, the results of the literature synthesis are summarized in Table 3.

Table 3. Utilization of social media marketing in destination marketing

Utilization	Description	Key Findings
Destination Promotion	Dissemination of information about cultural attractions and tourist activities	Increase destination visibility
Destination Image Formation	Presentation of visual content and traveler experience	Forming a positive perception of goals
Tourist Engagement	Interaction through comments, reviews, and experiences	Increase tourist engagement and loyalty
Travel Resources	Provide destination information before travel	Helping travellers make decisions

Source: Primary data processed, 2026

Overall, the literature synthesis shows that the use of social media in destination marketing has evolved from a mere promotional tool to a strategic instrument that supports marketing communication, destination image building, tourist engagement, and dissemination of travel information. The use of this approach ultimately not only affects the effectiveness of destination

marketing but also influences travelers' behavior and their perception of the promoted destination. Therefore, the next section discusses the impact of social media marketing on tourist behavior and destination imagery to answer the third research question (RQ3).

RQ 3. The impact of social media marketing on tourist behavior and destination image

Impact on Tourist Behavior

The synthesis results show that social media has a strong influence on travelers' decision-making processes. Before traveling, travelers use various social media platforms to get information about their destinations, compare travel options, and examine other travelers' experiences through reviews, photos, or videos. These findings are in line with research by Gaffar et al. (2022), which showed that social media marketing activities can increase tourists' intention to visit natural tourist destinations. Social media not only influences intentions to visit a place, but it also helps shape travelers' perceptions and expectations of the travel experience they will have. A study by Lusianingrum and Pertiwi in 2023 found that exposure to digital information through social media influences Generation Z's interest in visiting tourist destinations. In a broader sense, social media has become one of the main sources of information that travelers use during the information-seeking phase, travel planning, and even after a visit for evaluation.

Another impact can be seen from tourists' behavior after their visit.

Experiences shared on social media can encourage tourists to recommend destinations to others, generate electronic word-of-mouth recommendations (e-WOM), and increase the likelihood of revisits (revisit intent). Findings by Yuliviona et al. (2025), show that positive travel experiences contribute to the formation of revisit intent, which can ultimately strengthen tourists' loyalty to a destination.

Impact on Destination Images

In addition to influencing travelers' behavior, social media also plays a key role in shaping the image of a destination. Content shared on social media platforms allows travelers to form opinions about the attractiveness, quality, and uniqueness of a destination even before visiting it in person. Therefore, social media has become one of the main sources in the process of shaping the image of a destination. The results of the synthesis show that visual content, travel reviews, and digital marketing activities carried out by destination managers can create a positive or negative image of a destination. Ramadania et al. (2025), stated that the identity of a city and its brand influences tourists' intention to visit by increasing the perceived value of the destination. These findings suggest that using the right communication strategies on social media can help build a better image of a destination and make it more appealing to tourists. In addition, Japutra et al. (2025) found that the messages conveyed in destination advertisements through social media can affect tourists' perception of the

benefits offered by the destination. This shows that the quality of marketing messages plays an important role in creating a positive image of a destination. On the other hand, negative information spread through social media can lower tourists' perceptions and influence their travel decisions.

Overall, the results of this literature review show that social media marketing has a significant impact on tourist behavior and destination image. Social media not only influences visitor intentions, decision-making processes, and tourist loyalty, but also plays a role in shaping their perception of destinations. Thus, social media marketing needs to be understood not just as a means of

promotion, but as part of the process of forming tourist perceptions and behaviors in the digital era.

RQ 4. New Trends and Future Research Directions

Research trend analysis is performed using overlay visualizations in VOSviewer to identify trends in research topics based on the average year of publication of the keyword. This visualization allows for the identification of new themes that could potentially be the focus of future research. The closer the yellow color, the newer the topic is in the literature, while blue indicates topics that have been studied relatively earlier.

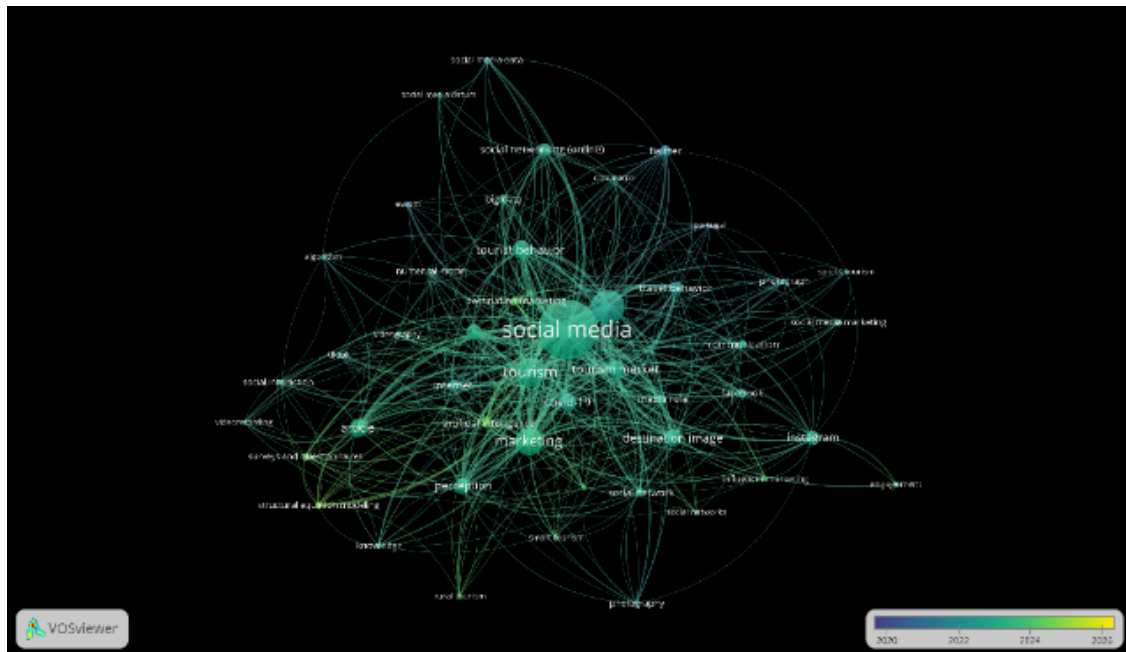


Figure 3. Overlay visualization

According to Figure 3, the keyword "social media" remains the center of research networks and has strong links to various other topics. However, some brighter keywords

indicate that the focus of research has evolved in recent years. Keywords such as social media marketing, Instagram, influencer marketing, engagement, travel behavior, and

photography are increasingly becoming popular topics among researchers. This suggests that recent research is not only looking at social media in general but is starting to examine the effectiveness of specific platforms and more detailed forms of digital communication. These findings are in line with research by Dewantara et al. (2023), which shows that visual content and travel vlogs play an important role in shaping tourists' perceptions of a destination. In addition, research by Permanadewi et al. (2026), also highlights that user engagement on social media is an important factor in increasing the attractiveness of tourist destinations.

Looking at the results of the research and what has been written in the paper, there are several areas that could be studied further in the future. So far, there hasn't been much research showing how well new social media platforms like TikTok and short-form video sites work. Another thing is that more research is needed to see how influencer marketing affects tourists' loyalty and their desire to visit again. Third, combining artificial intelligence, social media data analysis, and destination marketing is still not widely explored. Fourth, studying how different generations and cultures of tourists behave when they look at social media marketing strategies is a good area for future research. So, studies on the use of social media to promote tourism are likely to continue to change and focus more on digital tools that are engaging, tailored to individual users, and based on data analysis. These results suggest that social media is

more than just a way to promote a place; social media also helps create lasting connections between travel destinations and tourists.

CONCLUSION

This study shows that social media marketing has become one of the main focuses in tourism marketing research. The results of the synthesis show that social media is not only a way to promote tourist destinations, but also a medium that influences the perception, decision-making, and overall travel experience of tourists. So, social media marketing plays an important role in helping destinations compete better in the digital age. In addition to identifying key themes, the study also found a shift in the study's focus to more specific issues, such as influencer marketing, Instagram marketing, and travel behavior. Therefore, future research should explore the role of emerging platforms like TikTok and the integration of digital technologies to support more effective destination marketing strategies.

This study has limitations because it only uses the Scopus database and limits articles to open access and English-language publications. In addition, the analysis only includes 13 articles. Further research is recommended to use multiple databases, expand the scope of language and access publications, and involve more articles to obtain a more comprehensive literature synthesis and bibliometric mapping.

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