The Impact of Insta Tourism on Tourism Decision Making of Generation Y

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ABSTRACT

Instagram is considered a mega trend on digital platforms that allow participants to interact with each other and virtually communicate and share information among users. In addition to increasing efficiency and competitiveness in the tourism industry. This study aims to identify the impact of Instagram on generation Y's choices of their destination, to investigate Instagram performance as a source of information for tourists, and evaluate travel agencies' usage of Instagram. This study has a quantitative approach which is collecting information using an online questionnaire that targeted 305 Instagram users from generation Y. Travel agencies should use Instagram for inspiration and marketing their tourism programs to travellers. They also should be up to date with all the social media platforms in order to reach their target market more easily.

Introduction

The widespread technology influenced all industries in the world including tourism. Nowadays the platforms of tourism rapidly got online and started to be a vital source of information for many travelers. In order to reduce the high risk of going to new destinations, travelers started to collect a lot of other travels experiences to take decisions on these destinations (Sirakaya and Woodside, 2005).

With the advancement of technology insta tourism, also referred to as Instagram tourism, is the use of the social media platform Instagram. It is becoming one of the most predominant platforms for connecting, participating, communicating, and sharing information with other travelers around the world. This technology enables organizations and individuals to promote or research travel opportunities. (Suanpang, 2020). Instagram now has over 1 billion monthly users, in June 2018, up from 800 million in September 2017. Over two-thirds of total Instagram users worldwide were aged 34 years and younger. Instagram Stories have quickly become one of the platform's most popular features more than 500 million daily active Instagram Stories in January 2019(Statista, 2020).

Instagram allows users to generate and share various types of information including text, photo, video, and location. As well as community, business, customers, friends family, and organizations (Mosweunyane et al., 2019).

Tourists nowadays are relying on travelers' experiences on different platforms where people interact freely and easily to exchange information (Buhalis and Jun, 2011). The online platforms enable tourists to have more control and influence over their destination's decision making and put new trends into account (Cox et al., 2007).

The objective of this paper is to identify the impact of Instagram tourism on generation Y's (ages between 21-40) destination decision making. As well as to investigate Instagram's performance as a source of information for tourists and evaluate travel agencies' usage of Instagram.

Literature review
1- Instagram as a source of information
The role of the Internet as a primary source of information for tourism destinations is rapidly growing (Manap and Adzharudin, 2013). The Internet is changing the way of travel information search and the process of determining the travel destination (Morosan and Jeong 2008). Gretzel et al, in 2007 conducted a research that showed that travelers' opinions on online travel reviews were the most frequently used source of information. DeBruyn and Lilien (2008) stated that the platform users will depend on other travelers' reviews based on their experience that is documented by uploaded photos which will have the ability to increase or decrease the tourist's visit to a specific destination and also increase the expectations of travels to such destination. Travel reviews influence tourists to learn about a destination and what it has to offer. And evaluate alternatives. These reviews also enable them to avoid places/services they would not enjoy. Provide them as well with new ideas. Raise confidence in travel decisions. Enable them to imagine what the destination will be like. They can also reduce the risk and uncertainty and help plan a trip efficiently (Gretzel et al., 2007; Ráthonyi, 2013).

Ráthonyi (2013) indicated that social networking platforms have a huge impact on how tourists create, organize and share tourism experiences ,and that tourists trust more in other travelers' opinions rather than official marketing advice due to the spread of information that is shared based on travelers' experience. Fatanti and Suyadnya (2015) illustrated that Instagram is present as a medium that has a lot of personal facilities which allows users to upload what is seen in the touristic sites so that it becomes attractive to others to share. Through the geo-tagging facility, individuals can find out easily touristic destination location without having to waste time asking a lot of people.

Instagram is an online photo-album that was launched in 2010 that can be accessed from smartphones such as iPhone and Android platforms as well as from computers and laptops (Bergström and Bäckman, 2013).

Buhler (2006) stated that social media platforms have made that travelers are more well informed than ever before. Not only being able to add their comments ,but also being able to find other information and articles and 'tag' them with their keywords

for search purposes. Fatani and Suyadnya (2015) have shown that Instagram is not only used as an online photo album but also used as a promotion media for new tourism destinations. Furthermore, social media platforms are changing the way of travel information search and the process of determining the travel destination (Morosan and Jeong, 2008).

Destination decision making:

Manap and Adzharudin (2013) are showing the role of the Internet in developing tourism destinations. Internet is changing the way of travel information search and the process of determining the travel destination (Morosan and Jeong, 2008). The appearance of social media platforms acted as a push factor in tourism promotion of destinations, which shows that both the tourism industry and the internet could determine the decision-making travel for tourists. Gretzel and Yoo (2008) said that reviews are playing an important role in the planning process for travelers who are reading them. As they provide ideas and making the decision easier to take. They as well increase certainty as it enables them to imagine the destination chosen.

Instagram could create an image of a destination through photography and video that encourages travelers to choose a destination based on reviews and posts also develop the expectations of travelers to the touristic destination (Fatanti and Suyadnya, 2015). Xiang and Gretzel (2015) stated that social media platforms enable their users to post their pictures, videos, comments, and reviews which serve as a source for information and evidence. Travelers depend on other traveler's previous experiences on social media that they share which enable them to become well aware with the pros and cons of their future destinations (Litvin et al., 2008). Lee and Gretzel, (2014) stated that Social media platforms could also play an important role In selecting an unfamiliar destination to travel to. As tourism reviews and bloggers could be more helpful to decide on recommendations than friends and family.

Travel agency usage of social media:

Martínez et al. (2013) stated that having a travel agency website is no longer the only important tool for marketing a travel agency online. Social Networks are more attractive for marketers because it has many communication options. Ads can help travel agencies reach their target audiences psychologically, demographically, and geographically (Ram saran and Fowdar, 2013). Since social networking has become so popular, the travel agencies that ignore this tool are risking losing an important opportunity of engaging customers (Goshadze and Sánchez, 2016). Social media is changing the way tourists search as they find, read, trust and get information about tourism and new destinations, hotels, and restaurant .

This can enable travel agencies to use it to promote for themselves and provide new information for tourists, this can be for promotion, marketing, and improved brand image purposes (Sigala et al., 2012). A study carried by Goshadze and Sánchez (2013) showed that the second most popular social media platform for these travel agencies is Instagram as it is also the second preferred social network of Internet users after Facebook.

Leung et al. (2013) stated that these platforms like Instagram can be used by travel agencies to analyze the comments and reviews by users, to identify travelers' needs and wants, and any change that needs to be made. The interaction between the travel agencies and travelers can be easily formed if it is managed properly by the travel agencies, which can have a positive effect on travelers leading to loyalty. Fotis et al. (2011) mentioned that travelers use these platforms after holidays for sharing their experience, which means that if they are satisfied with the offers provided by the travel agencies and match what has been shared on their Instagram they could post a positive review that would increase their earn of trust.

Generation Y characteristics

Generation Y are also known as Millennials, they grew up with the use of technology. Which explains their everyday use of several platforms on their smartphones, laptop, and tablets for different personal or business purposes (Bolton et al., 2013). A study by Brown et al. (2009) indicates that the Millennials are using social networking websites more than non-Generation Y users. Generation Y are known for their acknowledge and looking for new experiences that could fulfil their desires while making their decision process to choose a destination. They usually get information about the destination before, during, and after their visits through the social platform (Leask et al., 2014).

This generation is known to seek diversity in promotional messaging. They are more interested in using various tools to get travel information than the previous generations (Xiang, Magnini and Fesenmaier, 2015). They are almost always online and active in social media. They shop online, and look for information, entertainment, and social relationships online. This generaion's behaviour is the compass that travel agencies should follow if they are willing to develop and attract their attention (Werenowska and Rzepka ,2020)

Hypothesis

1. There is a positive relationship between the insta tourism usage and the decision-making process, trust, information source, travel agency usage.
2. There is a significant difference in Insta tourism usage among demographic (gender, education)
3. Insta tourism usage is influenced by information sources, trust, and travel agency usage.
4. The decision-making process is influenced by Insta tourism usage.

METHODOLOGY

This study used a quantitative research approach. There were two types of data collected for this study: Insta tourism usage data in Egypt by Socio-demographic and survey data; the data was applied to a two-phased analysis process. The first phase aimed to understand if Insta tourism usage by Socio-demographic stands apart conceptually from more general constructs of information transfer. In this first analysis, frequencies analyses and the Kruskal-Wallis test were performed. The second phase aimed to investigate if tourism information source Influenced from Instagram on the decision-making process of the travel agencies. In this second

analysis, simple linear regression analyses were performed using surveying and Instagram usage data. An online questionnaire survey was available online from September 2020 to January 2021. Generation Y has been targeted through Facebook, linked-in, and Instagram. As well as being asked to forward the questionnaire through their friends and relatives.

A. Populations and Sampling

In a pilot study, issues were addressed, as they emerged related to natural heterogeneity in secondary data. Data were provided by Generation Y whom used to use the Instagram App in their trip arrangements. Generation Y did provide background information about how the Instagram App usage data helped them to choose their destinations. A total of 350 questionnaires were sent and 305 useful samples were obtained, yielding an 87% response rate.

b. Data Collection

The questions in the questionnaire were designed based on a review of the literature. Some statements were obtained from Paul et al. (2019), Berhanu and Raj (2009), Sabanaeva (2017), and Buluk and Eşitti (2015).

The survey instrument was revised and finalized based on feedback from a travel agency manager and a pre-test sample of 30 respondents using the Instagram App in Egypt. Therefore, the content validity of the questionnaire was deemed as adequate.

The data was collected using a convenience sampling method by sending the link of the survey on Facebook, Instagram and linked-in to Generation Y travelers whom used the Instagram App in choosing their destination and willing to take part in answering the questionnaire. The questionnaire consists of five parts, including 4 independent dimensions, namely: (Tourism information source, Influence of Instagram on the travel agency, Decision-making process, and Trust (10 items, five-point Likert scale), and one dependent dimension (Insta tourism usage). In addition to, respondent's demographic profile (three items, categorical scale).

All Items measured on the five-point Likert scale range from 'strongly disagree' to 'strongly agree'.

Validity and reliability

Table 1
Reliability and validity

Decision making process	Validity	reliability
Trust	0.3615	0.7721
Travel agencies usage of Instagram	0.3492	0.7735
Tourism information source	0.3573	0.7738
Insta tourism usage	0.3429	0.7758
Decision making process	0.3796	0.7732

After the questionnaire has been conducted, the reliability was checked using the Cronbach coefficient alpha, and the results of the reliability are shown in table 1. As the table shows Cronbach's alpha varies between 0.7721-0.7758 which is regarded as accepted reliability. According to Rovai et al. (2013), a Cronbach's alpha of .70 to

less than .90 indicates high reliability. The validity of the coefficient value above 0.34 is very beneficial. Thus, the questionnaire items were considered reliable and valid.

Table 2

Respondents' demographic profile

Gender			
	Frequency	Percent	Valid Percent
Male	109	35.7	35.7
Female	196	64.3	64.3
Total	305	100	100
Age			
	Frequency	Percent	Valid Percent
18-24	79	25.9	25.9
25-34	226	74.1	74.1
Total	305	100	100
Education			
	Frequency	Percent	Valid Percent
Upper Secondary School/Vocational Education	134	43.9	43.9
Bachelor's Degree	167	54.8	54.8
Master's Degree/ Doctor's Degree	4	1.3	1.3
Total	305	100	100

The result indicated that according to gender, 64.3% were females and 35.7% were males. Age-wise the majority of respondents (74.1 %) were in the 25 to 34 age group and 25.9% are between 18-24 %. Regarding the education degree of respondents, the vast majority of respondents (54.8%) had bachelor degrees, (43.9%) have Upper Secondary School/ Vocational Education, (1.3 %) have Master's degrees and doctor's degrees.

Table 3

Decision making process

1- Decision making process	SD %	D %	N %	A %	SA %	Mean	Std. Dev
1.Other people's travel experience and recommendation in Instagram have a great impact on my travel plan	11.80	13.44	9.83	41.96	22.95	4.036	1.217
2. I believe that the travel information in Instagram is true and well-intentioned behaviour to help others to take travel decision	14.42	9.50	16.72	26.22	33.11	4.009	1.24
3. The contents of travel destinations recommended by Instagram will become an attraction that I will definitely go or the item I will definitely consume	13.44	11.80	11.47	32.78	30.49	3.868	1.139

							Continued

4. I may choose to go to the destination, restaurant or hotel based on what is written on Instagram	16.72	6.22	12.131	31.80	33.11	4.05	.95
5. The content provided by users on Instagram has a great impact on myself travel	7.2	14.75	14.09	34.42	29.50	3.64	1.35
6. Before taking a decision to travel I usually check posts on Instagram	13.44	10.81	6.22	35.73	33.77	3.99	1.19
7. Videos' shared on Instagram influence me to select any destination	8.196	4.26	25.90	33.11	28.525	3.16	1.30
8. Images' of tourism spots shared on social media attract me to visit that place.	10.78	14.05	9.15	36.60	29.41	3.59	1.20
9. Instagram reviews has an influence on my final travel decision	18.36	10.49	10.16	24.59	36.39	3.50	1.34
10. Instagram influence my decision making in booking a trip	14.75	10.81	10.16	35.73	28.52	4.01	1.21

*SD=strongly disagree,D= disagree, N=neutral, A=agree,SA=StronglyAgree،

Results revealed in table (3) show that respondents agreed that people's travel experience and recommendation on Instagram have a great impact on the traveller's travel plan and more than half of the sample believe that the travel information on Instagram is true. This also follows Granberg (2019) that Instagram platform is one of the primary sources of information and that people plan their trips with the information they find on Instagram platform. The respondents agreed that the content on Instagram regarding a destination will be an attraction that they will visit. Furthermore, respondents agree that they may choose the destination, restaurant, or hotel based on what is written on Instagram which follows (Faria and Elliot 2012) that the information could be various regarding food, accommodation, and attraction. The respondents agreed that the content provided by users on Instagram has a great impact on self-travel. More than half of the sample indicated that they usually check posts on Instagram before taking a decision to travel, which follows the results of Khalt (2014). They suggested that people visit a destination based on user-generated content on Instagram. Travelers also agreed that videos and image of tourism spots attract them to select a destination and visit it, which follows Terttunen(2017) research's mean was 4.22. Meaning most respondents want to see photos and videos when choosing a destination where to travel and No one considered photos and videos not important. Instagram reviews have an influence on my final travel decision with mean 3.501. Moreover, respondents agreed that Instagram influenced their travel decision to book a trip.

Table 4

Influence of Instagram as a marketing tool in travel agencies

Influence of Instagram as a marketing tool in travel agencies	SD %	D %	N %	A %	SA %	Mean	Std. Dev
1. I usually get the details of local travel agencies through Instagram	34.75	30.81	8.85	9.83	15.73	2.40	1.20
2. I learn about domestic and international destinations through local travel agencies on Instagram	27.5	22.3	10.8	19.7	19.7	2.81	1.51
3. I usually choose my trips from the posts provided by local travel agencies on Instagram	22.95	39.672	9.18	4.26	23.93	2.32	1.301
4. Local Travel agencies answer my inquires on Instagram	10.81	21.63	11.80	16.39	39.34	3.15	1.45
5. Local Travel agencies update travellers on Instagram about new destinations and hotels	19.344	20	6.229	10.81	43.60	2.87	1.60
6. Local Travel agencies have many followers	26.6	24.3	10.2	25.2	13.8	2.75	1.41
7. Local travel agencies reply with a message to call them instead of providing an answer	18.4	19.0	9.8	38.4	14.4	3.11	1.37
8. I like to view the offers of the local travel agencies on Instagram	17.0	19.0	9.2	39.7	15.1	3.16	1.36
9. I engage in conversation on the Instagram page of the travel agencies	21.96	40.98	7.86	3.93	25.24	2.69	1.20
10. I can rely on travel agencies' posts on Instagram	39.67	25.24	6.55	7.213	21.311	2.45	1.30

Table (4) shows that respondents disagree with a mean of 2.409 among tourists' answers in getting details about destinations from local travel agencies on Instagram. Respondents disagreed that they learn about domestic and international destinations through local travel agencies on Instagram. Also, they indicated that they disagree that they usually choose their trips from the posts provided by local travel agencies on Instagram which indicates a lack of use on Instagram among local travel agencies, although there are a lot of users depending on it while planning their trips. Respondents neither agree nor disagree that local travel agencies answer my inquires on Instagram. Local travel agencies traveller sellers on Instagram about new destinations and hotels with a mean of 2.875 which indicates that respondents neither agree nor disagree those local travel agencies have many followers. Respondents indicated that they neither agree nor disagree that local travel agencies reply with a

message to call them instead of providing an answer. Also, respondents neither agreed nor disagreed that they like to view the travel agencies offers on Instagram which proves that travel agencies don't view traveller's sellers of new destinations and hotels as they don't care to check it. The respondents don't engage in conversation on the Instagram page of local travel agencies which investigated the previous results of the respondents that travel agencies don't communicate effectively. The results also showed that respondents don't rely on travel agencies' posts on Instagram.

Table 5

Instagram as a Tourism information source

Tourism information source	SD %	D %	N %	A %	SA %	Mean	Std. Dev
1. Instagram provides information about new tourism destinations	9.5	13.4	9.2	26.9	41.0	3.76	1.35
2. Comment and 'reply' in Instagram provide important information about the designation	2.0	3.3	3.0	59.0	32.8	4.17	.798
3. Information found on Instagram regarding tourism seems reliable to me.	11.5	13.1	4.6	36.4	34.4	3.69	1.36
4. Instagram helps me to get travel route information	21.3	7.9	2.3	32.5	36.1	3.54	1.55
5. Instagram can be helpful to know about the restaurant or food facilities.	1.0	2.3	2.0	47.9	46.9	4.37	.728
6. Instagram can help me to select the best time to visit	9.2	11.1	10.8	40.7	28.2	3.67	1.249
7. The content posted on Instagram are authentic information exactly like the information gained in traditional travel agencies	10.2	17.7	13.4	36.1	22.6	3.43	1.29
8. I have been motivated to do further research on a certain destination after seeing my friends travel photos	9.2	7.9	0.7	36.4	45.9	4.01	1.26
9. I can find detailed information about food, accommodation, travel, shopping and entertainment on Instagram	13.4	20.3	1.0	33.8	31.5	3.49	1.44
10. For various ways to collect information about travel destinations, I prefer Instagram	23.9	20.0	0.3	27.2	28.5	3.16	1.59

In table (5) respondents were asked about their opinion of Instagram as a tourism information source. The respondents agreed that Instagram provides information about new tourism destinations. respondents also indicated that Comments and replies in Instagram provide important information about the destination. Moreover, these results link back to the findings of Terttunen, 2017 that 45% of the respondents are using Instagram as a source of information. 3.6918 mean that respondents agree that information found on Instagram regarding tourism seems reliable to them also 3.54

mean shows that respondents agreed that Instagram helps them to get travel route information. The respondents agree that Instagram can be helpful to know about the restaurants or food facilities. Respondents indicated that they agree that Instagram can help them to select the best time to visit and that the contents posted on Instagram are authentic information. It is noteworthy that more than half of the respondents have been motivated to do further research on a certain destination after seeing their friends' travel photos. Respondents agreed that they can find detailed information about food, accommodation, travel, shopping, and entertainment on Instagram. Furthermore, respondents indicated that they prefer Instagram to collect information about the travel destination. This result shows that Instagram can be considered as an information source according to respondents' review.

Table 6
Trust of Instagram

Trust of Instagram	SD %	D %	N %	A %	SA %	Mean	Std. Dev
1. I trust the recommendations of visitors on Instagram	15.1	10.5	3.9	42.0	28.5	3.58	1.39
2. I trust my friends' reviews and comments about tourism destination on Instagram	10.2	15.7	15.7	34.4	23.9	3.46	1.28
3. Instagram posts are more reliable than traditional media like newspaper, TV, Radio etc.	25.6	19.0	2.3	29.5	23.6	3.06	1.56
4. Information on Instagram is timely	19.7	14.4	43.3	13.1	9.5	2.78	1.183
5. There is fake positive or negative comments from deliberate manipulation of online reviews on Instagram	16.7	10.5	5.6	38.0	29.2	3.5	1.43
6. I hesitate to travel to a destination or visit a place if it has negative posts on Instagram	14.8	7.5	26.9	27.9	23.0	3.36	1.316
7. I can make changes to all or parts of my travel plan after checking what is posted on Instagram	0.3	2.0	2.6	54.4	40.7	4.33	.657
8. information found on Instagram regarding tourism seems reliable to me	8.9	5.6	4.6	40.7	40.3	3.98	1.21
9. I will continue to use Instagram and recommend for friends in search for tourist destinations	29.2	13.8	3.3	29.2	24.6	3.06	1.60
10. I can rely on Instagram to know new destinations	3.0	3.9	34.4	29.8	28.9	3.77	.550

More than half of the respondents trust their friends' reviews and comments about tourism destinations on Instagram. Respondents agreed that posts are more reliable than traditional media which shows that travellers trust Instagram posts. Respondents showed that Instagram information is timely (neutral). Furthermore, respondents agreed that there are fake positive or negative comments from deliberate manipulation of online reviews on Instagram which means that information should be validated and not be taken for granted. Respondents agreed that they hesitate to travel to a destination or visit a place if it has a negative post on Instagram. Moreover, they can make changes to all or part of the trip after checking what is posted on Instagram, which indicates that Instagram is a reliable source of information that can be trusted. Furthermore, Respondents agreed that the information regarding tourism on Instagram is reliable. More than half of the sample will continue to use Instagram and recommend it to friends in search of a tourism destination. In addition, more than half of the respondents can rely on Instagram to know new destinations.

Table 7

Insta tourism usage

insta tourism usage	SD %	D %	N %	A %	SA %	Mean	Std. Dev
1. Before traveling, I often use Instagram to search for other tourists' reviews on the destination or read relevant travel posts on Instagram	26.2	13.4	3.6	28.9	27.9	3.18	1.60
2. Instagram is a suitable tool for the consumers who want to communicate with restaurant/ hotels/ destination staff.	15.1	10.5	2.0	42.6	29.8	3.61	1.39
3. I usually use istangram to learn about tourist attractions through Instagram, and have the impulse to travel to it	30.5	19.0	2.6	27.2	20.7	2.88	1.23
4. I like to use Instagram to see new places of interest	2.6	9.2	3.9	48.9	35.4	4.05	5.40
5. I use Instagram when i search for ideas on where to travel	2.0	3.6	2.6	48.2	43.6	4.27	623.5
6. Instagram helps me to narrow down my choices of destinations	3.0	5.2	3.0	42.0	46.9	.42	.52
7. i follow many travel bloggers or travel related accounts on Instagram	9.5	12.1	2.0	40.3	36.1	3.81	1.30
8. I use Instagram during my actual trip when trying to find out specific attractions or things to do	3.9	7.2	34.4	31.1	23.2	3.62	1.59
9. I use Instagram after my trip to share my experiences	1.0	8.9	6.9	40.3	43.0	4.15	.66
10. I find Instagram useful for travel information use	20.0	19.3	5.9	24.9	29.8	3.25	1.23

Results in table (7) revealed that more than half of the respondents agreed they search for other tourists' reviews on the destination or read relevant posts on Instagram before traveling. Respondents indicated that Instagram is a suitable tool for the consumers who want to communicate with restaurants/hotels/destination staff which shows that staff communicate effectively on Instagram and answer their inquiries. The respondents neither agree nor disagree that they learn about tourist attractions through Instagram. Furthermore, they agreed that they like to use Instagram to see new places. They also agreed that they use Instagram to search for ideas about where to travel; which is considered a tool for helping to promote and visit a destination. In Addition, respondents showed that Instagram helps them to narrow down their choices of destinations. This indicates that respondents use Instagram as a useful tool to direct them to choose their destination. Also, they agreed that they follow many travel bloggers on Instagram, and they use it during their actual trip when trying to find out specific attractions or things to do. These results link back to the findings of Terttunen (2017) according to the results of his study, 56% said they would use Instagram when they have already chosen the destination but would be seeking information on accommodation options and other services. More than half of the sample said they would use Instagram during their travels to find out specific attractions and things to do. Respondents agreed that they use Instagram after their trip to share their experiences. Finally, respondents were asked if they find Instagram useful for travel information use, and more than half of them agreed that it is useful to use.

Table 8

Summary of descriptive analysis

Summary of descriptive analysis	Mean	St.div
Tourism information source	3.7	.52
Influence of Instagram on travel agency	2.8	.51
Decision making process	3.7	.52
Trust	3.5	.58
Insta tourism usage	3.3	.51

Results in table (8) indicate that respondents in the first dimension of "decision making with a mean score of 3.7 and S.D. of 0.52. This illustrates that respondents agree that Instagram is a tourism information source. The second dimension "Decision-making process" with a mean score of 3.7 and S.D. of 0.52 which indicates that Instagram can be used to make decisions to travel to new destinations. "trust" third dimension with a mean score of 3.5 and S.D of 0.58 which indicates that respondents consider Instagram as a trusted application. The fourth dimension Insta tourism usage with mean 3.3 and S.D of 0.51 which means that respondents agree that Instagram usage encourage tourists to visit a destination and has an influence on them to decide the destination to be visited. The last dimension "influence of Instagram on travel agencies "with a mean score of 2.8 and S.D of 0.51 shows that respondents neither agree nor disagree about the usage of travel agencies of Instagram and whether it encourages them or not to take a decision to travel to a tourist destination. Which illustrates the previous response that travel agency is not using Instagram effectively

Table 9
Correlations

H1: There is a positive relationship between the Insta tourism usage and decision-making process, trust, information source, and travel agency usage.

Tourism information source	Pearson Correlation	.131[*]
	Sig. (2-tailed)	.022
	N	305
Influence of Instagram on travel agency	Pearson Correlation	-.075
	Sig. (2-tailed)	.192
	N	305
Decision making process	Pearson Correlation	.498[**]
	Sig. (2-tailed)	.000
	N	305
Trust	Pearson Correlation	.432[**]
	Sig. (2-tailed)	.000
	N	305

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Pearson's bivariate correlation coefficient shows a medium positive linear relationship between the Insta tourism usage and decision-making process (r = 0.498). Insta tourism and trust (r =0.432). also, a weak positive relationship between Insta tourism usage and information source (r = .131). However, there was a weak negative association between Insta tourism usage and travel agency (r = -.075). All the variables are significantly different from zero (p < 0.001).

Regression Analysis test
Regression
H2: The Insta tourism usage is influenced by information source, trust, and travel agency usage.
H3: The decision making process is influenced by the Insta tourism usage.

Table 10
Model Summary

Model Summary							
Model	R	R Square	Adjusted R quare	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.613[a]	.376	.367	4.19685	.376	45.136	.000

a. Predictors: (Constant), Decision making, Travel agency usage, information, trust

Multiple regression analysis was performed between each independent variable. Decision making process, Trust, Travel agencies usage of Instagram, Tourism information source with the dependent variable Instagram usage to test the hypotheses. The regression value of R^2 = 0.376 explained 38 % of the variability in overall Instagram usage of generation y predicted by four independent variables, which is more or less statistically significant. Secondly, F test suggest that all the

explanatory variables are related to satisfaction at F = 45.136 at p < 0.001 which is also statistically significant.

Table 11
ANOVA[a]

ANOVA[a]					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3179.986	4	794.996	45.136	.000[b]
Residual	5284.060	300	17.614		
Total	8464.046	304			

a. Dependent Variable: Insta tourism usage
b. Predictors: (Constant), Decision making process, Travel agency usage, info source, trust

Hence, the regression tests indicate that there is strong evidence to support and establish the causal link between the independent variable, i.e., Decision making process, Trust, Travel agencies usage of Instagram, Tourism information source and the dependent Insta toursim usage.

Table 12
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.078	2.924		3.105	.002
Tourism information source	.260	.046	.286	5.708	.000
Influence of Instagram on travel agency	-.131	.051	-.130	-2.558	.011
Trust	.299	.052	.292	5.698	.000
Decision making process	.407	.052	.406	7.780	.000

a. Dependent Variable Insta tourism usage

The table shows the results of applying the stepwise regression. The result indicts that the main independent variables affecting the insta tourism usage are Decision making process was found to have a significant impact on Instagram usage of generation y due to high impact value ($\beta 4$ = 0.406 at α < 0.001) which is also statistically significant. Trust is also found to have the second biggest positive impact on Insta tourism usage ($\beta 3$ = 0.292 at α < 0.001) which is also statistically significant. Similarly, the Tourism information source is also considered to be significant compared to the Decision-making process and trust but do have less impact over Insta tourism usage as its impact value of $\beta 1$ = 0.286 at α < 0.001) level is also considered to be statistically significant. However, the power of travel agency has a negative impact on Insta tourism usage ($\beta 2$ = -0.130 at α < 0.011) Though it is observed that travel agency has the third smallest impact factor, it has lower performance on Insta tourism usage and should not be treated along with the other variables. The large β co-efficient (Decision-making process) explains the impact of service uploaded with a personal touch and Instagram manner on the level of Instagram usage is highest

compared to other variables. Hence, the significance of the three variables (Decision-making process, Tourism information source, and trust) is less than 0.05, therefore, the variables are making a unique contribution to the usage of Instagram.

The results suggested that the linear regression function for the usage of Instagram will be Insta tourism usage = 9.078+(decision making process (0.407) + trust (0.299) + information source (0.260) – travel agency (-0.131)

Thus, we can conclude that for every additional point in the decision-making process, trust, and information source the Insta tourism usage will be increased by (0.407, 0.299, and 0.260) respectively. However, if the travel agency improved by one unit, Insta tourism usage will be decreased by (-0.131)

Additionally, as shown in figure 1, Regression analysis also revealed that Multicollinearity is the extent to which independent variables are correlated with each other.

The homoscedasticity and normality of residuals with an eyeball test of the Q-Q-Plot of z*pred and z*presid. This indicates that there is no tendency in the error terms as shown in the plot in multiple linear regression analysis.

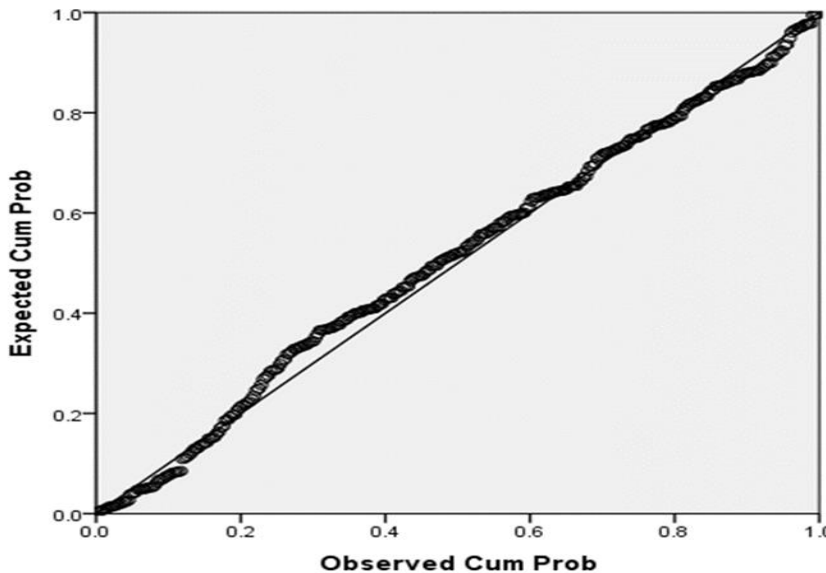**Fig.1.** H4: there is significant difference in the usage of Instagram among the demographic (age, gender, education)

Table 13
Kruskal Wallis Test

Variable	Chi-Square	Sig.
Education	33.971	.001
Gender	.063	.801

A Kruskal-Wallis test showed that the distribution of usage of Instagram is not the same across categories of education and there was a statistically significant difference in the usage of Instagram between the different education levels, $\chi2(2) = 33.971$, p =

0.001. Furthermore, the distribution of the usage of Instagram value is the same across categories of type of gender. There was not a statistically significant difference.

Table 14

The Results of Hypothesis Testing

	Hypothesis	Results
H1	There is a positive relationship between the insta tourism usage and the decision-making process, trust, information source, travel agency usage.	Partly accepted
H2	There is a significant difference in Insta tourism usage among demographic (gender, education)	Partly accepted
H3	Insta tourism usage is influenced by information sources, trust, and travel agency usage.	Accepted
H4	The decision-making process is influenced by Insta tourism usage.	Accepted

Conclusion, Limitation and future research direction

The use of Instagram nowadays is becoming a megatrend. As many users are using it not only to post their photos and share their experiences but also it is now being used as a source of information for them that they can trust while organizing their trips. This means that prospective travellers are on Instagram. So, if a travel agency still not using Instagram, they could miss out on a huge opportunity to connect directly with current and potential travellers. Instagram can be used functionally to support travel agencies to provide and share information, create a contact directly with customers, marketing, receive customers feedback, increase profit and build customer loyalty (Suanpang, 2020). The aim of this study was to identify the impact of Instagram on Generation Y's destination decision making, to investigate the Instagram performance as a source of information for tourists, and evaluate travel agencies usage of Instagram. The questionnaire was distributed among 305 Instagram users. In the light of the findings, there is a positive relationship between the insta tourism usage and the decision-making process. Additionally, between insta tourism usage and trust. However, there is a weak significant positive relationship between insta tourism usage and information source and a weak insignificant negative association between insta tourism usage and travel agency. Moreover, a significant difference between Insta tourism usage and education levels. Finally, there is no significant difference in Insta tourism usage and Gender.

The study only included Generation Y (ages vary between 21 - 40). This generation was influenced by computers and the use of technology and social media are natural and essential for them (Andert, 2011; Bannon et al., 2011). Also, they are known as technology users. They have seen it all and have been exposed to it since childhood (Wjs, 2018). Which shows that it can be easy for them to download the social media platforms and post on them their experiences and rely on them for getting information to select their destinations properly.

Travel agencies should use Instagram for inspiring and marketing their tourism programs to travellers, as it can help them to attract travellers effectively on Instagram and finalize more sales. Travel agencies also should be keeping up-to-date with all the social media platforms in order to reach their target market more easily. As, it has a huge number of users. Having the right content will help you to attract more travellers and will have an impact on brand awareness of their travel agencies.

The recent study focused on the impact of Instagram on Generation Y Whereas future studies could focus on the impact of Instagram on the different demographic profiles as baby boomers and Generation X. Also, it could identify if there are any differences among Generations X (41-56) and baby boomers (57-75) usage and reliability of Instagram. It seems worthwhile, if future researches could also concentrate on travel agencies managers and carry out interviews about their opinions of Instagram as a tool for changing the avenues of tourist destinations and attractions due to travellers choice.

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تأثير استخدام الانستجرام على اختيار المقصد السياحى للجيل Y

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الملخص

يعتبر الانستجرام توجها هائلا نحو المنصة الرقمية التي تسمح للمشاركين بالتفاعل مع بعضهم البعض بشكل إفتراضى والتواصل وتبادل المعلومات بين المستخدمين، بالإضافة إلى زيادة الكفاءة والقدرة التنافسية في صناعة السياحة. وتهدف هذه الدراسة إلى تحديد تاثير الانستجرام على اختيار جيل Y للمقصد السياحى والتحقق من أداء الانستجرام كمصدر للمعلومات للسائحين وتقييم استخدام وكالات السفر للانستجرام. تستخدم هذه الدراسة المنهج الكمى وقد تم جمع البيانات باستخدام استمارة استبيان عبر الانترنت حيث استهدف 305 مستخدما للانستجرام من جيل Y. يجب على وكالات السفر استخدام الانستجرام لتسويق برامجها السياحية للمسافرين، كما يجب أن تكون على اطلاع دائم بجميع منصات وسائل التواصل الاجتماعي من أجل الوصول إلى السوق المستهدف بسهولة أكبر.