Original Research Article

Measuring Tourists' Intention to use Digital Platform in selecting travel products: A study on Bangladesh

ABSTRACT

Aims: The prime intention of conducting this study is to measure tourists' behavior in using different digital technologies while they make their travel decisions. The study highlighted the importance of these digital platforms among travelers and spotted the gap between the customer requirement and accessible digital sites for reservation and payment.
Study Design: The study used a quantitative approach to gather data through an online questionnaire was developed through Google form and circulated to the respondent through Facebook, Mobile messaging and personal email.
Place and Duration of Study: The study was conducted in Bangladesh from Jan 2020 to Dec 2020.
Methodology: A systematic questionnaire was constructed to gather data from 246 individuals from 16 above ages who took at least one tour during the last four years. The survey was destined based on primary and secondary data collection methods. SPSS 26.0 was used to examine the data. The frequency distribution and percentages were used to analyze the demographic features of the respondents along with Cronbach's alpha, Multiple Linear Regression and Pearson correlation.
Result: The value of Cronbach's alpha was α = .847, which indicates excellent internal consistency of the variables, R = .737, R2 = .543, and F ratio is 35.230, which forecast the variance of preferring digital technologies in selecting travel products with a goodness-of-fit level of roughly 54.3%. The different digital platforms assist tourists to share and collect travel information (M=4.26) which affects their purchasing and selection patterns. They are motivated to travel by social media, and their choice of trip destination is influenced. Their last travel plan patterns clearly stated that they usually research online (62%), mainly using/on the social media sites (41.10%), for travel information.
Conclusion: The analysis describes a hole in the implementation of viable and accessible payment methods due to a lack of infrastructure in Bangladesh.

Keywords: Digital Technologies, social media, Tourism, Travel Decision

1. INTRODUCTION

Innovation has made our life more pleasant from the ancient era. The development of technology creates different methods and initiates various ways to make our life more comfortable. There are lots of debates regarding technological control over us: some believe different technologies influence different factors of our daily life. A report, featured in Financial Times (2018), showed that the decision to purchase anything may alter at any time as humans are surrounded by various technologies. Digital technologies focus on using digital devices rather than discussing the usage and interpretation to solve the problems. Digital technologies manage digital devices or systems' development and possible use. Many of these systems and technologies are already developed, which makes us dependent on them. The most prominent example is the social media platforms like Facebook, Instagram, Twitter, YouTube, etc. Social media like Facebook can be used as an alternative way or tool to communicate with customers by disseminating new information since these tools are cheap and relatively easy to use and, most importantly, don't require any IT specialist (Hopkins, 2012). At the same time, technology offers a platform for interactions and groups, whether close or far apart geographically (Golder et al., 2007). The tourism sector has been dramatically controlled by technological advancements. Tourism is one of the speediest sectors of the world economy, with numerous novel ideas and technological breakthroughs that assist visitors,

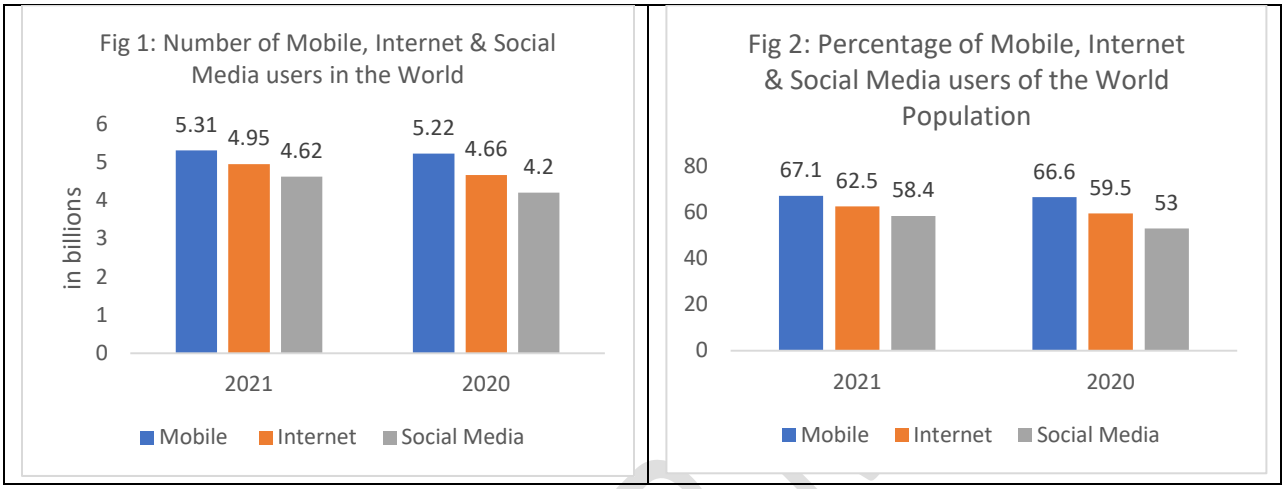
inhabitants, and key stakeholders to better harness tourist locations' potential (Polukhina et al., 2019). Beyond client happiness, the tourism industry has involved technology to improve functioning skills and service quality (Sinha et al., 2020). Digital technologies are considered a convenient tool to gather travel information quickly: most tourists prefer online platforms like TripAdvisor and try to identify the contrast with other travel sites, scrutinize online reviews before making travel choices, and the relatives' opinion also influences their decisions (Gupta, 2019), furthermore having friends as tour mates is another crucial factor that inspires young Bangladeshi tourists to make travel decisions (Md. Nafi & Ahmed, 2018; Roy et al., 2021). Beldona et al., (2009) also focused and gave importance to having unique website features like reservation engines and an accessible customer interface that will assist them in making precise buying decisions.

Due to covid-19, people have avoided physical contact and adopted the digital platform as their mode of socialization and doing office work, which increased the usage and dependency on digital platforms. According to BTRC (December 2021), the number of active internet subscribers in Bangladesh was 123.81 million, where around 24 million were added during the COVID-19 period. In the meantime, covid-19 has made a notable alteration in our lifestyle behaviors with a dramatically increasing usage of electronic media while staying at home (Hu et al., 2020). Coronavirus has also transformed the face of other businesses like e-commerce, where 52% of customers avoid going for physical outlets, and 36% of them will continue this practice until being vaccinated (Bhatti et al., 2020). E-commerce is flourishing in Bangladesh as well; Abir (2020) has identified that online shopping has raised by 70% to 80% compared to the pre-COVID-19 period, and this market exceeded $695.7 million in 2020. The Covid-19 has driven more people to get used to with digital technologies and transformed online purchasing behaviors, forever, among educated consumers aged 25 to 45, mostly women (Savira & Suharsono, 2020). The Covid-19 pandemic has also increased the expansion of digital transformation and boomed e-commerce business by 4% on global retail business in 2020 despite of this strict global lockdown (UNCTAD, 2021). These dramatic changes in human behaviors will, directly and indirectly, influence travel-related products' purchasing behaviors. The digital platform is widely used in tourism whenever the restrictions are relaxed, to visit the tourism destination. The use of social media in searching for a job and submitting job applications has been studied (Al-Amin et al., 2019), where the use of digital technologies in selecting travel products was ignored in Bangladesh many times. This study aims to discover how severely this rapid addition of users in digital sites impacts individuals in selecting travel products, which may help us identify possible tourist behavior in any epidemic that comes ever after.

2. LITERATURE REVIEW

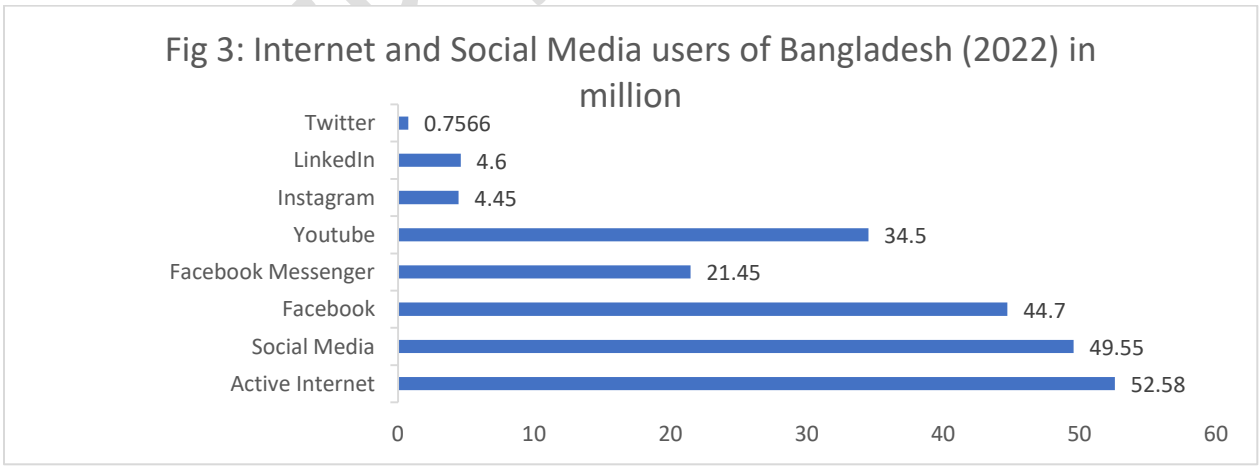
The growth of internet and digital technologies has become a crucial part of our lives for the last two eras. People are now more connected with the internet and social media. According to DataReportal (2020; 2021), around 11.7% of the internet users and 23.3% of the social media users increased in 2020 and 2021. This omnipresence of the internet and its connected gadgets profoundly changed the aspect of the tourism industry on an operational and social level: today, we use these devices and tools to communicate with friends and families, confirm reservations, make all arrangements for our tour, look for better travel packages and for better deals of different online travel agencies (OTA) and even weather forecast to create an enjoyable trip (van Nuenen & Scarles, 2021). The tourist industry is gaining tremendous traction due to the adoption of various digital technologies; travel and tour companies may now work remotely, promote their goods and services on digital sites, and simplify their booking in advance (Sinha et al., 2020). Internet and social media usage are in high demand in today's world, particularly in promoting tourism, where it is used to generate traffic from close and far (Soegoto et al., 2018). Blogging has become one of the top distinguished tools for information search in social media sites for the tourism sector (Mack, Blose, & Pan, 2008; Pudliner, 2007; Pühringer & Taylor, 2008; Pan, MacLaurin et al., 2007; Waldhör & Rind, 2008). The role of social media on tourism must be analyzed in light of the whole web field of tourism and the framework of tourist searching for information (Xiang & Gretzel, 2010), where Social networking is considered an incredibly accessible search engine for tourists (Gretzel, 2006) and customers' selection of hotel products (McCarthy, Stock, and Verma, 2010). The widespread dominance of social media sites to cooperate, interact, and share fresh content like blog posts, films, wikis, reviews, or images is becoming more common (Boyd and Ellison, 2007; Leung et al., 2013). Social media is considered as a hub of data required by the consumer to evaluate and to make the

final call for purchase (Hudson & Thal, 2013) to build word-of-mouth image on the internet (Ye, Law, Gu, & Chen, 2011) and suggestion for travel (Kurashima, Iwata, Irie, & Fujimura, 2010). Dellarocas (2003) thanked to social media, tourism businesses have never had more opportunity to learn and respond to consumer demands than they do now. The tourism business has to depend on different technological advancements for several reasons; firstly, the data is always reliant on accurate time, secondly, tourists must be avail to access the travel information from all corners of the globe, and finally, tourism products are made with lots of travel components which needs on time fast transmission of the data (Matveevskaya et al., 2018).



Source: DataReportal, (2020; 2021)

Internet users spend almost 7hrs on the internet a day on an average basis, and nearly 90% of the internet users access the internet through their mobile devices (Laaper et al., 2018). User-generated travel content focusing on mobile internet users can attract and influence mass users to make travel decisions to targeted destinations. The tourist industry mostly counts on ICT infrastructure for marketing events, selling, and creating organizational relationships with clients, and the final destination decision of travelers comes from online (Živković et al., 2014). ICT also addressed innovative ways of approaching sustainable tourism growth (Ali & Frew, 2014).



Source: DataReportal, (2022)

This swift progress of the internet has offered individuals numerous additional purposes: collecting the required information and interacting across the borders, and today, social media helps to enunciate emotions and opinions (Tsimonis & Dimitriadis, 2014). Advertising costs focused on digital platforms are

continuously increasing; marketers are ever more interested in creating a digital footprint, communicating to their customers, influencing their interactions, and even powering their opinions for a more robust market return (Lipsman et al., 2012). One of the reasons marketers choose social media is the power of word of mouth (Živković et al., 2014); people believe their friends and other netizens over the business (Gillin, 2007). Tourism is widely regarded as a data-driven sector, and a tourist's purchasing choice is also influenced by the data they have collected. As the nature of the tourism sector is impalpable, accurate on time fitting information and communication are the key factors that influence choosing a travel spot; therefore, digital technologies carry out a vital role by providing that required relevant data to make the traveling decisions to that destination (Sinha et al., 2020; Zeng & Gerritsen, 2014). The use of digital technologies in the tourism industry will upsurge the service quality by digitalization, by making it attractive, and tourism enterprises will obtain increased profit by their operation (Natocheeva et al., 2020). The same study states that digital technology has become a strategic asset for tourism firms by creating a new tool to connect suppliers and customers. Digital technologies simplify the communication, transmission, and obtaining of data for businesses, which developed new methods for operation (Nosova & Norkina, 2021). Businesses are gradually employing digital technology to respond to customer requests better while improving customer-side functions, and it also promotes consumer and commercial interests while also helping to generate sales and upsurge productivities by lowering expenses (Foroudi et al., 2017). Professionals in tourism and hospitality firms utilize emerging technologies like artificial intelligence, virtual realities, and AR wearable technology as a tactical instrument to preserve an edge over their competitors, build advertising techniques, and improve their cognitive functioning to ensure maximum customer satisfaction (Cai et al., 2019). The usage of digital maps may play a crucial role in travelers' attitudes, especially in their purchasing patterns and e - tourism promotions (Chung et al., 2011). These maps are a common way to show travel-related material on the internet (Buhalis and Law, 2008). The internet plays an essential role in the long-term viability of social media, where users can simply view tourism destinations and review tourist sites that were toured earlier, which provides a way for its users to get the most up-to-date data (Soegoto et al., 2018).

On the other hand, companies can use social media programs to better their operational processes and to engage with customers, to corporate with partners and distributors differently (Culnan et al., 2010). (Hristoforova et al., 2019) stated the importance of spending money on new digital communications channels with existing and prospective customers, making better relationships to identify novel opportunities, bidding compassionate payouts for the end-user pull, and creating an automated communications system for brand consolidation to maximize the productivity of advertisements in the tourism and hospitality sector (Gupta, 2019) because people browse online and use numerous digital technologies before making any choice about their vacation spots, reservation modes, payment, accommodations to overnight, locations to tour, and so on. Travel-related decisions carry a significant risk for visitors; thus, they try to gather more precise information and meticulously plan choices among possibilities to reduce ambiguity (Ráthonyi, 2013). People love to share their travel photos, videos, and experiences on social media, which directly and indirectly influence others in making travel decisions (Ráthonyi, 2013), which offers a free-of-cost promotional tool for all tourism enterprises (Fotis et al. 2012). Internet and digital technologies have reinforced the value of the business by increasing their capabilities in four ways: it enables quick and easy access to the information that customer require, help them to compare and choose the best alternatives, address the customer need and fulfill the demand, and finally, it offers easy payment method to close the deal (Lumpkin & Dess, 2004). On the other hand, by increasing charges from manufacturers and forcing people to pay for accessing their Digital platforms, mediators might influence the ultimate rates for visitors, lowering the level of services (Vasylchak and Halachenko 2016), in this regard companies can disseminate the middlemen by adopting digital platforms and maintain goodwill and brand image.

3. METHODOLOGY

The study used a quantitative approach to gather data and measure the tourist intent to embrace digital platforms in evaluating travel products for their tour. This study utilized both primary and secondary data; an online questionnaire was developed through Google form and circulated to the respondent through Facebook, Mobile messaging and personal email. Three parameters have been added to the initial section of the Google form to pick the intended respondents: whether or not the respondents have gone

for a tour during the last four years, respondents who are above 16 years of age as they can travel without family permission, and finally who are not directly or indirectly engaged with travel enterprise. Only the completed questionnaires were taken based on the non-probability convenience sample method for the study process, consisting of 246. The entire questionnaire contains four sections covering eighteen questions in total. The first segment of the questionnaire was intended to analyze the socio-demographic behaviors of the respondents, the second segment was to understand their level of engagement with digital technologies, the third segment was to recognize their last tour travel shape, and finally, the last segment was to measure their intention to use digital platforms in making travel decisions. The whole questionnaire was written in English first, and for the convenience of the participants, later it was interpreted in Bangla. To outline their responses for the last part ranging from 1 (Strongly Disagree) 2 (Disagree) 3 (Neutral) 4 (Agree) 5 (Strongly Agree) five points Likert scale was exercised. SPSS 26.0 was used to scrutinize the data, and the frequency distribution and percentage evaluated outcomes were also used to analyze the socio-demographic characteristics together with Cronbach's alpha, Multiple Linear Regression and Pearson Correlation. Moreover, The Cronbach's alpha test was used to assess the consistency of the items (i.e., Accessible travel information from online; social media stimulate travel; Booking online is hassle-free) used in the survey. The other variables in this study were analyzed using the mean, standard deviation, and ANOVA test.

4. RESULTS AND ANALYSIS

4.1 Socio-Demographic Profile

Table 1 represents the socio-demographic characteristics of the 246 respondents. Among them, 56.6% are male, and 43.5% are female, whose majority of the age group are Gen Z and Millennials, with 59.8% between 21 to 30 years and 26.4% between 31 to 40 years. In terms of educational qualifications, all respondents have minimum academic literacy, where the majority of them have completed their secondary education.

Table 1: Socio-demographic profile of the respondent

Gender	Frequency	Percentage	Education	Frequency	Percentage
Male	139	56.5%	PhD	2	.8%
Female	107	43.5%	Masters	42	17.1%
Total	246	100%	Bachelors	108	43.9%
Age structure			HSC	91	37%
Below 20 years	18	7.3%	SSC	3	1.2%
21-30 years	147	59.8%	No Education	0	0%
31-40 years	65	26.4%	Total	246	100%
41-50 years	13	5.3%			
Above 50 years	3	1.2%			
Total	246	100%			

4.2 Digital Engagement of The Respondents

Table 2 denotes the engagement of the respondents with digital technologies. None of them expressed they had ever touched with digital technologies like Facebook, google map and mobile phones. Around 96% of the respondents say they are actively and partially involved with these digital platforms; 80% have already used different online shopping services, and 63% of them also follow travel groups and pages on social media sites.

Table 2: Digital Engagement profile of the respondents

Items	Frequency (%)				
	Never	Rarely	Some Time	Mostly	Total

Engagement with digital technologies,	-	3.3	15.4	81.3	100%
E-shopping behaviors	3.7	15.9	60.2	20.3	100%
Engagement with travel page or group on social media	10.2	15.9	41.1	32.9	100%

4.3 Last Tour Travel Information

Most of the respondents collected their last tour travel information from digital platforms. Around 62% of the respondents gathered their travel information online. A significant portion of the respondents also collected travel information from recommendations from FnF and previous experience with 18.30% and 16.70%, respectively.

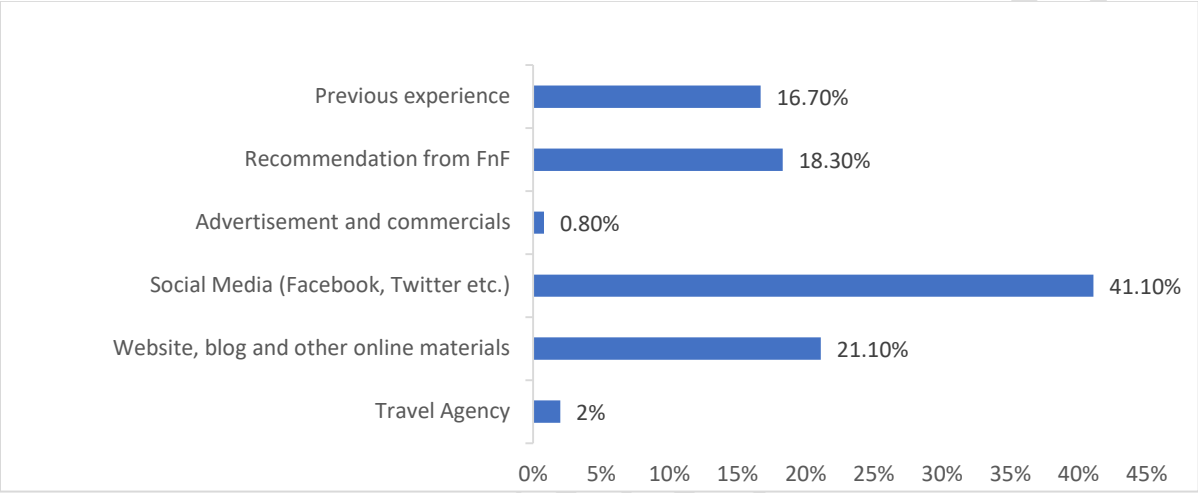


Fig. 4: Sources of Last tour travel information of the respondents

Table 3 represents the respondent's reservation and booking behaviors of the last tour. The highest number of the respondents confirmed their reservations through friends and family (29%) and phone calls (27%). They also made payments for their booking with cash (58%) and through mobile finance like Bkash and Nagad (32%). At the same time, almost 79% of them agreed they feel online payment method is secured.

Table 3: last tour reservation and payment method

Item	Variables	Frequency	Percentage
Reservation method of the last tour	Through Phone Call	67	27.2%
	Through Website	24	9.8%
	Through social media	28	11.4%
	Through Friends and Family	72	29.3%
	Physically Visiting Travel Agency	7	2.8%
	I didn't book earlier	48	19.5%
Total		**246**	**100%**
Payment mode of the last tour	Through Mobile Finance (bKash, Nagad)	81	32.9%
	Through Bank (Credit Card, Debit Card)	22	8.9%
	Cash Payment	143	58.1
Total		**246**	**100%**
Trustworthiness of online payment	Yes	194	78.9%
	No	52	21.1%
Total		**246**	**100%**

4.4 Reliability of The Study

To assess the consistency of the items used in the survey, the Cronbach's alpha test was conducted, and the value of Cronbach's alpha was α = .847 in terms of internal consistency of the items. According to (Ursachi et al., 2015), the value of Cronbach's alpha is larger than 0.8 indicates very good.

Table 4: Reliability Test

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.847	9

4.4.1 Descriptive Statistics of the variables

Table 5 showcases the inclusive score of the 9 (nine) variables recognized to determine the respondents' perceptions regarding using digital technologies in Bangladesh.

Table 5: Perceptions of the respondents of the factors

NO	Items	N	Mean	S. D	Variance
V1	Accessible travel information from online	246	4.03	.595	.354
V2	convenient travel information from offline	246	4.03	.588	.346
V3	Booking online is hassle-free	246	3.94	.833	.694
V4	Digital Map helps to spot out nearest site	246	4.12	.584	.341
V5	Social media stimulate travel	246	4.24	.785	.616
V6	Distrust online information and booking	246	2.74	.884	.781
V7	Research online before making travel decisions	246	4.02	.648	.420
V8	Sharing travel contents on social media	246	4.06	.777	.604
V9	Preferring Digital platform to evaluate and select travel products	246	4.04	.966	.933

This paper examined that; 7 (seven) variables' mean score is more significant than 4.00 (M>4.00) out of 9 (nine) factors. Among the other two elements, one factor's mean score is close to 4.00 (M>3.90), and only one variable's score is below 3.00 (M<3). The highest mean score (M=4.24) represents the positive perception regarding influencing by social media to travel to a particular destination. Almost all the variables' scores represent the respondents' positive perception except V6, M=2.74, where it denotes adverse opinion regarding trusting online travel information, which is a positive perception of using digital platforms.

4.4.2 Regression Analysis

Regression analysis is usually tested to examine the association between variables. In this study, the multiple linear regression evaluated the most precise association between variables and assessed the significance of choosing digital technologies to select travel-related products. Seven factors have been articulated relating to standardized factor scores (beta coefficients). Based on beta coefficients, relevant determinants that remained in the regression equation were ranked in order of importance. The dependent variables, preferring digital technologies flatform for selecting travel products, were gauged on a five-point Likert scale.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.737a	.543	.528	.664

Table 7: Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	124.128	8	15.516	35.230	.000b
Residual	104.380	237	.440		
Total	228.508	245			

Table 6 highlights the regression score R = .737. The value of R is close to +1, which states that a significant association between dependent variables and independent variables also represents the positive affiliation and moderate correlation of choosing digital technologies in selecting travel products. Regardless, the value of R2 = .543 expresses 54.3% of the variance in perception of adopting digital tech to select travel products. The F ratio is 35.230, which indicates whether the regression model results might have occurred by chance and the p-value is 0.000, indicating that the result is extremely significant. According to the R, R2, and F ratios, the regression model forecast the variance of preferring digital technologies in selecting travel products with a goodness-of-fit level of roughly 54.3%.

In Table 8, The beta coefficients illustrate the comparative relevance of each of the eight crucial components (independent variables) is conducive to the variance of preferring digital technologies in selecting travel products in the regression analysis (dependent variable). In terms of determining the relevance of the eight crucial factors, variables such as researching online before selecting a travel destination (beta=1.214, *P*=.000), Sharing travel pictures/videos on social media (beta=.320, *P*=.001), Social media makes curious to visit (beta=.243, *P*=.005), convenient to gather travel information from offline (beta= -.526, *P*=041), Booking ticket/room online is hassle-free (beta= -.136, P=.018) have the most impact and carry the most value on the uptake of adopting digital technologies for choosing tourism products. These five variables are linked in a significant way in using digital technologies for tourism products.

Table 8: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.246	.391		.630	.529
Accessible travel information from online	-.276	.319	-.170	-.867	.387
convenient travel information from offline	-.526	.255	-.321	-2.060	.041
Booking online is hassle-free	-.136	.057	-.117	-2.381	.018
Digital Map helps to spot out nearest site	.074	.124	.045	.595	.552
Social media stimulate travel	.243	.085	.197	2.861	.005

Distrust online information and booking	.018	.049	.017	.374	.708
Research online before making travel decisions	1.214	.257	.815	4.722	.000
Sharing travel contents on social media	.320	.095	.258	3.354	.001
Dependent Variable: Prefer digital technologies platform for selecting travel product, *Represents *P* <0.05					

When all other variables were held steady except convenient to gather travel information from offline, online and booking ticket or room online is hassle-free, a one-unit rise in facilities with the social media makes curious to visit resulted in a .243-unit surge in digital technology usage. In contrast, the least significant variables do not trust online information and booking (beta=.018, *P*=.708). In the end, although not all underpinning factors are equally important, they all have a substantial impact.

The standard coefficient beta value shows which independent variables have a more significant influence on the dependent variable. Researching online before selecting a travel destination and conveniently gathering travel information offline have the most important role (beta=.815 and -.321), respectively, in adopting digital technologies for travel products.

5. CONCLUSION

Based on the research, digital technologies promoting and communicating with potential tourists can, significantly, influence them. The tourism business has massive opportunities for the usage of digital services (Polukhina et al., 2019). Possibly the majority of the survey's participants believed different types of social media motivate them to travel and can affect their travel choice of travel destination. The upsurge number of internet, social and digital sites significantly change the attitudes of the tourist in selecting and evaluating travel products. Many areas of tourism, particularly data search and decision-making patterns, tourism promotion, and focusing on best practices for connecting with tourists, rely heavily on social media (Soegoto et al., 2018). Almost 96% of the participants believed they are connected mainly with different digital technologies like Facebook, Google map, mobile phones; another 80% of them are already customers of the various e-shopping sites, which indicates their online buying behaviors are more active. And again, 63% of them agreed they follow travel pages or travel groups on social media, and 41% also collected their last tour travel information from social media. Travelers rely heavily on social media platforms to supply their travel information (Xiang & Gretzel, 2010). Another 21% gathered travel information from websites, blogs, and other online sites. That also indicates their source of travel information is from online. An exceptional case is observed from the booking and reservation modes and payment methods, while combinedly 56% of them prefer phone calls and friends and family to confirm the reservation and 58% of them used cash payment for their last tour booking payment but 78% of them feel online payment method is secure and safe, which specifies an infrastructural lacking in the deployment of available and accessible payment methods. Though users use these digital platforms to collect and evaluate their travel products, a gap between tourists and available payment and booking gateway couldn't make it a one-stop service for tourists. So, it is significant to ensure the availability of online and digital presence of the travel suppliers with accessible reservation methods of hotels, resorts, travel, and tour companies to provide accurate and timely information about the products and services. However, purely having an online existence is not enough to confirm that a company would benefit from social media; rather, three factors are required for effective application approaches: thoughtful adopting, communal development, and use of technological ability (Culnan et al., 2010). Policymakers should encourage travel suppliers to embrace emerging digital trends to attract more customers to their destinations and attractions. Buhalis and Law, (2008) stated the importance of user-based technologies that will enable travel firms to interact with their customers actively with the evolution of the internet.
The analysis also denotes that the preferring digital technologies to select travel products dependent on the participants' behaviors of sharing their travel stories on social media sites, doing their own research online, influencing their social network's posts and stories.

REFERENCE:

1. Financial Times, (2018), "Is technology controlling you?" retrieved from https://channels.ft.com/en/rethink/Is-tech-controlling-you/ (viewed on November 19, 2021)
2. Al-Amin, M., Nafi, S., & Amin, A. (2019). Use of social media for job search and application: a perspective from the job seekers in Bangladesh Islands Based Tourism in Bangladesh View project Use of social media for job search and application: a perspective from the job seekers in Bangladesh View. July. https://www.researchgate.net/publication/334736310
3. Ali, A., & Frew, A. J. (2014). Technology innovation and applications in sustainable destination development. Information Technology and Tourism, 14(4), 265–290. https://doi.org/10.1007/s40558-014-0015-7
4. Beldona, S., Nusair, K., & Demicco, F. (2009). Online travel purchase behavior of generational cohorts: A longitudinal study. Journal of Hospitality and Leisure Marketing, 18(4), 406–420. https://doi.org/10.1080/19368620902799627
5. Bhatti, A., Akram, H., Basit, H. M., Khan, A. U., Naqvi, S. M. raza, & Bilal, M. (2020). E-commerce trends during COVID-19 Pandemic. International Journal of Future Generation Communication and Networking, 13(2), 1449–1452.
6. Cai, W., Richter, S., & McKenna, B. (2019). Progress on technology use in tourism. Journal of Hospitality and Tourism Technology, 10(4), 651–672. https://doi.org/10.1108/JHTT-07-2018-0068
7. Chung, J. Y., Anuar, F. I., Go, H., & Gretzel, U. (2011). Influence of interactive thematic maps on tourist perceptions: A network analysis. Journal of Hospitality and Tourism Technology, 2(3), 216–234. https://doi.org/10.1108/17579881111173767
8. Culnan, M. J., McHugh, P. J., & Zubillaga, J. I. (2010). How large U.S. companies can use twitter and other social media to gain business value. MIS Quarterly Executive, 9(4), 243–259.
9. Foroudi, P., Gupta, S., Nazarian, A., & Duda, M. (2017). Digital technology and marketing management capability: achieving growth in SMEs. Qualitative Market Research, 20(2), 230–246. https://doi.org/10.1108/QMR-01-2017-0014
10. Gupta, G. (2019). Inclusive use of digital marketing in tourism industry. In Advances in Intelligent Systems and Computing (Vol. 862). Springer Singapore. https://doi.org/10.1007/978-981-13-3329-3_38
11. Hopkins, J. L. (2012). Can Facebook be an effective mechanism for generating growth and value in small businesses? Journal of Systems and Information Technology, 14(2), 131–141. https://doi.org/10.1108/13287261211232153
12. Hristoforova, I. V., Silcheva, L. V., Arkhipova, T. N., Demenkova, A. B., & Nikolskaya, E. Y. (2019). Improvement of digital technologies in marketing communications of tourism and hospitality enterprises. Journal of Environmental Management and Tourism, 10(4), 829–834. https://doi.org/10.14505/jemt.10.4(36).13
13. Hu, Z., Lin, X., Kaminga, A. C., & Xu, H. (2020). Impact of the COVID-19 epidemic on lifestyle behaviors and their association with subjective well-being among the general population in Mainland China: Cross-sectional study. Journal of Medical Internet Research, 22(8), 1–10. https://doi.org/10.2196/21176
14. Laaper, S., Yauch, G., Wellener, P., & Robinson, R. (2018). Embracing a digital future. Deloitte Insights, December.
15. Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social Media in Tourism and Hospitality: A Literature Review. Journal of Travel and Tourism Marketing, 30(1–2), 3–22. https://doi.org/10.1080/10548408.2013.750919
16. Lumpkin, G. T., & Dess, G. G. (2004). E-Business strategies and internet business models: How the internet adds value. Organizational Dynamics, 33(2), 161–173.

https://doi.org/10.1016/j.orgdyn.2004.01.004
17. Matveevskaya, A. S., Pogodina, V. L., Tarakanova, T. S., Evseev, V. V., & Nesterova, I. E. (2018). Technologies of tourism in the modern urban environment. International Journal of Civil Engineering and Technology, 9(10), 1566–1574.
18. Md. Nafi, S., & Ahmed, T. (2018). Travel and Leisure Activities, Motivation and Behavior of Young Bangladeshi Tourists. European Scientific Journal, ESJ, 14(5), 341. https://doi.org/10.19044/esj.2018.v14n5p341
19. Natocheeva, N., Shayakhmetova, L., Bekkhozhaeva, A., Khamikhan, N., & Pshembayeva, D. (2020). Digital Technologies as a Driver for the Development of the Tourism Industry. E3S Web of Conferences, 159. https://doi.org/10.1051/e3sconf/202015904002
20. Nosova, S., & Norkina, A. (2021). Digital technologies as a new component of the business process. Procedia Computer Science, 190(2019), 651–656. https://doi.org/10.1016/j.procs.2021.06.076
21. Polukhina, A., Arnaberdiyev, A., & Tarasova, A. (2019). Leading technologies in tourism: using blockchain in TravelChain project. June. https://doi.org/10.2991/icseal-19.2019.60
22. Ráthonyi, G. (2013). Influence of social media on tourism – especially among students of the University of Debrecen. Applied Studies in Agribusiness and Commerce, 7(1), 105–112. https://doi.org/10.19041/apstract/2013/1/18
23. Roy, S. K., Halim, M. A., Nafi, S. M., & Sazib, S. I. (2021). Factors Affecting Outbound Tourism from Bangladesh: A Study on Young Bangladeshi Tourists. South Asian Journal of Social Studies and Economics, 11(4), 38–46. https://doi.org/10.9734/sajsse/2021/v11i430292
24. Savira, F., & Suharsono, Y. (2020). COVID-19 and E-commerce. Journal of Chemical Information and Modeling, 01(01), 1689–1699.
25. Sinha, R., Hassan, A., & Ghosh, R. K. (2020). Changes in Tourism Destination Promotion with the Technological Innovation. The Emerald Handbook of ICT in Tourism and Hospitality, 213–228. https://doi.org/10.1108/978-1-83982-688-720201014
26. Soegoto, E. S., Purnama, F. A., & Hidayat, A. (2018). Role of Internet and Social Media for Promotion Tools. IOP Conference Series: Materials Science and Engineering, 407(1). https://doi.org/10.1088/1757-899X/407/1/012040
27. Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. Marketing Intelligence and Planning, 32(3), 328–344. https://doi.org/10.1108/MIP-04-2013-0056
28. Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. Procedia Economics and Finance, 20(December), 679–686. https://doi.org/10.1016/s2212-5671(15)00123-9
29. van Nuenen, T., & Scarles, C. (2021). Advancements in technology and digital media in tourism. Tourist Studies, 21(1), 119–132. https://doi.org/10.1177/1468797621990410
30. Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. Tourism Management, 31(2), 179–188. https://doi.org/10.1016/j.tourman.2009.02.016
31. Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. Tourism Management Perspectives, 10, 27–36. https://doi.org/10.1016/j.tmp.2014.01.001
32. Živković, R., Gajić, J., & Brdar, I. (2014). The Impact of Social Media on Tourism. April, 758–761. https://doi.org/10.15308/sinteza-2014-758-761
33. Golder, S. A., Wilkinson, D. M., & Huberman, B. A. (2007). Rhythms of social interaction: Messaging within a massive online network. In Communities and technologies 2007 (pp. 41-66). Springer, London.
34. DataReportal, (2021) “Global Digital Overview Report 2021” retrieved from https://datareportal.com/reports/digital-2021-global-overview-report (viewed on February 1, 2022)
35. DataReportal, (2022) “Global Digital Overview Report 2022” retrieved from https://datareportal.com/reports/digital-2022-global-overview-report (viewed on February 1, 2022)
36. Lipsman, A., Mudd, G., Rich, M. and Bruich, S. (2012), “The power of ‘like’. How brands reach (and influence) fans through social-media marketing”, Journal of Advertising Research, Vol. 52 No. 1, pp. 40-52
37. Gillin, P. (2007), The New Influencers. A Marketer’s Guide to the New Social Media, World Dancer Press, Sanger, California, CA

38. Foroudi, P., Gupta, S., Nazarian, A., & Duda, M. (2017). Digital technology and marketing management capability: achieving growth in SMEs. Qualitative Market Research, 20(2), 230–246. https://doi.org/10.1108/QMR-01-2017-0014
39. BRTC (2021), "Internet Subscribers in Bangladesh". Available at www.btrc.gov.bd/telco/internet (viewed April 5, 2021)
40. Fotis J., Buhalis D., Rossides N. (2012) Social Media Use and Impact during the Holiday Travel Planning Process. In: Fuchs M., Ricci F., Cantoni L. (eds) Information and Communication Technologies in Tourism 2012. Springer, Vienna. https://doi.org/10.1007/978-3-7091-1142-0_2
41. BRTC (2021), "Internet Subscribers in Bangladesh" retrieved from www.btrc.gov.bd/telco/internet (viewed Feb 18, 2022)
42. DataReportal, (2022) "Digital 2022: Bangladesh" retrieved from https://datareportal.com/reports/digital-2022-bangladesh (viewed on February 17, 2022)
43. Vasylchak S, Halachenko A (2016) Theoretical basis for the development of resort services: regional aspect.International Economics Letters 5(2):54-62. doi: 10.24984/iel.2016.5.2.3
44. Hu, Z., Lin, X., Kaminga, A. C., & Xu, H. (2020). Impact of the COVID-19 epidemic on lifestyle behaviors and their association with subjective well-being among the general population in Mainland China: Cross-sectional study. Journal of Medical Internet Research, 22(8), 1–10. https://doi.org/10.2196/21176
45. Bhatti, A., Akram, H., Basit, H. M., Khan, A. U., Naqvi, S. M. raza, & Bilal, M. (2020). E-commerce trends during COVID-19 Pandemic. International Journal of Future Generation Communication and Networking, 13(2), 1449–1452.
46. Abir Hasan (2020), "The growth of e-commerce during the pandemic in Bangladesh". retrieved from www.newagebd.net/article/114200/the-growth-of-e-commerce-during-the-pandemic-in-bangladesh (viewed April 5, 2021)
47. Savira, F., & Suharsono, Y. (2020). COVID-19 and E-commerce. Journal of Chemical Information and Modeling, 01(01), 1689–1699.
48. UNCTAD, (2021), "Covid-19 and E-Commerce: A Global Review" retrieved from https://unctad.org/system/files/official-document/dtlstict2020d13_en.pdf (viewed April 10, 2021)
49. Buhalis, D. and Law, R. (2008), "Progress in information technology & tourism management: 20 years on and 10 years after the internet – the state of eTourism research", Tourism Management, Vol. 29, pp. 609-23.
50. Mack, R. W., Blose, J. E., & Pan, B. (2008). Believe it or not: Credibility of blogs in tourism. Journal of Vacation marketing, 14(2), 133-144.
51. Pudliner, B. A. (2007). Alternative literature and tourist experience: Travel and tourist weblogs. Journal of tourism and cultural change, 5(1), 46-59.
52. Pühringer, S., & Taylor, A. (2008). A practitioner's report on blogs as a potential source of destination marketing intelligence. Journal of Vacation Marketing, 14(2), 177-187.
53. Pan, B., MacLaurin, T., & Crotts, J. C. (2007). Travel blogs and the implications for destination marketing. Journal of travel research, 46(1), 35-45.
54. Waldhör, K., & Rind, A. (2008). etBlogAnalysis—Mining virtual communities using statistical and linguistic methods for quality control in tourism. In Information and communication technologies in tourism 2008 (pp. 453-462). Springer, Vienna.
55. Gretzel, U. (2006). Consumer generated content–trends and implications for branding. E-review of Tourism Research, 4(3), 9-11.
56. Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of computer-mediated Communication, 13(1), 210-230.
57. Hudson, S., & Thal, K. (2013). The impact of social media on the consumer decision process: Implications for tourism marketing. Journal of Travel & Tourism Marketing, 30(1–2), 156–160. doi:10.1080/10548408.2013.751276
58. Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. Computers in Human Behavior, 27(2), 634–639. doi:10.1016/j.chb.2010.04.014

59. Kurashima, T., Iwata, T., Irie, G., & Fujimura, K. (2010, October). Travel route recommendation using geotags in photo sharing sites. In Proceedings of the 19th ACM international conference on Information and knowledge management (pp. 579-588).
60. Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. Management science, 49(10), 1407-1424.
61. McCarthy, L., Stock, D., & Verma, R. (2010). How travelers use online and social media channels to make hotel-choice decision. Cornell Hospitality Report, 10(18), 4–18.