Examining Tourist Motivation and Social Media on Travel Intention of Saudi Tourists

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Abstract

In this technology era, social media is playing a significant role in tourists' life. Tourists like to share their travel experience on social media which may influence future tourists' travel decision. This study examined the impact of tourists' motivation and social media on travel decision and future travel intention. Partial Least Square (PLS) structural equation modeling was used to analyze the data of 324 tourists. The results indicated that tourists' motivation (knowledge, relaxing, self-esteem, and events/activities) have strong relation on tourists' travel decision. The results showed that social media has affect tourist to travel decision. The results showed that tourists intended for future travels. This study will help planners to design future tourism strategies in the country.

Keywords: motivations, social media, travel decision, Saudi.

Introduction

Saudi Arabia is one of the important countries in the Middle East because of its fuel economic market and tourism as well. Nowadays, Tourism is considered a major sector for many destinations for economic benefits in Saudi Arabia. According to Tourism Information and research Center (MAS) 2018, Saudi receives 24.1% tourists' arrival from Middle East share, and 93.1 billion tourism demand expenses. Based on UNWTO Middle east region has receipt 61.8 EUR billion in 2018. Moreover, Saudi Arabia offers new e-visa or visa on arrival for 50 countries to increase number of tourist arrivals and receipt in the country (UNWTO, 2020). Saudi is considered continent in Middle East region, it around 2 million km^2 also it has variety of touristic sites located in different regions in the country. Tourism sector is very important for developing countries due to economic benefiters and growth (Ritchie, 2004).However, tourism in Saudi is in right way especially after Crown Prince's vision (Vision 2030). According to Tourism Information and research Center (MAS) 2018, it has reached a number of 43.3 million domestic tourism trip with 48.1 Riyal Saudi compare with 31.3 Riyal Saudi in 2010.

Motivation refers to a psychological condition in which an individual is oriented towards and tries to achieve a kind of fulfillment (Bromley, 1990).Western theories on motivation are abundant, and their definitions vary. McReynolds (1991) argued that it is difficult to articulate a rigorous definition of motivation. In general, however, according to Moutinho (2000), motivation is a state of need or a condition that drives an individual toward certain types of action that are seen as likely to bring satisfaction. Mook (1996) also defines motivation as the cause of human behavior, although some claimed that the decision to satisfy needs may rely on other psychological variables as well (Crompton, 1979).

Travel motivation has been investigated by many researchers from different fields such as from sociology, anthropology, and psychology (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997). Maslow's hierarchical theory of motivation was one of the most theories applied in the tourism literature (1973). The theory was modeled as a pyramid whose base consists of the physiological needs, followed by higher levels of psychological needs and the need for self-actualization.

Nowadays, social media is one of the fastest growing communications in the world (Wong et al. 2020; Choe et al 2017; Xiang and Gretzel 2010; Gretzel et al 2008). It plays an important role in digital life and it is very used to share our trip experiences (Wong et al. 2020, Usui et al. 2018). According to Kaplan and Haenlein (2010, p. 61) Social media is defined as 'a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content'. Based on this definition, recently, travel motivation is considered one of the hottest issues in tourism research (Leung et al. 2013; Usui et al. 2018). Literature in tourism includes some research focused on social media to market the destination (Zeng and Gerritsen, 2014).Tourists also used social media application for gathering information and share their travel experiences in pre-step stage, during and Post-step stage (Chung and Koo, 2015; Gerritsen, 2014; Kang and Schuett, 2013;Chan and Guillet, 2011; Zeng and). There are many sources to get information about the destinations such as friends, relatives, colleagues, word of mouthand electronic webs (Han et al. 2019; Meng andHan, 2018). It is very clear to say that social media brought significant impacts on tourism field even positive or negative. It allowed tourists to review their previous trip experience online and future travelers to obtain necessary information (Usui et al. 2018). Many studies have been conducted in tourism sector and social media, but there is a gap in literature to fill the impact of social media on travel intention.

To conclude, the main objectives of this paper is to identify the impact of travel motivation and social media on travel decision and future travel intention to destination in Saudi Arabia.Domestic tourist demonstrates different domains of behavior which have important marketing implications to the country. It is also important to recognize the fact that knowing the importance of both factors can help destinations meet the desired needs of individual travelers from different markets. At the same time, knowledge of traveler's motivation is critical to predict future travel patterns in the country.

2. Related Literature

2.1Tourist's Motivations

"Motivation is driving force within individuals that implies them to action to satisfy their needs and wants" (Scheffman& Kanuk, 2004). Most of the research in tourist motivation point out that motivation influences specific behavior (Dann, 1981; Pearce, 1982). Considering of human research, the direction of tourist motivation research intend intends to know why people travel and what they intend to do during their holidays.

A review of the past literature on tourist motivation indicates that the analysis of motivations is based on the two dimensions of push and pull factors which have been generally accepted (Correia and Valle, 2007; Correia and Pimpao, 2008; Prayag and Ryan, 2010; Park et al. 2010; Yoon andUysal, 2005;Yuan and McDonald, 1990; Uysal and Hagan, 1993). The concept behind push and pull dimension is that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. Most of the push factors which are origin-related are intangible or intrinsic desires of the individual travelers. Pull factors, on the contrary, are those that emerge as a result of the attractiveness of a destination as it is perceived by the travelers. They include tangible resources and travelers' perception and expectation such as novelty, benefit expectation and marketed image of the destination (Baloglu&Uysal, 1996).

The early studies of motivation as a construct in tourism have often been conceived in a unidimensional manner, and they were seen as being either a behavioral or cognitive construct (McCabe, 2000). Research sought to identify and categorize the motivation range that could be assigned to travel decisions from either perspective (Crompton, 1979; Krippendorf, 1987). Early debates in studies which identified key motivation elements, there remains a wide acceptance of the unidimensional approach to motivation on the basis that a wide variety of behaviors can be described as the function of a small number of motivational needs (Ryan, 1977). This is the dominant view despite suggestions that traditional notions of motivation may be out-dated since the decision process is the result of a wide range of previous experiences and knowledge of destinations (Parrinello, 1993). Brown (1992) identified the interaction between motivation and the symbolic consumption of tourism experiences for its social, or hedonic, value rather than functional utility.

One of the recent modifications of traditional motivation theories is a two-dimensional model by Subbotsky (1995). The first dimension is concerned with pragmatic motives based on biological needs, largely independent of social and cultural factors. The other dimension consists of non-pragmatic motives, such as those on self-esteem, empathy, and moral values. Subbotsky's model is distinct as it allows a considerable overlap between the two: non-pragmatic motives can be developed from the activities pursued in the satisfaction of biological needs (Hsu *at al*., 2007).Subsequent studies further claim that motivation is multidimensional as tourists seek to satisfy not one single need but a number of distinct needs simultaneously (Baloglu&Uysal, 1996). Tourists are not only motivated by the individual qualities of the destination, but they also want to experience more than one attribute in destination.

Crompton (1979) draws seven socio-psychological, or push motives (escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction) and two cultural, or pull motives (novelty and education). The conceptual framework that he developed would influence the selection of a destination, and this approach implies that the destination can have some degree of influence on vacation behavior in meeting an aroused need.

Based on Crompton's initial empirical effort, many researchers have attempted to identify main motivational factors in different settings such as nationalities, destinations and events (Jang & Wu, 2006). Examples included in Yuan and McDonald's (1990) study motivations for overseas travel from four countries: Japan, France, West Germany and the UK. Uysal and Jurowski (1993) examined the relationship between push and pull factors of motivations for pleasure travel by using data from the Canadian Tourism Attribute and Motivation Survey. More recent studies examined the nature and usefulness of the relationship between push and pull factors of motivation from an Australian tourists'(Oh *et al.,* 1995).Findings from the above studies indicate that the concept of product bundles is used to refer to the perceived importance of the interaction between push and pull items of motivations. This implies that certain reasons for travel may correspond to certain benefits that are to be valued and obtained at the destination site.

Based on the intrinsic and extrinsic motivations, the individual tourist builds his or her perceptions, and the perceptions can be different from the true attributes of the product depending on how the individual receives and processes information (Gartner, 1993; Dann, 1996; Baloglu, 1997). A general conclusion can be drawn that the personal motives (push motives) and the view of the characteristics of the tourism destination (pull motives) determine perceptions. These motives interact in a dynamic and evolving context (Correia, 2000). The tourist motivation is seen as a multidimensional concept that explains tourist decision (McCabe, 2000).

Dann (1977) stated that the concept of push and pull motivational factors leads to comprehend one of the main reasons of why people travel, the internal environment. The other main reason is related to the attributed destinations and external environment- based decisions which pull people to travel. Motivation is considered the first stage in satisfying the personal needs and wants. Push factors refer to the internal factors that drive individuals to travel, while pull factors are concerned with the external factors that determine where they travel (Kim and et al, 2003; Jang and Cai, 2002; Baloglu and Uysal, 1996). A study ofHanqinand Lam (1999) found five push factors: knowledge; prestige; enhancement of human relation; relaxation and novelty. While pull factors were five pull factors were the cultural link, availability events, convenience, natural resources, and adventure that attract Chinese tourists to visit Hong Kong Kim andChalip (2004) found that financial constraint does not affect the desire to attend FIFA world; however, the desire to learn about the host country had direct effects on the interest and desire in the event and in attending the event. Goossens (2000), in light of this, mentioned that push motives are useful in explaining the desire to go on a vacation, while pull motives can usefully explain the choice of destination. Tourists' travel, then, because they are pushed by internal factors and pulled by external factors of the destination (UysalandJurowski 1994).

Wang andKandampully (1998) found that Taiwanese tourists travel to New Zealand mainly to acquire some knowledge about the history or culture in question, and to meet the local people Besides, the findings clarified more that there are some other bona fide motivations for New Zealand traveling, like to have adventures and experience, seek health care, enjoy, and to relax. Huang (2001) carried out twelve main motivations for Taiwanese tourists to visit Europe: wonderful scenic attraction; historical attraction, cultural attraction, political stability, influences of social trends, newspaper/magazine recommendation, the availability of package tour, shopping attraction, pleasant local weather, clean local environment, travel agents recommendation, and friends/

relatives recommendation. Also, Jang and Wu (2006) examined the travel motivation of Taiwanese seniors to discover variables that are important in explaining the variances of the motivations. The results indicated five push and pull factors to travel factors included ego-enhancement, self-esteem, knowledge-seeking, relaxation, and socialization. The pull factors, on the other hand, were cleanliness and safety, facilities, event, cost, and natural and historical sites.

Richard (2002) held a study ad hoc to investigate the effect of cultural factors on tourists. The findings of the study found prima facie that tourists are motivated to visit destination because they have information about destination and suit their needs and wants. But, the finding indicated later that tourists are not attracted or pulled towards destinations but are pushed by events; and that tourists' behavior is a very significant element to understand the needs and wants of tourists.

Uysal and Jurowski (1994) conducted a study to establish and delineate the nature of the relationship between push and pull factors through tackling traveling from the recreational aspect. The result indicated that, there are significant correlations between push and pull factors. In this respect, Kim and Lee (2002) studied the relationships between push and pull factors to sum up with the fact that there are significant relationships between the four push and three pull factors. The push and pull factors dimensions were positively related to each other. Knowing the push and pull motives for travelers makes experts in tourism field ready to meet what tourists needs and wants in the travelled to destinations (Jang & Wu 2006). Tourists traveled to Korean national parks because they pushed by appreciating national resources and health, adventure and building relationship, escaping from everyday routine and family togetherness and study and they pulled because resources of information, convenience of facilities, accessibility and transportation (Kim and et al, 2003). A study by Alhaj Mohammad (2014) conducted a study about Saudi tourists' visit to Janadriyah festival. Novelty with family and increasing knowledge were the main motivational factors to participate in Janadriyah festival. In the end, Gossens (2000) stated that the emotional or psychological factors are considered push and pull factors. He, further, pinpointed that tourists are pushed by their emotional needs and pulled by their emotional benefits.

2.2 Social Media

Nowadays, Social media is playing significant role to communicate through travelers and destination marketing (Choe et al. 2017; Kang and Schuett, 2013; Huang, 2012). Kaplan and Haenlein defined social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content" (2010, p. 61). In particular, the emergence of social media and web sites such as facebook, Twitter and Instagram help travelers communicate with each other and share their travel experiences (Hudson and Thal, 2013).However, from marketing and practitioners' point of view, social media is one of new marketing strategies channel that can used to promote their products and services in destination (Huang, 2012) Smith, 2007). Although some studies have been conducted in tourism sector and social media (Wong et al. 2020; Park et al. 2020; Lian and Yu, 2019; Che et al. 2017; Lyu, 2016; Huang, 2012), there is a lake of study examined in particular the effect of social media on intention of travel.

In this smart tourism era, tourists like to share their travel experience with relatives on social media (Wong et al. 2020). In particular, sharing travel experiences and selfies on social media is very desirable for people (Jung and Cho, 2015). Previous studies by Bae et al. (2017) understanding what type of memorable tourism that share by tourists can help organizers to develop their services in the destinations. In order to minimize the risk for tourist in their trip, they browse social media to search information for future travel plans (Chung and Koo, 2015). The internet is first choice for travelers to obtain information for destinations (Morrison et al, 2005). Generally, tourists find their information in internet web or social media communicate (Burgess et al, 2011). They consider e-word of mouth a trustful source of information regarding their future trip (Casalo et al, 20111; Murphy et al, 2007). This type of communication continues even post-trip , especially while tourists share their trip experiences on social media to friends, colleagues and relatives through images, video, and text as well (Minazzi and Mauri, 2015; Thevenot, 2007). Moreover, regarding to destination attributes for tourists, destination familiarity is very important for tourists and it's affect on their decision making such as destination image, and travel intentions (Milman and Pizam, 1995).

Kim et al (2010) studied the effect of memorable tourism experience tourists behavior intention, loyalty (Manthiou et al 2016), and revisit intention (Zhang et al, 2018).Some studies have been conducted in tourism and social media for marketing destination (Hays et al, 2013). Wong et al (2020) studied sharing memorable tourism

experiences on social media and how they influence travel decision. The results indicated that there were three dimensions scenery, entertainment and interaction affected on tourists to share their travel experience. Lian and Yu (2019) found that the quality of images on internet has a significant impact on tourists' future travel decision. Similarity, posting videos on social media has a direct impact on increasing number of tourists and tourism development in Ōkunoshima Island in Hiroshima, Japan (Usui et al, 2018). Also, Kang and Schuett (2013) confirmed that sharing information on social media is recognized as significant information which may influence on tourist's decision making for potential travelers. in the same text, Social media users are allowed to repost easily their experiences based on the applications (Postman, 2008; Rau et al, 2008). Finally, based on above mentioned antecedents and consequences of sharing trip experiences, this study attempts to fill in the gap and examine the impact of social media and motivation on travel intention.

2.3 Travel Decision

Many researchers emphasized that purchase decision making is considered as an important topic in tourism industry (Ozdipciner*et al*., 2010; Correia and Pimpao, 2008;Sholdon&Mak, 1987; Jenkins, 1978).From marketing perspective, it is very important for managers and promoters to understand not only what people do on vacation but also how people make leisure travel decisions (Ozdipciner*et al*., 2010; Hong et al. 2006; Baloglu& McCleary, 1999a). Before tourists travel, they have various choices regarding the trip (Wattanacharoensil and La-ornual (2019).In this regards, tourists tried to maximize their benefits when they select destination and alternatives (McCabe et al 2016). The decision making process with regard to pleasure and travel factors can also be acknowledged in marketing (KerstetterandPennington-Gray, 1999).Management requires understanding not only how people behave in their vacation but also how they make a travel decision to achieve effective tourism marketing (Baloglu& McCleary, 1999a; Fodness, 1992;Hong *et al*., 2006). Consumers often seek to gather information to steer them in making purchase decision. Besides, most consumers depend on their experiences when buying such as brands (Ozdipciner*et al*., 2010).

In tourism studies, many researchers suggested different models for decision making of destination choice (Beerliand Martin, 2004). Woodside and Dubelaar (2002) stated that decisions and behaviors stand for the relationships between the multiple variables, such as that of background variables (e.g. demographic, social variables) and behavior variables. Um and Crompton (1990) concluded that the perception of a destination might be affected by internal and external inputs of tourist's decision making with regard to leisure time. According to Ozdipciner's et al. (2010) the results of their study showed that demographic variables of tourist and select travel behavior characteristics affected the purchase decision in varying degrees.

Madrigal (1993) also examined the perceptions of family affect decision making with regard to recreation. The results demonstrated that husbands have the majority of the decisions with regard to where to spend the vacations. Moreover, proposed a model by Sirakaya*et al*. (1996) related to factors that influence destination choice and decision making. It included three assumptions i) processing information additively; ii) assessing the factors that affect a person's choice; iii) employing a few criteria when making decisions by most of decision makers. Kerstetter and Pennington-Gray (1999) examined decision making roles adopted by University of Education for Women who traveled for the purpose of having pleasure. The results indicated that the decision making roles were different, based on generation. Recent study by Pappas (2019) indicated that there were some factors influence United Kingdom tourists' to travel outbound. The results showed that travel importance, age and annual income were much related to travel decision making.

Some studies have attempted to examine decision making for purchase. Ozdipciner*et al*. (2010) examined how demographic variables affected purchase decision making criteria in Turkish destinations. The results showed that the demographic characteristics and behavior affected decision making in travel. Traveling to destinations during holiday depends on two factors: the first is resistance that is related to the attractiveness of various destinations. The second is personality, which is related to persons and their desires as well as to the types of destinations they prefer (Goeldner&Ritchir, 2003; Crouch, 1994). With decision making process, one has to choose a destination for vacation in accordance with his motivations (Nicolauand Mas, 2006). From tourism perspective, a tourist chooses his destination based on his motives, activity and behavior (Yoon &Uysal, 2005).

Schiffman & Kanuk (2004) found "that the process of consumer decision making can be viewed as three distinct but interlocking stages: the input stage, the process stage and the output stage" (p. 19). They emphasized that the input stage impacts the consumer's recognition of product need. The process stage concentrates on how

consumers make decisions. The output stage contains two closely related post-decision activities including purchase behavior and post-purchase evaluation. In addition, Cooper et al. (2005) suggest a comprehensive model considering internal and external factors that influence consumer decision making such as attitudes, perception, travel motivation and images.

3. Research methodology

In this study, the researchers considered tourists motivation and social media as independent variable, while travel decision as dependent variable. The authors were adopted questionnaire from literature review to achieve objectives of the study such as (Wong et al. 2020; Oliveira et al. 2020; Sam Li, 2020; Akyuz, 2019; Wang et al. 2018; Choe et al. 2017;Boley et al, 2013;Hanqinand Lam, 1999; Jang and Wu, 2006; Kim et al. 2003; Kim et al. 2006; Correia, 2007;Yoon and Uysal, 2005). The questionnaire consists four travel motivations such as knowledge, relaxing, self-esteem and events/ activities in the destination for example "To increase my knowledge about historical culture", "To rest and relaxing in wonderful places", "To show my social status", "To attend new festivals and events". Regarding to social media factor, it was included five items that affect on respondents to drive them to visit a destination such as "I would like to post my trip experience on social media to my friends ", "Social Media advertising helps me know new place in my country". Moreover, in the part of travel decision, it consist of five questions related to impact of social media on taking decision travel such as"I would like to post my photos/videos to my friends on social media", "Social media programs encouraged me to visit touristic places", "Social media advertising attracts me to visit new places", "Variety of touristic sites affected me to visit new destination". The questionnaire was written in two language Arabic language and English language and the respondents had option to answer research instrument in Arabic or English language. Also, it is translated into English language by experts to ensure that the questionnaire has same meaning. Based on previous literature, in this study, five Likert scale was applied to measure the research items from 5 Strongly agree, 4 agree, 3 neutral, 2 disagree, and 1 strongly disagree. Two experts in the field had evaluated the questionnaire of the study, to guarantee that it will achieve research objectives. The respondents were asked to fill the questionnaire. Before doing data collection, the researchers used pilot study to ensure that the research instrument understood and no language problems. The result of pilot study alpha test was 0.85 which is accepted in literature. The questionnaire was distributed in four locations which were: Jazan, Abha, Riyadh, and Al taif by research assistants. Using sample random technique, a total of 400 questionnaires were collected from the respondents, it found that 324questionnaires were valid and used for analysis while others are not completed questionnaires.

5. Data Analysis and Findings

The data analysis was conducted with the help of Smart PLS version 3. We first assessed the measurement model to ensure that the constructs had sufficient psychometric reliability and validity, and then ran the proposed structural model to test the research hypotheses. In the next sub-sections, the statistical analysis results are presented.Table 1 summarizes the results of demographic information of respondents. Most of respondents were male 72.3% and remain were female and they were between age group 21 – 30 years old. Near half of the respondents (48.9%) have monthly income between range SR10, 001 – 20,000, and they were Bachelor and high education (54.6%), and (37.4%) work in Government sector. More half of the respondent visited destination for leisure (53.3%) and they were repeat visited (75.5%), also used land transportation in their trip (74.4%). Asir province was the most favorite place for Saudi tourists (56.2%) and social media was considered high records for gathering information (57.4%). The respondents stay in destination between five - six nights (43.9%), and they traveled with family (43.6%). Finally, more than three quarter of the respondents (76.4%) have revisit intention to destination in the future.

Table 1 Tourists' Characteristics

Variables	Percentage	Variables	Percentage
Gender		**What are the cities that you visited?**	56.2%
Male	72.3 %	Asir Province	5.7%
Female	27.7 %	Al Jawf	9%
Age		AlMadinah	4.6%
20 years and below	8.9 %	AlQasim	10.4%
21years – 30	59.1 %	Al Riyadh	6%
31 years – 40	21 %	Eastern Province	1.4%
41years – 50	8.6 %	Ha'il	10.9%
More than 50 years	2.4 %	Jizan	9.8%
Income		Makkah	2.2%
SR 5000 and less	5.9 %	Nijran	0.3%
SR 5,001 – 10,000	16.9 %	Tabuk	
SR 10,001 – 15,000	19.1 %		
SR 15,001 – 20,000	29.8 %		
SR 20,001 – 25,000	17.5%		
More than SR 25000	10.8%		
Education		**Source of information about the destination (Check all that apply)**	42.8%
Primary school	1.4%	Pervious trip	37.2%
Secondary school	18.9 %	Internet web	57.4%
Diploma	18.4 %	Social media	33.9%
Bachelor	50.3 %	Friends/ relatives	1.1%
High education	4.3 %	Brochures	1.9%
Occupation		Tourists information center	32.8%
Business owner	15.4%	Word of mouth	3.7%
Government employee	37.4%	Travel agent	11.2%
Private employee	12.7%	Others	
Retiree	3.3%		
Students	1.1%		
Others	24.6%		
What is your purpose of visit?		**Length of stay in destination**	
Leisure	53.1%	One – two nights	6.7%
Business	24.9%	Three – four nights	28.9 %
Visiting friends/ relatives	18.7%	Five – six nights	43.9%
Others	3.3%	More than six nights	20.4%
Number of visits to the destination	24.5 %	**Your travel companion in your trip**	13.1 %
First time	16.8 %	Alone	43.6 %
Second times	13.9 %	With family	27.3 %
Third times	5.4 %	With friends/ relatives	21.9 %
Fourth times	39.4 %	With business colleagues	15.4 %
More than four times		Others	
Transportation used to reach visit destination		**Revisit intention to destination** **Yes**	76.4%
Air	24.5%	**No**	20.4%
Road/Land	74.4%		
Sea	1.1%		

5.1 Evaluation of the Measurement Model

As pointed out by Hair Jr et al (2016) verifying the survey for the measurement model was part of the PLS procedure. This performed based on reflective and formative constructs. Reliability and validity regarded as two

primary criteria, which used for testing the goodness of measures. Reliability refers to the task of testing the consistency of a specific proposed instrument in measuring a particular aspect for which it designed. Validity refers to testing how well a particular instrument measures the particular concept for which it was intended to measure (Sekaran and Bougie, 2016). Assessment of the measurement model in this study performed by following a three-element procedure: Indicator items reliability, convergent validity, and discriminant validity .

As illustrated in Fig. 2, the measurement model tested by employing 34 reflective indicators. It was found that one item (Decision1) had a factor loading less than 0.60. As suggested by Hair Jr et al (2017)and Henseler and Sarstedt (2013), for the items with factor loading values ranging from 0.40 to 0.60, the indicator should be deleted in condition that its removal will result in increasing the composite reliability (CR) higher than the suggested threshold value. Therefore, in this study, this indicator was removed by carrying out the PLS algorithm test.
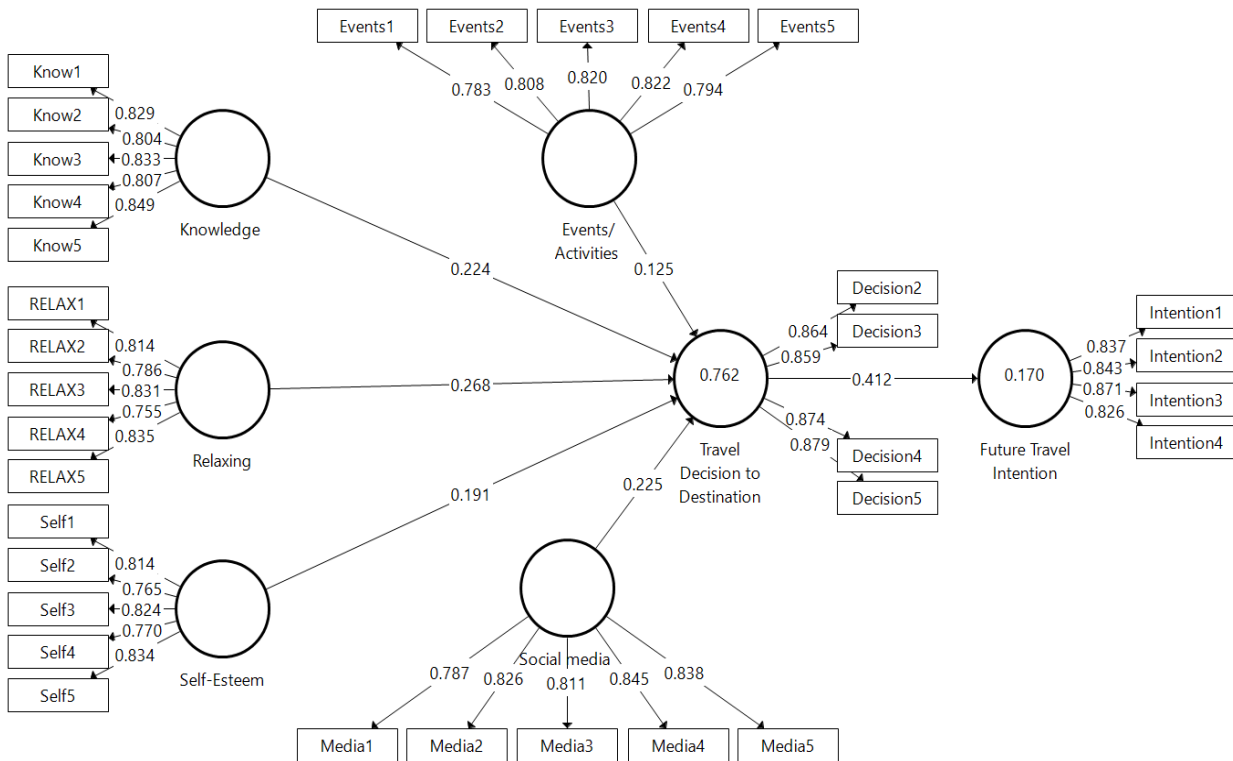

Figure 2 Measurement Model

As shown in Table 2, the convergent validity of each construct tested based on the Average Variance Extracted (AVE). Convergent validity is known as is the degree to which a measure has a positive correlation with alternative measures of the same construct (Hair Jr et al., 2016). In this study, 0.5 was adopted as the acceptable minimum value of AVE as recommended by previous studies (Hair Jr et al., 2016; Ramayah et al. 2016). The results indicate that whereas travel decision to destination achieved the highest value for AVE (0.755), and Self-Esteem achieved the lowest acceptable value (0.643). In brief, all these values were at acceptable levels concerning their convergent validity.

This study used composite reliability as internal consistency criteria, CR, which measures the extent to which the indicators of the construct underlie the latent investigated or measured variable. Previous research suggested that the value of CR must exceed 0.70 (Hair Jr et al., 2016). For this study, all the values of CR of the tested constructs exceeded the suggested value. They ranged from (0.900) for Self-Esteem to (0.925) for Travel Decision to Destination.

Table 2 Results of Measurement Model

Construct	Items	Factor loading	CR	AVE	Convergent Validity
Knowledge	To know more about old customs	0.829	0.914	0.680	Yes
	To increase my knowledge about historical culture	0.804			
	To have new different experience	0.833			
	To do something have not before	0.807			
	To visit archaeological sites	0.849			
Relaxing	To visit, relax on seas and beaches	0.814	0.902	0.648	Yes
	To rest and relaxing in wonderful places	0.786			
	To release from work pressure	0.831			
	To change face and place	0.755			
	To go away from routine	0.835			
Self-Esteem	I will post my experience on social media to my friends	0.814	0.900	0.643	Yes
	To talk to my relatives about my trip	0.765			
	To talk about new experience when I go home	0.824			
	To visit places my friends have been	0.770			
	To show my social status	0.834			
Events/Activities	To see cultural events in the destination	0.783	0.902	0.649	Yes
	To see cultural attraction	0.808			
	To enjoy scenery resources	0.820			
	To participate new touristic activities	0.822			
	To attend new festivals and events	0.794			
Social media	I would like to post my photos/videos to my friends on social media	0.787	0.912	0.675	Yes
	I am interested with tourism program by media	0.826			
	Media helps to spreading tourist information about destinations	0.811			
	I would like to post my trip experience on social media to my friends	0.845			
	Social Media advertising helps me to know new place in my country	0.838			
Travel Decision to Destination	Tourist attraction in destination played main reason on travel decision	0.864	0.925	0.755	Yes
	Variety of touristic sites affected me to visit new destination				
	Social media advertising attracts me to visit new places	0.859			
	Level of infrastructure motivated me to travel	0.874			
	Social media programs encouraged me to visit touristic places	0.879			
Future Travel Intention	I am very satisfied about my trip	0.837	0.909	0.713	Yes
	I will recommends the destination for my friends	0.843			
	I will encourage my colleagues to visit the destinations	0.871			
	I will revisit destination in the future	0.826			

The current study applied the Fornell and Larckell (1981a) and Henseler et al. (2015) criterion for assessing the discriminant validity of the examined constructs. A particular construct with the average square root of extracted variance that is higher than the correlation values of all variables is said to have such a discriminant validity (Hair Jr et al., 2016).. As illustrated in Table 3, based on the Fornell and Larker criterion, the results are indicative of the adequate discriminant validity of each construct because the squared correlation for each construct is lower than the average variance extracted. Furthermore, the Heterotrait-Monotrait Ratio (HTMT) is an estimate of the correlation between constructs, which parallels the disattenuated construct score creation—using a value of 0.9 as the threshold. As illustrated in Table 4, this study concluded that there is no evidence of a lack of discriminant validity, and all the constructs meet the criteria.

Table 3 Assessment of Discriminant Validity (Fornell and Larcher, 1981b)

	Events/Activities	Future Travel Intention	Knowledge	Relaxing	Self-Esteem	Social media	Travel Decision to Destination
Events/Activities	**0.805**						
Future Travel Intention	0.461	**0.844**					
Knowledge	0.644	0.474	**0.825**				
Relaxing	0.548	0.368	0.618	**0.805**			
Self-Esteem	0.628	0.538	0.648	0.627	**0.802**		
Social media	0.672	0.408	0.689	0.617	0.700	**0.822**	
Travel Decision to Destination	0.687	0.412	0.748	0.733	0.739	0.762	**0.869**

Table 4 Assessment of Discriminant Validity (HTMT) (Henseler et al., 2015)

	Events/Activities	Future Travel Intention	Knowledge	Relaxing	Self-Esteem	Social media	Travel Decision to Destination
Events/Activities							
Future Travel Intention	0.519						
Knowledge	0.735	0.534					
Relaxing	0.631	0.411	0.706				
Self-Esteem	0.723	0.613	0.738	0.729			
Social media	0.770	0.458	0.781	0.706	0.802		
Travel Decision to Destination	0.780	0.454	0.842	0.835	0.840	0.819	

Based on their parameter estimates and statistical significance, the results for all the seven constructs (Events/Activities, Future Travel Intention, Knowledge, Relaxing, Self-Esteem, Social media, and Travel Decision to Destination) considered valid measures of their respective constructs. The overall results suggest that the measurement model of this study should show adequate empirical support for its reliability, convergent validity, and discriminant validity.

5.2 Evaluation of the Structural Model

The structural model of this study, also known as the inner model, represents the relationships of effect among the investigated constructs. Thus, evaluating the structural model means that the research hypotheses were underlying the hypothesized relationships or effects among these constructs. Regarding this, the present study used path coefficient (ß) criteria for testing the seven research hypotheses. The path Coefficient has standardized values between -1 and +1. The path coefficients value, which is close to +1implies that the relationship between every two constructs is strongly positive and vice versa for negative values (Hair Jr et al., 2016). In using this path coefficient value for assessing the significant level of the relationships, the t-value is higher than a specific critical value suggests that the coefficient is significant at a certain error probability. For example, t-value > 1.96 represents a significance level with a p-value < 0.05.

The prime evaluation criteria for the goodness of the structural model is that the R^2 measures the coefficient of determination and the level of significance of the path coefficients (beta values) (Hair et al. 2011). Figure 2 shows theR^2 of Travel Decision to Destination variable value is 0.762 and Future Travel Intentionis 0.170.The higher the Adjusted R^2 value, the greater the ability of the exogenous variablecan be explained by endogenous

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variables so that the equation structural better. The Travel Decision to Destination variable has an adjusted R^2value of 0.762 which means 76.2% of the Travel Decision to Destinationvariance can explain by (Events/Activities , Knowledge , Relaxing, Self-Esteem, and Social media) variable, while the rest is explained by other variables outside the research model. Variable Future Travel Intention has adjustedR^2 value 0.170 which means17% of the Future Travel Intentionvariance can explain byTravel Decision to Destination, while the rest isexplained by other variables outside the research model.

The hypotheses of the model were tested by performing bootstrapping on 5000 samples. The direct and indirect effects were tested to assess the direct and mediated hypotheses (Hair Jr et al., 2016).

Table 5. The results of Direct Effects (Hypotheses 1 to 6) using Path Model (Bootstrapping Results)

H	Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Results
1	Knowledge -> Travel Decision to Destination	0.224	4.215	0.000	Positive and Significant
2	Relaxing -> Travel Decision to Destination	0.268	5.943	0.000	Positive and Significant
3	Self-Esteem -> Travel Decision to Destination	0.191	4.076	0.001	Positive and Significant
4	Events/Activities -> Travel Decision to Destination	0.125	3.013	0.003	Positive and Significant
5	Social media -> Travel Decision to Destination	0.225	4.445	0.000	Positive and Significant
6	Travel Decision to Destination -> Future Travel Intention	0.412	8.590	0.000	Positive and Significant

Table 5 and Figure 3 showed that the results obtained from the direct research hypotheses tests were all acceptable. Specifically, the results of the first hypothesis (H1), which states that Knowledge significantly influences the Travel Decision to Destination. This is based on evidence provided from that survey data with the result (ß = 0.224, t = 4.215, P-value< 0.05). For the second hypothesis (H2), the significant influence of Relaxing on Travel Decision to Destination was also supported by the results (ß = 0.268, t=5.943, p < 0.05). Likewise, the third hypothesis (H3), which states that Self-Esteem positively influences Travel Decision to Destination, was also supported by our survey data with values (ß = 0.191, t = 4.076, P-value< 0.05). Also, the fourth hypothesis (H4), which states that Events/Activities positively influences Travel Decision to Destination, was supported by our survey data with values (ß = 0.125, t = 3.013, P-value< 0.05). Concerning the fifth hypothesis (H5), which proposed a significant influence of Social media constructs on Travel Decision to Destination was also supported by the results (ß = 0.225, t=4.445, p < 0.05). Finally, the sixth hypothesis (H6), which states that Travel Decision to Destination positively influences Future Travel Intention, was supported by our survey data with values (ß = 0.412, t = 8.590, P-value< 0.05).
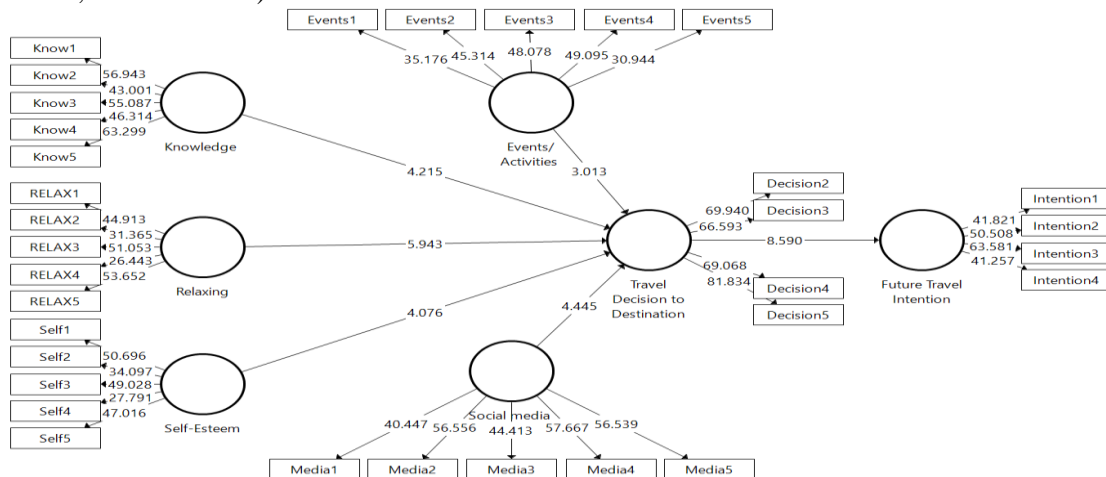

Fig. 3 Structural Model

5.3 Predictive relevance (Q2)

Predictive sample reuse technique, popularly known as the Stone-Geisser's Q^2, can be applied as a criterion for predictive relevance besides looking at the magnitude of the R^2. (Henseler et al. 2009) also utilized this measure to assess the research model's capability to predict. Based on the blindfolding procedure, Q^2 evaluates the predictive validity of a model via PLS. Q^2 values larger than zero indicates that the exogenous constructs have predictive relevance for the endogenous construct (Hair et al. 2011). The Q^2 of Travel Decision to Destination and Future Travel Intention(Q^2= 0.566;Q^2= 0.112) signifies that the research model has good predictive relevance.

6. Discussion and conclusion

This study highlighted the effect of motivations and social media on travel intention in the Saudi Arabia. Four dimensions of tourist's motivation (Knowledge, relaxing, self-esteem, events/activities) and social media have a significant role in travel intention. Tourists were motivated for many reasons and they pushed from original stay and pulled to destination (Dann, 1981). Earlier studies have conducted on motivation (Wen and Huand, 2019; Hanqinand Lam, 1999), service quality and motivation (Yoon and Uysal, 2005) social media and travel decision (Wong et al 2020; Usui et al, 2018; Jung and Cho, 2015). While this study demonstrates and examines tourist's motivations and social media on travel intention to destinations. This study provides evidence that social media and motivation together have significant power on Saudi tourist for travel intention. So, the results of this study consistent with (Lian and Yu, 2019; Usui et al 2018). They found the importance of sharing trip experiences on social media which have strong relation with increasing tourists' movement and tourism development in the destination.

This study has six hypotheses divided into three dimensions (Motivation), social media and travel intention. The hypothesis related to motivation consists four hypotheses which were (H1: there is relationship between knowledge motivational factors with decision travel to destination; H2: there is relationship between Relaxing motivational factors with decision travel to destination; H3: there is relationship between Self-Esteem motivational factors with decision travel to destination; H4: there is relationship between Events/Activities motivational factors with decision travel to destination). All of motivation hypotheses have positive relation with travel decision based on push and pull theory which is accepted in previous literature (Dann, 1981; Ppearce, 1982; Baloglu and Uysal 1996; Yoon and Uysal, 2005). People travel for many reasons such as relaxing, knowledge, self esteem, and other reasons. Based on Jang and Wu (2006) they found that people pushed and pulled for many reasons such as ego-enhancement, self-esteem, knowledge-seeking, relaxation, and socialization with this agree with this study.

The combinations of different push and pull motivations create new perception of tourism destinations (Correia *et al*., 2007). A literature review on tourism motivation confirmed that many studies examined push and pull approach to investigate travel motivation. Previous researches have separately studied the importance of these motivations and satisfaction(Kozak, 2002; Yoon and Uysal, 2005; Jang and Wu, 2006).Moreover, Push factors as internal psychological factors and pull factors as the external factors for making a travel decision have been acknowledged by many researchers and scholars (e.g. Dann, 1977; Crompton, 1979; Dann, 1981; Pearce, 1982). In 1996, Dann argued that push and pull factors are the main issues linked to tourism motivators regarding Maslow's list of needs. In another view, Goodall and Ashworth (1988) have identified how holiday choice relied on person-specific motivation and destination specific attributes, generally known as push and pull factors. The results of this study consisted with Jang and Cai's (2002) findings that included relaxing one of the motivations that drive British tourists to travel abroad. In the same way, Jang and Wu (2006) acknowledged that people traveled because they were pushed from regular life and routine and they need to feel relax and enjoy. Also, for destination management and marketing view, destination attributes have strong relation to attract tourists (Chi and Qu, 2008).

Regarding to hypothesis five (there is relationship between Social media with travel decision to destination). The result indicated that positively accepted. It is consistent with Lian's et al (2019) study. They found that the quality of online images has strong impact on travel decision. There are many studies discussed different models for travel decision (Beerliand Martin, 2004). Woodside and Dubelaar (2002) stated that decisions and behaviors stand for the relationships between the multiple variables, such as that of background variables (e.g.

demographic, social variables) and behavior variables. Moreover, regarding to decision making process, tourists choose a destination based on their motivations (Yoon &Uysal, 2005; Nicolau and Mas, 2006).Hence, Sam-Li (2020) studied motivation of Chinese tourists sharing their travel photos on Wechat. The results indicated that four motivation (recognition and status, tourism information, enjoyment, and disclosure) that drive Chinese tourist to share their trip experiences on Wechat. A study by Usui et al (2018) indicated that the sharing video and images on social media has strong impact on travel movement to the destinations. In different way, self esteem or prestige among friends and relatives are socio-psychological motive that triggers during travel (Crampton, 1979).In the past, tourists like to talk about their travel experience when they returned home (Yousefi and Marzuki, 2012). In the present, people enjoy sharing the videos and images on social media to get many likes and comments through their profiles on social media (Wong et al, 2020, Sam-Li, 2020).Finally, hypothesis six (there is relationship between travel decisions to destination with future travel intention). The result of this study showed that positive relationship. Future visit or trip for tourists depends on many factors such as level of satisfaction, product quality and loyalty (Yoon and Uysal, 2005). Tourists may intend to travel in future because they shared their travel experience (Stieglitz and Dang-Xuan, 2013). From marketing perspectives, marketers and destination promoters in tourism should keep in mind that most successful products are those which respond best to a bundle of needs within a given market segment, and should give more marketing efforts to matching a destination's major attributes to the tourists' diverse psychological needs (BalogluandUysal, 1996). Thus, these destination attributes are playing significant role to attract new tourists in future (Chi & Qu, 2008 ; Milman and Pizam, 1995).

The results of this study provide clear evidence that the proposed structural equation model designed to consider motivations, social media and travel intention simultaneously is acceptable. Even in the literature, the individual concepts of this study have received wide attention from researchers and practitioners. The conceptual model has not been examined before. Thus, the major findings of this study have significant managerial implications for Ministry of Tourism in Saudi (MT). First of all, motivation factors to share trip experience have significant indicator. Thus, tourists share photos and videos on social media may increase number of tourists in future. In this regards, it is suggested that destination marketers and managerial implications should take this factors seriously to improve their destination attributes to attract tourists in future. Also, the results indicated that social media has significant role on travel decision. In this regards, marketers and practitioners should give attention to social media as a new tool of marketing strategies for their business. Even though these results, tourism planners in the country should be aware that there is a need to have further researches on this subject to develop more and be effective in the competitive marketplace.

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