

The Role of Social Media Marketing in Travelers' Holiday Decisions: 4A Approach Analysis

Dr. Ni Gusti Ayu Dewi Paramita Arisandi, S.S, M.Par

Postdoctoral Researcher in Project Management in Tourism, School of Business and Economics,
Atlantic International University, Honolulu-Hawaii, The United States of America

Abstract:

The rapid growth of social media marketing has fundamentally transformed the tourism industry by reshaping how travelers search for information, evaluate destinations, and make holiday decisions. Unlike traditional promotional channels, social media platforms create interactive information and innovation, such as user-generated content, online reviews, ratings, and visual storytelling, that strongly influence travelers' perceptions and behavioral intentions. This study aims to identify the role of social media in shaping travelers' holiday destination decisions by applying the 4A approach analysis, which includes four prominent components: Attractions, Amenities, Ancillaries, and Accessibility. It provides a systematic understanding of how social media content affects travel decision-making from the consumer's perspective. A descriptive qualitative research design was employed to identify travelers' perceptions and decision-making processes. The study was conducted within the social media environment, focusing on major popular digital platforms in the tourism industry, including Instagram, Facebook, YouTube, and TripAdvisor. Primary data was collected using purposive sampling from 100 respondents who actively engage with social media when determining holiday destinations. Secondary data was obtained from relevant peer-reviewed international journals and platform analytics to support and contextualize the findings. Content analysis was applied to categorize and interpret social media content based on the four dimensions of the 4A approach. The findings reveal that social media plays a critical role in travelers' holiday decision-making by providing experiential, visual, and peer-based information aligned with the 4A approach. Attractions and amenities emerged as the most influential factors in destination selection, while accessibility and ancillary services enhanced travelers' confidence and perceived convenience. Social media reviews, ratings, and interactive content facilitate destination comparison and enhance destination visibility, attractiveness, accessibility, and supporting services, thereby enabling travelers to make efficient and well-informed holiday decisions.

Keywords:

Social Media Marketing, Travelers, 4A Approach.