

Exploring the Behavioural Transformation among Tourists with the Influence of Social Media and Digitalization

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Abstract: *The influence of social media on the travel business is significant. The advent of social media and digitalization has brought about notable changes in the behaviour of tourists, affecting their travel plans, experiences, and sharing. Examining how traveller behaviour is changing with social media and digitization is an exciting field of research that combines elements of digital marketing, psychology, sociology, and tourism management. Travellers today have unparalleled access to a plethora of information, personalized recommendations, and real-time evaluations thanks to the widespread use of smartphones and internet connectivity, enabling them to make well-informed decisions throughout their trip. As a result, these digital tools have improved travel experiences overall by encouraging increased involvement, connectedness, and customisation in addition to streamlining the planning and booking process.*

Keywords: digitalization, tourism, social media, and behavioural change

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