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PROFILING SOCIAL MEDIA TOURISTS USING LITERATURE DURING
2015-2019: CRIMINAL PROFILING METHOD

THESIS

A thesis submitted in partial fulfillment of the requirements
for the degree of Master of Science in Retailing and Tourism Management
in the College of Agriculture, Food and Environment
at the University of Kentucky

By

Jijun Chen

Lexington, Kentucky

Director: Dr. Ying (Tracy) Lu, Professor of Retailing and Tourism Management
Lexington, Kentucky

2021

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ABSTRACT OF THESIS

PROFILING SOCIAL MEDIA TOURISTS USING LITERATURE DURING 2015-2019: CRIMINAL PROFILING METHOD

With the continuous development of mobile commerce and the Internet, social media has deeply penetrated people's lives and fundamentally changed the way of searching, reading and using travel-related information. With this backdrop, this research studied social media tourists (SMTs) who share or acquire information related to the hospitality and tourism on social media platforms. Based on 271 empirical articles retrieved from major databases and top hospitality and tourism journals in the recent five years from 2015 to 2019, this research developed a profiling framework about SMTs using criminal profiling method. The findings showed the possibility of using the criminal profiling method to analyze SMTs and provided a holistic personal, social-psychological, and behavioral profile of SMTs. Theoretical and practical implications were discussed.

KEYWORDS: Social media tourists, hospitality and tourism industry, criminal profiling method.

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07/12/2021

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PROFILING SOCIAL MEDIA TOURISTS USING LITERATURE DURING
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Chapter 1 Introduction

The evolution of the World Wide Web in the second wave has accelerated the transformation of traditional physical travel agency business to online travel business. Especially after 2010, the emergence of mobile commerce has enabled an ever-increasing number of people to access the Internet, speeding up the widespread participation in social networking, which established connections between each other (Schneider, 2017). Today, social media has managed to infiltrate half of the 7.7 billion people in the world, and the total number of users almost doubled from 2.07 billion in 2015 to 3.81 billion in 2020 (Dean, 2021). Social media as a platform to create profiles, share connections, and make traverse relationships (Boyd & Ellison, 2008), can be classified into six categories, which are blogs (e.g., Twitter), social networking sites (e.g., Facebook), collaboration projects (e.g., Wikipedia), content communities (e.g., YouTube), virtual social worlds (e.g., Second Life), and virtual game worlds (e.g., World of Warcraft) (Kaplan & Haenlein, 2010). And the top ten social media around the world nowadays are Facebook, YouTube, WhatsApp, Facebook Messenger, Instagram, Whatsapp, TikTok, QQ, Douyin, and Sino Weibo (Dollarhide, 2021). The widespread adoption of social media has fundamentally changed the way tourists search, find, read and trust information, interact and communicate with others, as well as organize and disseminate resources (Chen & Zhang, 2015), which is especially useful in tourism information searching and experience sharing.

With the rapid expansion of the customer base, the influence of social media platforms on the way people travel has gradually increased. Tourists engage in social networking sites to research trips, make informed decisions about their travels, and share their personal experiences, attitudes, requirements, and desires of a particular hotel, restaurant, or airline (Michelle, 2015; Sotiriadis, 2017). Electronic word-of-mouth (eWOM) on social media has become a major influence on the hospitality and tourism industry and will continue to play an essential role in the foreseeable future (Litvin et al., 2018). With the increasing popularity and widespread

usage in the tourism industry, social media has received great attention from academia. A study reviewed 406 articles in hospitality and business journals in the period from 2007 to 2016, identifying that the most popular keyword in hospitality and tourism research is “social media” (Leung et al., 2017). Previous studies have identified two main streams of social media studies in tourism and hospitality, namely, consumer perspective and provider perspective (Leung et al., 2013). Consumer-centric studies focus on the antecedents, factors motivating and influencing tourists, and the impact of online reviews on consumers’ behavior (Leung et al., 2013). Studies from the provider perspective have concentrated closely on marketing promotion, business management, and the impact of the reviews on tourism businesses (Sotiriadis, 2017; Leung et al., 2013).

Statement of the Problem

While consumers using social media for hospitality and tourism purposes have been extensively studied in recent years, an overall picture portraying this cohort as who they are and what their characteristics are, such as their demographic, social-psychological and behavioral features, has not been presented in academia. This study uses the term of “social media tourists (SMTs)” to describe social media users that share or acquire information related for hospitality and tourism purposes. In contrast, traditional tourists are referred as individuals that never use social media for hospitality and tourism purposes. To address the research gap aforementioned, this study aimed to provide a holistic profiling framework and profile SMTs by using literature. The number of articles on social media from consumers’ perspective in the field of hospitality and tourism grew dramatically, almost three times as the number of articles published during 2004-2014 (Lu et al., 2018). Thus, literature in the recent five years, from 2015 to 2019, was selected for the analysis. In addition, among various profiling methods, criminal profiling method is the one that has a long history and been successfully applied extensively. It has the special advantage of profiling individuals based on second-hand data and contextual documents. Thus, this study

would be the first research in hospitality and tourism and adopted criminal profiling method to develop profiles of individuals that use social media for hospitality and tourism purposes.

Research Questions

The following research questions are proposed and addressed in this study:

1. What are the personal characteristics (i.e., demographic, previous tourists experience, etc.) of SMTs?
2. What are the social-psychological characteristics of SMTs?
3. What are the behavioral characteristics of SMTs?
4. How do the three levels of characteristics, including personal, social-psychological, and behavioral levels, interact with each other?

Purpose and Objectives

The purpose of this study is to develop a framework to profile SMTs based on criminal profiling method, and profile SMTs by reviewing the findings of social media literature in hospitality and tourism in the recent five years, from 2015 to 2019.

The objectives of this research are:

1. To develop a framework to profile SMTs using criminal profiling method;
2. To profile the characteristics of SMTs at personal, social-psychological and behavior levels using relevant literature during 2015-2019.

Justification

1. Application of criminal profiling method.

This research adopts criminal profiling method (Farrington & Lambert, 2008; Woodhams & Toye, 2007) to profile SMTs. By referring to criminal profiling variables and frameworks, a three-level research framework, including personal, social-psychological, and behavioral, is proposed and used for the analysis of SMTs. As one of the most popular data sources for criminal analysis, second-hand data is very common in criminal profiling. Thus, this study collected previous social media studies in the hospitality and tourism field as the secondary data source for the

analysis of SMTs.

2. A profile of SMTs.

Very few studies have either given a comprehensive description of SMTs, nor constructed an integrative framework to profile this cohort. In the meanwhile, a common term of SMTs and a holistic profile framework for them is urgently needed in the industry especially when the industry faces the rapid integration of social media and hospitality and tourism practices. This study is the first attempt and plays a pioneering role in providing a holistic SMT profile and profiling framework. The results are helpful for the product and service providers to understand who the SMTs are so that they can design, improve, and provide appropriate service and products.

Chapter 2 Review of Literature

This study reviewed literature on three topics: profiling research in hospitality and tourism, criminal profiling, and social media studies in hospitality and tourism.

Profiling Research in Hospitality and Tourism

Customer profiling methods have been adopted in hospitality and tourism research. Customer profiling is a way of identifying, segmenting, and defining target customers by gathering factual and complete information, which is very important for service provider to better understand tourists and describe their types (Commerce, n.d.; Softweb Solutions, 2001). Defined by Shaw et al. (2001), customer profiling is a modeling process of the customers, based on which the marketer decides on the right strategies and tactics to meet the needs of those customers.

Customer profiling plays a significant role in the hospitality and tourism industry. By profiling tourists and understanding their respective expectations for travel experience, service providers can build strong relationships with each tourist segment (Pratt, 2014). For the marketing department in the industry, specialists can take advantage of customer profiles to design and provide products and services that target customers' desires and needs (Badea et.al, 2009). In addition, destination marketers and suppliers can also use customer profiling to have a better understanding of the characteristics of the types of tourists in the niche market, such as food tourists (Robinson, 2014).

Customer profiling methods have been applied to tourist profiling. For example, Shaw et al. (1997) conducted an on-site survey to profiled tourism volunteers based on four main categories: personality traits, demographic characteristics, socioeconomic status, and interpersonal network. Horneman et al (2002) then narrowed the scope of the profiling factors, focusing on demographic and psychographic characteristics. They grouped senior travelers in six market segments according to their answers to demographic questions, holiday attraction choices, travel motivation, and preferred sources of travel information. Emel (2007) also used survey

method to segment domestic tourists in highly industrialized cities based on three aspects: motivations, social-demographics, and accommodation characteristics. In recent years, tourists profiling started to pay more attention to niche markets. For instance, Robinson and Getz (2014) carried out an online survey to profile 541 food tourists according to their socio-demographic features (e.g., cultural, professional background in food-related industry) and social-behavior patterns (e.g., food activities involvement, food-related leisure behaviors and previous experience). Pratt (2014) also used survey method to profile 650 winery visitors in Australia. The variables for profiling were attitudes toward destinations, satisfaction with previous visits, and future visit intention. In the research of Veisten, Haukeland, Baardsen, Degnes-Ødemark, and Grue (2015), in order to develop more needed facilities for Norway's national park, they segmented tourists according to their psychographics (tourists' preferences toward facilities) and demographics (e.g., nationality, income, education, age, and gender) by handing out questionnaires and using cluster data analysis method. More recently, Tichaawa and Harilal (2016) surveyed 237 golf sport event attendees and profiled them with more specific variables, including their nationality, age, gender, income, level of education, travel behavior, and consumption pattern.

Based on the findings of the profiling studies, it was found that the profiling variables are interrelated. For example, individual characteristics, such as gender and regional differences, have an impact on rating preferences and destination preferences (Liu & Li, 2019; Pacheco, 2016; Sun et al., 2015). Personal values and attitudes can influence tourist behaviors (Madriral & Kahle, 1994; Mehmetoglu et al. 2010).

In sum, profiling variables are scattered. For example, some studies used demographic variables solely (Jansen, 2007) as profiling factors. Some studies adopted social-psychological attributes (Veisten et al., 2015). There are also studies that used both demographic and psychographic factors (Horneman, Carter, Wei, and Ruys, 2002). Several research profiled tourists based on tourist behavioral features

(Tichaawa & Harilal, 2016). Further, the interrelationship among the profiling variables is unknown. Overall, a holistic profiling framework is lacking.

In addition, the extant research mainly focused on profiling traditional tourists. In the virtual environment, tourists' social-psychology and behavior might be different from that of offline tourists. Therefore, the extant profiling variables and conclusions may not be suitable for the online market. Companies should differentiate social media customers based on their social media behavior, the type of social information they rely on, as well as their degree of social influence and social engagement to obtain a more accurate customer profile (Owyang, 2010). However, a profile of SMTs has not been presented.

Further, the method for profiling was uniformly survey in the field of hospitality and tourism. Survey method has the disadvantage of not being able to include all the profiling variables in demographics, psychographics, and behavior. Thus, other profiling methods, rather than survey, need to be introduced to develop a holistic profile of tourists.

Criminal Profiling

In the criminal context, the purpose of criminal profiling is to develop a behavioral composite and a social and psychological assessment of the perpetrator of certain types of crimes (Holmes & Holmes, 1998, p.199), so that the police can use offender profiling method to investigate and catch violent serial crimes such as serial murder, sexual assault, rape, and arson. Criminal profiling has also been referred to as behavioral profiling, criminal personality profiling, offender profiling, and psychological profiling (Turvey, 2011). These terms are used interchangeably. Nowadays, the widely accepted definition of criminal profiling is promoted by Douglas et al. (1986), namely "a technique for identifying the major personality and behavioral characteristics of an individual based upon an analysis of the crimes he or she has committed" (p. 143).

Initially, offender profiling was referred to as psychological profiling, which was used by the Office of Strategic Services (OSS) during World War II (Bartol & Bartol, 2004). As pointed by Holmes and Holmes (2008), the term psychological profiling is actually socio-psychological profiling, which comprises not only psychological factors (i.e., motivation, emotional state, psychosocial history, and psychosexual history), but also demographical factors such as age, gender, occupation, social habit, religious orientation, personal lifestyle. In the 1970s, the Behavioral Sciences Unit at the Federal Bureau of Investigation (FBI) Academy in Quantico, Virginia expanded the psychological profiling method and laid the foundation of offender profiling by focusing on crimes, motivations, personalities, and behaviors (Hazelwood & Douglas, 1980). However, using solely psychological profile imposes the risk of misleading the investigation and profiling the culprit. Drawing on Rossmo (1997), a geographic profile, such as the spatial movement analysis and spatial patterns analysis, is combined with psychological profile to help investigators identify the correct criminal. Geographical analysis attempts to understand the spatial pattern of criminals in order to outline the areas where criminals are most likely to appear (Holmes & Holmes, 2008). In 2001, profiling in the United Kingdom has become a recognized profession. The Behavioral Investigative Advice (BIA) was emerged and replaced offender profiler (Alison & Rainbow, 2011), indicating the important role of behavior profiling in criminal profile analysis.

Criminal profiling analysis is mainly based on second-hand resources, such as well-known periodicals, crime magazines, biographies, trial transcripts, and case history narratives at home and abroad. For instance, Canter et al. (2004) collected data of 100 U.S. serial killers from second-hand sources to amplify the coding criteria of criminal profiling. The local criminal record offices or police offices are also essential sources of information, from which Farrington and Lambert (2008) extracted files to identify the homogeneous characteristics of 345 burglars and 310 violent offenders in Nottinghamshire, England. Similarly, White et., al (2011) retrieved data from

newspaper reports, true crime books, and encyclopedias to develop twelve categories of killers, describing how 200 serial killers caught the attention of the police. Other studies (e.g., Fujita et al., 2013) retrieved data from the electronic research archives of the National Research Institute of Police Science to test the predictive validity of offender profiling method for analyzing the characteristics of homicides across the country.

The framework for criminal profiling basically includes the categories of personal (e.g., demographic and geographic), psychological, and behavioral level of attributes. An early example of criminal suspect's profile was the "mad bomber" proposed by psychiatrist James A. Brussel based on a series of personal characteristics. The "mad bomber" can be described as a middle-aged, heavy and single individual, living with a sibling and wearing a buttoned-up double-breasted suit (Brussel, 1968). After that, on the basis of personal characteristics, including gender, age, geographic location, and previous experience, Kapardis (1990) added behavioral traits including the killing method, routine activities, and offense patterns. Kapardis (1990) produced the profile of stranger killers based on the records of 410 homicides in Australia. In order to identify a more sophisticated offender profile, psychological characteristics such as the offender's emotions, moods, motives, desires, and obsessions, are added to help predict criminals (Copson, 1997). The basic criminal profiling model was proposed by Burgess et al., (1986) who created the model with five components, including social environment, formative events, critical personal traits, and action toward others and self. Based on the extant attributes for criminal profiling, Soeiro and Guerra (2014) provided a framework which include criminal behavioral, socio-demographic and psychological variables, putting forward the criminal profiles of the Portuguese arsonist.

Overall, through profiling three major aspects of offenders, that is, personal traits, psychological characteristics and behavioral patterns, the police can more accurately and easily identify criminal, narrow the scope of criminal suspects, assist in

case contact, and formulate relevant clues and strategies for related cases (Turvey, 2011).

The present study applies the profiling technique in criminal research to identify personal, social-psychological, and behavioral characteristics of SMTs. Empirical findings of social media literature in the area of hospitality and tourism are adopted as research source and data for the analysis.

Social Media Studies in Hospitality and Tourism

The emergence of Web 2.0, which is a set of technologies and ideologies that enable people to create and acquire various form of media content (Kaplan & Haenlein, 2010), consequently played a significant role in the development and adoption of social media. The widespread adoption of social media in the tourism and hospitality industry has witnessed emerging trends such as “travel 2.0”, “e-tourism” and “smart travel” (Nusair, 2020). The widely cited definition of social media was promoted by Boyd and Ellison (2008, p.211) as a “platform to create profiles, share connections, and make traverse relationships”. Other definitions identified social media as a web-based application which provide functionality for profiles, conversation, sharing, relationships, presence, and groups (Kietzmann et al., 2011). More recent research redefined social media as the boundlessness of individual applications, sites, and platforms that built around connections and relationships (Wolf et al., 2018).

The fast development of Web 2.0 has resulted in the exponential expansion of user-generated content (UGC) on social media platforms (Trusov et al., 2009), which made it the most important source of travel information (Kaplan & Haenlein, 2010). Although online travel agency (OTA) is not a social media platform, the vast majority (70%) of consumer content generated by tourists was posted on OTA websites, including Expedia and Booking.com (Yoo & Gretzel, 2011). Also, most of the OTAs offer social interaction functions such as posting review, such as Airbnb, Booking.com, Expedia, etc. Therefore, studies related to OTAs were also included in

the data for analysis.

Online consumer reviews, also known as eWOM, are important sources of information that influences the consumers' need recognition and decision-making process, especially in the hospitality and tourism industry (Abuhashesh et al., 2019). Internet is now the most important source of travel information (Sarkar, 2016). Tourists rely on social media to search and gather information, ask/read about travel, evaluate alternatives, share travel pictures and videos, as well as avoidance un-enjoyable places (Öz, 2015; Halawani et al., 2015).

During the past decade, as the widespread of social media, scholars have shown an increasingly interest in the growing significant role of social media in tourism and hospitality field (Zeng & Gerritsen, 2014). Since 2010, the number of publications of social media related research increased rapidly because of special issues published by leading journals in the field. After a slight decline in 2014, the number of publications reached a new peak between 2015 and 2018, which showed an increasing trend of social media research in the tourism industry (Sotiriadis, 2017; Lu et al., 2018; Nusair, 2020). It was found that three main themes of consumer-centric studies in social media are the use and impact of social media (Leung et al., 2013), the antecedents of social media use, and influence of online reviews on consumer behavior (Sotiriadis, 2017). The main antecedents motivating and influencing tourists in social media involvement are individual traits, customer satisfaction/dissatisfaction (Kim et.al, 2016; Xu, 2019), expectation (Narangajavana et.al, 2019; Schuckert et al., 2015b), trustworthiness (Leung et al., 2013), perceived usefulness (Mariani et.al, 2019; Wang & Li, 2019), and perceived value (김영희, 2019). The most frequently discussed consumer behaviors on social media include decision-making behaviors (Abuhashesh et.al, 2019; Pabel & Prideaux, 2016; Chandralal et.al, 2015), purchasing behaviors (Abou-Shouk & Khalifa, 2017), and posting eWOM (Song et al., 2018; Hu & Kim, 2018; Casaló & Romero, 2019). In the same vein, the relationship among the personal traits, social-psychological traits, and behavior has gained considerable

attention from tourism and hospitality scholars, including the relationship between tourist geographical region and destination preferences (Su et.al, 2016), travelers' region, trip mode, and posting behavior (Sann & Lai, 2019; Yadav & Roychoudhury, 2019), travelers' attitudes toward the hotel and booking intentions (Casalo et.al, 2015), etc. Although studies have examined different aspects of SMTs, an overall picture has not been provided about who they are, what characteristics they have, and their behavior on social media.

Summary

This chapter reviewed social media studies in hospitality and tourism, potential of criminal profiling method in the field of hospitality and tourism research and extant tourist profiling studies. It was found that an overall profile of SMTs is unknown. New method for profiling needs to be introduced. Criminal profiling method was used once outside the criminal research domain. Higgins and Gabbidon (2009) adopted this method to develop a racial profile for consumers in retail environment. It was found that the consumer racial profiling would generate negative emotion, which also influenced by demographic factors. Although the criminal profiling method has been rarely used outside the criminal field, the method shows the potential of adoption and application in SMTs studies.

Chapter 3 Methodology

Based on extensive search on databases and major journals, 197 empirical articles were identified for the analysis. A profiling framework was developed to profile SMTs using findings of the 197 articles. This chapter illustrates the process of data collection, coding, and analysis.

Data Collection and Screening Process

Three online research database and major hospitality and tourism journals were selected to retrieve second-hand data. Three of the most popular and largest online research databases were Google Scholar, Science Direct, and EBCSOHost. In case that there were some social media articles not embodied in the database, articles published in the top influential hospitality and tourism journals were also collected. Based on the update research of Gursoy and Sandstrom (2016) on the ranking of hospitality and tourism Journals, seven top journals in the field of hospitality and tourism were selected for article collection. The journals are *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *International Journal of Hospitality Management*, *Journal of Hospitality and Tourism Research*, *Cornell Hospitality Quarterly*, and *International Journal of Contemporary Hospitality Management* (Gursoy & Sandstrom, 2016). Moreover, to complement the online searches, references cited in these articles were traced.

Figure 1 shows the data collection and screening process of this study. Articles searching and collecting were conducted from February to April of 2020. Social media articles published in the recent five years, from 2015 to 2019 were searched and collected. The five years were the period when the number of social media research increased dramatically. In order to search the target articles, keywords related to the definition and type of social media were identified. The keywords used in this research include two parts. The first set of keywords was related to social media, and the second set was related to the tourism sector. Eleven social media related keywords were determined, which were “social media”, “Web 2.0”, “user generated content or

UGC”, “eWOM”, “online social networks or OSN”, “collaborative projects”, “blog”, “microblogs”, “content communities”, “virtual game worlds”, and “virtual social worlds”. Other popular and widely used social media platforms were added to the keywords to identified suitable articles. According to Statista (2020) and Investopedia (Dollarhide, 2021), Facebook, YouTube, WhatsApp, Instagram, TikTok, and WeChat are the most popular social media platforms in the world ranked by the number of users. In addition, as the world’s biggest and most popular online travel platform with 878 million tourists’ reviews and opinions (TripAdvisor, 2020), TripAdvisor has been providing an extensive and valid data-platform for tourism research. Therefore, six other words were added to the keywords to search articles, which are “Facebook”, “YouTube”, “WhatsApp”, “Instagram”, “TikTok”, “WeChat”, and “TripAdvisor”. Finally, a total of 18 keywords were used to search social media articles in the identified journals. To narrow down the topic of the articles to the hospitality and tourism industry, keywords in the hospitality and tourism sectors were also needed in the article searching. Enz (2009) mentioned 20 sectors in the hospitality and tourism industry, which were “Hotels”, “Resorts”, “Bed and Breakfast (B&Bs)”, “Inns”, “Golf and country clubs”, “Restaurant”, “Foodservice”, “Cruise lines”, “Airlines”, “Gaming/casinos”, “Travel and tourism operators”, “Online and regular travel agencies”, “Global reservation distribution system”, “Trade associations”, “Nightclubs”, “Meeting and convention planners”, “Time-share/vacation ownership”, “Theme parks”, “Spas”, and “Ski industry”. The 20 key tourism and hospitality industry sectors were combined with the 18 social media keywords to search for articles in the research databases and the industry top journals. Each of the 18×20 combinations were entered into the searching function of three online research databases.

The final search was completed on April 22, 2020. In this large-scale article collection, overlapping articles from online research databases and journal searches were identified. Duplicate articles were deleted, resulting in 271 peer-reviewed

journal articles. A two-steps screening process was then conducted. In order to reduce personal bias and ensure the accuracy and objectivity in the screening process, the abstracts and contents of each article were carefully read through by two researchers to determine its inclusion in the study.

In the first screening process, the following criteria were applied:

- 1) Articles published in conference proceedings;
- 2) Articles not written in English;
- 3) Title, keywords, and abstract not related to social media in tourism industry;
- 4) Duplicate articles.

The articles that fall in any of the above categories were deleted from the data. After the first screening process, 253 articles remained.

In the second article screening process, the following criteria were used to exclude articles from the data:

- 1) Articles that are from provider's perspective;
- 2) Articles that used the scenario experiment for data collection;
- 3) Literature review articles;
- 4) Model conceptualization articles;
- 5) Articles that are not relating to SMTs.

The articles using scenario experiment method were not treated as articles of SMTs because the respondents did not perform real travel-related or social media behaviors. A preliminary coding sheet was then created and include three dimensions: personal, psychological, and behavioral attributes.

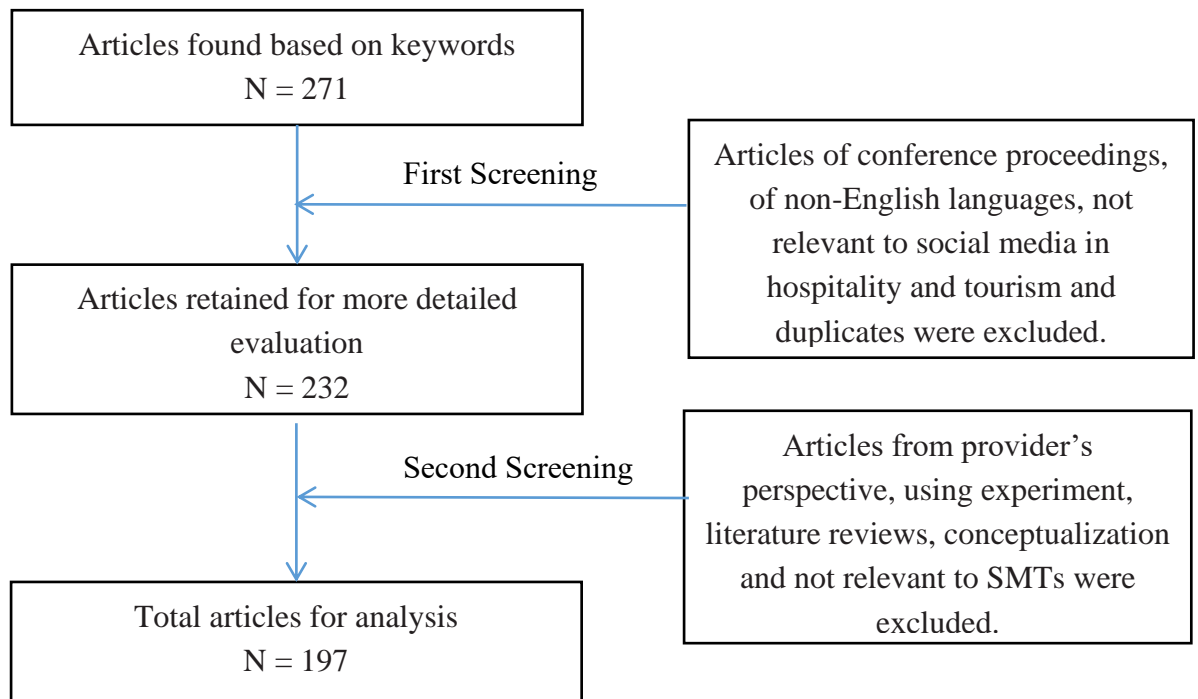


Figure 1. Data Collection and Screening Process

Data Analysis

Content analysis is a popular research method for systematically studying. It examines and categorizes documents and written texts (Berelson, 1952) and has gained increasing popularity as an effective method to interpret the fast-growing day of Web communications (Brochado et al., 2019). It has also been used in the analysis of textual data in social media research (e.g., Lee et al., 2015). For example, the method was used to explore the social media used by tourists during their experience journey in festivals (MacKay et al., 2017) and examine how to improve national park agencies' communication on social media (Halpenny & Blye, 2017). For the present study, qualitative content analysis was adopted. The patterns of text were examined by repeatedly and systematically reading the data to create the profile of SMTs.

Adopting criminal profiling method, a profiling framework of SMTs is developed as below (shown in Figure 2):

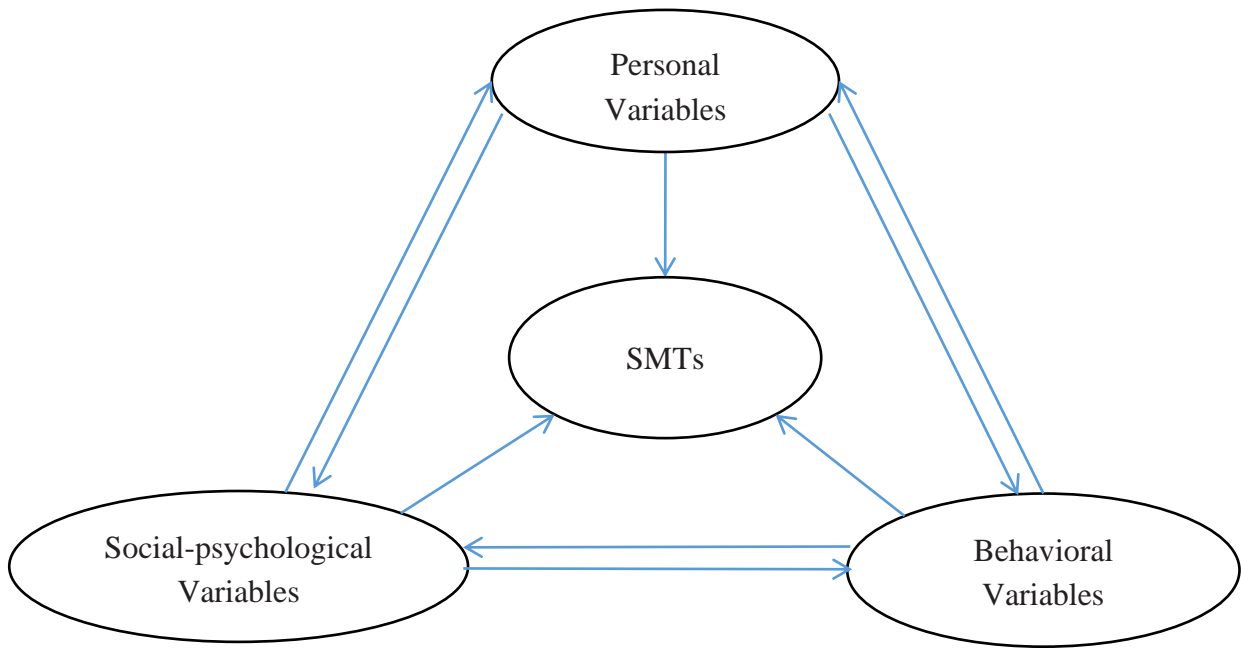


Figure 2. Profiling Framework of SMTs

Chapter 4 Results

The profile of SMTs is described in three aspects: personal, social-psychological, and behavioral characteristics.

Personal Characteristics

These personal traits were identified from literature about SMTs: gender, age, education and income, employment, geographic spatial distribution, religion, language speaking, personality, travel mode, previous tourist experience, and previous social media experience.

Gender

Male and female SMTs were different. Compared to males, female SMTs were more likely to use social media, especially those aged between 20 and 39 (Pabel & Prideaux, 2016). The most significant determination for females to refer to online travel reviews was “perceived ease of use” of the online platforms, while the main driving factor for males was “perceived usefulness” of the content (Assaker, 2019).

Male SMTs tended to express their negative emotions on social media (e.g., angry/irritated/annoyed, disgust/distaste/revulsion, and sad/downhearted/unhappy), while females were more likely to show positive emotions such as glad/happy/joyful, hopeful/optimistic/encourages, content/serene/peaceful (Yan et al., 2018). When experiencing negative travel experiences, males were more likely to express dissatisfaction on social media, especially when they were traveling with their partners (Liu & Li, 2019). Compared to male, female SMTs considered product and service information more credible when searching for information on social media (Elaziz & Mayouf, 2017).

Male and elderly SMTs rarely referred to the UGC when searching for travel-related information, while females were more affected by travel-related information on social media and had a higher degree of trust in UGC. Moreover, young females were strongly influenced by peer-to-peer travel applications and were more able to socialize and shared experiences than young males and older female

tourists (Del Chiappa et al., 2015).

Age

It was found that the average age of people involved in social media was 38 (Fondevila-Gascón et al., 2016). They use social media, such as Booking.com, TripAdvisor, Facebook, Twitter, Instagram, and Foursquare, to connect with accommodations, restaurants, destinations, and other tourism-related products. For the younger adult tourists with an age between 18 to 32, they were highly motivated to engage in eWOM and social media websites (Amaro et al., 2016; Kim et al., 2015). They perceived higher enjoyment with the use of social media when creating and adopting travel-related content. Their online engagement is a way to represent themselves in the virtual world. The youngsters who age below 28 were more likely to trust the UGC and take the information into consideration when making tourism decisions (e.g., selecting destination, planning activities, etc.), provided that the content was posted by experts and the volume was large (Elaziz & Mayouf, 2017; Sahin & Sengün, 2015). For SMTs under 45 years, source expertise was a key factor for them to accept UGC and make decisions, because younger travelers were usually inexperienced and tended to rely more on the beliefs and opinions of others in their travel planning (Assaker, 2019). In the other study, it was also found that the source expertise of eWOM was the biggest factor affecting the elderly's trust in UGC (Elaziz & Mayouf, 2017).

Middle-aged tourists (35-49) were more likely to use social media to make bookings, search for information, and express their dissatisfaction of their travel experiences (Liu & Li, 2019). When unexpected crises occurred during travel, such as crime, natural disasters, disease, and financial, leisure travelers between the ages of 31 and 40 were more likely to use social media to search for information than the other age groups (Schroeder & Pennington-Gray, 2015).

SMTs aged 50 and older were least likely to use social media for searching destination information than the other age groups (Pabel & Prideaux, 2016). The

driving factors for their UGC usage was the perceived ease of use of online platforms, because they were less familiar with the technology (Assaker, 2019). Senior tourists aged over 65 preferred local urban attractions when traveling in Florida, they sought peace and quiet, clearly separate from those who looking for thrills as well as an attractive nightlife scene. The younger group (aged 18-49) mostly visited the main attraction and thematic parks, whereas the middle-aged group (aged 50-64) enjoyed museums, beaches, and bars/wineries. (Hernández et al., 2018).

Generally, tourists with mobile Internet connections were more accustomed to using technology and used social media more for travel-related purposes, especially the younger generation (Öz, 2015). Compared to the older generation, young millennials were more accustomed to using technology and innovative social media. They are easier to be strongly affected by eWOM. Both young and older SMTs expressed negative eWOM (i.e., badmouthing, tattling, spite, and feeding the vultures) when they experienced service failure, especially the functional/process failure. Internet addiction as a predictor of negative eWOM was more consistent in predicting older tourists' negative eWOM than the young millennial generation. Thus, younger generations showed a relatively less aggressive responsive to hotels' service failure (Israeli et al., 2019; Sahin & Sengün, 2015).

Education and Income

With the improvement of education level, people's mobile Internet connection rate increases. In addition, the increase of income could also increase SMTs' use of travel-specific social media (Öz, 2015). People who followed the Facebook fan page of the museum were highly educated people, with bachelor's degree and above (Sundjaja et al., 2017). Although they followed the museum page on social media, they were not actively involved in it. It was suggested that museum information, social interaction, and entertainment were required on Facebook pages to provoke people's intention to visit the museum. Another study also found that tourists with high education and high income were more inclined to use the Internet to make hotel

reservations (Del Chiappa et al., 2016). These SMTs were more likely to be influenced by the UGC delivered by travel agencies when making hotel booking decisions.

Nationality/Region

Asian vs non-Asian countries. For hotel stay and rating, Asian tourists were more likely to stay in low-class hotel in Hong Kong and posted lower ratings compared with non-Asian tourists (Liu et al., 2015). When narrowing down to rating the items in the hotel, such as rooms, service, value, cleanliness, and location, Chinese tourists tended to give higher rating to all these items and cover less-specific items, whereas non-Chinese consumers were inclined to rate-specific items with low ratings and high dispersion. Similarly, it was found that Western tourists (i.e., tourists from Europe, North America, Oceania) commented more on specific items, such as pools and bars of a hotel, comparing to their Asian counterparts, (Wu et al., 2017). In addition, Chinese were less likely to comment and express fewer extreme opinions, while non-Chinese consumers were more likely to post polarized heterogeneous reviews (Zhang et al., 2016).

When traveling, tourists from different regions paid attention to different aspects. For Chinese tourists, the themes they cared about during their New Zealand travel were travel resources, tourism infrastructure, tourism activities (e.g., leisure activities, adventure activities, and shopping), and political and social economy (Sun et al., 2015). During travel, the mainland Chinese and western tourists were actively share photos on social media. The top three photo-taking contents were family/friend, landscape, and selfies (Prideaux et al., 2018). Mainland Chinese tourists, especially the post-90s, were more likely to use mobile phones to take photos than western counterparts. If crises occurred during the travel, such as crime, natural disasters, disease, cultural barriers, and political risk, Chinese were less likely to use social media to find information than leisure travelers from India, Brazil, Australia, and South Korea (Schroeder and Pennington-Gray, 2015).

When dining out in China, three concerns both Chinese and foreign customers cared about were food, restaurant, and service encounter (Huang, 2017). But they had different perceptions on the value and experiential nature of the meals. Chinese customers were more price sensitive, while western tourists were more sensitive to the ritualistic and experiential aspect of the food.

European vs Non-European Countries. European travelers posted the most reviews of hotels on the OTA's websites, followed by the North American, Asian, and Australian and Oceania travelers (Sann & Lai, 2019). SMTs in European countries tended to write comments or post reviews to share their hotel experience and satisfaction with their friends than any other nationalities do. There was little difference in the hotels' satisfaction factors of tourists from various regions. Comments of European SMTs' on cruise tourism were largely different from those of their North American counterparts (Buzova et al., 2019). Comments of European SMTs contained a small amount of emotional language and more objective and concise, while comments of North American were more emotional, longer, and richer, with a more subjective and intimate tone, conveying a more positive effect.

When travelling in Portugal, Brazilian and European tourists had different rating preferences on star-rated hotels (Pacheco, 2016). Generally, Brazilian travelers tended to give higher ratings on hotels when they visited Portugal, followed by Portuguese, while Spanish travelers posted more negative reviews. Brazilian travelers had a higher degree of satisfaction with five-star hotels, and their satisfaction decreased with the decline of hotel star ratings. Further, this decreasing rate in rating was higher for Spanish SMTs.

Other countries/regions. SMTs from Oceania and North America were most satisfied with the helpful staff and high-quality services of five-star hotel in Hong Kong (Wu et al., 2017). In contrast, the most dissatisfied tourists were from Japan and South Korea. They were concerned about the tangible aspects of the hotel. International tourists from East Asia and Oceania particularly appreciated the local

economic and cultural attractions when they traveled in China, while tourists from Europe and North America paid particular attention to cultural attractions and local openness (Su et al., 2016).

Perceived usefulness and enjoyment exerted greater influences on the eWOM usage intention of American SMTs' than their counterparts in Singapore (Ayeh et al., 2016). For an individualistic culture like the United States, utilitarian values were more important in determining the affective response to online reviews than the collectivist culture represented by Singaporean culture. Also, the hedonic value was more critical for American travelers to employ online hotel reviews when making travel decisions. Further, the ease of use of the hotel platform positively impacted Singaporean SMTs' conative response to online hotel reviews, but not for the American SMTs.

For Pakistani tourists, the security of the website hardly affected their attitude towards UGC and hotel reservations, whereas website functionality, information quality, as well as appearance and presentation were the leading factors affecting their attitude towards UGC and booking decision. (Zahra et al., 2019).

For the African Americans, the most frequent themes they mentioned in their travel experiences on social media were racial discrimination, and the fear and vulnerability awareness that accompany racism (Dillette et al., 2019). Positive experiences were also recorded, such as the excitement and wanderlust for travel, the ethnic and cultural exchange, and empowerment and transformation, etc.

Spatial Distribution

When traveling in China, international tourists were generally concentrated in regional central cities (e.g., Xiamen, Xi'an, and Chengdu) and economically developed megaregions, including the Yangtze River Delta Zone and the Pearl River Delta Zone (Su et al., 2016). More specifically, tourists from East Asia and Oceania showed more preference for eastern coastal cities. They emphasized more on cultural features, while tourists from Europe and North America were increasingly interested

in exploring the western and northern regions, where natural and adventuresome sceneries were spectacular. When narrowed down to the historical tourist city Xi'an, China, the domestic SMTs showed a hierarchical tourism spatial network (Tang and Li, 016). The most important attractions were the famous scenic spots and traffic hubs, most of which were gathered in the Bell Tower, Qujiang, and Lintong areas. For the different types of Chinese cuisine, local Chinese SMTs preferred Sichuan cuisine the most (Zhang et al., 2019). Geographical differences were the strongest predictors of regional cuisine preferences.

The spatial distribution of mainland Chinese tourists were more concentrated than that of Hong Kong residents (Su et al., 2020). Mainland Chinese tourists had relatively fixed geographic preferences in central urban areas. They gradually reduced their visits to local neighborhoods and residential areas. Geographical visiting pattern of residents was more disperse. In addition to the central urban areas, they also visited suburban and exurban areas. Urban hotspots such as Tsim Sha Tsui, Mong Kok, Hung Hom, Central, and Causeway Bay, had been persistently popular among local residents, while tourism highlights such as Peak and Ocean Park, had shown a downward trend.

Strong geographical clusters were found around the central station and the historic city center, especially for international SMTs who traveled to Belgium (Van der Zee & Bertocchi, 2018). Their social media reviews also focused on the attractions, restaurants, and hotels in the area. Local visitors in Belgium had more review on the city's newly constructed museum center and the attached bars and restaurants around it. Tourists to Cilento, southern Italy, were concentrated on the southern coast with mature transportation infrastructure, because these locations were more accessible than inland attractions (Chua et al., 2016). In Florida, local residents traveled more diversely than international tourists and domestic tourists (Kirilenko et al., 2019). They visited more tourist attractions.

Religion

The online behavior of Muslim tourists was not much different from that of non-Muslim tourists (Khan & Khan, 2015). Their primary motivations for participating in social media were convenience, social reassurance, and social acceptance. Both Muslim and non-Muslim tourists were seeking eWOM for convenient and easy access to information. They engaged in social media to search and evaluate different tourism products and services to make travel decisions. Involving in online communities can meet their social needs and achieve a sense of belonging.

Language Speaking

English speaking SMTs tended to give higher ratings for hotels than non-English speaking SMTs (Schuckert et al., 2015a). The former prefers high-end hotels and hoped that the rooms in four-star hotels are bigger. Non-English-speaking SMTs were more satisfied with middle-class and low-class hotels. They had higher expectations and demanded higher service quality of high-class hotels.

Personality

SMTs with low control over resources in social relationships were more likely to be persuaded by eWOM, while the behavioral intentions of high-powered customers were irrelevant to the way messages are framed (Zhang & Yang, 2019). SMTs who belonged to a culture of low-power distance, collectivism, masculinity, avoidance, low uncertainty, long-term tendency, or indulgence, tended to provide detailed comments (Leon, 2019). The higher the tourists' individualism, masculinity, uncertainty avoidance, and power distance, the lower their online rating of hotels (Mariani & Predvoditeleva, 2019). SMTs that tend to provide a profile name online participate more in online sharing (Liu et al., 2019). They wrote longer comments and reviews and uploaded more photos than anonymous. Their posts gained more recognition from readers.

Travel Mode

Among SMTs with trip mode of solo, family, couple, business, friends, and group, “room” was mentioned the most in their hotel experience (Yadav & Roychoudhury, 2019). Most reviews were written by family travelers, while solo travelers had the fewest reviews. Room, hotel, staff, food, place were the aspects that received both positive and negative opinions among all the travel modes. “Service” appeared mostly on positive reviews. Compared with the other types of travelers, business travelers were the most critical and least satisfied with the 5 star-hotel experiences (Wu et al., 2017). They concerned most about the location, accessibility, price, and business-related service (e.g., wifi). They also displayed the most stringent rating patterns and used negative keywords such as “rude,” “terrible,” “horrible,” “broken,” and “dirty”. Among different types of tourists, business SMTs’ had the most stringent and lowest ratings for independent hotels in the Asia-Pacific region and chain hotels in America and Europe, while Solo travelers were inclined to rate relatively higher (Banerjee & Chua, 2016).

When traveling in Florida, SMTs with family preferred to go to the beach and natural scenery in Florida (Hernandez et al., 2018). They seek peace and quiet, which was different from the other types of travelers who looking for thrills and fascinating nightlife. In the hotel industry, SMTs’ perceptions of hotel efforts in environment practices did not significantly differ by the travel mode of SMTs (Gil-Soto et al., 2019).

Previous Travel Experience

Tourists who never had travel experience to a destination were more likely to use social media to search for information when planning for travel, while repeat visitors usually relied on their own personal experience and judgment of the regions to plan for travel (Pabel & Prideaux, 2016; Schroeder & Pennington-Gray, 2015). But repeat visitors were found to have a higher likelihood to use social media to seek information in the event of a crisis during travel.

Previous Social Media Experience

Tourists' previous experience on social media had a great influence on their posting behaviors (Amatulli et al., 2019). Expert reviewers who posted more reviews and received more replies tended to share reviews containing less negative emotional content compared to less expert reviewers, especially when the hotels were of high quality. SMTs perceived these reviews more helpful. However, the experience of reviewers on travel platforms did not make difference in their perceptions of hotel green practices (Gil-Soto et al., 2019).

Social-psychological Variables

These social-psychological traits were identified from literature about SMTs: motivation, expectation, attitude, preferences, enjoyment/usefulness, perceptions, trust/credibility, satisfaction, well-being, and mixed social-psychological variables.

Motivation

The overall motivations for tourists to participate in social media activities were multiple. The main motivations were found to be functional, social-psychological, hedonistic and incentive motives, among which social-psychological motives is the strongest predictors of tourists' participation and loyalty expression (Ben-Shaul & Reichel, 2018). SMTs with higher hedonistic motives visited social media pages more frequently. SMTs with higher social-psychological motives had a higher degree of active contribution to eWOM. SMTs with high functional motivation had relatively short duration of social media visit, because they were target-oriented and would end their visit as soon as they obtain required information. Studies also explored the motivations of SMTs to create and retain in online travel blogs. Six motivations were identified, including self-documentation and sharing, hedonic (enjoyment of blogging), altruistic (being helpful to fellow travelers), positive self-enhancement, personal (personal status and achievement), and social (social status issues) (Ab Rahman, 2017; Wu & Pearce, 2016).

Expectation

SMTs' expectation for core tourism resources (e.g., physical and tangible attractions) and supporting factors (e.g., service/product quality and destination security) of a tourist destination were influenced by different types of UGC on social media (Narangajavana Kaosiri et al., 2019). Specifically, strong-tie resources, such as the information posted by family and friends, influenced the expectation, while information provided by weak-tie relationship (e.g., acquaintances) and tourism organizations only affected the expectation for supporting factors. Regarding SMTs' expectation for accommodation, eWOM on e-travel agency websites had a greater impact on their expectation than the information on accommodations' website (Jimura, 2011).

Attitude

SMTs' attitudes towards social media sites were influenced by their social media experience (Leung et al., 2015). Attitudes towards social media sites could then affect SMTs' attitudes toward hotels. If tourists enjoyed the hotel's social media page, their attitude toward the hotel brand was more positive. Additionally, SMTs' attitudes towards social media sites of OTAs were influenced by tour guide's explanation ability, itinerary, hotel-related information quality, and user experience (Hou et al., 2019).

Preferences

SMTs had different preferences for the functions and content of OTAs. The users of Ctrip and Tuniu preferred tour guides and experience, while tourists who use Tongcheng were concerned about hotel and experience (Hou et al., 2019).

Enjoyment/Usefulness

Generally, SMTs perceived online negative reviews to be far more useful than positive reviews when making hotel purchase decisions. However, the usefulness of the negative reviews would decrease when the negative emotions were too intense (Lee, Jeong, and Lee, 2017). Different formats of online reviews affected SMTs'

perceptions of review usefulness and enjoyment. For restaurants, textual format of eWOM, such as review length and readability, affected review usefulness, while imagery format, such as physical environment and food images, were the decisive factor related to review enjoyment (Yang et al., 2017). However, for hotel reviews, the presence of pictures had very little impact on review usefulness, whether they were user-generated or management-generated photographs (Djafarova & Deluce, 2018). The length of reviews also influenced perceived usefulness. The higher length of the review text, less helpfulness of the review is. Reviews that were informative and less complex and with extremely high or low ratings were most helpful (Chatterjee, 2020). The usefulness of hotel reviews was positively affected by the quantitative rating, the recentness of reviews, and the reviewers' expertise, self-disclosure, and cultural background. Overall quantitative rating and review recency could help SMTs make hotel decisions faster and better (Chatterjee, 2020; Kwok & Xie, 2016).

People's perceived usefulness of reviews was influenced by posters' identity disclosure and expertise, such as years of membership and previous posting experience (Kwok & Xie, 2016; González-Rodríguez et al., 2016). Moreover, reviews from locals were more likely to be considered useless and biased than postings from other reviewers (Liang et al., 2019). Further, the sentiment orientation of reviewers' opinion did not influence the perceived helpfulness of eWOM (González-Rodríguez et al., 2016). The polarity of content and title had a negative impact on the usefulness of online hotel reviews perceived by SMTs (Chatterjee, 2020).

For the perceived usefulness of travel review websites, utilitarian and hedonic perceptions were two antecedents considered by tourists (Wang & Li, 2019). Specifically, information quality of eWOM, curiosity fulfilment, and enjoyment were the essential determinants in the formation of perceived usefulness of travel social media. In addition, perceived network size and complementarity (i.e., complementary functions and additional services) significantly influenced the perceived usefulness of restaurant social media platforms (Kang & Namkung, 2016). Compatibility, which

was the high value-added services, together with the perceived referent network size and complementarity, significantly influenced the perceived enjoyment of SMTs.

Perceptions

Hotel Perception. SMTs perceived the attributes of destinations, service, and hotels the three influencing categories for their hotel choice, among which service was the most dominant factor (Çizel et al., 2015). Quality, hotel staff, and cleanliness and hygiene were considered as the most important characteristics of hotel service. Cleanliness not only ranked the first in the service quality perception of a hotel, but also ranked the first in the perception of hotel security. The location of accommodations was also the determinant of perceived security (Amblee, 2015). Hostels in relatively unattractive locations could focus on providing a high level of cleanliness to improve the sense of safety of tourists (Amblee, 2015). Tourists' perceptions of the hotels' popularity were influenced by the quality, quantity, and recency of the reviews on social media. The quality and quantity of reviews significantly increased the hotel's offline popularity (Xie et al., 2016). For tourists in Hong Kong, price was the primary factor that negatively affects their value perception of a hotel, while positive UGC could mitigated the negative impact (KOK Hoi In, 2019).

SMTs' perception of hotel green efforts was in six areas: Energy, Water, Purchasing, Waste, Site, and Education & Innovation (Öz, 2015). Their perception of hotel environmental practices would not increase through hotel promotion on social media, but would be affected by the hotel's communication.

Brand Perception. SMTs' trust in the hotel brand was influenced by the characteristics of social media and their previous social media experience (Tatar & Eren-Erdoğan, 2016). Among the social media characteristics, a clear website was the most influential factor in building brand trust, followed by website security, online interactivity, and collaboration with other useful websites. SMTs' social media experience also drove their brand trust, especially in accommodation services.

Moreover, the most important predictor of frequent travelers' perception of hotel loyalty programs was communication, which included staff's responsiveness, friendly and accurate communication, etc (Berezan et al., 2015).

Rather than being controlled by hotel managers, the brand equity of a hotel (e.g., brand value, brand awareness, brand image, brand quality) tended to be relied on tourists (Soler & G  mar, 2017). SMTs' satisfaction, loyalty, and trust in hotel eWOM would improve perceived hotel brand equity and encourage them to pay a premium price for the hotels (Sijoria et al., 2019). Moreover, the interactive characteristics of social media formed SMTs' perceived friendships with the hotel brand, thereby promoting real tourist commitment to the hotel brand (Su et al., 2015). Among four interactive features, brand self-disclosure and interaction frequency directly increased the perceived friendship of tourists, while language similarity and interest similarity regulated the intimacy with hotel brand through self-congruity.

Perception of Travel Destination. Chinese female tourists visited Macau not only perceived traveling as a leisure activity, but also a way to strengthen their identity and an opportunity to enhance interpersonal relationships (Zhang & Hitchcock, 2017). Their perception of Macao embodied the confusion of the combination of urban modernization and traditions in the city. They cherished the traditional old streets and architectures, but at the same time criticized them as representatives of "backwardness".

Trust/ Credibility

According to the level of trust in UGC on social media, SMTs were classified into three categories, namely, distrustful tourists, untrusted tourists, and social web tourists (Del Chiappa et al., 2018). Distrustful tourists traveled the most frequent and used the Internet less than other groups. Most untrusted tourists traveled once or twice a year and showed moderate use of the Internet to look for travel-related information. Social web tourists had a moderate level of travel at three to five times a year and used the Internet the most frequently. In addition, because social web tourists had a

high degree of trust in UGC, they were strongly influenced by the information posted on all types of travel social media when making hotel reservation decisions.

SMTs' trust on online consumer-generated social media such as TripAdvisor, Yelp, and Holiday Watchdog, was influenced by information quality, website quality, and customer satisfaction (Filieri et al., 2015). Their trust in social media could predict tourist recommendation adoption and positive WOM generation. For the online UGC, SMTs' perceived credibility of online hotel reviews was influenced by the receiver themselves, review quality, and review sentiment (Chakraborty, 2019). Two-side reviews had the most significant positive impact on tourists' perceived credibility of online review, followed by the receiver's previous knowledge and experiences, review quality, review consistency, and negative-sided review. SMTs' trust in the three dimensions of eWOM, including honesty (belief the source of eWOM is real), competence (eWOM's ability to achieve results), and benevolence (believe that eWOM is to help others), had a significant impact on their attitude towards eWOM and the intention to follow it (Zainal et al., 2017). Nevertheless, tourists would distrust the online hotel reviews and engaged in negative eWOM if the reviews were created and posted by a reviewer with a fake identity and ulterior motives (Ahmad & Sun, 2018). More specifically, if the reviewer misled and persuade people to purchase hotel service or product for his or her personal interest or benefits, tourist would feel psychological discomfort and engagement in negative eWOM. The trust in eWOM, social media accessibility, social influence, and perceived benefits affected SMTs' perceived ease of use and perceived usefulness of social media, and ultimately affected their attitude and satisfaction, as well as their behavior such as eWOM usage intentions, recommendations, and hotel booking intention (Tom Dieck et al., 2017; Crespo et al., 2015). eWOM was closely related to SMTs' trust in destinations. For example, positive reviews about medical tourism (health care or health treatment) could increase tourists' trust in this medical destination (Mohammed Abubakar, 2016). Such trust in the destination then influenced SMTs' intention to

revisit the destination. The influence of eWOM on destination trust and revisit intention was greater for male than female SMTs (Abubakar et al., 2017).

Satisfaction

Accommodations. In general, the higher the hotel ranking is, the higher the rating scores by SMTs, and the higher tourists' satisfaction is (Martin-Fuentes, 2016). Also, price was related to the hotel ranking and overall SMTs' satisfaction. Further, SMTs' satisfaction/dissatisfaction factors with the hotel could coexist. English-speaking tourists in China had five common satisfaction and dissatisfaction factors in their online hotel reviews, which were food, location, rooms, service, and staff (Kuhzady & Ghasemi, 2019; He et al., 2017).

SMTs were satisfied with expressive and intangible hotel elements, especially their interaction with the hotel professionals and attentive staff and the high-quality service (Wu et al., 2017). Other factors, such as locations, rooms, and restaurants, were also the main determinants of SMTs' hotel satisfaction (Kuhzady & Ghasemi, 2019).

Tourists' positive emotional experience at a hotel also had a strong and powerful effect on their overall hotel satisfaction (Serra-Cantalops et al., 2018). SMTs' dissatisfaction factors with a hotel were more detailed and specific, relating to the room (e.g., quality, and facilities such as WIFI), and restaurant (e.g., F&B service) (Kuhzady & Ghasemi, 2019). Customer satisfaction and dissatisfaction toward different levels and types of hotels were different, especially in the intangible attributes such as unfriendly staff/bad service and location/environment (Xu, 2019). Generally, SMTs had more favorable perceptions of higher star-rated hotels than lower-star hotels, and a more positive attitudes toward the upscale and luxury hotels than the lower-rated hotels (Choo & Tan, 2017; Pacheco, 2017).

For the budget hotel, SMTs did not expect high-quality service. Their reviews generally revealed their specific needs (Ren et al., 2015). SMTs' satisfaction with budget hotels focused on the guest rooms (e.g., quality, peacefulness, and cleanliness),

location (e.g., accessibility to public transportation and dining facilities) and service quality (e.g., hot shower). Negative comments related to budget hotels pointed to the lack of soundproofing in the rooms and the poor quality of bathrooms (Ren et al., 2015). SMTs had different dissatisfactions with budget chain hotels and budget independent hotels. For SMTs, budget chain hotels needed to enhance the value, location, environment, staff attitude and services. Budget independent hotels needed to enhance the physical settings including room, hotel, and food. For midlevel hotels, SMTs' unsatisfactory factors for chain hotels were location and environment. SMTs had more negative review on the staff attitude and services for independent hotels. For the luxury level, chain hotels should focus on enhancing the physical settings, while independent hotels should improve their location, value, and staff attitude and services for SMTs (Xu, 2019).

For 5-star hotels, only three significant attributes influenced SMTs' satisfaction, which were room, service, and cost-benefit (Darini & Khozaei, 2016). For three-star hotels, facilities and design were also important satisfaction factors that SMTs considered. For lower star hotels, location and cleanliness were more important, because these hotels were not close to main attractions and with lower standard of hygiene (Pacheco, 2017).

The satisfaction factors for SMTs with full-service hotels, which provide a wide variety of facilities and amenities, were tangible features, such as rooms and restaurants (Xu & Li, 2016; Kim et al., 2016). On the other side, Wi-Fi was the largest determinant for customer dissatisfaction, because most of the customers of full-service hotels are business travelers. Dissatisfaction factors of SMTs with full-service hotels also were service-related intangible factors (e.g., staff and their attitude) and amenities (e.g., old facilities, parking issues, and bathroom issues).

For limited-service hotels that provide only limited facilities and amenities, service was not an important factor for SMTs (Xu & Li, 2016; Kim et al., 2016). The most satisfaction of SMTs with this type of hotels was value, staff and their attitude.

The dissatisfaction features of SMTs with limited-service hotels were more specific, including room facilities-related factors (e.g., room cleanliness, bathroom, room size, old furniture, vending machine) and environmental issues (e.g., slow Wi-Fi, smoking air issues, noise).

For the suite hotels with food and beverage and suite hotels without food and beverage, SMTs had different dissatisfying factors (Xu & Li, 2016). For suite hotels with food and beverage, dirty rooms, restaurants, parking, swimming pools, and air conditioning were the factors attributing to SMTs' dissatisfaction, while smoking and polluted air were the most important determinants in SMTs' dissatisfaction with suite hotel without food and beverage.

According to the degree of satisfaction and different preferences of online reviewers, travelers could be classified into four categories, namely "highly satisfier", "satisfier", "moderately satisfier", and "unsatisfied traveler" (Ahani, Nilashi, Yadegaridehkordi, et al., 2019). For highly satisfied SMTs, they cared most about "sleep quality" of hotels. Satisfied SMTs accounted for the largest proportion and service was the most important feature of their attention to five-star hotels. For moderately satisfied SMTs and unsatisfied SMTs, they gave relatively low hotel ratings and paid more attention to sleep quality. In addition, cleanliness and location were two significant features SMTs cared about for 5-star hotels.

The green and sustainable practices implemented by hotels significantly affected the satisfaction and dissatisfaction of SMTs (Gerdt et al., 2019). The satisfaction level was moderated by the star rating of the hotel. SMTs stayed in low-star hotels (under 4-star) held positive perspectives toward hotel sustainability measures, while those stayed in luxurious hotels (4.5-5 star hotels) were critical of hotel sustainability measures, because they had high expectations for their hotel stay. In general, compared with basic green practices (e.g., towel reuse, linen reuse, recycling, and guest training), advanced green practices (e.g., energy, water, waste, purchasing, site, and education and innovation) which were harder and rigorous to be

implemented, tended to have greater impacts on SMTs' satisfaction (Yu et al., 2017). If hotels managed advanced green practices poorly or failed to provide basic green practices, it would cause dissatisfaction among SMTs. SMTs' satisfaction with green hotels was affected by the service quality. The higher the quality of service, the higher the tourist's satisfaction. Compared with green non-spa hotels, SMTs were more satisfied with green hotels with spas (Nilashi et al., 2019).

Moreover, SMTs's satisfying and dissatisfying areas are different towards hotels in different regions. For hotels in China, SMTs shared the common interest in five extremely satisfied and dissatisfied categories, which were food, location, rooms, service, and staff (He et al., 2017). Similar to the SMTs in China, room and service were the key predictors of satisfaction of SMTs in Portugal, followed by cost-benefit and location (Pacheco, 2017). For hotels in the United States, five features that had an impact on SMTs' satisfaction were hotel price, stars, size, number of photos, and amenities (Moro et al., 2019). The impact of the number of published hotel photos and amenities on SMTs' satisfaction were moderated by hotel location, because the amenities (e.g., air conditioning) were dependent on context factors in different states.

Cognitive effort and affective evaluations had significant impacts on SMTs' satisfaction (Zhao et al., 2019; Molinillo et al., 2016). Cognitive effort referred to the deliberate information process influenced by internal factors, such as motivation. When poor outcomes (e.g., poor hotel services) happened, people were more likely to attribute them internally (e.g., highly motivate or high involvement condition). They tended to generate their thoughts and reasons related to the negative outcomes. Also, positive affective evaluation, which referred to positive emotional responses to the hotel brand, greatly increased tourists' satisfaction, and vice versa. In addition, the subjective, readability, and length of UGC published by SMTs had negative impacts on tourists' hotel ratings and overall satisfaction, while the quantity of comments, and the higher diversity and sentiment polarity of online reviews led to higher overall tourist satisfaction towards the hotels. Multisensory brand experiences (e.g., smell,

background music, etc.) played a catalytic role in enhancing the positive or negative effect on SMTs' satisfaction (Lee et al., 2019).

Customer satisfaction used to be a significant predictor for hotel performance. Nowadays, social media ratings had the most significant impact on hotel performance indicators, such as average daily rate (ADR) and revenue per available room (RevPAR) (Kim & Park, 2017).

Restaurants. The overall SMTs' satisfaction towards the restaurants in Macau was positive (Lei & Law, 2015). Expensive restaurants showed higher customer dissatisfaction than less expensive restaurants. Small cafés in Macau had received remarkably reviews on customer satisfaction and retained more customers. Product quality, uniqueness, and the knowledgeable, enthusiasm and friendliness of waiter/waitress were the key factors in predicting tourist satisfaction. For the SMTs' with food allergies, they commented frequently on customized orders, efforts of staff, menu options, fried foods and oil, and communications (Wen et al., 2019). They showed high satisfaction toward efforts of staff and most dissatisfaction towards communications.

For the restaurant information sharing on social media, the perceived benefits, consisting of the perceived usefulness and perceived enjoyment could significantly influence SMTs' satisfaction. More precisely, the perceived network size, perceived complementary functions, and value-added services on social media influenced SMTs' satisfaction, and in turn affected SMTs' information sharing intention (Kang & Namkung, 2016).

Convention Centers. For convention centers, SMTs were more satisfied with facility-related factors than event-related factors (Boo & Kim, 2019). Among the positive reviews, the most dominant satisfying factors were physical attributes, proximity/accessibility, and personnel/services, while cost, variability, and convenience were the factors with least satisfactory. In addition, compared with convention facility-related areas, SMTs had more complaints about event-related

issues. The most frequently mentioned factor was parking. Event staff/service, F&B, and event program were the highly ranked event-related issues. Although event-related complaints accounted for only a small amount of the total complaints, they could influence the overall SMTs' satisfaction of the convention center.

Travel. UGC had influences on SMTs' satisfaction toward travel (Narangajavana Kaosiri, 2019). The perception of destination, tourist attractions and supporting factors (e.g., service/product quality and destination security) were the antecedents of tourist satisfaction. UGC generated by the strong-tie relationship such as friends and family, and tourism organizations were stronger predictors of SMTs' satisfaction with the destination than weak-tie resources.

Social Media Platforms. SMTs' satisfaction with a homestay lodging website was positively influenced by information quality and e-service quality (Rizal et al., 2018). High information quality could help tourists make accommodation reservation decision better and increase their eWOM intention. However, system quality of the website, which is the tourist's evaluation of the system performance base on their usage experience, was not a driver of SMTs' satisfaction. SMTs with positive emotions tended to publish eWOM on social media platforms. SMTs with unsatisfactory tourism experiences and negative emotions tended to publish eWOM on the integrated tourism websites, which were third-party websites, such as Xiecheng.com, Dianping.com, and TripAdvisor (Yan et al., 2018).

Well-being

When SMTs engaged in social networking site activities for self-centered motivations (e.g., venting negative feelings), they had a sense of well-being fulfillment and their autonomy and relatedness needs were satisfied (Lee, 2018). Nevertheless, posting the concerns for others did not influence SMTs' well-being, because that was other-focused motivations.

Mixed Social-psychological Variables

Accessibility, trust, social influence, and perceived benefits influenced SMTs'

perceived ease of use and usefulness of social media (Tom Dieck et al., 2017). More specifically, enhancing the accessibility of the information anywhere and anytime on social media was particularly important to increase tourists' ease of getting in contact with hotels. Further, SMTs' interpersonal trust, the influence of friends and families, and possible discounts or coupons on social media would increase their perceived ease of use and perceived usefulness of social media, which in turn affected their attitude and satisfaction to continuously use social media to engage with hotels. As for the characteristics of social media platforms, the perceived network size, complementary functions and services, and value-added services influenced the perceived usefulness and perceived enjoyment of SMTs, which finally influenced SMTs' satisfaction and information sharing intention (Kang & Namkung, 2016).

Behavioral Variables

These behavioral traits were identified from literature about social media tourists: general behavior, commenting or posting, eWOM, knowledge sharing, rating, complaining, travel decision-making, travel behavior, social media participation, evaluation, purchase/consumption and behavior of others influenced by SMTs were detected.

General Behavior

Social media had significant positive effects on tourists' need recognition, information search, evaluation of alternatives, booking decision and purchase. For example, travel information on online travel platforms was co-created by community residents and tourists. Residents in the community camouflaged themselves as local experts and acted as ambassadors for the destination to provide tourists with destination-related eWOM and assisted them in planning their itinerary (Edwards, 2017). Three co-creation behaviors of hotel tourists were reinforcing co-creation intention (e.g., recommendation and revisiting intention), active co-creation behavior (e.g., non-monetary rewards and expressing needs/problems), and resourceful co-creation behaviors (e.g., providing personal preferences and feedbacks) (Wu &

Gao, 2019). Those behaviors helped facilitate hotels to co-create positive emotions experience with their customers. Also, hotel customers and robots could co-create novel experiences. Some guests even proactively sought opportunities to interact and communicate with hotel service robots (Tung & Au, 2018).

Commenting or posting

Overall, SMTs were reluctant to post extreme positive or extreme negative review for any travel sector, such as hotel, restaurant, attractions, etc (González-Rodríguez et al., 2016). SMTs mostly gave positive comments for tourism experience and hotel green practices (González-Rodríguez et al., 2016). On travel blogs, the most memorable or unforgettable travel experiences that visitors posted were usually positive, with few negative blogs (Chandralal et al., 2015). The pleasurable experiential blogs mainly associated with seven themes, which were the local people, life and culture, personal experiences, shared experiences with companions and other travelers, perceived novelty, perceived serendipity, professional guides service, affective emotions.

English-speaking international tourists commented their travel in China on nine major themes, “place”, “Chinese”, “people”, “food”, “train”, “city”, “hotel”, “China” and “students” (Tseng et al., 2015). Hotels in Macau, China, were the most commented component of travel reviews among tourists, followed by property, food and beverage, leisure and recreation, retail, casino, and entertainment. Service and atmosphere were the attributes that received the most attention (Huang et al., 2016). In Thailand, different key dimensions of attractions were identified by SMTs in their reviews. For beaches and islands, beach, snorkeling, boat trips, and viewing points were mentioned the most (Taecharungroj & Mathayomchan, 2019). For pedestrian street, reviews of SMTs focused on entertainment shows, drinks, and streetscape. For cultural attractions, SMTs commented on travel, temple, and etiquette the most frequently. For the Thai marketplace, food and shops were the two dimensions that were commented the most. According to the reviews posted by tourists in Florida,

three major travel attractions were identified, amusement parks, cultural attractions, beaches and other nature-based locations (Kirilenko et al., 2019). Local Floridians posted more reviews than domestic tourists, while the international tourists posted the least, indicating that tourists living near the destination posted more comments.

The motives of SMTs to post reviews about hotels were similar. Helping hotels and social benefits motivated hotel SMTs to write positive reviews, while venting negative feelings, warning other customers, and social benefit were the key motivations for SMTs to post negative reviews (Ghazi, 2017). Generally, SMTs generated more positive comments and less negative comments on premium hotels than budget hotels (Geetha et al., 2017). Among the hotel comments, comments on hotel green practices accounted for 9.7% of the total comments. Positive green comments far exceeded negative ones (Lee et al., 2016). Tourists positively commented on hotel green practices such as purchasing green products (e.g., recycled products and organic food) and services, education and innovation, and energy. Most tourists responded positively if they recognized the hotel green practices, such as reducing energy usage or water saving. A very small number of negative green comments mainly complained about the low-quality service, which was mostly the inconvenience they felt due to the insufficient awareness of the hotels' green practices. Compared to the guests of business/economy hotels, resort/luxury hotel guests were more likely to comment on the hotel green practices. Business/economy hotel guests were more likely to leave green reviews about general green practices, including towel reuse, linen reuse, recycling, guest training, water, and purchasing categories (Song et al., 2018). Both positive and negative comments generated on widely affected SMTs' hotel decision journey by influencing the way they search, decide and book (Varkaris & Neuhofer, 2017).

Travelers had different commenting behaviors for different types of hotels. Generally, guests of high-priced hotels gave more positive comments than those of inexpensive hotels (Amatulli et al., 2019). Positive comments were concentrated on

tangible dimensions (e.g., physical facilities, equipment, personnel). When the hotel was of high quality, reviewers' expertise had a significant impact on creating less intense negative comments. However, the effect was insignificant when the review was about low-quality hotels. For example, the higher the expertise of the reviewer is, the fewer the negative emotional content contained in the comments about the hotel. SMTs' posts about peer-to-peer accommodations (P2P) were associated with five attributes, which were location, service, facility, feel welcome, and comfort of a home (Tussyadiah & Zach, 2017; Belarmino et al., 2019). Feeling welcome was consistently linked with higher rating scores, showing that the guest-host relationship in the peer-to-peer accommodations was the factor that SMTs attached great emphasis to. Compared with shared accommodation, hotel-related posts emphasized more on room attributes.

The commenting behavior between limited-service hotel customers and full-service hotel consumers was different. SMTs' of full-service hotels tended to participate more actively in commenting on their stay experience via online review channels (Kim et al., 2016). They generally generated far more positive comments than negative comments, mainly on the themes of hotels' location, staff and their attitude, and room size. Tourists' positive comments on hostel experiences mainly focused on staff, supplementary service (e.g., social activities), and facilities. These features had the potential to create a favorable environment for tourists' social interaction (Veríssimo & Costa, 2019). For spa hotels that included spa treatment or health activities, the highest positive commented features were check-in, location, and rooms. Others frequently mentioned terms were stress, face treatment, wellness, steam room, etc (Ahani, Nilashi, Ibrahim et al., 2019). Interestingly, nearly three percent of hotel reviews in New York City included the word "wine", which had become a significant factor in their stay experience (Hsieh et al., 2019). The most frequently positive experiences related to wine were happy hours, a surprise bottle of free wine, and the fun of pairing food and wine. The negative reviews were related to expensive

prices and poor quality of wine.

For restaurants and dining, SMTs commented positively on overall Asian restaurants (Park et al., 2016). For specific Asian restaurants, SMTs gave significantly lower ratings to Chinese restaurants than Japanese, Korean or Thai restaurants. While most positive comments referred to food quality, many negative tweets suggested problems associated with service quality or food culture. Generally, SMTs had positive comments on halal food and expressed joy with their dining experience of halal food (Mostafa, 2018).

In addition, for events and festivals, most postings of SMTs occurred during the event, while a few social media activities occurred at pre-event and post-event stages (MacKay, 2017). Among the reviews posted by South African tourists, nearly eight percent of the reviews was about climatic conditions (Fitchett & Hoogendoorn, 2019).

eWOM

SMTs' eWOM intention was influenced by three main factors, which were service and products, self-relevant characteristics, and website attributes (Kim et al., 2015). For café stores, service and coffee quality significantly triggered SMTs' eWOM, writing online reviews and posting comments. The performance of hotel core attributes, such as guest rooms, the reservation system, swimming pool, or the business center, positively and directly related to SMTs' eWOM intention in terms of frequency and praise. The facilitating attributes (e.g., service) only influenced the valence of eWOM (Yen & Tang, 2019).

SMTs with previous eWOM experience tended to post frequently and wrote thoroughly (Yen & Tang, 2019). Demographics aspects of SMTs (e.g., job, age, gender, and education) and hotel preferences would not affect their eWOM behavior. Generally, there were three motives for SMTs to generate travel-related eWOM, namely, information seeking motive, entertainment motive, relationship maintenance motive (meeting new people and communicate with friends on social media) (Hur et

al., 2017). These motives were positively influenced by argument quality and source credibility. Reflected appraisal of self (e.g., the motivation to gain positive recognition from others) and self-image congruity (the consistency of self-concept and image of products or services) were the most significant drivers for SMTs to generate eWOM about café (Kim et al., 2015). For dining experiences, SMTs' overall satisfaction and egoistic needs (the motivation to acquire actor's own welfare, such as prizes, reputation, recognition, etc.), as well as their perceived usefulness of social media platforms, could influence their eWOM behaviors. SMTs' altruistic needs, which referred to the motivation to benefit others, triggered positive eWOM about restaurants (Yang, 2017). In restaurant context, other-focused motives (e.g., altruistic), together with self-focused motives (e.g., social benefits, self-enhancement), drove SMTs' eWOM intentions. These motives were significantly affected by experience valence and SMTs' involvement in purchase decision (Kim, 2017). Moreover, SMTs who were highly involved in social media had more intentions to share eWOM when experiencing negative dining experiences (Kim, 2017). They hoped to influence the restaurant through eWOM. SMTs' UGC usage and eWOM about their travel were also influenced by the extreme feeling of satisfaction, as well as their trust about the correctness and reliability of online reviews (Öz, 2015).

The valence of eWOM could be predicted by SMTs' motivations. Individual's self-enhancement and enjoyment, overall positive emotional experiences and altruistic needs were the critical predictors of positive eWOM (Hu & Kim, 2018; Serra-Cantalops et al., 2018; Yang, 2017). SMTs' perceived convenience and environment and desire to help others also affected positive eWOM generation (Pourabedin & Migin, 2015). Moreover, positive emotions, such as pleasure and pride, could trigger positive eWOM creation. Cultural values, including collectivism, indulgence and power distance, had a positive impact on pride and pleasure of SMTs (Wen et al., 2018). Whereas, venting, economic incentives, altruism, and higher level of dissatisfaction were prominent triggers of negative eWOM (Ghazi, 2017; Hu &

Kim, 2018).

Perceived usefulness of the website was a salient driver of eWOM intentions in the restaurant dining context (Yang, 2017). It also had positive impacts on travelers' eWOM generation and usage (Wang & Li, 2019). The convenience of platforms had a significant effect on eWOM activities (Yen & Tang, 2019).

Knowledge Sharing

Results found that the perceived ease of use of travel-related social media and belief in integrity, which referred to SMTs' perception of the commitment and honesty of the service provider, positively influenced SMTs' knowledge sharing behaviors (Bilgihan et al., 2016).

Rating

Overall, SMTs were found in a study to rate lowest in July and highest in December (Banerjee & Chua, 2016). SMTs' ratings on hotels vary from region to region. Among the four geographical regions of America, Asia Pacific, Europe, as well as Middle East and Africa, independent hotels in Europe received the highest ratings while those in Asia Pacific attracted the lowest ratings (Molinillo et al., 2016). Among chain hotels, hotels in Asia-Pacific region had the highest ratings, while those in America had the lowest ratings. In addition, for hotels on the Spanish coast and Portugal's southern coast, SMTs had high ratings for hotel experience, especially for the smaller hotels.

The relationship between ratings and reviews was explored. For example, it was found that if SMTs involved actively in online review, they tended to rate the hotels higher (Zhao et al., 2019). SMTs' rating behavior would also be influenced by the online review written by previous tourists or consumers. The subjectivity, readability, and length of the comments negatively influenced SMTs' ratings, while comments' diversity and emotional polarity of comments positively affected the ratings (Zhao et al., 2019). The emotional polarity of SMTs' reviews could better explain the rating variation of budget category hotels than that of premium hotels

(Geetha et al., 2017). Generally, hotels in higher categories received higher rating scores by SMTs (Martin-Fuentes, 2016). For specific aspects of a hotel, SMTs usually left higher ratings on “location” and “cleanliness”, followed by “room” “service”, and “sleep quality” (Chang et al., 2019). “Value” was the lowest-rated area. Moreover, SMTs gave higher ratings to the hotel reviews that contained sustainability attributes (Brazytė et al., 2017). The most frequently mentioned attributes were biodiversity, education and sustainable products. Tourists also assigned slightly higher ratings to the hotels when they noticed the sustainability measurements, even though they did not realize the measurements were part of sustainable management.

SMTs gave different hotel rating scores on different social media platforms. For instance, Ctrip had higher rating scores among the OTAs by Chinese SMTs (Leung et al., 2018). For Asian chain and independent hotels, users’ rating was higher than the star ratings by the website. Ratings of international chain and independent hotels were different. These hotels received relatively higher website star ratings than users’ rating, especially on Booking.com and Agoda.

Complaining

SMTs’ complaints about hotel focused on three aspects, “staff”, “room” and “facilities”. For the high-end luxury hotel in Jordan, SMTs mainly complained about service quality, efficiency of hotel facilities and cleanliness (Dinçer & Alrawadieh, 2017). For middle-level hotels, complaints of SMTs were more specific and multifaceted. Seven problematic categories of Thai four-star hotels were staff, rooms, bathrooms, breakfast, facilities, location, and parking (Lertputtarak & Samokhin, 2017). Complaints about three-star hotels in Thailand were similar. Food, rooms and bathrooms, staff, facilities, and proximity to other shopping and eating outlets were the main issues addressed by SMTs in their online review (Khan, 2017). SMTs’ complaints against budget hotels in Malaysia were rooms, in-room amenities and service, staff and bathroom (Khoo-Lattimore & Yunus, 2016).

Travel Decision-making

Social media was used at all stages of SMTs' decision-making process, predominantly at need awareness stage and information search stages (Osei & Abenyin, 2016). It was found that the use of social media had a positive impact on tourists' travel planning and decisions making during the evaluation and purchase stages. More specifically, SMTs' hotel decision journey, including search, decide, and booking, was influenced by social media (Varkaris & Neuhofer, 2017). Facebook was the most influential social media that affected travelers' needs recognition, information search, alternative evaluation and purchase of hotels in the context of Jordan (Abuhashesh et al., 2019).

Online review characteristics, including relevance, quality, quantity, recency, and valence, had significantly impact on SMTs' decision on online hotel booking (Alabdullatif & Akram, 2018). However, not only the reviews, but also photos and videos on online networking platforms could influence tourists' purchase intention to book hotels. SMTs perceived photos and videos were helpful to reduce their perceived risk and uncertainty of booking (Khoo et al., 2017; Bhatnagar, 2018). Among online reviews, eight main factors were identified that could influence SMTs' four-star and five-star hotels choices in Malaysia (Lee, 2018). They were staff friendliness, quality of service, location, facilities (restaurant), swimming pool, cleanliness, price, noise. It was found that the factor of hotel star ranking did not influence tourists' decision-making behavior. The lowest star-rated hotel could also be perceived good by tourists (Khoo et al., 2017).

For green hotels, the trust on the environmental performance of hotels' products or services was the most significant factor influencing SMTs' decision-making (Yadav et al., 2019). The absence of biospheric value, willingness to pay premium, and subjective norms and attitudes associated with green hotels could reduce travelers' willingness to choose green hotels.

Travel Behavior

It was found that a majority of tourists (i.e., 95%) used social media extensively in travel-related activities, especially in the pre-travel stage when the possibility to affect tourists' purchase decisions was high (Öz, 2015). Travel-related activities in Öz (2015)'s study included finding destination information, price analysis and travel budgeting, in the pre-travel stage; asking/reading about travel information and sharing travel pictures and videos during travel, sharing information and experiences in the post-travel stage. Official travel destination websites were the most widely used platform by SMTs, followed by travel blogs, and travel-related SM (Hernández-Méndez et al., 2015). However, for tourists who planned to visit small regional leisure destinations, such as Port Douglas, a small coastal city in Australia, very few tourists used social media to search for destination information in the pre-trip stage (Pabel & Prideaux, 2016).

For airline travel experiences shared by SMTs, the experiences were described as in nine themes, core service during flights, airport operations, crew and ground staff, ticket classes, seats, inflight services, entertainment, overall experiences of airlines and post-purchase recommendations of the companies (Brochado et al., 2019).

Young SMTs were inclined to add visual instruments, such as photos and videos, to assist in sharing their tourism experience on social media (Sahin & Sengün, 2015). Travel-related comments on social media ranged from hospitality, transportation to travel agencies. Tourists who shared their experiences on social media were likely to be influenced by comments when they make future tourism decisions (Sahin & Sengün, 2015). Travel-specific social media sites had the highest use ratio by SMTs for their travel-related activities, while apps were less used for travel decision-making (Pabel & Prideaux, 2016).

The main ecotourism activities shared by SMTs were photography, bird watching, wildlife viewing and native plant observation (Sarkar, 2016). Tourists were

reasonably satisfied with their ecotourism experiences in the context of Malaysia because of the educational value and accessibility of the ecotourism spots in Malaysia (Sarkar, 2016).

Social Media Participation

It was found that there were four factors that affected SMTs' active participation in social media (Ben-Shaul & Reichel, 2018). They were functional, social-psychological, hedonistic (enjoyment, leisure, and entertainment) and incentive motives (e.g., participating in games and receiving gifts or bonuses), with social-psychological motives as the most important predictors, indicating that SMTs engaged in social media mainly for socialization. Social media played a functional role by supporting SMTs' cooperation with each other and sharing updated and reliable information. The four motivations could positively increase the frequency and duration of SMTs' participation in Facebook tourism sites and could also induce their eWOM. Similarly, information-seeking motive, entertainment motive, and relationship maintenance motive could trigger the continuous participation of social media and eWOM intentions of SMTs in the context of South Korea (Hur et al., 2017). Active participation in social media could positively enhance SMTs' brand trust and brand commitment to a restaurant (Kang et al., 2015). Monetary benefits played a moderating role in such relationship.

Evaluation

SMTs' evaluation of restaurants was affected by previous reviews (e.g., rating and quantity) and review temporal distance (Li et al., 2019). The longer time between the dining experience and posting the review, the greater the social impact of previous comments on SMT's reviews on the restaurants. Tourists' good dining memories declined over time. So when they post online reviews later, they tended to rate restaurants negatively. It was also found that the UGC on social media, as a source of social influence, had a significant impact on the formation of SMTs' hotel evaluation and online content generation (Duan et al., 2016).

Purchase/Consumption

Three consumption values perceived by convention tourists were functional, social, and emotional values (Wei et al., 2017). The functional value that tourists perceive when using social media was the convenience and efficiency of information transmission. Social value emphasized the ability of social media to help interpersonal interaction, while emotional value was the pleasure of attendees in conveying their internal feeling to a broader group. These values enhanced the experience attendees by satisfying tourists' utilitarian benefits, belonging and relatedness needs, and fulfilling their well-being and hedonism.

For Airbnb consumers, their price sensitivity and perceived authenticity could reduce their perceived risk. These two factors also enhanced their perceived value of peer-to-peer accommodation, which in turn increased their intention to repurchase (Liang et al., 2018). eWOM could increase tourists repurchase intention of Airbnb as well. The volume and valence of online generated reviews could influence SMTs' spending on luxury hotels. Compared with UGC with extrinsic attributes (such as food and staff), a large volume of UGC related to intrinsic attributes, such as amenity and location, would lead to increased consumption of tourists in luxury hotels (Jang & Moutinho, 2019). SMTs' overall satisfaction with the hotel brand, brand loyalty, and trust in online reviews prompted them to pay high prices for their hotel stay (Sijoria et al., 2019).

Since social media accelerated interpersonal communication and interactions, tourists with a high level of participation and connectedness in social media were more susceptible to global consumer convergence and peer influence when choosing restaurants (Tussyadiah et al., 2018). SMTs were more likely to make consumption decisions following their online peers' recommendation and past behavior shared on social media.

Website characteristics also affected SMTs' purchase behavior. For example, perceived usefulness of travel review websites positively impacted SMTs'

travel-related purchase decisions (Wang & Li, 2019). Website quality issue, such as informational content, interactivity, responsiveness, website design, and ease of use, was the biggest indicator of their purchasing behavior. The informational content of the hotel and OTAs websites both positively influenced SMTs' purchase decisions on destinations, holiday packages, and accommodations. Moreover, inadequate and outdated information of travel agencies' websites, the responsiveness and design issue of the websites could negatively affect SMTs' purchase decision. Interactivity and ease of use of the websites were also key factors that affect the purchasing behavior of customers (Abou-Shouk & Khalifa, 2017).

Behavior of Others Influenced by SMTs

Booking intention. Hotel booking intention was significantly predicted by positive and negative eWOM and perceived credibility (Leong et al., 2019). SMTs' involvement in social media positively influenced their propensity to book a hotel room. eWOM could reduce information asymmetry when tourists booking hotels online, especially for unbranded hotels with lower star ratings (Manes & Tchetchik, 2018). The greater the information asymmetry is, the greater the role of eWOM in reducing the uncertainty about the quality of low-class hotels. Moreover, positive reviews were more effective than negative reviews in enhancing booking intentions (Chakraborty, 2019; Ladhari & Michaud, 2015). The two-sided reviews also had a significant impact on hotel booking intention through the moderating effect of perceived credibility. SMTs' expertise assisted in hotel reservations. The higher the consumer's proficiency and knowledge of eWOM, the more likely SMTs were to perform hotel reservation intentions. Interestingly, the lower the education level of SMTs came the higher probability of hotel booking intentions (Leong et al., 2019). Income levels actively drove tourists' tendency to book hotels. Compared to the "strangers", comments produced by their SMTs' "friends" had a greater influence on SMTs' booking intention. This could be explained by SMTs' more trust on the reviews posted by "friends", indicating that these reviews have greater effects on SMTs'

behavior (Ladhari & Michaud, 2015). The service quality of social media websites also played an important role in the adoption of UGC, which directly affected hotel booking intentions of travelers (Zahra et al., 2019).

Visiting intention. Social media reviews influenced SMTs' visiting intention to restaurants. Positive reviews and negative information could both affected tourists' intention to visit a restaurant (Bitter & Grabner-Kräuter, 2016). For users who were familiar with the restaurant brand, a small dose of negative information posted by distant acquaintances (i.e., weak ties) significantly increased the readers' visiting intentions. For users who did not know and had not visited the restaurant before, negative posts from strong ties (e.g., social media friends) induced the highest visiting intention.

For visiting destinations, eWOM, especially content with argument quality, had a positive impact on tourists' attitudes towards the destinations and intention to revisit (Abubakar et al., 2017; Gretzel et al., 2016; Wang, 2015; Zarrad & Debabi, 2015). The eWOM, attitude toward the destination, and overall city image were the determinants of SMTs' visit intention to destinations. Moreover, the source credibility of eWOM could influence SMTs' intention to recommend the destination.

SMTs with an environmentally friendly attitude were willing to visit sustainable hotels, suggesting that hotels could publicize their sustainable development on social media to raise tourists' awareness of green issues (Brazytė et al., 2017).

Usage intention. SMTs' intention to use online peer-to-peer applications or online websites to book their accommodation was largely influenced by their attitude, subjective norms, and perceived behavioral control. Specifically, SMTs' attitudes toward accommodation booking, their perception of social pressures to undertake or not to undertake a given behavior, as well as their perception regarding the ease or difficulty of performing, could affect their intention to use online booking website (Goh, 2015). Moreover, eWOM significantly, positively, and directly affected these

three constructs, which in turn influenced SMTs' online apps and website usage intentions.

Compared with intrinsic motivation (e.g., enjoyment), extrinsic motivation (e.g., perceived usefulness) was more influential in affecting customers' intentions to use non-travel-specific social media for travel planning (Mariani et al., 2019).

Check-in intention. It was found that both internal and external factors had a significant impact on tourists' intention to check on Facebook when visiting hospitality organizations (Wang, 2016). Extrinsic factors in the study included social influence, external rewards, and utility of online communities, while the intrinsic factors of tourists were self-expression, perceived enjoyment, and altruism.

Loyalty. SMTs' social media participation modes could increase their loyalty to social media, such as recommendations and reuse of social media pages (Ben-Shaul & Reichel, 2018). Clear website, website security, online interactivity and collaboration could moderate the relationship between tourists' trust in hotel brands and their loyalty to the hotel brand (Tatar & Eren-Erdoğan, 2016). The positive emotional experiences of tourists in the hotel and their overall satisfaction were also decisive factors affecting loyalty (Serra-Cantalóps et al., 2018).

Mixed Variables

Hedonistic and utilitarian motives could greatly influence tourists' participation in bed and breakfast websites, leading to their emotional responses (approaching or avoiding services or products), which in turn affected their behavioral intentions, such as purchasing and recommendations (Jeon et al., 2018). For visitors to New York City, regardless of the hotel's star rating, their main concern was bed bugs (Liu et al., 2015). They tended to report their bed bugs experiences on social media. Although most of the reviews were negative comments, expressing the anger and anxiety of tourists, some of the reviews contained a sense of relief from surviving bed bugs.

Framework of SMT Profile

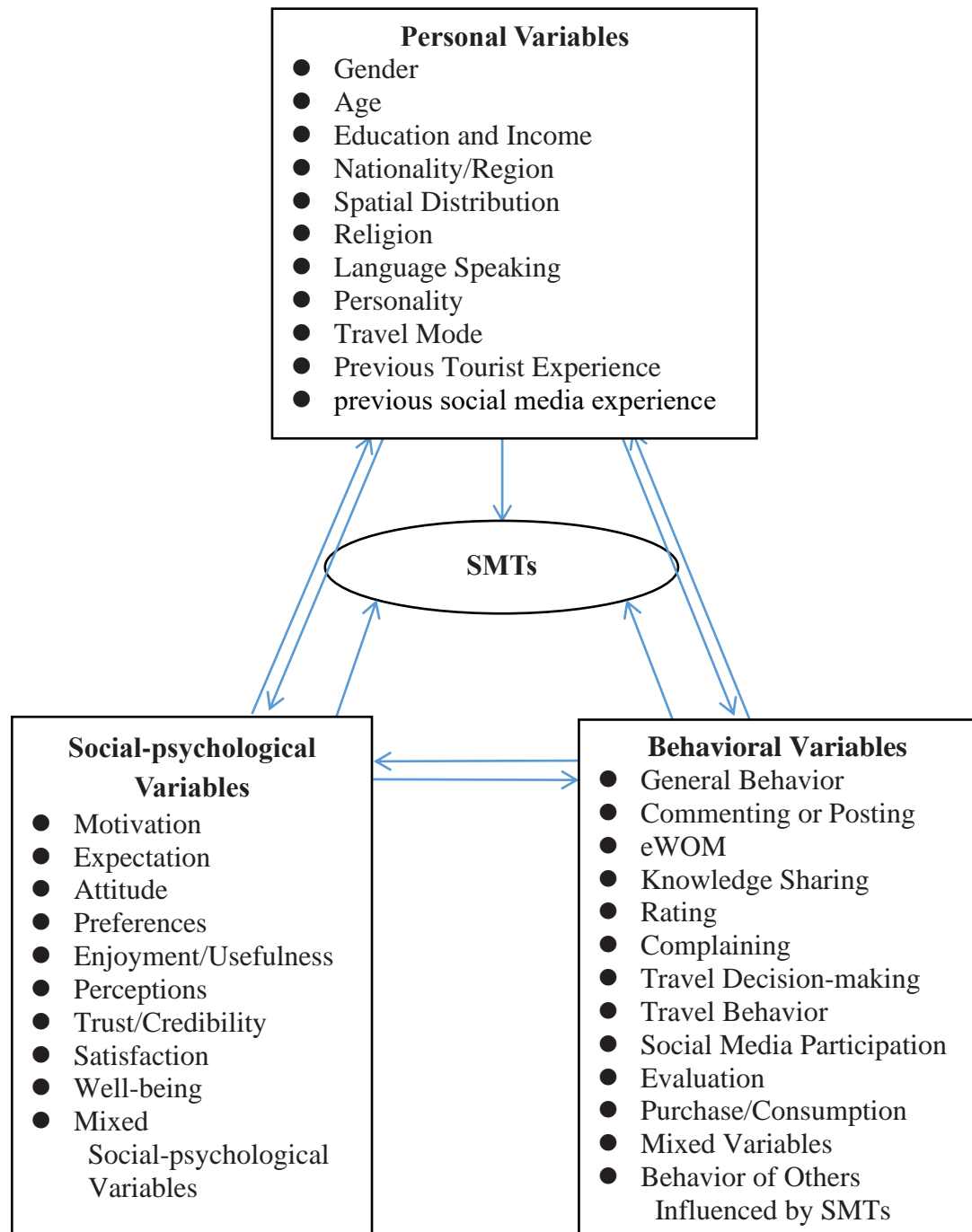


Figure 3. Framework of Social Media Tourists' Profile

In the present study, SMTs were portrayed from three levels, personal, social-psychological, and behavioral, based on the findings of 197 empirical studies (shown in Figure 3). Personal-level traits were gender, age, education and income, nationality/region, spatial distribution, religion, language speaking, personality, travel mode, previous tourist experience, and previous social media experience. Particularly,

for the trait of nationality/region, characteristics of SMTs were presented by comparing Asian vs. Western and European vs. Non-European SMTs. Psychological traits of SMTs included motivation, expectation, attitude, preferences, enjoyment/usefulness, perceptions, trust/credibility, satisfaction, well-being and mixed social-psychological variables. In particular, SMTs' perceptions toward hotels, brands and travel were described respectively. In addition, SMTs' satisfaction was delineated in different tourism sectors, including accommodation, restaurants, convention centers, travel and SM platforms. SMTs' behavioral traits included their general behavior, commenting or posting, eWOM, knowledge sharing, rating, complaining, travel decision-making, travel behavior, social media participation, evaluation, purchase/consumption, mix variables, and behavior of others influenced by SMTs. The relationship among the three-level characteristics was also shown in the framework. According to the results of the present study, there were influences among many attributes under each characteristic level. The arrows in Figure 3 indicated the interaction among the three-level characteristics of SMTs.

Chapter 5 Conclusion and Discussion

Extant social media related research in the hospitality and tourism industry had two major streams, from service providers' perspective or from customers' perspective (Leung et al., 2013; Marios, 2017). The research topics from customers' perspective focused on the impact of social media on tourists, the usage and antecedents of social media usage, and the impact of online reviews on tourists' behavior (Leung et al., 2013). Although the research on SMTs studied their detailed personal, social-psychological, and behavioral attributes, such as motivation, satisfaction, intention, decision-making and posting behavior, an overall picture of SMTs and a comprehensive profile framework was lacking. By reviewing the offender profiling method, the potential of this method to be adopted and applied to profile SMTs was discovered. Findings of this study developed a three-dimensional profiling framework by reviewing and analyzing the content of 197 articles published from 2015 to 2019. Key attributes related to SMTs' personal, social-psychological, and behavior variables were also identified. Specifically, eleven personal attributes were identified, including gender, age, education and income, nationality/region, spatial distribution, religion, language speaking, personality, travel mode, previous tourist experience, and previous social media experience. Ten social-psychological attributes were retrieved, which included motivation, expectation, attitude, preferences, enjoyment/usefulness, perceptions, trust/credibility, satisfaction, well-being, and mixed social-psychological variables. Thirteen behavior attributes including general behavior, commenting or posting, eWOM, knowledge sharing, rating, complaint, travel decision-making, travel behavior, participation, evaluation, purchase/consumption, mix variables, and behavior of others influenced by SMTs were detected. The study also described SMTs under each attribute and the interrelationship among them.

Theoretically, this study provided several contributions. First and foremost, it bridged the existing research gap by providing a framework that portrayed online

tourists or consumers. The framework not only put forwards the three main profiling variables of personal, social-psychological, and behavioral, but also enriched the attributes of each variable to create more detailed SMT portraits. With the proposed framework, pictures of SMTs can be drawn in detail in the future according to the specific attributes described in the framework. In addition, the inductive offender profiling method provided a set of detailed characteristics that are likely to be shared by criminals who commit the same type of crime (Warikoo, 2014). The framework provided by the present study could be regarded as a useful and helpful instrument, pointing out which attributes should be paid attention to in the investigation, in order to narrow the scope of suspects and target criminals. The attributes within the framework also indicate the direction and possible topics for the researchers to further explore SMTs. For example, the enjoyment of SMTs in a particular country can be further explored in future research. Secondly, this study elucidated the relationship between personal, social-psychological, and behavioral variables, showing that the personal attributes could influence and interact with SMTs' social-psychological attributes and their behavior. The attributes listed in each variable provide guidance for researchers to explore the relationship between them by using quantitative methods such as surveys, scenario experiment, etc. Thirdly, this study applied and adopted the offender profiling method to depict an overall picture of SMTs, which shows the potential of such method to be applied in other industries to profile customers (e.g., consumers in other service sectors).

This study had practically implications. First, this study provided an overall picture of SMTs for industry practitioners and service providers, such as hotel managers, restaurant managers, convention managers, for them to design or improve services and products based on the personal, social-psychological, and behavioral characteristics. Second, the proposed framework could be applied to depict niche market tourists. For example, boutique hotel managers could use the framework to portray their specific customers. It will help them design and provide customized

services and products to cater to the customers or reduce customer dissatisfaction with the service experience. Furthermore, the findings provided important implication for tourism and hospitality marketers who can refer to the profile of SMTs to develop suitable marketing strategies and create catchy and memorable advertisements.

Limitations and Recommendation

Despite the contributions, this study has several limitations. First, the data set of 197 articles were only the articles published in peer reviews academic journals. Books, articles from conference proceedings, and articles in non-English language, were not included. Therefore, future research can take the publications from different sources into consideration in order to gain more comprehensive profiling. Secondly, the object of this study profile was the SMTs in general tourism and hospitality. Future research can investigate particular niche markets in the tourism and hospitality industry or expand to other industries, such as the business industry. Moreover, the identified attributes in this research were not complete. Future research can enrich the list of the attributes in the framework. For example, the discussion of gender is simply female and male. Other types of genders could be explored in future studies.

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