Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri

Tourists' Personal Development Through Participatory Consumer-Generated Content

Abstract

The paper seeks to investigate key factors influencing the personal development of tourists. This study examines the relationship between participatory consumer-generated content and tourists' capabilities, emotions, and skills, as well as the moderating effect of previous tourists' experiences. To evaluate the research model, 301 valid responses were examined using the PLS-SEM technique. The empirical findings showed that participatory consumer-generated content positively relates to tourists' capabilities, emotions, and skills. Moreover, previous tourists' experiences moderate the relationships of participatory consumer-generated content with tourists' capabilities and skills; however, previous tourists' experiences have no moderation effect on tourists' emotions. Thus, our paper's findings offer valuable contributions to theory and practice. Practitioners and authorities should stimulate users to share their tourism experiences and take the initiative to share easily traceable and searchable data. Moreover, businesses should implement activities that encourage tourists to share their experiences as soon as possible and make travel and tourism websites and social media platforms readily available.

Keywords: personal development, customer-generated content, tourism

1. Introduction

Travelling can contribute to developing an individual's personality. Previous studies concluded that travelling is beneficial for the personal development of individuals in terms of decision-making (Chen et al., 2023), experience and learning (Cajiao et al., 2022), increasing maturity (Wu & Pearce, 2018), and improving the individual's view of life (Pan, 2017). Also, travelers tend to be more independent, open to different cultures, less materialistic, and less conventional (Arici, 2022; Hansel, 1998).

According to a survey, 95 per cent of travelers read other travelers' evaluations before travelling (TrustYou, 2015), and 59 per cent of tourists believe that online sites significantly affect their decisions (Deloitte, 2015). TripAdvisor (2019) declares that one in ten global internet users visits their website, which had a monthly traffic of 490 million users in 2018. Other travelers' content inspires tourists, and more than 20 per cent of international tourists use online platforms to get information (Wang & Alasuutari, 2017). Research on the personal growth of tourists (Chen & Huang, 2017) shows that the needs of the tourism market are constantly changing.

Social media platforms are fundamentally changing the educational landscape. A new trend in intelligent learning environments is emerging, using social interactions to improve learning environments (Esmaeili et al., 2020).

Naveed R. Khan, PhD, Assistant Professor, UCSI University, Faculty of Business and Management, Kuala Lumpur, Malaysia; ORCID ID: https://orcid.org/0000-0002-1974-9113; e-mail: naveed.r.khan@gmail.com

Haseeb ur Rehman Khan, PhD, Universiti Pendidikan Sultan Idris, Tanjung Malim, Perak, Malaysia; Solace Sleep, Sunshine Coast, Queensland, Australia; e-mail: haseebrkhan6@gmail.com

Mustafa Rehman Khan, PhD, Corresponding Author, Post-Doctoral Research Fellow, UCSI, Graduate Business School, Kuala Lumpur, Malaysia; Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Faculty of Management Sciences Karachi, Sindh, Pakistan; ORCID ID: https://orcid.org/0000-0002-0250-9092; e-mail: mustafa.r.khan03@gmail.com

Arsalan Mujahid Ghouri, PhD, London South Bank University, London, United Kingdom; ORCID ID: https://orcid.org/0000-0001-5419-8946; e-mail: arsalan.ghouri@ymail.com

Consumer-generated content has been used to enhance learning experiences (Dragon et al., 2010), facilitate search (Nejdl, 2009), promote informal learning by facilitating knowledge discovery or proactive exploration of social media content (Aramo-Immonen et al., 2016), and boost self-efficacy and perceived competence (Mendes-Filho et al., 2017). The consumer-generated range offers a rich and neutral collection of diverse insights based on various perspectives and personal experiences. This may open new possibilities for the personal development of tourists, i.e., their capabilities, skills, and emotions. According to this study, personal development capabilities are adaptability, problem-solving, and communication. Personal development skills are time, money, and material management, and personal development emotions are negativity, anxiety, and frustration.

Consumer-generated content on travel, tourism, and social platforms serves a two-fold purpose by offering a platform that allows users to (i) acquire information related to destinations, tourism activities, products, or services and (ii) express their opinions about tourist attractions, travelling experiences, and products or services (Perez-Vega et al., 2018). Further, participatory content sharing (PCS) on social media is a part of consumer-generated content, which refers to users posting on their accounts about product or service information and evaluation with organizations or brand identification (Dedeoğlu et al., 2020). In this situation, customer feedback can be utilized to improve products or services (Eley & Tilley, 2009), and tourists also use consumer-generated content to get information about products or services and learn from the experiences of other tourists (Khan et al., 2021). Moreover, consumer-generated content contributes to valuable knowledge creation, self-efficacy, and perceived competence (Shan et al., 2020). However, PCS has yet to explore the context of tourists' personal development. Thus, the relationship between the tourism experience tourists share on online platforms and emotional development remains underexplored.

We suggest that the information available on travel and tourism websites and online platforms could improve the personal development of tourists. The present study is unprecedented in its emphasis on PCS and personal development concerning tourism. Therefore, in the study, the effect of PCS has been tested on personal development constructs, i.e., tourists' capabilities, tourists' emotions, and tourists' skills, which are justified by previous research to determine the mental and physical well-being of tourists (Chen & Huang, 2017).

The contributions of the study unfold as follows: First, this study addresses the lack of knowledge of PCS effects on personal development, i.e., tourists' capabilities, tourists' emotions, and tourists' skills. It should be noted that the constructs of tourists' capabilities, feelings, and skills were chosen due to their importance for the personal development constructs (Chen et al., 2019; Chen & Huang, 2017). Tourists' capabilities, tourists' emotions, and tourists' skills provide information on tourists' mental and physical well-being. Previous literature suggests that input from individuals or groups about their experiences related to specific events or places could influence the behavior of content followers. Second, we intend to enhance the theoretical understanding of PCS and its relation to personal development. Tourists rely on the information shared by other travelers for choosing a destination or making onsite decisions, e.g., accommodations, attractions, and souvenir shopping; hence, PCS improves tourists' abilities and influences their performance. Third, the present study conceptualizes that previous tourists' experiences (TEx) enhance confidence and decision-making capability (Huang & Hsu, 2009; Sönmez & Graefe, 1998; Vlahovic-Mlakar & Ozretic-Dosen, 2022); hence, we examine the moderating effect of TEx on the relationship of PCS to the personal development of tourists.

2. Literature review

2.1. Theoretical framework

Social comparisons are essential to psychological functions that affect individuals' opinions, experiences, and behaviors (Yue et al., 2022). Social comparison theory holds that individuals learn about themselves by comparing themselves with others (Festinger, 1954). Individuals constantly assess and compare their emotions, capabilities, and beliefs to those of comparable individuals to evaluate and improve their abilities (Park &

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

736

Baek, 2018). In this way, individuals want to be in a better situation and are more interested in learning by upward comparison (Richter et al., 2015). Individuals who engage in upward comparison compare themselves to others who are better than they are. Individuals' self-improvement drives to enhance their self-evaluation of capability and belief in gaining a better position is stimulated by upward comparison (Wolff et al., 2018; Wood, 1989). Self-evaluation, self-improvement, and self-enhancement are three forms of assessments covered by social comparison theory. Self-evaluation comparisons can be used to obtain information about one's position regarding skills, qualities, and social expectations compared to others. Self-improvement comparisons are used to understand how to develop a particular ability or solve problems (Wood, 1989). Self-enhancement comparisons protect a person's sense of self-worth and self-esteem when they are in danger or uncertain, which helps them keep a positive view of themselves (Wood, 1989).

Researchers reported that more than 20 per cent of international tourists use online platforms to get information (Wang & Alasuutari, 2017). In this regard, consumer-generated content mainly displays information related to destinations, tourism activities, opinions about tourists' attractions, travel experiences, and products or services (Perez-Vega et al., 2018). The consumer-generated content allows tourists to recognize their skills, capabilities, and emotional state by comparing them with others' experiences. Therefore, when individuals look at travel and tourism websites and social media platforms for information about decisions and actions, they might take on their next trip, it leads to consumption behavior that is influenced by the experiences of others, as shown in reviews, recommendations, or complaints that help them improve themselves.

2.2. Hypothesis development

2.2.1. Participatory consumer-generated content on social media

Social media is a set of internet-based applications founded on the ideological and technological underpinnings of Web 2.0 and allows users to create and share content (Kaplan & Haenlein, 2010). Online social networking platforms, including blogs, reviews, and video-sharing websites, encourage and facilitate communication, cooperation, and the exchange of customer-generated content (Malik et al., 2016; Özdemir & Arzık, 2022). Social media platforms facilitate the communication of both firm-generated and consumer-generated content. Nonetheless, consumer-generated content is more authentic, unbiased, and trustworthy than firm-generated content (Herrero et al., 2015; Lo & Yao, 2019).

Researchers investigated the significance of consumer-generated content and its consumption behaviors (Campbell et al., 2022). For example, consumer-generated content positively influences consumer attitudes towards products and services due to the allure and pertinence of shared content (Campbell et al., 2022; Murray, 1991). Hence, consumer-generated content can substantially influence potential consumers to become involved with products and services. The social networking sites offer a range of free consumer-generated content that allows users to search for and exchange information. Tourists generate content not only to share their TEx with others, but potential tourists find relevant information in consumer-generated content that affects their personal development (Kaosiri et al., 2019). This behavior of potential consumers can be defined through social influence theories such as social comparison (Festinger, 1954), which hold that people acquire similar behaviors via correspondence with those they consider influential.

Dedeoğlu et al. (2020) categorize consumer-generated content into participatory and non-participatory sharing based on users' social media accounts, profiles, and platforms. PCS provides information related to goods and services with organization or brand identification or when users share content with a clear reason related to an organization (e.g., product reviews and information) (Dedeoğlu et al., 2020; Kamboj & Sarmah, 2018), whereas non-participatory consumer-generated content does not prioritize product and/or service enhancement and does not typically serve a functional purpose (Alsufyan & Aloud, 2017; Dedeoğlu et al., 2020). In this study, consumer-generated content on social media refers to PCS. PCS occurs when users express

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

737

their opinions about products or services associated with brands or organizations on social networking sites (Dedeoğlu et al., 2020). PCS can be good or bad, leading to co-creation, co-devastation, and brand-distress behaviors (Dolan et al., 2016; Hewer et al., 2017). As a result, PCS occurs for various motives, primarily utilitarian (Kamboj & Sarmah, 2018), and is characterized by the exchange of experience, the transmission of knowledge, and the pursuit of information (Chae & Ko, 2016). Subsequently, PCS can be used to improve products and services (Eley & Tilley, 2009), as well as contribute to valuable knowledge creation (Shan et al., 2020), self-efficacy, and perceived competence (Mendes-Filho et al., 2017).

2.2.2. Personal development

By considering recent efforts in theorizing the personal development of travelers (Chen et al., 2014a; Chen et al., 2019), we considered three constructs that makeup tourists' personal development: capabilities (Scarinci & Pearce, 2012), emotions (Bigné & Andreu, 2004), and skills (Tsaur et al., 2010). Capability is a practical ability linked with independent learning, problem-solving, and adaptability to different environments (Ye et al., 2004). Individual capability enhances the traveler's perspective on self-adaptation (Noy, 2004). Tourists usually emphasize skills like flexible thinking, problem-solving, and good communication as aspects of personal development (Pearce & Foster, 2007). Emotion, as a state of human sentiment, causes psychological and physical changes that affect behavior. Previous studies related to travel and tourism also focused on emotions (Chen et al., 2019; Chen & Huang, 2017; Nawijn, 2011). Individuals can improve their skills through training and practicing predetermined jobs (Chen et al., 2014b; Ye et al., 2004). Skills typically include self-motivation, time, and money management (Chen & Huang, 2017). Tsaur et al. (2010), for example, studied tourists in Taiwan and discovered that skills developed among travelers include trip planning, emergency response, and information searching skills. Subsequently, personal development is the most vital motivator for global tourism (Han et al., 2020).

2.2.3. Participatory consumer-generated content and tourists' capabilities

The increasing popularity of consumer-generated content has gained tremendous attention (Taecharungroj, 2019). Some researchers investigate how individuals perceive content and reviews regarding argument quality, opinion, and cues (Bridges & Vásquez, 2018; Hernández-Ortega, 2018; Shin et al., 2019). Others examine users' motives for creating and using consumer-generated content (Belarmino & Koh, 2018; Yuan et al., 2016). The technological perspective was also explored through antecedents (Ayeh, 2015) and effects (Khan et al., 2021). The media is considered a powerful medium to support the capacity for immediate feedback, transmit information in different forms and different languages, and promote personal development (El-Shinnawy & Markus, 1997). Specific to capability development, capabilities like effective communication, problem-solving, and adaptability are popular aspects of personal development mentioned by travelers (Pearce & Foster, 2007). Furthermore, researchers examined the personal development of tourists and discovered that adaptability and effective communication are among the most improved characteristics of personal development (Scarinci & Pearce, 2012).

According to Paintsil and Kim (2022), social media content transforms communication into more integrative and inclusive. Similarly, Andéhn et al. (2014) highlight that consumer-generated content enables tertiary communication among people from different places. Consumer-generated content significantly improves communication abilities as individuals post their subjective views and personal experiences on social media (Fazel & Rajendran, 2015). It improves problem-solving and decision-making behaviors based on other tourists' decisions (Kalandides, 2011) and the adaptability of different environments due to the perceptual features (Cai, 2002) of consumer-generated content. Hence, the effects of social media content on tourists' capabilities should be explored (Govers et al., 2017). Thus, we articulate the following hypothesis:

> H1: *Participatory consumer-generated content has a positive effect on tourists' capabilities.*

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

738

2.2.4. Participatory consumer-generated content and tourists' emotion

Traveling behavior is related to emotional and experiential needs of tourists, as tourists are emotion driven (Goossens, 2000). Emotions have earned remarkable prominence in the tourism and marketing sectors for their fundamental role in defining unforgettable experiences (Santos et al., 2021). Recent research studies have shown that emotional connection, historic experiences, adventurous travel, beautiful vistas, and expressions are the primary motivators for other tourists to visit a particular destination (Rainoldi et al., 2022; Rather, 2020). According to Buitinck et al. (2015), emotional expressions are prevalent in consumer-generated material, including blogs, reviews, and social media. Consequently, feelings associated with consumer-generated material are employed to comprehend the thoughts and attitudes expressed in the evaluations and collect phrases containing emotional information.

Emotion is an essential study area because it offers a deep understanding of various aspects of tourists' experiences (Chung & Zeng, 2020). Park et al. (2018) state that "many researchers describe emotion as individualistic, a psychological predisposition highly related to cognition and appraisal" (p. 665). In this context, emotions are motivating forces that intervene in experiences, evaluations, and behavioral intentions (Hirschman & Holbrook, 1982). Further, Decrop (1999) suggests that individuals' cognitive and emotional approaches are two of the most essential ways to describe decision-making and behavioral processes. These subjective behavioral and cognitive consequences of different emotions also affect tourist experiences differently (Laros & Steenkamp, 2005; Nawijn et al., 2010). Although previous literature has tried to specify the role of emotions on sharing behavior (Paintsil & Kim, 2022) and consumer-generated content on tourists' empowerment (Mendes-Filho et al., 2017), despite such recognition, studies investigating the emotional resonance of tourists are scarce. This prompted a call for a more rigorous investigation into the emotional impact of consumer-generated content based on tourist perceptions.

The traveler's hierarchical structure provides dynamic representations of the social network for identifying individuals who share tourism interests based on their physical locations and behaviors (Francalanci & Hussain, 2015). TEx, with a high level of satisfaction from a trip spreads good words (Bigné & Andreu, 2004), which leads towards tourism. A satisfied consumer would produce positive content related to products/services (García et al., 2010), thus influencing the emotional responses of potential consumers and stimulating and shaping their actions (Mariani et al., 2019). Based on the discussion, we hypothesize that:

> H2: *Participatory consumer-generated content has a positive effect on tourists' emotions.*

2.2.5. Participatory consumer-generated content and tourists' skills

Researchers highlighted that skills can be learned and obtained through training and repetitive practice to carry out predetermined tasks (Chen et al., 2014b; Ye et al., 2004). Pearce and Foster (2007) conducted a study considering the self-reported learning achievements of travelers. Researchers found that 16% of the respondents rated "management of financial resources" as one of the top three most improved skills, followed by "self-confidence" (34%) and "being open-minded" (17%). Bouillion et al. (2010) examine the effect of internet usage on users' skills via social networking platforms. Researchers advocate that social networking platforms provide emotional support and opportunities for skill development. Social media platforms, as interactive platforms, allow internet users to communicate and exchange information. Hence, social media platforms enable users to develop interpersonal skills (Tsai & Liu, 2015; Utz, 2009) and management skills by consuming online content (Schroeder & Pennington-Gray, 2014; Tsai & Liu, 2015). In this regard, PCS contains critical information that leads to more effective and personalized skill recommendations.

Online content allows for the timely presentation of skills training that is critical to acknowledge and respond to the latest approaches and recommendations (Wang et al., 2019). Belarmino et al. (2019) compare consumer-generated content from Airbnb and hotel guests. The researchers suggest that content generated by

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

739

consumers directly affects the evaluation and assessment skills of potential customers. Consumer-generated content significantly improves tourists' emotions (Kaosiri et al., 2019), and online platforms transform the conventional way of experiencing tourism (Salem & Twining-Ward, 2018). Learning skills at different levels is one of the most valuable characteristics of consumer-generated content. Tsaur et al. (2010) found that tourists mainly rely on the Internet as the source of information search and the medium of information transmission. Hence, consumer-generated content has emerged as a primary source of information about various tourists' decisions (Khan et al., 2021) that enhances skills and knowledge (Bridgstock, 2019) and the adaptability of the different environments due to perceptual features (Cai, 2002; Sandrin et al., 2017). Thus, we articulate the following hypothesis:

> H3: *Participatory consumer-generated content has a positive effect on tourists' skills.*

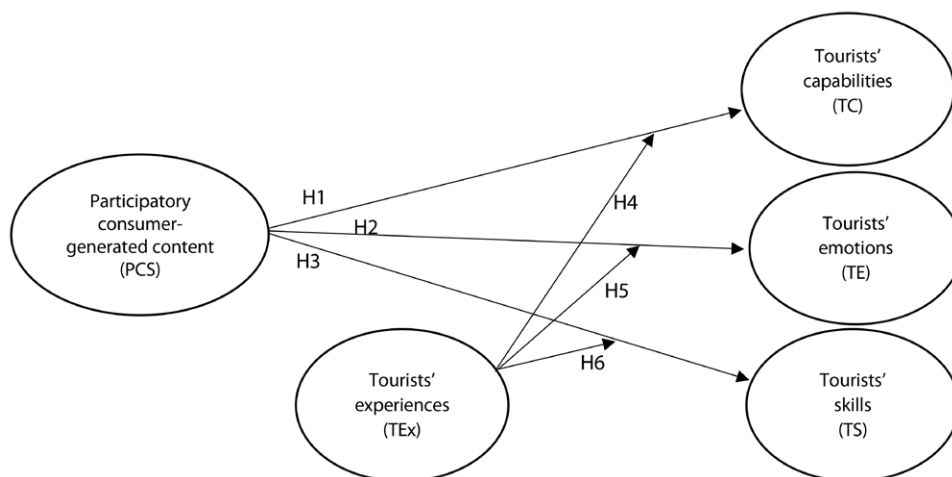### 2.2.6. Previous tourists' experiences as moderator

TEx is defined as an act of consumption and a contrived, prefabricated tourism experience (Boorstin, 1992). TEx holds stable motivating patterns distinguishing and characterizing various tourists' activities (Cohen, 1979). Hence, TEx has particular importance for tourists (Li, 2000; Sheldon, 2020). TEx influenced travel decisions and judgements (Larsen et al., 2007; Sönmez & Graefe, 1998). Tourists with previous tourism experience rely on their past experiences and utilize prior knowledge from the previous trip as a source of information (Gursoy & McCleary, 2004; Vlahovic-Mlakar & Ozretic-Dosen, 2022). TEx provides knowledge related to skills, understanding, and familiarity, which is subjective to the success or failure of the old trip (Gursoy & Chen, 2000; Kerstetter & Cho, 2004). A successful tourism experience fulfils expectations, while a failed one creates a difference between the expectations and the present journey of the tourist (Yasin et al., 2017). Therefore, we proposed that TEx moderates the relationships between PCS and tourists' capabilities, emotions, and skills; Figure 1 depicts all hypotheses. We proposed the following hypotheses:

> H4: *Previous tourists' experiences moderate the effect of participatory consumer-generated content on tourists' capabilities.*
>
> H5: *Previous tourists' experiences moderate the effect of participatory consumer-generated content on tourists' emotions.*
>
> H6: *Previous tourists' experiences moderate the effect of participatory consumer-generated content and tourists' skills.*

Figure 1
Research model

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

740

3. Methodology

3.1. Study location, sampling, and data collection

The respondents to this study were tourists who were present at the airport after the completion of an international flight or who were waiting for an international flight. We collected data from Kuala Lumpur International Airport, Malaysia, and Phuket International Airport, Thailand, in June 2019. Before final data collection, pilot testing of the questionnaire was conducted on 35 tourists from Kuala Lumpur International Airport, Malaysia. The process confirmed the validity of the adopted measurement constructs; no changes were made to the questionnaire following the pilot test. For convenience, we offered paper-based and online survey options to the respondents. Most individuals showed reluctance to participate in the survey due to tiredness, a shortage of time, and an English language deficiency. Of those who agreed to participate, 72% preferred an online survey to share their responses. Following Oppenheim's (2001) recommendations on testing non-response bias, we leave both types of respondents (paper-based and online) after sharing the questionnaire form or questionnaire web address (via email or WhatsApp) and request that paper-based survey respondents leave the filled-out survey questionnaire at the interaction point where the questionnaire is handed over. The response rates in the paper-based and online surveys were 50.31% (163/324) and 66.92% (425/635), respectively. We collected a total of 588 responses via paper-based and online survey methods. Out of 588 responses, 287 were removed due to incomplete answers; a total of 301 responses were analyzed using the SmartPLS 3 software.

For the timesaving of the respondents, we added a question at the start of the questionnaire about their internet search for the next visiting place, which was quoted as "Did you search online to enrich information about your recently visited place before the visit?" If the respondent answered yes, the online survey form proceeded to the next question; otherwise, the survey ended with a thank-you note. The same instruction was highlighted in the paper-based survey.

The summary of the respondents' demographic characteristics is described as follows: Out of the total 301 respondents, 67.11% were males, with an average age of 42.2 years. Regarding qualifications, 45.18% had a bachelor's degree, 31.56% had a diploma, 21.93% had a master's degree, and 0.013% attended school. In terms of traveling experience, 38.87% of the sample had 1-3 trips experience, 30.23% of the sample had 4-5 trips experience, 22.26% had no prior experience, and 8.64% had more than 5 trips experience before their upcoming or last trip (see table 1). In this study, the questionnaire is divided into two sections. The first section of the survey inquired about demographic factors such as gender, age, education level, and travel experience of the respondents. The second section measured the variables of the study, which were adopted from previous studies; Appendix describes items of each construct.

The questionnaire was designed for tourists, and the constructs were adopted from prior research. All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The PCS construct was adopted from Dedeoğlu et al. (2020) and was assessed using a four-item scale. Respondents were questioned about the importance of users' comments and reviews about a destination on social networking platforms and commercial websites. TC was adopted from Chen and Huang (2017) and measured using a three-item scale. Respondents were polled on their progress in adaptability, communication, and problem-solving capabilities. TE was assessed using a three-item scale proposed by Chen and Huang (2017). Respondents were questioned about their feelings of relief in the face of adversity, past frustration, and stress. TS was adapted from Chen and Huang (2017) and assessed using a three-item scale. Respondents were asked about improvements in money, time, and material management.

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

741

Table 1
Respondents' characteristics

Category		Numbers	%
Gender	Male	202	67.11
	Female	99	32.89
Age	18 – 32	68	22.59
	33 - 47	109	36.21
	48 – 62	82	27.24
	62 +	42	13.95
Education	Never attended school	0	0
	Attended school	4	0.013
	Diploma	95	31.56
	Degree	136	45.18
	Masters	66	21.93
Previous tourism' experience	No prior experience	67	22.26
	1-3 trips	117	38.87
	4-5 trips	91	30.23
	More than 5 trips	26	8.64

4. Data analysis

The partial least squares structural equation modeling (PLS-SEM) approach was used to test hypothesized relations. PLS-SEM provides "a single determinant score for each SEM composite for each observation," as well as a relationship between the total variance explained with R^2 (Hair et al., 2018). Further, the researchers noted numerous advantages of PLS-SEM, including its adaptability for examining the measurement features of the construct, explicit compacting of measurement error, and ability to overcome sample size limitations (Hussain et al., 2019; Yousuf et al., 2022). Moreover, PLS-SEM is better suited for theory development and prediction (Sarstedt et al., 2023).

This study used the SmartPLS 3.0 statistical tool to analyze the measurement and structural models. PLS algorithm test was performed to examine item loadings, Cronbach's alpha (α), composite reliability (CR), average variance extracted (AVE), and heterotrait-monotrait (HTMT) of the measurement model. Further, common method bias and goodness of model fit tests were conducted, including variance inflation factor (VIF), effect size (f^2), coefficient of determination (R^2), predictive relevance (Q^2), and standardized root mean square residual (SRMR). Finally, SEM was performed to test the proposed hypothesis.

4.1. Measurement model

The measurement model was examined using reliability and validity tests (Uehara & Assarut, 2020); the results are shown in Table 2. All item loadings are significant, ranging from 0.712 to 0.887. The constructs' Cronbach's alpha (α) and CR values are above the required threshold of 0.70 (Hair et al., 2019; Kin et al., 2020). Cronbach's alpha (α) values of 0.770 for PCS, 0.773 for TC, 0.821 for TE, and 0.739 for TS. The CR values range from 0.797 to 0.892, indicating adequate internal consistency and reliability. AVE values for all constructs fulfil the required threshold of > 0.5, ranging from 0.568 to 0.735, which means convergent validity. Further, the discriminant validity of the constructs was examined using the HTMT criterion. HTMT values are below the suggested value of 0.9 (see Table 3), which indicates satisfactory discriminant validity of all constructs (Henseler et al., 2015).

4.2. Structural model

In this study, the structural model was assessed using R2 for dependent variables, t-value, and significance of path coefficients. The results show that TC, TE, and TS can be explained by PCS with R2 values of 0.450,

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

742

0.348, and 0.216, respectively. R2 values demonstrate the substantial ability of the independent variable to define the dependent variables (Hair et al., 2019). The relationship between latent variables shows the f2 value in the model ranged from 0.098 to 0.292, which falls into the "small to medium strength" category of the relationship category (Hair et al., 2019). The variance inflation factor value in the model is < 5, ranging from 1.678 to 2.519, which reveals the absence of multicollinearity issues (Hair et al., 2019). The Q2 value is > 0, ranging from 0.112 to 0.302, indicating the predictive relevance of the model (Hair et al., 2019). SRMR and NFI are used for goodness of fit, and the resulting values of SRMR and NFI are equal to 0.048 and 0.926, respectively, demonstrating model fitness for empirical investigation.

The coefficient parameter and the significant value generated from a 95% bias-corrected confidence interval were used to test the direct relationships. Figure 2 demonstrates the immediate effect of the PCS on TC, TE, and TS. Table 4 summarizes the results of hypothesis testing. The results reveal that PCS positively and significantly influences TC (β = 0.671, t = 11.241, p = 0.000) TE, (β = 0.590, t = 9.713, p = 0.000) and TS (β = 0.465, t = 5.772, p = 0.000), thus, H1, H2, and H3 are accepted.

Table 2
Results of the measurement model

Construct	Source	Item coding	Loading	α	CR	AVE
PCS	Dedeoğlu et al. (2020)	PCS1	0.808	0.770	0.852	0.591
		PCS2	0.750			
		PCS3	0.736			
		PCS4	0.779			
TC	Chen and Huang (2017)	TC1	0.766	0.773	0.868	0.688
		TC2	0.858			
		TC3	0.861			
TE	Chen and Huang (2017)	TE1	0.866	0.821	0.892	0.735
		TE2	0.887			
		TE3	0.816			
TS	Chen and Huang (2017)	TS1	0.711	0.739	0.797	0.568
		TS2	0.829			
		TS3	0.715			

Note. PCS = Participatory consumer-generated content; TC = Tourists' capabilities; TE = Tourists' emotions; TS = Tourists' skills.

Table 3
Discriminant validity

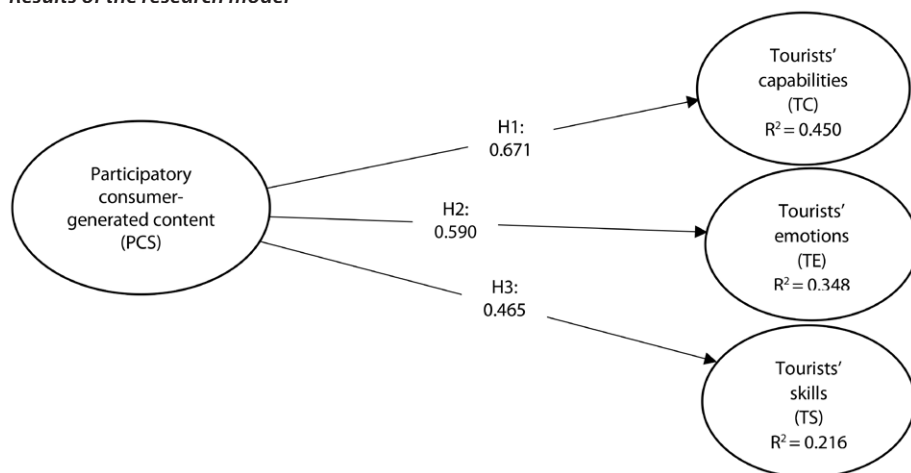| Construct	PCS	TC	TE	TS
PCS				
TC	0.754			
TE	0.733	0.594		
TS	0.606	0.506	0.426	

Note. PCS = Participatory consumer-generated content; TC = Tourists' capabilities; TE = Tourists' emotions; TS = Tourists' skills.

Table 4
Structural model results

	Effect	β	t-value	95 % BCa CI	p-value	R2	f2	Q2	VIF	SRMR	NFI	Results
H1	PCS -> TC	0.671	11.241	(0.547, 0.755)	0.000	0.450	0.292	0.302	1.678	0.048	0.926	Supported
H2	PCS -> TE	0.590	9.713	(0.467, 0.670)	0.000	0.348	0.190	0.240	1.941			Supported
H3	PCS -> TS	0.465	5.772	(0.313, 0.585)	0.000	0.216	0.098	0.112	2.519			Supported

Note. PCS = Participatory consumer-generated content; TC = Tourists' capabilities; TE = Tourists' emotions; TS = Tourists' skills.

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

743

Figure 2
Results of the research model

4.3. Multi-group moderation analysis

In this study, the moderation analysis was conducted for three distinct TEx (i.e., a) no prior experience, b) 1-3 times traveling experiences, and c) > 3 times traveling experiences. Table 5 shows a consolidated result of moderation analysis for different traveling experiences. Results show that the TC moderates the effect of PCS on TC. The relationship is stronger in the case of no prior experience (β = 0.622, p < 0.05). The relationship in the cases of 1-3 times (β = 0.419, p < 0.10) and > 3 times (β = 0.427, p < 0.10) is significant. The strength of PCS effect on TS is found to be substantial. No prior experience has the strongest effect on TS (β = 0.526, p < 0.05), followed by 1-3 times (β = 0.318, p < 0.10) and >3 times (β = 0.387, p < 0.10). Another noteworthy finding is that the relationship between latent variables, i.e., PCS and TE, was found to be insignificant in all cases, including no prior experience, 1-3 times, and > three times. Hence, the results support H4 and H6; however, reject H5.

Table 5
Multi-group moderation results

	Path	β			β difference			Results
		No experience	1-3 trips	> 3 trips	No experience vs. 1-3 trips	No experience vs.> 3 trips	1-3 trips vs.> 3 trips	
H4	PCS -> TC	0.622**	0.419*	0.427**	0.203*	0.195*	0.008	Supported
H5	PCS -> TE	0.079	0.088	0.012	0.009	0.067	0.076	Not supported
H6	PCS -> TS	0.526**	0.318*	0.387*	0.208*	0.139*	0.069	Supported

Note. PCS = Participatory consumer-generated content; TC = Tourists' capabilities; TE = Tourists' emotions; TS = Tourists' skills.
*p < 0.10. **p = < 0.05.

5. Discussion

This study examines the effect of consumer-generated content on travel and tourism websites and social media platforms on the personal development of tourists. This study specifically examines the impact of PCS on the capabilities, emotions, and skills of tourists. TEx was incorporated as a moderator in the study. The proposed research model was tested among those tourists who had just arrived from international travel or were waiting for their international departure. This study found a significant three-way interaction effect among the three consequences of personal development (i.e., tourists' capabilities, emotions, and skills) by PCS. Specifically, content followers perceive that shared content on travel and tourism websites and social media platforms enhances their capabilities (environment, solving problems, and communication). According to Kumar et al.

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

744

(2016), online content influences customer behavior by providing consumers with critical information and current scenarios about a product or location. Customer involvement with content is also another reason for positive customer behavior. Existing information on travel and tourism websites and social media platforms provides information in the form of text, pictures, and videos, which prepares followers and tourists for the content in advance and impacts their behavior. TEx affects the causal relationship between PCS and TC. Regardless of any travel experience (0 to >3 trips) of content followers, getting input from travel and tourism websites and social media platforms helps their capabilities.

Individuals with tourism experience share their knowledge with others via online platforms. PCS facilitates skill acquisition at various levels. Empirical findings reveal that PCS significantly influences TS. Tourists with different motivations learned several skills (financial management and self-management) (Pearce & Foster, 2007). Tourists predominantly follow online information, which enhances skills and knowledge (Bridgstock, 2019), as well as their adaptation to diverse environments due to perceptual features (Cai, 2002; Sandrin et al., 2017). TEx affects the causal relationship between PCS and TS. Regardless of their tourism experience (0 to > 3 trips), online information provides tourists with input from tourism websites and social media platforms, which improves their skills.

Content followers perceive that the content shared helps them to respond and overcome their emotions (negativity, stress, and frustration). Hudson et al. (2015) reported that social media-enabled communication with preexisting social networks significantly affects TE. Chen et al. (2016) posited that tourism experiences could help relieve stress. TEx does not affect the strength of the causal relationship between PCS and TE. Emotions are best analyzed from a physiological (Griffiths, 2008; Lazarus, 1993) or a cognitive perspective (Lazarus et al., 1980; Ortony et al., 1990). Emotions cause stimulation in cognitive domains connected with physiological responses (Damasio et al., 2000). Therefore, the possible reason could be that specific information like comments and ratings of others on travel destinations and evaluations on travel and tourism websites and social media platforms is not related to responding to or controlling the stress, negativity, and frustration of content followers. The contents on social networking platforms are intended to inform followers about the destination and share information to help them prepare for the tour. This research also integrates the study model and its findings with social comparison theory. This study's findings align with previous studies showing that psychological functioning influences individuals' behaviors, decisions, and experiences (Doran et al., 2015). Information on travel and tourism websites and social media platforms affects people and helps in personal development.

6. Conclusion

The paper presented a research model for the personal development of tourists in the form of skills, emotions, and capabilities through consumer-generated content. PCS is a form of consumer-generated content that provides more authentic, unbiased, and trustworthy information with an organization or brand identification (Dedeoğlu et al., 2020; Herrero et al., 2015; Lo & Yao, 2019). The growing relevance of travel advantages and quality of life concerns has highlighted the urgent need for destination marketers and managers to provide experiences that contribute to tourists' personal development in terms of physical and mental health, cognitive learning, and social relationships (Chen et al., 2019; Chen & Huang, 2017). This study examines the significance of online information on the personal development of tourists. Specifically, it examines the importance of PCS and its impact on tourists' capabilities, emotions, and skill development. Tourists utilize PCS on tourism websites and social media platforms, which positively affects their capabilities, emotions, and skills. Moreover, previous tourists' experiences moderate the relationship between PCS and personal development. Results supported the finding that previous tourists' experiences significantly moderated the relationship of PCS with tourists' capabilities and skills; however, the moderation effect of previous tourists' experiences on PCS and tourist emotion was insignificant.

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

745

6.1. Theoretical implications

This study indicates that consumer-generated content on travel and tourism websites and social media platforms supports the accumulation of tourist experiences. Hence, this study contributes by extending the role of social media beyond the initial phases of trip inspiration and preparation. This suggests that social media content is essential in terms of tactical marketing decisions and psychologically because PCS serve as secondary experiences that contribute to tourists' personal development. This area has received little attention in research to date. The study looked at the social comparison theory to find aspects of constructs. Thus, the study expands the theory's outcome perspective in the context of personal development among tourists, and these contributions are significant to current literature. As in social comparison theory, individuals learn about themselves by comparing themselves. In this way, self-evaluation comparisons induce tourists to obtain information about their position regarding skills, qualities, and social expectations, which helps them understand how to develop a particular ability or solve problems. Further, the present study provides evidence that personal development is a unique construct concerning human development; it differs from what we already know about personal development in the formal education system. Therefore, this study not only validated that PCS significantly influences three personal development outcomes, namely, tourists' capabilities, emotions, and skills, but also provided us with a new theoretical framework to understand the unique features of personal development in different learning contexts.

6.2. Practical implications

This research has specific implications for managers and policymakers in tourist countries. Policymakers should stimulate businesses and users to share the tourism experience on specific travel and tourism websites and social media platforms. Additionally, they should create legislation or awareness campaigns to ensure the accuracy of available data on travel and tourism websites and social media platforms. González and Palacios (2004), as well as Ham et al. (2019), emphasized the importance of an evaluation mechanism for important information. Governments can take the initiative to share easily traceable and searchable data, which could help in trip planning for an individual. Managers of tourist service organizations should effectively allocate marketing and development resources by focusing on the personal development of tourists. For instance, to attract international tourists, tourist service providers could design and deliver customized programs, such as outdoor expanded training activities, professional schools, and tourist seminars, using local knowledge and resources to help tourists cope with and recover from their negative emotions (e.g., depression, anxiety, and frustration), improve their capabilities and skills, and accumulate social and cultural capital. Managers or staff of businesses should employ a human-centric approach to urge travelers to share their opinions on their website and social media platforms, as information-seeking behaviors correctly predict online website user preferences.

Further, this study would benefit marketers and researchers by showing the connection between information-searching behaviors, information needs, and trip purpose. Following Khan et al. (2022), the findings of this study confirm that tourists use PCS to get information and learn from the experiences of other tourists. According to the results, practitioners should treat young travelers as a diverse demographic and create niche tourism to cater to their cognitive, emotional, and skill development needs.

6.3. Limitations and future research directions

Despite its valuable contributions, this study has several limitations. First, the study horizon is limited to responses on the importance of PCS; therefore, future researchers could employ non-participatory content constructs in their study. They could engage both constructs' PCS and use non-participatory content to find the overall impact or organize a comparative study. Second, the present study is limited to aviation passengers; therefore, future studies could include cruise ship passengers to broaden the scope of the study. Cruise

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

746

ship passengers usually exhibit different stages of institutionalization; self-report procedures may provide new insights to assess differences and similarities among other groups of tourists. Third, while the findings are limited to the effect of travel and tourism websites and social media content on personal development, in the future, face-to-face suggestions and peer reviews' impact could be considered for personal growth. In addition, this study was restricted to tourists who were fluent in English; however, researchers are encouraged to conduct future studies in other languages to broaden the horizons of the concept. Fifth, this study is based on a convenience sampling approach; future studies should use a more targeted sampling method. Finally, future research could focus on environmental awareness and involve residents, government officials, activists, and tourists in the research process (Khan et al., 2022).

References

Alsufyan, N.K., & Aloud, M. (2017). The state of social media engagement in Saudi universities. *Journal of Applied Research in Higher Education, 9*(2), 267-303. https://doi.org/10.1108/JARHE-01-2016-0001

Andéhn, M., Kazeminia, A., Lucarelli, A., & Sevin, E. (2014). User-generated place brand equity on Twitter: The dynamics of brand associations in social media. *Place Branding and Public Diplomacy, 10*(2), 132-144. https://doi.org/10.1057/pb.2014.8

Aramo-Immonen, H., Kärkkäinen, H., Jussila, J.J., Joel-Edgar, S., & Huhtamäki, J. (2016). Visualizing informal learning behavior from conference participants' Twitter data with the Ostinato Model. *Computers in Human Behavior, 55*, 584-595. https://doi.org/10.1016/j.chb.2015.09.043

Arici, N.C. (2022). Culture shock experiences of tourists: A transformative perspective. In D. Gursoy & S. Çelik (Eds.), *Routledge handbook of social psychology of tourism* (pp. 208-215). Routledge.

Ayeh, J.K. (2015). Travellers' acceptance of consumer-generated media: An integrated model of technology acceptance and source credibility theories. *Computers in Human Behavior, 48*, 173-180. https://doi.org/10.1016/j.chb.2014.12.049

Belarmino, A.M., & Koh, Y. (2018). How E-WOM motivations vary by hotel review website. *International Journal of Contemporary Hospitality Management, 30*(8), 2730-2751. https://doi.org/10.1108/IJCHM-02-2017-0055

Belarmino, A., Whalen, E., Koh, Y., & Bowen, J.T. (2019). Comparing guests' key attributes of peer-to-peer accommodations and hotels: Mixed-methods approach. *Current Issues in Tourism, 22*(1), 1-7. https://doi.org/10.1080/13683500.2017.1293623

Bigné, J.E., & Andreu, L. (2004). Emotions in segmentation: An empirical study. *Annals of Tourism Research, 31*(3), 682-696. https://doi.org/10.1016/j.annals.2003.12.018

Boorstin, D.J. (1992). *The image: A guide to pseudo-events in America 1961*. Harper & Row.

Bouillion D.L., Thompson, C.C., & DeGennaro, D. (2010). Leisure and technological influences. In M. B. Spencer, D. Swanson, & M. Edwards (Eds.), *Adolescence: Development during a global era*. Elsevier.

Bridges, J., & Vásquez, C. (2018). If nearly all Airbnb reviews are positive, does that make them meaningless? *Current Issues in Tourism, 21*(18), 2057-2075. https://doi.org/10.1080/13683500.2016.1267113

Bridgstock, R. (2019). *Graduate employability 2.0: Learning for life and work in a socially networked world*. Sense-Brill Publishers.

Buitinck, L., Amerongen, J.V., Tan, E., & Rijke, M.D. (2015). Multi-emotion detection in user-generated reviews. In A. Hanbury, G. Kazai, A. Rauber, & N. Fuhr (Eds.), *European conference on information retrieval* (pp. 43-48). Springer.

Cai, L.A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research, 29*(3), 720-742. https://doi.org/10.1016/S0160-7383(01)00080-9

Cajiao, D., Leung, Y.F., Larson, L.R., Tejedo, P., & Benayas, J. (2022). Tourists' motivations, learning, and trip satisfaction facilitate pro-environmental outcomes of the Antarctic tourist experience. *Journal of Outdoor Recreation and Tourism, 37*, Article 100454. https://doi.org/10.1016/j.jort.2021.100454

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

747

Campbell, C., Sands, S., Montecchi, M., & Jensen Schau, H. (2022). That's so instagrammable! Understanding how environments generate indirect advertising by cueing consumer-generated content. *Journal of Advertising, 51*(4), 411-429. https://doi.org/10.1080/00913367.2022.2053901

Chae, H., & Ko, E. (2016). Customer social participation in the social networking services and its impact upon the customer equity of global fashion brands. *Journal of Business Research, 69*(9), 3804-3812. https://doi.org/10.1016/j.jbusres.2015.12.072

Chen, C.C., Petrick, J.F., & Shahvali, M. (2016). Tourism experiences as a stress reliever: Examining the effects of tourism recovery experiences on life satisfaction. *Journal of Travel Research, 55*(2), 150-160. https://doi.org/10.1177/0047287514546223

Chen, G., & Huang, S.S. (2017). Toward a theory of backpacker personal development: Cross-cultural validation of the BPD scale. *Tourism Management, 59*, 630-639. https://doi.org/10.1016/j.tourman.2016.09.017

Chen, G., Bao, J., & Huang, S. (2014a). Segmenting Chinese backpackers by travel motivations. *International Journal of Tourism Research, 16*(4), 355-367. https://doi.org/10.1002/jtr.1928

Chen, G., Bao, J., & Huang, S. (2014b). Developing a scale to measure backpackers' personal development. *Journal of Travel Research, 53*(4), 522-536. https://doi.org/10.1177/0047287513500392

Chen, G., Huang, S., & Hu, X. (2019). Backpacker personal development generalized self-efficacy, and self-esteem: Testing a structural model. *Journal of Travel Research, 58*(4), 680-694. https://doi.org/10.1177/0047287518768457

Chen, Z., Li, S., Wu, Q., Wu, Z., & Xin, S. (2023). The decision-making determinants of sport tourists: A meta-analysis. *Current Issues in Tourism, 26*(12), 1894-1914. https://doi.org/10.1080/13683500.2022.2077175

Chung, W., & Zeng, D. (2020). Dissecting emotion and user influence in social media communities: An interaction modeling approach. *Information & Management, 57*(1), Article 103108. https://doi.org/10.1016/j.im.2018.09.008

Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology, 13*(2), 179-201. https://doi.org/10.1177/003803857901300203

Damasio, A.R., Grabowski, T.J., Bechara, A., Damasio, H., Ponto, L.L.B.; Parvizi, J., & Hichwa, R.D. (2000). Subcortical and cortical brain activity during the feeling of self-generated emotions. *Nature Neuroscience, 3*(10), 1049–1056. https://doi.org/10.1038/79871

Decrop, A. (1999). Tourists' decision-making and behavior processes. In A. Pizam & Y. Mansfeld (Eds.), *Consumer behavior in travel and tourism* (pp. 103–133). Haworth.

Dedeoğlu, B.B., Taheri, B., Okumus, F., & Gannon, M. (2020). Understanding the importance that consumers attach to social media sharing (ISMS): Scale development and validation. *Tourism Management, 76*, Article 103954. https://doi.org/10.1016/j.tourman.2019.103954

Deloitte. (2015). *Travel consumer 2015. Engaging the empowered holidaymaker*. Deloitte. www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/deloitte-uk-travel-consumer-2015.pdf

Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: A uses and gratifications perspective. *Journal of Strategic Marketing, 24*(3), 261-277. https://doi.org/10.1080/0965254X.2015.1095222

Doran, R., Larsen, S., & Wolff, K. (2015). Different but similar: Social comparison of travel motives among tourists. *International Journal of Tourism Research, 17*(6), 555-563. https://doi.org/10.1002/jtr.2023

Dragon, T., Floryan, M., Woolf, B., & Murray, T. (2010). Recognizing dialogue content in student collaborative conversation. In V. Aleven, I. Kay, & J. Mostow (Eds.), *International conference on intelligent tutoring systems* (pp. 113-122). Springer.

Eley, B., & Tilley, S. (2009). *Online marketing inside out*. SitePoint Pty Ltd.

El-Shinnawy, M., & Markus, M.L. (1997). The poverty of media richness theory: Explaining people's choice of electronic mail vs. voice mail. *International Journal of Human-Computer Studies, 46*(4), 443-467. https://doi.org/10.1006/ijhc.1996.0099

Esmaeili, L., Mardani, S., Golpayegani, S.A.H., & Madar, Z.Z. (2020). A novel tourism recommender system in the context of social commerce. *Expert Systems with Applications, 149*, Article 113301. https://doi.org/10.1016/j.eswa.2020.113301

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

748

Fazel, M., & Rajendran, L.P. (2015). Image of place as a byproduct of medium: Understanding media and place through case study of Foursquare. *City, Culture and Society, 6*(1), 19-33. https://doi.org/10.1016/j.ccs.2014.10.002

Festinger, L. (1954). A theory of social comparison processes. *Human Relations, 7*(2), 117-140. https://doi.org/10.1177/001872675400700202

Francalanci, C., & Hussain, A. (2015). A visual analysis of social influencers and influence in the tourism domain. In I. Tussyadiah & A. Inversini (Eds.), *Information and communication technologies in tourism 2015* (pp. 19-32). Springer. https://doi.org/10.1007/978-3-319-14343-9_2

García, E., García, A., de-Marcos, L., & Hilera, J.R. (2010). Turisbook: Social network of tourism with geographical information. In M.D. Lytras, P. Ordonez De Pablos, A. Ziderman, A. Roulstone, H. Maurer, & J.B. Imber (Eds.), *Knowledge management, information systems, e-learning, and sustainability research: Third World summit on the Knowledge Society* (pp. 172-179). Springer.

González, F.M., & Palacios, T.B. (2004). Quantitative evaluation of commercial web sites: An empirical study of Spanish firms. *International Journal of Information Management, 24*(4), 313-328. https://doi.org/10.1016/j.ijinfomgt.2004.04.009

Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of Tourism Research, 27*(2), 301-321. https://doi.org/10.1016/S0160-7383(99)00067-5

Govers, R., Kaefer, F., & Ferrer-Roca, N. (2017). The state of academic place branding research according to practitioners. *Place Branding and Public Diplomacy, 13*(1), 1–3. https://doi.org/10.1057/s41254-017-0054-x

Griffiths, P.E. (2008). *What emotions really are: The problem of psychological categories*. University of Chicago Press.

Gursoy, D., & Chen, J.S. (2000). Competitive analysis of cross-cultural information search behavior. *Tourism Management, 21*(6), 583-590. https://doi.org/10.1016/S0261-5177(00)00005-4

Gursoy, D., & McCleary, K. (2004), An integrative model of tourists' information search behavior. *Annals of Tourism Research, 31*, 353–373. https://doi.org/10.1016/j.annals.2003.12.004

Hair, J.F., Black, W., Babin, B., & Anderson, R.E. (2018). *Advanced quantitative research methodology*. Sage.

Hair, J.F., Risher, J.J., Sarstedt, M., & Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203

Ham, J., Koo, Y., & Lee, J.N. (2019). Provision and usage of open government data: Strategic transformation paths. *Industrial Management & Data Systems. 119*(8), 1841-1858. https://doi.org/10.1108/IMDS-04-2019-0218

Han, H., Lee, S., Meng, B., Chua, B.L., & Ryu, H.B. (2020). The relative importance of volunteer tourism (sustainable/pro-social form of tourism) motivation factors for young tourists: A descriptive analysis by continents, gender, and frequency. *Sustainability, 12*(10), Article 4002. https://doi.org/10.3390/su12104002

Hansel, B. (1998). Developing an international perspective in youth through exchange programs. *Education and Urban Society, 20*(2), 177–195. https://doi.org/10.1177/0013124588020002004

Henseler, J., Ringle, C.M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science, 43*(1), 115-135. https://doi.org/10.1007/s11747-014-0403-8

Hernández-Ortega, B. (2018). Don't believe strangers: Online consumer reviews and the role of social psychological distance. *Information & Management, 55*(1), 31-50. https://doi.org/10.1016/j.im.2017.03.007

Herrero, Á., San Martín, H., & Hernández, J.M. (2015). How online search behavior is influenced by user-generated content on review websites and hotel interactive websites. *International Journal of Contemporary Hospitality Management, 27*(7), 1573-1597. https://doi.org/10.1108/IJCHM-05-2014-0255

Hewer, P., Gannon, M., & Cordina, R. (2017). Discordant fandom and global football brands: 'Let the people sing'. *Journal of Consumer Culture, 17*(3), 600-619. https://doi.org/10.1177/1469540515611199

Hirschman, E.C., & Holbrook, M.B. (1982). Hedonic consumption: emerging concepts, methods, and propositions. *Journal of Marketing, 46*(3), 92-101. https://doi.org/10.1177/002224298204600314

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

749

Huang, S., & Hsu, C.H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research, 48*(1), 29-44. https://doi.org/10.1177/00472875083287

Hudson, S., Roth, M.S., Madden, T.J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management, 47*, 68-76. https://doi.org/10.1016/j.tourman.2014.09.001

Hussain, K., Ali, F., Nair, P.K., Ragavan, N.A., & Nair, V. (2019). Perceived impacts and residents' support for tourism development in Port Dickson, Malaysia. *Tourism: An International Interdisciplinary Journal, 67*(4), 351-364. https://hrcak.srce.hr/230633

Kalandides, A. (2011). The problem with spatial identity: Revisiting the "sense of place". *Journal of Place Management and Development, 4*(1), 28-39. https://doi.org/10.1108/17538331111117142

Kamboj, S., & Sarmah, B. (2018). Construction and validation of the customer social participation in brand communities scale. *Internet Research, 28*(1), 46-73. https://doi.org/10.1108/IntR-01-2017-0011

Kaosiri, Y.N., Fiol, L.J.C., Tena, M.A.M., Artola, R.M.R., & Garcia, J.S. (2019). User-generated content sources in social media: A new approach to explore tourist satisfaction. *Journal of Travel Research, 58*(2), 253-265. https://doi.org/10.1177/0047287517746014

Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53*(1), 59-68. https://doi.org/10.1016/j.bushor.2009.09.003

Kerstetter, D., & Cho, M.H. (2004). Prior knowledge, credibility and information search. *Annals of Tourism Research, 31*(4), 961-985. https://doi.org/10.1016/j.annals.2004.04.002

Khan, M.R., Khan, R.H., Vachkova, M., & Ghouri, A. (2021). The mediating role of real-time information between location-based user-generated content and tourist gift purchase intention. *Advances in Hospitality and Tourism Research, 9*(1), 49-77. https://doi.org/10.30519/ahtr.799716

Khan, M., Khan, H.R., & Ghouri, A.M. (2022). Corporate social responsibility, sustainability governance and sustainable performance: A preliminary insight. *Asian Academy of Management Journal, 27*(1), 1-28. https://doi.org/10.21315/aamj2022.27.1.1

Kin, T.M., Kareem, O.A., Musa, K., Ghouri, A.M., & Khan, N.R. (2020). Leading sustainable schools in the era of Education 4.0: Identifying school leadership competencies in Malaysian secondary schools. *International Journal of Management in Education, 14*(6), 580-610. https://doi.org/10.1504/IJMIE.2020.110690

Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P.K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of Marketing, 80*(1), 7-25. https://doi.org/10.1509/jm.14.0249

Laros, F.J., & Steenkamp, J.B.E. (2005). Emotions in consumer behavior: A hierarchical approach. *Journal of Business Research, 58*(10), 1437-1445. https://doi.org/10.1016/j.jbusres.2003.09.013

Larsen, S., Brun, W., Øgaard, T., & Selstad, L. (2007). Subjective food-risk judgements in tourists. *Tourism Management, 28*(6), 1555-1559. https://doi.org/10.1016/j.tourman.2007.02.016

Lazarus, R.S. (1993). From psychological stress to the emotions: A history of changing outlooks. *Annual Review of Psychology, 44*(1), 1-22. https://doi.org/10.1146/annurev.ps.44.020193.000245

Lazarus, R.S., Kanner, A.D., & Folkman, S. (1980). Emotions: A cognitive–phenomenological analysis. In R. Plutchik & H. Kellerman (Eds.), *Theories of emotion* (pp. 189-217). Academic Press. https://doi.org/10.1016/B978-0-12-558701-3.50014-4

Li, Y. (2000). Geographical consciousness and tourism experience. *Annals of Tourism Research, 27*(4), 863-883. https://doi.org/10.1016/S0160-7383(99)00112-7

Lo, A.S., & Yao, S.S. (2019). What makes hotel online reviews credible? An investigation of the roles of reviewer expertise, review rating consistency and review valence. *International Journal of Contemporary Hospitality Management, 31*(1), 41-60. https://doi.org/10.1108/IJCHM-10-2017-0671

Malik, A., Dhir, A., & Nieminen, M. (2016). Uses and gratifications of digital photo sharing on Facebook. *Telematics and Informatics, 33*(1), 129-138. https://doi.org/10.1016/j.tele.2015.06.009

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

750

Mariani, M., Ek Styven, M., & Ayeh, J.K. (2019). Using Facebook for travel decision-making: An international study of antecedents. *International Journal of Contemporary Hospitality Management, 31*(2), 1021-1044. https://doi.org/10.1108/IJCHM-02-2018-0158

Mendes-Filho, L., Mills, A.M., Tan, F.B., & Milne, S. (2017). Empowering the traveler: An examination of the impact of user-generated content on travel planning. *Journal of Travel & Tourism Marketing, 35*(4), 425-436. https://doi.org/10.1080/10548408.2017.1358237

Murray, K.B. (1991). A test of services marketing theory: Consumer information acquisition activities. *Journal of Marketing, 55*(1), 10-25. https://doi.org/10.1177/002224299105500102

Nawijn, J. (2011). Determinants of daily happiness on vacation. *Journal of Travel Research, 50*(5), 559-566. https://doi.org/10.1177/0047287510379164

Nawijn, J., Marchand, M.A., Veenhoven, R., & Vingerhoets, A.J. (2010). Vacationers happier, but most not happier after a holiday. *Applied Research in Quality of Life, 5*(1), 35-47. https://doi.org/10.1007/s11482-009-9091-9

Nejdl, W. (2009). Exploiting user generated content to improve search. In V. Dimitrova & R. Mizoguchi (Eds.), *Artificial intelligence in education: Building learning systems that care: From knowledge representation to affective modelling* (pp. 5-5). IOS Press.

Noy, C. (2004). This trip really changed me: Backpackers' narratives of self-change. *Annals of Tourism Research, 31*(1), 78-102. https://doi.org/10.1016/j.annals.2003.08.004

Oppenheim, A. (2001). Q*uestionnaire design, interviewing and attitude measurement* (2nd ed.). Basic Books.

Ortony, A., Clore, G.L., & Collins, A. (1990). *The cognitive structure of emotions*. Cambridge University Press.

Özdemir, G.Ö., & Arzık, A.V. (2022). Segmentation of social media users for destinations: A clustering approach. *Tourism: An International Interdisciplinary Journal, 70*(1), 53-66. https://doi.org/10.37741/t.70.1.4

Paintsil, A., & Kim, H.S. (2022). Sharing personal experiences and online consumer engagement: A case study of Glossier. *Journal of Global Fashion Marketing, 13*(1), 1-15. https://doi.org/10.1080/20932685.2021.1947150

Pan, T.J. (2017). Personal transformation through volunteer tourism: The evidence of Asian students. *Journal of Hospitality & Tourism Research, 41*(5), 609-634. https://doi.org/10.1177/1096348014538048

Park, S.B., Kim, H.J., & Ok, C.M. (2018). Linking emotion and place on Twitter at Disneyland. *Journal of Travel & Tourism Marketing, 35*(5), 664-677. https://doi.org/10.1080/10548408.2017.1401508

Park, S.Y., & Baek, Y.M. (2018). Two faces of social comparison on Facebook: The interplay between social comparison orientation, emotions, and psychological well-being. *Computers in Human Behavior, 79*, 83-93. https://doi.org/10.1016/j.chb.2017.10.028

Pearce, P.L., & Foster, F. (2007). A "university of travel": Backpacker learning. *Tourism Management, 28*(5), 1285-1298. https://doi.org/10.1016/j.tourman.2006.11.009

Perez-Vega, R., Taheri, B., Farrington, T., & O'Gorman, K. (2018). On being attractive, social and visually appealing in social media: The effects of anthropomorphic tourism brands on Facebook fan pages. *Tourism Management, 66*, 339-347. https://doi.org/10.1016/j.tourman.2017.11.013

Rainoldi, M., Van den Winckel, A., Yu, J., Neuhofer, B. (2022). Video game experiential marketing in tourism: Designing for experiences. In J.L. Stienmetz, B. Ferrer-Rosell, & D. Massimo (Eds.), *Information and communication technologies in tourism 2022* (pp 3–15). Springer. https://doi.org/10.1007/978-3-030-94751-4_1

Rather, R.A. (2020). Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel & Tourism Marketing, 37*(1), 15-32. https://doi.org/10.1080/10548408.2019.1686101

Richter, G., Raban, D.R., & Rafaeli, S. (2015). Studying gamification: The effect of rewards and incentives on motivation. In T. Reiners & L. Wood (Eds.), *Gamification in education and business* (pp. 21-46). Springer. https://doi.org/10.1007/978-3-319-10208-5_2

Salem, T., & Twining-Ward, L. (2018). *The voice of travelers: Leveraging user-generated content for tourism development 2018.* The World Bank Publication. http://documents.worldbank.org/curated/en/656581537536830430/pdf/130052-WP-PUBLIC-Sept-25-2pm-DC-TheVoiceofTravelers.pdf

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

751

Sandrin, E., Trentin, A., Grosso, C., & Forza, C. (2017). Enhancing the consumer-perceived benefits of a mass-customized product through its online sales configurator: An empirical examination. *Industrial Management & Data Systems, 117*(6), 1295-1315. https://doi.org/10.1108/IMDS-05-2016-0185

Santos, V., Ramos, P., Sousa, B., Almeida, N., & Valeri, M. (2021). Factors influencing touristic consumer behaviour. *Journal of Organizational Change Management, 35*(3), 409-429. https://doi.org/10.1108/JOCM-02-2021-0032

Sarstedt, M., Hair Jr.J.F., & Ringle, C.M. (2023). "PLS-SEM: Indeed a silver bullet" – Retrospective observations and recent advances. *Journal of Marketing Theory and Practice, 31*(3), 261-275. https://doi.org/10.1080/10696679.2022.2056488

Scarinci, J., & Pearce, P. (2012). The perceived influence of travel experiences on learning generic skills. *Tourism Management, 33*(2), 380-386. https://doi.org/10.1016/j.tourman.2011.04.007

Schroeder, A., & Pennington-Gray, L. (2014). Perceptions of crime at the Olympic Games: What role does media, travel advisories, and social media play? *Journal of Vacation Marketing, 20*(3), 225-237. https://doi.org/10.1177/1356766714521809

Shan, W., Qiao, T., & Zhang, M. (2020). Getting more resources for better performance: The effect of user-owned resources on the value of user-generated content. *Technological Forecasting and Social Change, 161*, Article 120318. https://doi.org/10.1016/j.techfore.2020.120318

Sheldon, P.J. (2020). Designing tourism experiences for inner transformation. *Annals of Tourism Research, 83*, Article 102935. https://doi.org/10.1016/j.annals.2020.102935

Shin, S., Du, Q., & Xiang, Z. (2019). What's vs. how's in online hotel reviews: Comparing information value of content and writing style with machine learning. In J. Pesonen & J. Neidhardt (Eds.), *Information and communication technologies in tourism 2019* (pp. 321-332). Springer. https://doi.org/10.1007/978-3-030-05940-8_25

Sönmez, S.F., & Graefe, A.R. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research, 37*(2), 171-177. https://doi.org/10.1177/004728759803700209

Taecharungroj, V. (2019). User-generated place brand identity: Harnessing the power of content on social media platforms. J*ournal of Place Management and Development, 12*(1), 39-70. https://doi.org/10.1108/JPMD-11-2017-0117

TripAdvisor. (2019). *Investor relations*. http://ir.tripadvisor.com/.

TrustYou. (2015). *95% of travel planning study respondents report reading travel reviews prior to booking*. https://www.hotelnewsresource.com/article82018.html

Tsai, H.C., & Liu, S.H. (2015). Relationships between time-management skills, Facebook interpersonal skills and academic achievement among junior high school students. *Social Psychology of Education, 18*(3), 503-516. https://doi.org/10.1007/s11218-015-9297-7

Tsaur, S.H., Yen, C.H., & Chen, C.L. (2010). Independent tourist knowledge and skills. *Annals of Tourism Research, 37*(4), 1035-1054. https://doi.org/10.1016/j.annals.2010.04.001

Uehara, W., & Assarut, N. (2020). Foreign food consumption as an extraordinary experience: A comparative study on the perceived value of Japanese and Thai consumers. *Tourism: An International Interdisciplinary Journal, 68*(2), 120-129. https://doi.org/10.37741/t.68.2.1

Utz, S. (2009). The (potential) benefits of campaigning via social network sites. *Journal of Computer-Mediated Communication, 14*(2), 221-243. https://doi.org/10.1111/j.1083-6101.2009.01438.x

Vlahovic-Mlakar, T.S., & Ozretic-Dosen, D. (2022). Brand experience research in hospitality and tourism – Review and future directions. *Tourism: An International Interdisciplinary Journal, 70*(4), 674-693. https://doi.org/10.37741/t.70.4.9

Wang, L., & Alasuutari, P. (2017). Co-construction of the tourist experience in social networking sites: Two forms of authenticity intertwined. *Tourist Studies, 17*(4), 388-405. https://doi.org/10.1177/1468797616687559

Wang, X., Zhao, K., Cha, S., Amato, M.S., Cohn, A.M., Pearson, J.L., Papandonatos, G.D., & Graham, A.L. (2019). Mining user-generated content in an online smoking cessation community to identify smoking status: A machine learning approach. *Decision Support Systems, 116*, 26-34. https://doi.org/10.1016/j.dss.2018.10.005

Wolff, F., Helm, F., & Möller, J. (2018). Testing the dimensional comparison theory: When do students prefer dimensional comparisons to social and temporal comparisons? *Social Psychology of Education, 21*(4), 875-895. https://doi.org/10.1007/s11218-018-9441-2

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

752

Wood, J.V. (1989). Theory and research concerning social comparisons of personal attributes. *Psychological Bulletin, 106*(2), 231-248. https://doi.org/10.1037/0033-2909.106.2.231

Wu, M.Y., & Pearce, P.L. (2018). Gap time and Chinese tourists: Exploring constraints. *Current Issues in Tourism, 21*(10), 1171–1186. https://doi.org/10.1080/13683500.2017.1415868

Yasin, B., Baghirov, F., & Zhang, Y. (2017). The role of travel experience and gender on travel information source selection. *Journal of Hospitality and Tourism Technology, 8*(2), 296-310. https://doi.org/10.1108/JHTT-01-2017-0002

Ye, Y.Q., He, C.D., & Liang, N.J. (2004). *General psychology*. East China Normal University Publishing House.

Yousuf, A., Khan, N.R., Khan, M.R. Ali, A., & Shaikh, S.A. (2022). Perceived national culture and perceived organizational support effect on transgender employees job satisfaction. *Employee Responsibilities and Rights Journal, 34*(4), 487-513. https://doi.org/10.1007/s10672-021-09395-x

Yuan, D., Lin, Z., & Zhuo, R. (2016). What drives consumer knowledge sharing in online travel communities? Personal attributes or e-service factors? *Computers in Human Behavior, 63*, 68-74. https://doi.org/10.1016/j.chb.2016.05.019

Yue, Z., Zhang, R., & Xiao, J. (2022). Passive social media use and psychological well-being during the COVID-19 pandemic: The role of social comparison and emotion regulation. *Computers in Human Behavior, 127*, Article 107050. https://doi.org/10.1016/j.chb.2021.107050

Appendix

Items description

Participatory consumer-generated content (PCS)	
PCS1	"When choosing a destination, comments of others on a destination website and/or on social media websites (Facebook, Instagram, etc.) about the destination are important to me".
PCS2	"When choosing a destination, ratings of others on a destination website and/or on social media websites (Facebook, Instagram, etc.) about the destination are significant to me".
PCS3	"When choosing a destination, ratings of other users on websites (e.g., TripAdvisor, booking.com) where travel evaluations are included, and holiday packages are sold are important to me".
PCS4	"When choosing a destination, comments of other users on websites (e.g., TripAdvisor, booking.com) where travel evaluations are included, and holiday packages are sold are important to me".
Tourists' capabilities (TC)	
TC1	"My adaptive capability to environments has been improved".
TC2	"My capability to identify and resolve problems has been improved".
TC3	"My communication capability has been improved".
Tourists' emotions (TE)	
TE1	"My negative emotions have been well adjusted".
TE2	"My anxiety and stress has been relieved".
TE3	"My prior frustration has been well responded to".
Tourists' skills (TS)	
TS1	"My time management skills have been upgraded".
TS2	"My money management skills have been upgraded".
TS3	"My material (e.g., food, daily-use goods) management skills have been upgraded".

TOURISM
An International Interdisciplinary Journal

Naveed R. Khan / Haseeb ur Rehman Khan / Mustafa Rehman Khan / Arsalan Mujahid Ghouri
Participatory Consumer-Generated Content and Personal Development
Vol. 71/ No. 4/ 2023/ 735 - 753

753