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Examining the Effects of Importance Attached to Content Sharing and Knowledge Sharing Facilitators on Tourists' Actual Travel Experience Sharing Behaviour

Abstract

The study examines the effects of the importance of social media (SM) sharing and the knowledge-sharing facilitators on the tourists' tendency to share their actual experiences on SM. Data were collected from 323 local (Turkish) tourists through face-to-face interviews. The convenience sampling method was used to collect data. PLS algorithm, blindfolding and bias-corrected bootstrapping methods were utilized to test the measurement and structural models. The findings revealed that the importance of participant and non-participant sharing did not directly affect the actual travel experience-sharing behaviour. Altruistic and personal fulfilment and self-actualization motivations as facilitators were found to have a full mediating effect in the relationship between the importance of content sharing and actual travel experience sharing. Thus, tourism sector managers should stimulate altruistic and self-actualization motivations as facilitators to encourage tourists to share their actual travel experiences on SM.

Keywords: content sharing, social media, tourism experience, altruistic, Antalya

1. Introduction

Social communication networks have become one of the most critical marketing tools in the tourism sector. Using social communication networks as an information production and sharing platform increases its importance as a marketing channel (Buhalis & Law, 2008). In tourism, information production and sharing in social communication networks is carried out by commercial businesses and customers. Thus, the content created by businesses (Firm Generated Content) is professionally designed and managed by a marketing team (Colicev et al., 2019) to help companies develop one-to-one relationships with their customers through the SM (Kumar et al., 2016; Arıca et al. 2023). Businesses aim to take advantage of opportunities in marketing and selling their products, increasing their competitive power in the market and ensuring its continuity (Parra-Lopez et al., 2011). In addition, the content created by customers (generated content) using social communication networks reflects their travel experiences. These contents can be observed through comments, recommendations, photos, videos, and question-answer forums (Colicev et al., 2019). UGC in social communication networks guides the selection and decision-making processes of potential demand and the improvement and development activities of tourism organizations and private enterprises (Buhalis & Law, 2008).

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The growing importance and impact of social communication networks as a tourist information source and sharing area, the adoption and usage of SM by researchers, businesses and customers, and the sharing tendencies in these networks are increasing gradually (Xiang & Gretzel, 2010; Dedeoğlu, 2019; Oliveira et al., 2020; Arica et al. 2023). According to Buhalis and Law (2008), a few users generate most of the information on social media. According to Perez-Vega et al. (2018), while most tourists search for content and information on SM during their travel planning process, they do not have the same tendency to share content and information after the vacation. The difference in the information-seeking and sharing behaviours of tourists in SM has led researchers to investigate the components and attitudes that lead tourists to share in SM (Bakshi et al., 2019). In the studies, it was concluded that the tendency of tourists to share their actual travel experiences on SM is shaped by the influence of different variables (Wang & Noe, 2010; Artanti, 2019). In this context, it has been concluded that tourists' perceptions of the importance (Dedeoğlu, 2019; Dedeoğlu, Taheri et al., 2020) attributed to SM shares, motivating (Hung et al., 2011; Bakshi et al., 2019; Dedeoğlu, 2019) and restrictive factors (Kang & Schuett, 2013) affect their inclination to share their actual travel experiences on SM.

Studies in the literature examine the determinants of tourists' tendency to share on SM. However, there still is a shortage of knowledge regarding the importance of SM sharing in the minds of users who share their holiday experiences on SM and how the factors that facilitate and motivate the sharing of those experiences work together. Therefore, the study examined the determinants of tourists' tendency to share their travel experiences on SM. Moreover, the effect of the importance attached to SM sharing and the factors that motivate SM sharing on the propensity to share experiences in SM were investigated in this context.

This research presents a model and examines the effects of the importance of social media sharing and the knowledge-sharing facilitators on the tourists' tendency to share their actual experiences on SM. In addition, it examines the mediating role of altruism and self-actualization between the actual travel experience sharing and the importance attached to participant sharing, as well as the significance attached to non-participant sharing.

2. Literature review

2.1. Online knowledge-sharing behaviour

Ko et al. (2005) define information sharing as transmitting information from a source in a way that the receiver can learn and apply. Information-sharing activities between individuals (individuals, groups, departments, and organizations/two-way information) are actively explained by knowledge-sharing behaviour (Artanti, 2019). With the developments in information and communication technology, the number of people using communication equipment is increasing daily. SM, defined as a type of product based on communication and information technology (e.g. Web 2.0) and described as an application designed for users to generate and share information, is widely used by people (Kaplan & Haenlein, 2010).

SM platforms are networks that appeal to large audiences as content-producing areas. The content produced on these platforms is generally divided into two categories: (i) *participant sharing (PS)* and (ii) *non-participant sharing (N-PS)* (Xiang & Gretzel, 2010). Organizations generate PS content about their products, services, and brands on their SM accounts or third-party sites. On the other hand, N-PS describes content in which people share their experiences on their account or on the account of their friends, in which the business is not involved (Dedeoğlu, 2019). N-PS shares are based on the wishes and motives of the participants; they might not generate any costs for the organization. Consumers perceive N-PS as more sincere and realistic since it is not generated for disseminating information about a brand or product, and the organization is not involved (Dedeoğlu, 2019).

Customers seek information when planning travel. However, they rely more on N-PS because it is candid and honest and conveys the real experiences of the creators (Oliveira et al., 2020). The comments made by

people affect not only the destination or product choice of potential tourists but also the tourism experiences they share, which can be a significant source of information (Zelenka et al., 2021). However, while potential consumers perceive N-PS as more candid, unbiased and trustworthy than PS (Lo & Yao, 2019), organizations need to know the best way to generate such posts so that they do not endanger their brands (Dedeoğlu, Niekerk et al., 2020). The importance of N-PS in the tourism industry is emphasized in two aspects. Originally, tourism was a hedonic experience; therefore, consumers want to make the best travel decisions to get the most out of their experience, and they try to do this by reading other consumers' reviews (Rageh et al., 2013). Secondly, a touristic product cannot be experienced before consumption; therefore, consumers need to trust the knowledge and experience of others (Buhalis & Law, 2008).

2.2. Participant sharing (PS)/non-participant sharing (N-PS) and facilitators on social media

Tourism researchers reveal that SM applications are essential in people's decision-making intentions when selecting a destination (Litvin et al., 2008). It is also emphasized that consumers' online reviews about travel are highly reliable (Yoo et al., 2009). Tourists', who need impartial and trustworthy information while making their travel and vacation plans use the contents of SM platforms as a source of knowledge (Litvin et al., 2008). Tourists make their vacation choices and decisions based on the information obtained from businesses and others with similar experiences through SM. From this perspective, the importance given to PS is decisive in vacation preferences and decision-making processes (Dedeoğlu, Taheri et al., 2020). Therefore, tourism enterprises and participant and non-participant sharing must be understood well (Dedeoğlu, 2019).

Participant content sharing is individuals sharing on SM accounts associated with organizations or brands or sharing content directly related to an organization for a specific purpose (e.g., providing and evaluating product information) (Dedeoğlu, Taheri et al., 2020). Most importantly, N-PS represents a participatory interaction between consumers and the companies, as these contents are shared on SM accounts with direct or indirect corporate participation. Thus, while consumers may have different motivations for generating participatory content, its role is utilitarian (Dedeoğlu, Taheri et al., 2020). The concept of PS is based on the term "customer participant", a process in which consumers deliver feedback to the organization on product improvement and development (Fang et al., 2008). Therefore, PS refers to the shares created on SM through platforms related to the institution to achieve corporate goals. Furthermore, since PS takes place in the SM accounts of the enterprises or the SM accounts that the enterprises are indirectly involved in, potential tourists' who follow and use these SM networks and accounts are likely to be the first to acquire the information (Dedeoğlu, 2019).

The term N-PS is defined as "sharing made regarding personal or other people's posts about SM channels without participating in any activities of an organization (e.g. Facebook account, forum, website of the organization or evaluation websites) for intrinsic motivations (e.g. altruism, socialization, self-actualization) or without seeking any purpose related to the organization (Dedeoğlu, 2019). Since N-PS are made through the incumbents' SM account or the accounts of friends, potential tourists are expected to benefit from N-PS to increase their interest in the shared content (e.g. touristic experiences, activities) instead of obtaining information (Dedeoğlu, 2019).

Different types of tourists show different behaviours when using online tools for travel planning, including SM (Xiang & Gretzel, 2010). Researching tourist motivation and behaviour is an essential element in tourism marketing for defining forms of communication with customers or providing support (Šimková & Holzner, 2014). Determinants that can facilitate the sharing of experiences by travellers on SM have been categorized into two main groups in the tourism literature: *i) altruistic motivations* and *ii) self-actualization* (Munar & Jacobsen, 2014; Oliveira et al., 2020). In all sharing models, tourists can bring about and share content about their tourism experiences from their own or friends' SM accounts (e.g. blogs and social networking profiles).

This situation can be affected by different social or hedonic motivations such as altruism, socialization, and self-actualization (Bronner & Hoog, 2011; Dedeoğlu, 2019). The hypotheses questioned in the study on the axis of this theoretical knowledge are listed as follows:

H1: The importance of PS in social media positively and significantly influences altruism.

H2: The importance of PS in social media positively and significantly influences self-actualisation.

In travel and tourism, tourists often share their experiences and knowledge with others to help or warn service providers (criticise), express appreciation or provide feedback (Bakshi et al., 2019). Owing to the experiential nature of tourism products, potential tourists can rely on the shared experiences of others in their holiday decisions (Litvin et al., 2008). Online content contributors who feel good about helping other potential tourists are more likely to leave comments (Bakshi et al., 2019).

Self-actualization and altruism motivate tourists to contribute to online travel posts (Parikh et al., 2014; Oliveira et al., 2020). In previous studies, the primary motivation sources of non-participant sharing are social acceptance, self-expression and socialization (Bronner & Hoog, 2011; Dedeoğlu, 2019; Oliveira et al., 2020). Kim and Jogaratnam (2003) stated that those who do N-PS are more willing to share than those involved in PS and can act according to various sources of motivation. In this context, the following hypotheses can be proposed in the research:

H3: The importance of N-PS in social media positively and significantly influences altruism.

H4: The importance of N-PS in social media positively and significantly influences self-actualisation.

2.3. Altruism and travel experience-sharing behaviour

Bronner & De Hoog (2011) emphasize that altruism is one of the main motivations for commenting on SM. Altruism, also called dedication, is essential for online social support (Wong et al., 2017). Fang and Chiu (2010) explain altruism as “voluntary charitable activities aiming to improve the well-being of others at a certain cost”. Therefore, altruists prioritise the effect on others rather than themselves (Poch & Martin, 2015). Altruism motivates individuals in online communities to share knowledge voluntarily with other members (Artanti, 2019). In addition, while the sharing of individuals with this motivation is more informative and productive, those who receive the information will likely trust the authenticity of the content (Bronner & De Hoog, 2011). Hung et al. (2011) argues that altruism significantly increased satisfaction with knowledge-sharing results. People are immensely motivated to share their experiences online to avoid using inferior products and services and give helpful advice to other tourists. As a result, while SM provides them with a sense of personal satisfaction and self-actualization (Oliveira et al., 2020), altruism is about people who desire to help others make the right decisions, hinder them from choosing poor services and products, or contribute to websites which are considered beneficial and precious (Munar & Jacobsen, 2014; Oliveira et al., 2020).

Previous researchers have revealed that altruism has a direct and positive impact on the intention of individuals to share their travel experiences (Yoo et al., 2009; Artanti, 2019; Bakshi et al., 2019; Oliveira et al., 2020). Munar and Jacobsen (2014) stated that altruism is the most appropriate source of motivation for knowledge sharing. It is expected that both facilitators (altruism and self-actualization) have a positive effect on experience sharing (Oliveira et al., 2020) in such a way that people are genuinely willing to share, which satisfies them (Lai & Chen, 2014). Thus, the following hypothesis is questioned in the research:

H5: Altruism influences actual travel experience sharing in a positive and significant way.

2.4. Self-actualization and travel experience-sharing behaviour

Although tourists tend to be motivated by socially based altruism to share on SM, it can also target individual benefits such as self-actualization to increase their sense of self-efficacy (Munar & Jacobsen, 2014). Motivation includes countering self-actualization needs, fulfilling self-expression, and promoting happiness. Self-actualization is at the top of Maslow's (1943) hierarchy of basic needs, and he refers to it as "people's involvement in activities to benefit society". According to Maslow (1943), people travel to gain a higher social status with experiences that will impact their friends, relatives, social groups, and other people (e.g. those who want to be recognized more for their travels). Self-actualization refers to how people communicate how they want others to think about themselves so that they fulfil both their satisfactions (e.g. people who desire to be more acknowledged in terms of their travel experiences) and their social needs (e.g. interacting with other travelling tourists) (Yoo & Gretzel, 2011). In addition, some potential tourists see tourism as an activity where they can develop their unique skills. On the other hand, SM platforms provide them with a degree of personal satisfaction and an opportunity for self-actualisation (Oliveira et al., 2020). While SM is mainly used for sharing post-holiday experiences in tourism, this sharing also supports other potential tourists' travel planning (Kang & Schuett, 2013).

For this reason, some studies have investigated tourists' motivations by focusing on the post-travel stage due to generating N-PS on SM (Oliveira et al., 2020). In their research on why people share their travel experiences, Oliveira et al. (2020) determined a positive and significant relationship between self-actualization and actual travel experience. Based on these arguments, the following hypothesis is proposed:

H6: Self-actualization influences actual travel experience sharing in a positive and significant way.

2.5. Facilitators as moderators between importance attached to PS and actual travel experience sharing

The travel experience can be defined as the subjective assessment (e.g. emotional, cognitive and behavioural) of what individuals experience before (e.g. planning and preparation), during (e.g. at the destination) and after (e.g. remembering) tourism activities (Munar & Jacobsen, 2014). Sharing travel experiences through SM is the activity or behaviour of sharing travel-related experiences with others through one or more SM platform(s) (Kang & Schuett, 2013). Travel experiences shared on SM are among the most critical aspects of tourist behaviour for customers and travel and tourism businesses.

A person's attitude represents a psychological disposition expressed by evaluating a particular object and can serve a variety of motivations (Daugherty et al., 2008). From the perspective of using SM, a consumer's tendency to generate and share content depends on the consumer's attitude towards content generation. However, as individual motivations can change significantly, consumers can decide to create and share content for different causes, which is the rationale for the present study. The mediating effects of altruism and self-actualization motivators have not been investigated concerning participant sharing and/or non-participant sharing and actual travel experience sharing. However, altruism and self-actualization as critical motivational factors for SM sharing are frequently emphasized in the literature (Yoo & Gretzel, 2011; Presi et al., 2014; Oliveira et al., 2020). Plume and Slade (2018) determined that altruism positively affects consumers' PS intentions regarding tourism-related sponsored advertisements on SM. They also stated that messages conveyed by consumers on SM are motivated by altruism, unlike those coming directly from the advertiser. Presi et al. (2014) indicated that generating negative PS in forums, blogs, TripAdvisor, and company websites is a higher source of altruistic motivation.

H7: Altruism mediates the relationship between the importance attached to PS and actual travel experience sharing.

Minimal studies have been carried out on self-actualization as a motivation factor in SM (Sedera et al., 2017; Oliveira et al., 2020). In their study examining the effect of social influence on the travel experience,

Sedera et al. (2017) claimed that tourists share content on SM to gain social acceptance while travelling. Self-actualization in the tourism industry can be expressed as the motivation of participants to gain recognition and personal reputation on SM by sharing their travel experiences (Araújo, 2017). Thus, SM provides these individuals with a degree of personal satisfaction. Both facilitators (altruism and self-actualization) are expected to positively affect people's desire to share a real tourism experience, stemming from their intrinsic motivations (Oliveira et al. 2020). Hence, the hypotheses developed in the research are as follows:

H8: Self-actualization mediates the relationship between the importance attached to PS and actual travel experience sharing.

2.6. Facilitators as moderators between importance attached to N-PS and actual travel experience sharing

In tourism and hospitality, consumers express satisfaction or dissatisfaction with a touristic product or service through N-PS (Chung & Koo, 2015). Social networks provide the opportunity to exchange information with many people in online environments (Presi et al., 2014). On the other hand, altruism is accepted as an essential source of intrinsic motivation for information sharing through social networks (Poch & Martin, 2015). N-PS can include positive or negative experiences to assist other consumers in making purchasing decisions with altruistic behaviours (Hennig-Thurau et al., 2004). In the online social environment framework, altruistic behaviour demonstrates that people are willing to use SM to stay in touch with individuals who matter to them, share information, and help others (Ma & Chan, 2014).

Presi et al. (2014) stated in their study that customers' altruistic motivation positively affected their generation of non-participant sharing after a negative service experience. Yoo and Gretzel (2011) argued that N-PS is motivated by altruism in tourism and travel media generated by consumers through SM. However, people who have benefited from online information shared by others in the past feel that they should "return this benefit" even if they do not know them (Parra-López et al., 2011). In addition, Bronner & De Hoog (2011) stated that people with altruistic motivation posts are more informative and reliable. Thus, the following hypothesis is proposed in line with the given statements:

H9: Altruism mediates the relationship between the importance of N-PS and the sharing of actual travel experiences.

Self-expression means expressing one's own identity, especially one's individuality. It is supposed that people must present their "real" or inner selves to the outside world and have others get to know them as well as they know themselves (Orehek & Human, 2017). Users can counter these needs on user-generated sites by allowing them to identify who they are and what they do through blogging, video posting, and other self-promotion activities (Trepte, 2005). Self-actualization is a notable motivator in hedonic experiences such as tourism. In addition, the research of Wu and Pearce (2016) determined that the motivations behind the participants' overseas travel sharing were most compatible with statements measuring self-actualization. In line with the current research, the following hypothesis is suggested:

H10: Self-actualization mediates the relationship between the importance of N-PS and actual travel experience sharing.

3. Research methodology

3.1. Instrument

The study used a questionnaire form to collect data, consisting of two parts. In the first part, scale items of facilitators of travel experience sharing on SM, the importance of SM sharing, and actual travel experience sharing behaviour were included, and the questions measuring the participants' demographic information

were in the second part of the questionnaire. The eight-item scale developed by Dedeoğlu, Niekerk et al. (2020) was utilized to calculate the importance attached to SM sharing. The six items measuring facilitators of travel experience sharing on SM were measured with six items, which were adapted from the studies of Munar and Jacobsen (2014) and Oliveira et al. (2020). The four-item scale developed by Oliveira et al. (2020) was included in the questionnaire form to measure actual travel experience-sharing behaviour,

3.2. Data collection and sampling

The data was collected via face-to-face survey method. The survey was administered to the tourists who visited Antalya between 20 August 2021-30 November 2021. Antalya was selected as a research area due to being one of the top touristic destinations in Turkey. Data were collected from 323 domestic tourists via face-to-face convenience sampling. As the requirements to qualify for participation, participants were asked if they had an active SM account and travelled within 12 months before the survey. To control the responses' reliability, we added several attention-check questions, and participants who failed those questions were excluded from the study. As shown in Table 1, participants were primarily females (56.3 %), married (60.1%), and between the ages of 25 and 44 (70.5%). Most participants were highly educated, receiving associate degrees (44.6 %) and bachelor's degrees (%23.5). Almost two-thirds of the participants had an average income below 6000 TL.

Table 1
Profile of respondents (n=323)

	Characteristics	Frequency	Respondents %
Gender	Male	141	43,7
	Female	182	56,3
Age	18-24 years old	15	4,6
	25-34 years old	119	36,8
	35-44 years old	109	33,7
	45-54 years old	49	15,2
	55 years old & older	31	9,6
Education	Less than high school degree	44	13,6
	High school graduate (high school diploma or equivalent including GED)	46	14,2
	Associate degree in college (2-year)	144	44,6
	Associate degree in college (4-year)	76	23,5
	Masters' or PhD	13	4
Marital status	Married	194	60,1
	Single	129	39,9
Monthly household income	0-4000 Turkish lira	89	27,6
	4001-6000 Turkish lira	104	32,2
	6001-8000 Turkish lira	62	19,2
	8001-10000 Turkish lira	41	12,7
	10001 Turkish lira & Higher	27	8,4
Total		323	100

3.3. Data analysis

Data analyses were conducted in three main steps. Firstly, IBM SPSS Statistics 22.0 was utilized to examine the sample's demographics, and Harman's Single-factor approach was used to test for common method bias. The cut-off value for the Harman Single Factor test is 50% of the variance explained by the most significant factor. When submitted to a one-factor solution, the most crucial factor accounted for 34.04% of the variance, substantially less than the cut-off value (50%). Secondly, we utilized the PLS algorithm to evaluate the scales and the model's construct's reliability and validity. Finally, we tested the structural model using the blindfolding and bias-corrected bootstrapping methods (5000 subsamples) to determine the path coefficients and test the hypotheses (Ringle et al., 2015).

4. Results

4.1. Measurement model

Using Smart PLS3, the measurement and structural model was tested (Ringle et al., 2015). The reliability and validity of each construct in the conceptual model are shown in Tables 1 and 2. The average variance extracted (AVE) and factor loadings determined the constructs' convergent validity. All factor loadings were statistically significant and over the threshold of 0.50. (Hair et al., 2010). The AVE values for each construct were likewise higher than 0.50. Thus, convergent validity is verified. The discriminant table (Table 3), whose diagonal elements of the square roots of AVE values are more prominent than their corresponding off-diagonal elements of the correlation of the constructs, provides evidence of discriminant validity. The measurement model's internal consistency, or suitability, can be evaluated using the composite reliability coefficient (Fornell & Larcker, 1981). Constructs are defined as highly reliable if their composite reliability (CR) coefficients are more significant than 0.8 (Werts et al., 1974). Each construct in the model has a more significant CR coefficient than 0.8, demonstrating reliability and meeting internal consistency requirements (Table 3).

Table 2
Results of CFA

Construct	Items	Factor loading	t-value	p value	Mean
Importance attached to participant sharing	M2	0.862	26.467	0.000	4.12
	M1	0.861	27.255	0.000	4.18
	M4	0.837	23.213	0.000	4.13
	M3	0.750	15.730	0.000	4.09
Importance attached to non-participant sharing	M6	0.878	44.918	0.000	3.77
	M7	0.859	38.615	0.000	3.85
	M5	0.824	26.199	0.000	3.82
	M8	0.792	19.897	0.000	3.61
Altruism	M9	0.872	40.987	0.000	3.72
	M11	0.827	29.971	0.000	3.76
	M10	0.821	24.208	0.000	4.01
Personal fulfillment Self-actualization	M13	0.887	56.773	0.000	3.42
	M12	0.778	21.778	0.000	3.70
	M14	0.612	8.973	0.000	2.98
Actual travel experience sharing	M16	0.878	54.843	0.000	3.46
	M15	0.858	46.672	0.000	3.83
	M17	0.784	28.287	0.000	2.94
	M18	0.557	9.381	0.000	2.91

Table 3
Reliability and discriminant validity (entire group)

Model	Construct	Correlations of the constructs				
		1	2	3	4	5
Entire Group	1. Participant sharing	0.829	0.570	0.336	0.352	0.327
	2. Non- participant sharing	0.483	0.839	0.370	0.495	0.314
	3. Altruistic	0.277	0.305	0.840	0.849	0.712
	4. Self-actualization	0.270	0.377	0.649	0.767	0.778
	5. Actual sharing	0.268	0.267	0.558	0.625	0.780
	Cronbach's alpha	0.847	0.859	0.793	0.663	0.775
	Composite reliability	0.897	0.905	0.878	0.808	0.858
	Average variance extracted (AVE)	0.686	0.704	0.706	0.589	0.608
	Mean	4.131	3.763	3.827	3.369	3.283
	Std. deviation	0.793	0.863	0.820	0.860	0.957

4.2. Structural model

We utilized the bias-corrected bootstrapping method (5000 subsamples) on SmartPLS3 to calculate path coefficients and test our hypotheses. The results (Table 4, Figure 1) revealed that the importance attached to PS had a significant positive effect on altruistic motivations (H1) ($\beta=0.168$, $t=2.652$, $p<0.01$). Still, they had no significant effects on self-actualization (H2) ($\beta=0.115$, $t=1.898$, $p>0.05$) and actual travel experience sharing behaviour (H3) ($\beta=0.088$, $t=1.911$, $p>0.05$). Importance attached to N-PS had positive and significant effects on altruistic motivation (H4) ($\beta=0.224$, $t=3.890$, $p<0.001$) and self-actualization dimensions (H5) ($\beta=0.322$, $t=5.917$, $p<0.001$). The importance attached to N-PS had no direct significant effect on actual travel experience-sharing behaviour (H6) ($\beta=-0.019$, $t=0.386$, $p>0.05$). Altruism (H7) ($\beta=0.251$, $t=4.152$, $p<0.001$) and self-actualization dimensions (H8) ($\beta=0.446$, $t=8.451$, $p<0.001$) were found to have a significant and positive effect on actual travel sharing behaviour.

Following guidelines for mediation tests in PLS-SEM by Nitzl et al. 2016, the indirect effects of importance attached to PS and N-PS on actual travel experience-sharing behaviour through altruism and self-actualization dimensions were evaluated. For this purpose, we have tested four hypotheses. The results are summarized in the last four rows of Table 4. The importance attached to the participant ($\beta=0.088$, $t=1.911$, $p>0.05$) and N-PS ($\beta=-0.019$, $t=0.386$, $p>0.05$) had no direct effect on actual travel experience sharing behaviour suggesting full mediation. The importance attached to PS had a significant positive indirect effect on actual sharing behaviour via altruism ($\beta=0.042$, $t=2.095$, $p<0.05$, CI: 0.010 to 0.087), thus supporting H9. The self-actualization dimension was found to have no mediation effect on the relationship between importance attached to PS and actual travel experience-sharing behaviour ($\beta=0.051$, $t=1.845$, $p>0.05$, CI: 0.023 to 0.100). H10 is not supported. The importance attached to N-PS has a significant positive indirect effect on actual travel experience sharing through altruism ($\beta=0.056$, $t=2.7895$, $p<0.01$, CI: -0.003 to 0.104) and self-actualization ($\beta=0.144$, $t=4.825$, $p<0.001$, CI: 0.090 to 0.202) dimensions. Thus, H11 and H12 are supported.

Figure 1
Results of the research model for the entire sample

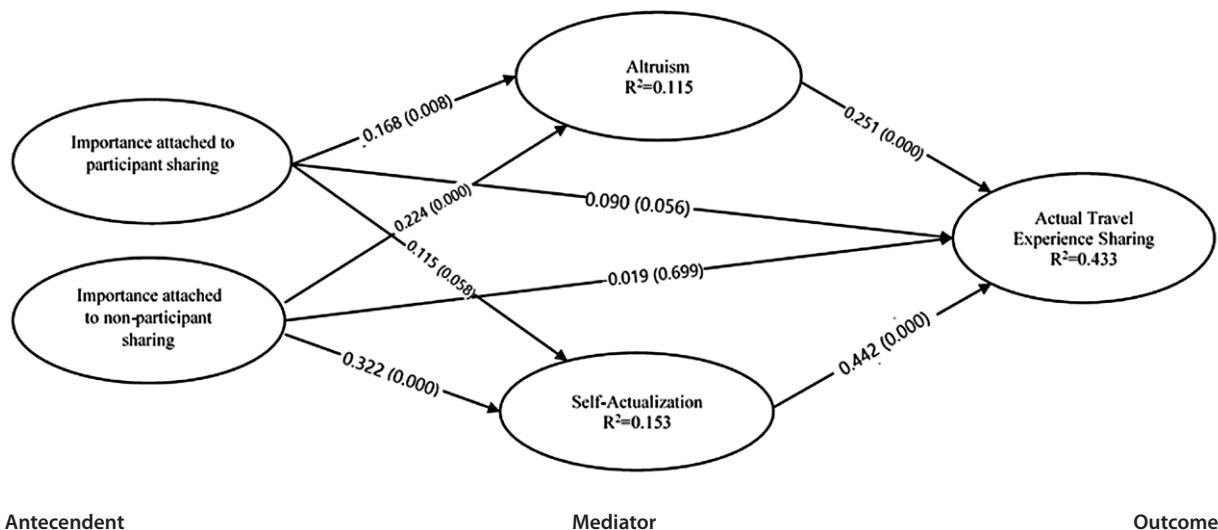


Table 4
Standardized structural estimates and tests of the hypotheses

Paths	BC confidence intervals					Hypothesis
	β	t-stats	p values	2.5%	97.5 %	
Participant → Altruistic	0.168	2.652	0.008	0.030	0.284	Supported
Participant → Self-actualization	0.115	1.898	0.058	-0.008	0.225	Not supported
Participant → Actual sharing	0.090	1.911	0.056	-0.007	0.178	Not supported
Non-participant → Altruistic	0.224	3.890	0.000	0.106	0.333	Supported
Non-participant → Self-actualization	0.322	5.917	0.000	0.216	0.428	Supported
Non-participant → Actual sharing	-0.019	0.386	0.699	-0.115	0.081	Not supported
Altruistic → Actual sharing	0.251	4.152	0.000	0.125	0.363	Supported
Self-actualization → Actual sharing	0.446	8.451	0.000	0.333	0.539	Not supported
Mediation paths						
Participant → Altruistic → Actual sharing	0.042	2.095	0.036	0.010	0.087	Supported
Participant → Self-actualization → Actual sharing	0.051	1.845	0.065	0.023	0.100	Not supported
Non-Participant → Altruistic → Actual sharing	0.056	2.789	0.005	-0.003	0.104	Supported
Non-participant → Self-actualization → Actual sharing	0.144	4.825	0.000	0.090	0.202	Supported

5. Discussions and conclusions

5.1. Theoretical implications

The study examined the determinants of tourists' tendency to share their travel experiences on SM. The importance that tourists attach to SM sharing and the impact of the factors that motivate SM sharing regarding the propensity to share holiday experiences on SM were investigated in this context. The hypotheses were developed to examine the direct and indirect effects of the research model. In conclusion, some of these hypotheses were supported, and some were not. Accordingly, four different conclusions were reached in the research.

Firstly, the importance of shared content is classified into two categories in the research: the importance of PS and the importance of N-PS. Dedeoğlu, Taheri et al. (2020) evaluate the extent of shared content on participant and non-participant sharing factors. In addition, it is possible to group the facilitator's participants motivated by shared content into two factors: (i) altruistic motivations and (ii) self-actualization. This is consistent with the findings of prior studies that evaluated the factors motivating tourists' SM content (Munar & Jacobsen, 2014; Oliveira et al., 2020).

Secondly, the effect of the importance attributed to SM on the elements of motivation was evaluated in this research. The results indicate that the significance that tourists attach to the PS affects altruistic motivation in a significant and positive way. Accordingly, the more importance tourists attach to PS, their altruistic motivations increase. This conclusion is also supported in the literature. This conclusion is also supported by Bronner and Hoog (2011) and Dedeoğlu (2019). Another result showed that when the importance attached to PS increases, there is no significant change in tourists' self-actualization motivations. This also coincides with the results in the literature (Trepte, 2005; Dedeoğlu, 2019).

Furthermore, the effect of the importance that tourists attach to N-PS on altruistic motivation and self-actualization was examined in the study. Consequently, tourists' importance to N-PS increases altruistic and self-actualization motivations. The literature supports this result (Dedeoğlu, 2019; Dedeoğlu, Taheri et al., 2020).

Thirdly, the elements that directly govern the SM shares of tourists were examined in the study. Actual travel experience-sharing behaviour on SM was found to be not affected by the importance attached to PS and the importance attached to N-PS. Oliveira et al. (2020) highlight that tourists find the reviews offered by their

close circles or individuals with experience sincere, accurate and reliable compared to the reviews made by businesses and are more likely to be affected by these contents. According to Dedeoğlu, Taheri et al. (2020), tourists do not find the content created by businesses objective and reliable, so their outlooks on these contents are not favourable. Furthermore, the study concluded that the SM-sharing behaviours of tourists were positively affected by altruistic motivations. Hsu et al. (2007) stated that altruistic motivations affected tourists' SM posts. Parikh et al. (2014) noted that altruistic motivation was one of the main factors motivating tourists' SM-sharing tendencies. Similarly, self-actualization positively impacted the tourists' tendency to share their travel experiences on SM. Oliveira et al. (2020) and Munar and Jacobsen (2014) state that self-actualization positively affects individuals' tendency to share SM.

Finally, the mediating role of altruistic and self-actualization motivation between PS and actual travel-sharing behaviours was evaluated. The results show that altruistic motivation mediates the relationship between PS and actual travel-sharing behaviours, whereas self-actualization does not significantly mediate this relationship. Likewise, the mediating effect of philanthropic and self-actualization dimensions between N-PS and actual travel sharing was evaluated. According to the study results, altruistic and self-actualization motivations increased with the importance attributed to N-PS increases, and this situation positively improves actual travel-sharing behaviour.

5.2. Managerial implications

Social media is essential in promoting and selecting a destination or any tourism business. Destination management organizations and tourism business managers follow the posts made on SM both on their sites and those by individuals on their private pages through independent SM channels, and they aim to use them for the benefit of their businesses and the destination. However, these comments and sharing shouldn't remain constant. On the contrary, the continuity of these contents and shares and their repetition and updating by tourists are essential for competing destinations and businesses. In other words, the competitiveness of destinations and companies must ensure that SM evaluations, which are greatly valued by tourists, are shared on the private pages and SM accounts of businesses or destination management organizations, as well as the personal SM accounts of tourists and supported with up-to-date content. Therefore, businesses and destination management organizations need to understand the essential factors that lead tourists to share their authentic travel experiences and the structure between these factors. Based on this starting point, the study examined the determinants of tourists' tendency to share their travel experiences on SM. The importance that tourists attach to SM sharing by businesses and experienced tourists and the effects of the factors that motivate them to share SM was examined in this context in the study.

The study's results revealed that the importance attached to PS increased the altruistic motivation of tourists but did not significantly impact self-actualization. The importance attached to N-PS increased tourists' altruistic motivations and self-actualization. This shows that tourists' motivation for self-actualization and personal satisfaction is affected by posts on other individual SM accounts. An analysis of the coefficients indicates that the effect of N-PS on motivating is much higher than that of PS. Altruism motivates individuals in online communities to share knowledge voluntarily with other members (Artanti, 2019). In addition, while sharing individuals with this motivation is more informative and productive, the recipients of this information will likely trust the authenticity of the content (Bronner & De Hoog, 2011). Self-actualization consists of fulfilling needs, self-expression and happiness. Self-actualization is also called self-expression and is defined as the desire of individuals to portray themselves (Derlega & Chaikin, 1977). At this point, destination and business managers need to follow the posts made by influential tourists, look for ways to minimize negative posts and restructure the product development and improvement processes by considering the negative posts.

The second significant result obtained within the scope of the study is that participant and non-participant sharing did not directly affect the actual travel experience-sharing behaviour. On the other hand, altruistic and self-actualization motivations fully mediate the relationship between the importance of PS and N-PS

and actual travel experience sharing. When these results regarding businesses and destinations are evaluated, attention is drawn to increasing altruistic motivations in enabling tourists to share their holiday experiences voluntarily. To put it more clearly, ensuring that tourists share their experiences through PS without altruistic motivations will not be possible. Likewise, there is no direct relationship between N-PS and actual sharing. However, it is necessary to stimulate altruistic and self-actualization motivations to enable tourists to share real travel experiences by being influenced by non-participant sharing of other tourists.

These results point to the necessity of destination management organizations and businesses to construct their initiatives to increase tourists' altruistic and self-actualization motivations. Therefore, while tourism businesses and destination management organizations manage the shares and content in their SM accounts, they should manage the tourists' altruistic motivations and structure their SM content to prevent the tourists visiting the page from encountering negative situations, help them and provide helpful information.

When the effects of motivation dimensions on actual travel experience sharing are evaluated, it was determined that both motivation dimensions effectively enabled tourists to share their travel experiences. Still, self-actualization had the potential to have a more significant impact than altruism. Buhalis and Law (2008) state that SM posts will guide potential and deferred demand in preference and decision-making processes, tourism organisations, and private enterprises' improvement and development activities. This indicates the necessity for destinations and tourism businesses to set up their initiatives to manage the shares of tourists. At this point, tourism professionals can direct the sharing of tourists by generating elements that will enable tourists to share more easily on SM during their tourism experiences, ensuring that the posts are seen on their pages by tagging tourists in professional content generated by businesses, hashtags, tags, etc.

In summary, considering the function of SM as a marketing channel providing access to wider audiences and cost-effectiveness in a short time, and its effect on the preference and decision-making processes of potential tourists, it is evident that the development of preferability will affect the power of destinations and businesses on the market. The reality that touristic products cannot be tested before consumption due to their nature causes individuals with potential and deferred touristic demand to need and rely on the knowledge and experience of others. SM applications significantly influence individuals' preferences and decision-making intentions when selecting a destination or business. Its increasing importance and impact make SM the primary component that must be constantly followed, updated and managed effectively and efficiently in the competitive environment and continuity of businesses.

5.3. Limitations and future research

The increasing importance and impact of social communication networks as a tourist information search and sharing area has led researchers to investigate the components that govern the adoption and use of SM and the sharing tendencies of businesses and customers in these networks. The importance and motivation components attributed to the content shared on SM, which are among the components that govern sharing on SM, were examined in the current study. Self-actualization and altruistic motivation dimensions were evaluated, which are the elements that motivate SM shares. There will be different motivational components that affect SM sharing.

While this situation constitutes one of the main limitations of the research, it is essential to investigate the different motivational components that govern the sharing of travel experiences in SM in future studies. In addition, the input components that govern SM sharing were evaluated in the study. Assessing the outputs of SM sharing in future research is essential in developing a holistic framework for the subject. Along with all this, it is evident that SM sharing will vary depending on different demographic characteristics and personality traits. At this point, examining samples with different personality and demographic factors in future studies will contribute to developing the theoretical framework on the subject.

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