



Leveraging Social Media Use for Tourism Promotion and Development in Nigeria

SAMUEL AYETUTU, OLUWAFEMI T. OLOMOJOBI
SAMUEL OKERE

Babcock University, Ilishan-Remo, Ogun State, Nigeria

Abstract. Tourism is a major driver of economic growth and sustainable development in many countries across the globe. In Nigeria, the tourism industry remains underperforming in its output due to dwindling patronage, largely borne from poor or inadequate promotions, of many tourist centres in the country. With the penetration of digital technologies in contemporary marketing ventures, strategic utilisation of social media platforms hold much promise for tourism visibility, promotions and engagement. This paper, therefore, explored how social media use can be leveraged for tourism promotion and development in Nigeria. It was established that many Nigerian tourist centres underutilise the digital marketing opportunities embedded in the social media sphere. The paper discussed how tourism promotions on social media, with increasing prominence of user-generated content, impact tourists' patronage decisions and their experience-sharing proclivities about tourist destinations. Strategic implications of the social media promotional dynamics for tourism stakeholders in Nigeria were also postulated. It was concluded that social media utilisation can accelerate tourism promotion and development in Nigeria as long as tourist centres in the country pay attention to creating share-worthy experiences and cultivating vibrant engagements with tourists.

Keywords: Social Media Use, Tourism Promotion, Tourist Patronage Decision, Tourist Experience Sharing, Nigerian Tourist Centres

1. Introduction

Digital technologies have revolutionised promotional dynamics in the tourism industry by offering innovative and creative methods for communication. The rise of social media in recent decades has, particularly, changed conventional norms of

engagement between tourist destinations and tourists. There have been some transitions in how the former curate and disseminate information to induce patronage, as well as how the latter source for and gather information, make decisions, and share their experiences. Social media platforms like Instagram, Facebook, X (formerly Twitter), and YouTube have become essential tools for tourism marketing. These platforms are used for promoting tourist destinations, enabling real-time connection with potential visitors through visually appealing content, and direct engagement with audiences (Chourasis, 2021; Okonkwo et al., 2015). The rapid dissemination of information and enhanced interactive communication make social media an indispensable tool for tourism businesses aiming to maintain a competitive edge in the industry. Through social media promotion, tourist centres are able to create targeted campaigns, share user-generated content, and build a sense of community among tourists. This not only helps in building brand loyalty but also generates word-of-mouth promotion.

The capacity of social media to influence tourism decision-making processes is particularly evident in the role it plays in tourists' patronage decisions (Chu et al., 2020; Dwityas & Briandana, 2017) and their experience-sharing practices (Yilmaz, 2016; Oliveira et al., 2020). Potential tourists increasingly rely on social media reviews, travel blogs, and influencer recommendations to inform their choices, with many prioritising destinations that offer unique, authentic experiences, rich cultural heritage, and personalised services (Olaleye, 2020). Patronage of tourist destinations is often shaped by the experience-sharing practices of tourists through stories, photos, videos, and reviews posted on social networking sites (Dedeoglu et al., 2020; Kim & Fesenmaier, 2017). Many tourists, upon visiting a tourist destination,

actively engage in documenting their travel experiences on social media platforms; inadvertently providing other prospective tourists with essential insights into a destination's appeal, safety, accessibility, and overall perceived value (Abimbola, 2017). Access to reviews and evaluations on platforms like TripAdvisor, Instagram, and Facebook are instrumental to shaping the visitation decision of a prospective tourist in that such individual can gain valuable, real-time feedback on destinations and services. Since tourism products are primarily services that cannot be tested in advance, tourism-related information gotten from social media platforms help reduce perceived risks and give potential visitors the confidence to make informed decisions (Arica et al., 2022). Essentially, the active participation of tourists in the tourism narrative can help tourist destinations refine their marketing strategies (Chu et al., 2020). Nigeria is home to many beautiful tourist centres, ranging from natural landscapes to historical sites and cultural attractions. In the past, these locations attracted both local and international visitors. However, in recent years, many of these sites have experienced a decline in patronage (Olugbemi et al., 2020). Despite positive projections for the tourism sector in Nigeria (Statista, 2024), it has been observed that many legacy tourist destinations in the country have no or low visibility online, particularly on social media. The dearth of intentionally-curated promotional online content may explain why many local tourist centres have struggled to attract visitors in more recent years (Nadube & Akahome, 2017; Okonkwo et al., 2015; Ohwo & Ndakara, 2023). It is against this backdrop that this paper aims to explore how social media use can be leveraged for tourism promotion and development in Nigeria.

2. The Tourism Patronage Conundrum in Nigeria

Tourism has been recognised as a sector with immense potentials to improve economic growth in Nigeria (Statista, 2024; Uboegbulam, 2024). The development of tourism in the country has, however, been hampered by low patronage of tourists to tourist destinations. Decline in the patronage of many tourist centres in Nigeria can be attributed to several factors. One major factor is the state of security in the country. Over the years, cases of kidnapping, terrorism, and general unrest have made people hesitant to travel to certain parts of the country (Ajayi et al., 2022). Many international tourists who once visited Nigeria frequently now opt for tourist destinations in other countries deemed to be safer, while local tourists are also cautious of exploring certain areas in the country. Tourist centres in Northern Nigeria have been

particularly affected by the conundrum of insecurity. Prominent tourist sites in the northern part of the country, such as Zuma Rock (near Abuja), Gurara Waterfalls (Niger State), Mambilla Plateau (Taraba State), Kajuru Castle (Kaduna State), and Yankari Game Reserve (Bauchi State), have seen a decline in patronage due to tourists' fear of terrorist attacks, banditry, kidnappings and sectarian clashes (Ayantoye, 2022; Ukah et al., 2023). Similarly, spates of kidnapping, insurrection, militancy and crimes have inhibited tourism exploration in Southern Nigeria (Ayantoye, 2022).

Another major challenge among tourist attractions in Nigeria is the lack of intentionality in building a vibrant online presence. In today's digital world, active online visibility has become an indispensable marketing strategy for tourism establishments as many tourists now rely on online platforms to discover new destinations. Yet, many Nigerian tourist centres remain underrepresented online. Many of them are yet to take full advantage of using websites and social media platforms to promote their offerings. The growth of the Nigerian tourism industry, as Iyatse (2016) observed, has been hindered partly because of tourist centres' failure to maximise digital marketing opportunities that the cyberspace affords. Without a strong online presence, tourist centres are limited in the prospect of achieving top-of-the-mind awareness, engagement and patronage among potential tourists. Although some tourist centres, such as Nike Art Gallery, Lekki Conservation Centre, have embraced social media to showcase their attractions and engage visitors, many other tourist sites, like the Gidan Makama Museum in Kano, and the Nok Terracotta sites in Kaduna, still lack active online promotion. These sites have rich historical value, but without strategic digital marketing, they struggle to attract both local and international visitors.

3. Influencing Tourist Patronage Decisions through Social Media Promotion

Patronage or purchase decisions have been explored from various perspectives by scholars worldwide. At its core, patronage decision refers to the process through which consumers develop a favourable disposition towards a specific brand, product, or service (Cheung & Thadani, 2012). Similarly, Hawkins (2020) defines patronage decision as the cognitive process in which a consumer evaluates and selects a particular business or brand to engage with. This evaluation leads to a deliberate choice to either make a purchase or establish a relationship with the brand.

In tourism, the concept of patronage decision goes beyond the simple act of choosing a service or destination; it involves a deeper evaluation process where tourists assess their experiences, satisfaction, and overall value of the destination or service. Similar to other consumers, tourists assess various factors before choosing to visit, revisit, or recommend a destination or service. Tourists' patronage decisions, therefore, involve a process through which individuals evaluate their experiences, satisfaction, and perceived value of the destination to the degree that their evaluations influence their future choice. Wang et al. (2021) assert that decision-making process is complex and involves both cognitive and emotional evaluations, including comparing the actual tourist experience with expectations, assessing the quality, value, and satisfaction derived, forming attitudes, and ultimately deciding whether to revisit, recommend, or explore alternatives. These decisions are crucial as they directly impact tourist loyalty and retention, as well as the long-term reputation and success of tourism destinations and businesses.

The Fourth Industrial Revolution (4IR), marked by the rapid advancement of digital technologies, has brought about significant changes in various sectors, including tourism (Gul & Gul, 2018). Before now, travel and tourism information was primarily controlled by key players within the tourism industry (Hussein et al., 2024). Tourism gatekeepers often only showcased, with inherent biases, the positive aspects of destinations; making it challenging for tourists to differentiate authentic information from promotional embellishments (Berhanu & Raj, 2020; Puh & Bagić Babac, 2023). In recent years, information sources about tourist destinations have shifted from traditional channels and the mainstream media to digital platforms. From the era of depending on brochures, catalogues, newspapers, magazines, billboards, posters, radio and television, tourism information can now be easily accessed through social media, websites, blogs, and mobile apps. Recognising this, tourism organisations are increasingly leveraging digital platforms to share information, connect with tourists and influence their purchasing decisions in order to gain competitive advantage (Chu et al., 2020; Gossling, 2021).

Tourists rely on a wide range of digital resources and channels, enabling them to make more informed decisions as they explore global destinations, plan their travels, and manage bookings. More specifically, user-generated content (UGC), such as reviews, travel vlogs, and social media posts, has had a profound impact on the perceptions and patronage decisions of tourists (Minazzi, 2015; S'hail & Benabdelouahed,

2024). Reviews on platforms such as TripAdvisor and Google help potential tourists to assess the quality and authenticity of services, while travel vlogs on platforms like YouTube offer a personal, immersive assessment of destinations, allowing viewers to visualise and vicariously share in the experiences of real tourists. This type of content, often perceived as more genuine and trustworthy than traditional marketing, tends to influence tourists' patronage decisions, given that it reduces uncertainty, builds trust, and enhances the overall appeal of a destination (Xu, 2022).

Furthermore, social media influencers have emerged as key actors driving tourism promotion by spotlighting the appeal of destinations and influencing tourist patronage decisions thereby (Jaya & Prianthara, 2018). Influencers, through their engaging content on platforms such as Instagram, YouTube, and TikTok, can generate curiosity and enhance the perceived value of a destination. Their endorsements, often perceived as authentic and relatable, are able to easily inspire and persuade their teeming audience to consider and undertake certain travel experiences (Chourasia, 2021). The reliance of tourists on digital word-of-mouth to make informed choices makes social media influencers integral to the process of creating awareness and eliciting patronage for tourist destinations.

4. Tourist Experience Sharing on Social Media as a Promotional Endeavour

Experience sharing entails the process where individuals express their knowledge, insights, and assessments about a particular phenomenon to others, with the goal of transferring information and understanding (Siu, 2024). In the tourism industry, experience-sharing practices are considered a vital aspect of the promotional mix for tourist centres as it is through the personal experiences shared by individual tourists that others get to see and know about a given tourist destination and can further be spurred to plan to visit (Sotiriadis, 2017).

The process of tourists sharing their experiences has moved past an interpersonal activity to becoming a media mainstay. Technological advancements have stimulated rapid changes in the tourism industry, altering the dynamics of what sources and methods of information-sharing are employed in industry. This phenomenon has made tourists prominent sources of tourism information through their use of social networking platforms like Facebook and Instagram, photo-sharing websites such as Flickr and Photobucket, video creation and sharing websites such

as YouTube and IBM Cloud Video, and virtual communities and microblogging agents like Twitter (X), among others (Dedeoglu et al., 2020). At the other end of the spectrum, prospective tourists and travelers rely on a variety of online content, such as photos, videos, reviews, and live streams, before they make travel choices. Photos offer a visual representation of destinations, giving potential visitors a sense of what to expect, while videos provide a more immersive experience, allowing audiences to explore places through the eyes of others. Reviews, be them in a written or video format, offer personal assessments and verdicts of credibility about tourist destinations. Live streams, on the other hand, allow real-time interactions and offer a sense of immediacy and authenticity. Essentially, the experiences shared by tourists on social media can play a crucial role in shaping the perceptions of potential travellers, guiding their decisions and helping them to feel more connected to the tourist destinations they are considering visiting.

5. Issues of Consideration in Social Media Use for Tourism Promotion

Social media has transformed how tourists make patronage decisions and share their travel experiences. Yet, significant challenges hinder its effective utilisation. One major issue is the over-reliance on curated content, which often creates unrealistic expectations about destinations (Rani, 2022). Tourists frequently base their patronage decisions on idealised images and reviews, expecting picture-perfect experiences. However, the reality sometimes falls short of expectations. The discrepancy between expectations and reality can breed dissatisfaction in the minds of tourists and also adversely impact their willingness to recommend the destination to others through social media.

The growing dominance of influencers in shaping tourists' perceptions adds another layer of complexity. Influencers often prioritise personal branding and commercial partnerships over authentic storytelling, presenting destinations in a way that aligns with sponsored narratives rather than genuine experiences (Fedeli & Cheng, 2022). For tourists, this can skew their patronage decisions as they may be drawn to a destination based on influencers' rhetoric rather than accurate representations. Moreover, this dominance diminishes the visibility of organic, user-generated content, which is often more relatable and trustworthy for potential visitors. This imbalance hampers the diversity of perspectives and reduces tourists' confidence in social media as a source for planning

their trips and sharing unbiased experiences (Poyry et al., 2019).

Ethical concerns, such as data privacy and the prevalence of fake reviews, further complicate the social media landscape for tourists and stakeholders (Rani, 2022). Many tourists unknowingly share sensitive data when engaging with platforms or booking services. At the same time, the proliferation of fake reviews, whether generated by bots or incentivised users, distorts the decision-making process (Tuomi, 2021). Tourists may make patronage decisions based on deceptive or exaggerated claims, which can lead to dissatisfaction and erosion of trust in social media as a reliable tool for sourcing tourism-related information.

Furthermore, the fleeting and volatile nature of social media trends poses challenges for tourist destinations attempting to balance short-term visibility with long-term sustainability. Viral social media trends can cause sudden surges in patronage to certain destinations, leading to overcrowding, resource depletion, and environmental harm (Alaa, 2023). On the other hand, destinations that fail to maintain a robust social media presence may struggle to attract visitors, even if they offer valuable experiences (Hossain et al., 2024). This dynamic creates a tension between leveraging social media for patronage decisions and promoting sustainable tourism practices.

6. Strategic Implications of Social Media Promotion for Tourism Stakeholders in Nigeria

Social media offers numerous opportunities for tourism stakeholders in Nigeria to connect with tourists and improve their services. One key strategy is for tourist centres in the country to invest in social media campaigns, digital storytelling, and virtual tours. Engaging content, such as videos, traveller testimonials, and live interactive sessions, can boost visibility and encourage more visitors. They can effectively use their social media accounts to allay all insecurity fears that may inhibit prospective tourists from visiting. If properly marketed online, these centres can regain attention, increase patronage, and contribute more to Nigeria's tourism sector. Meanwhile, Nigerian destination marketers can use social media insights to guide their promotional efforts. By scrutinising user-generated content such as posts, reviews, and comments, marketers can identify the preferences of Nigerian and international tourists, the challenges they face, and emerging travel trends. This information helps create targeted campaigns that

attract the right audience and encourage the patronage of tourist destinations in Nigeria.

Another critical approach for stakeholders in Nigeria is designing share-worthy experiences that encourage positive social media engagement. Nigerian tourists, like others globally, are more likely to share their experiences when they encounter visually-appealing, immersive, or unique offerings. For instance, photogenic landmarks like the Idanre Hills, interactive cultural activities such as the Argungu Fishing Festival, and personalised services at luxury resorts create memorable moments that inspire visitors to share their experiences online. This organic promotion amplifies the visibility of Nigerian destinations and builds their credibility through authentic testimonials.

Nigerian tourism stakeholders can also use analytics as a tool to keep track of tourist behavioural trends. Social media platforms provide rich data on tourists' preferences, demographic details, travel habits, and content-sharing patterns (Mukhopadhyay et al., 2023). Advanced data analytics tools would allow Nigerian stakeholders to extract actionable insights, enabling them to make informed decisions about resource allocation, service improvement, and promotional strategies. For example, analytics can reveal the best times to launch campaigns for major Nigerian festivals, identify influencers who align with the country's tourism brand, and monitor the performance of ongoing marketing efforts. Such data-driven decision-making process ensures that resources are optimally utilised to benefit Nigerian tourism.

Furthermore, it is imperative for tourism stakeholders in Nigeria to focus on building long-term relationships with tourists through meaningful engagement on social media. This would involve paying attention to solicited and unsolicited feedback, addressing concerns about Nigerian destinations, and providing consistent quality in the experiences offered. By doing this, stakeholders can build stronger connections with tourists, enhance patronage decisions and encourage positive experience-sharing. This ultimately benefits both Nigerian destinations and the visitors, contributing to the sustainable development of the country's tourism industry.

It is also important for government policies and interventions to be effectively targeted at supporting tourism promotion and development in Nigeria. Strategic policies that prioritise tourism as a key sector of the economy can help create a more structured and supportive environment for stakeholders. Investment in infrastructure such as road networks, airports, power supply, and internet connectivity is essential in enhancing accessibility and improving the overall

tourist experience. When these foundational systems are in place, destinations become more appealing and easier to explore, which in turn encourages higher visitor turnout. In addition, government involvement in ensuring security, offering incentives for tourism-related businesses, and partnering with local and international stakeholders can strengthen marketing efforts and increase visibility for Nigerian tourist sites. By aligning public policy with the goals of tourism stakeholders, the government can help foster a sustainable and competitive tourism sector that benefits both the economy and local communities.

7. Conclusion

Social media has greatly transformed how tourists make decisions and share their experiences, becoming a vital part of modern tourism promotion. It provides tourists with access to authentic reviews, connects them with influencers, and offers engaging content that helps them make informed choices. Tourists not only use social media to evaluate destinations but also contribute by sharing their own experiences, creating a continuous loop of influence and engagement. This shift highlights the dual role of tourists as both consumers and content creators.

Tourist destinations in Nigeria would be prudent to invest in social media promotions for its "push-to-pull" and "pull-to-push" effects. From the "push-to-pull" paradigm, tourist destinations may strategically initiate and sustain promotional content on social media to attract potential tourists. Yet, the promotional efforts of tourist destinations, however modest, can produce a "pull-to-push" effect. By this, promotional reinforcement is provided by tourists who, serving as "brand evangelists", proceed to share their visitation experiences on various social media platforms to the effect of reaching and convincing many more people to visit the destination. The prospect of a promotional push yielding ripples of unsolicited yet effective promotional and engagement outcomes should be enough a motivation for Nigerian tourist centres to leverage the use of social media to bolster their visibility and patronage rate. The revolving and interactive content-points of the social media sphere should, therefore, be more purposefully harnessed to activate promotional strategies that will ultimately further the development of the tourism industry in Nigeria.

References

Abimbola, B. F. (2017). Perceived factors affecting the patronage of domestic tourism in Osun State

- [Master's dissertation, Redeemer's University].
- Arica, R., Cobanoglu, C., Çakır, O., & Hsu, M.-J. (2022). Travel experience-sharing on social media: Effects of the importance attached to content sharing and what factors inhibit and facilitate it. *International Journal of Contemporary Hospitality Management*, 34(2), 1–18.
- Ayantoye, D. (2022, December 24). Insecurity scares holidaymakers, turns tourists' centres to no-go areas. *The Punch*. <https://punchng.com/insecurity-scares-holidaymakers-turns-tourists-centres-to-no-go-areas/>
- Ajayi, E. A., Ojo, S. S., Jimoh, D. M., & Chinansa, J. (2022). Evaluating the effects of insecurity on the hospitality industry in Northern Nigeria. *International Journal of Social Science and Humanities Research*, 10(2), 51–58.
- Alaa, N. (2023). Social media and overcrowding. In D. Buhalis (Ed.), *The Encyclopedia of Tourism Management and Marketing* (pp. 165–167). Edward Elgar Publishing.
- Berhanu, K., & Raj, S. (2020). The trustworthiness of travel and tourism information sources of social media: Perspectives of international tourists visiting Ethiopia. *Heliyon*, 6, 1–10.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Chourasia, B. (2024). The role of social media and its impact on shaping tourist destination: A comparative study. *International Journal of Transformation in Operational & Marketing Management*, 8(1), 66–78.
- Chu, S. C., Deng, T., & Cheng, H. (2020). The role of social media advertising in hospitality, tourism and travel: A literature review and research agenda. *International Journal of Contemporary Hospitality Management*, 32(11), 3419–3438. <https://doi.org/10.1108/IJCHM-05-2020-0480>
- Dedeoglu, 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, 1–16. <https://doi.org/10.1016/j.tourman.2019.103954>
- Dwityas, N. A., & Briandana, R. (2017). Social media in the travel decision-making process. *International Journal of Humanities and Social Science*, 7(7), 193–201.
- Fedeli, G., & Cheng, M. (2022). Influencer marketing and tourism: Another threat to integrity for the industry? *Tourism Analysis*, 28(2), 323–328.
- Gössling, S. (2021). Tourism, technology and ICT: A critical review of affordances and concessions. *Journal of Sustainable Tourism*, 29(5), 733–750. <https://doi.org/10.1080/09669582.2021.1876079>
- Gül, M., & Gül, K. (2018). The effect of the fourth industrial revolution on tourism. *AAİÇ ÖAÖÖÖ*, 2(8), 33–37.
- Hawkins, M. (2010). *Consumer behaviour: Building marketing strategy*. McGraw-Hill.
- Hossain, R., Al-Amin, L. M., Mani, L., Islam, M. M., Poli, T. A., & Milon, M. N. U. (2024). Exploring the effectiveness of social media on tourism destination marketing: An empirical study in a developing country. *WSEAS Transactions on Business and Economics*, 21, 1392–1408.
- Hussain, K., Alam, M. M. D., Malik, A., Tarhini, A., & Al Balushi, M. K. (2024). From likes to luggage: The role of social media content in attracting tourists. *Cota*, 10, 1–14. <https://www.sciencedirect.com/science/article/pii/S2405844024149456>
- Iyatse, G. (2016, May 4). Nigerian tourist centres yet to embrace digital marketing (1). *The Punch*. <https://punchng.com/nigerian-tourist-centres-yet-embrace-digital-marketing-1/>
- Jaya, I. P. G. I. T., & Prianthara, I. B. T. (2018). Role of social media influencers in tourism destination image: How does digital marketing affect purchase intention? *Advances in Social Science, Education and Humanities Research*, 426, 9–20.
- Kim, J., & Fesenmaier, D. R. (2017). Sharing tourism experiences: The posttrip experience. *Journal of Travel Research*, 56(1), 28–40. <https://doi.org/10.1177/0047287515620491>
- Minazzi, R. (2015). Social media marketing in tourism and hospitality. *Springer*.
- Mukhopadhyay, S., Jain, T., Modgil, S., & Singh, R. K. (2023). Social media analytics in tourism: A review and agenda for future research. *Benchmarking: An International Journal*, 30(9), 3725–3750.
- Nadube, P. M., & Akahome, J. E. (2017). Challenges facing customer patronage of tourism destinations in South-South Region of

- Nigeria. *African Research Review*, 11(1), 100-114.
- Ohwo, O., & Ndakara, O. E. (2023). Residents' awareness and patronage of tourism attractions in Calabar, Nigeria. *Journal of Studies in Social Sciences*, 22, 1–21.
- Okonkwo, E. E., Afamefunu, E., & Ololo, N. G. (2015). Social media platforms and their contributions to tourism development and promotion in Nigeria. *Nsukka Journal of the Humanities*, 23(2), 103–117.
- Olaleye, I. (2020). Social media a tool for tourism marketing: A study among tourism students of Federal Polytechnic, Ilaro. In Proceedings of the 2nd International Conference, The Federal Polytechnic, Ilaro, 10th 11th November, 2020. <http://eprints.federalpolyilaro.edu.ng/id/eprint/2123>
- Oliveira, T., Araujo, B., & Tam, C. (2020). Why do people share their travel experiences on social media? *Tourism Management*, 78(104041), 1-37.
- Olugbemi, M. T., Awotide, D. O., Akinreti, N. O., Ogunbayi, G. B., Solana, O. I., Bashorun, O. E., & Akerele, E. O. (2020). Assessment of patronage of tourist sites in Badagry Local Government Area of Lagos State, Nigeria. *Research on Humanities and Social Sciences* 10(12),1-10. <http://www.iiste.org/Journals/index.php/RHSS>
- Pöyry, E., Pelkonen, M., Naumanen, E., & Laaksonen, S. M. (2019). A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements in Strategic Communication. *International Journal of Strategic Communication*, 13(4), 336-351.
- Puh, K., & Bagić Babac, M. (2023). Predicting sentiment and rating of tourist reviews using machine learning. *Journal of Hospitality and Tourism Insights*, 6(3), 1188–1200.
- Rani, T. (2022). Social media in tourism: Opportunities and challenges. *International Journal of Education, Modern Management, Applied Science & Social Science (IJEMMASS)*, 4(4-II), 313–316.
- S'Hail, M., & Benabdelouahed, R. (2024). Exploring user-generated content in tourism: Insights from Moroccan travelers. *International Journal of Applied Management and Economics*, 2(7), 76–103.
- Siu, E. (2024, September 4). Why experience sharing is better than giving advice. Single Grain. <https://www.singlegrain.com/blog/ms/experience-sharing/>
- Sotiriadis, M. D. (2017). Sharing tourism experiences in social media: A literature review and a set of suggested business strategies. *International Journal of Contemporary Hospitality Management*, 29(1), 179–225. <https://www.emerald.com/insight/content/doi/10.110/html>
- Statista, (2024). Travel & tourism- Nigeria. <https://www.statista.com/outlook/mmo/travel-tourism/nigeria>
- Tuomi, A. (2021). Deepfake consumer reviews in tourism: Preliminary findings. *Annals of Tourism Research Empirical Insights*, 2(2). <https://doi.org/10.1016/j.annale.2021.100027>
- Uboegbulam, G. (2024). Tourism and economic development of Splash Park in Kaduna, Kaduna State, Nigeria. *International Journal Entrepreneurial Development, Education and Science Research*, 8(1), 354-370.
- Ukah, C., Adeniyi, T. F., & Okonkwo, C. U. (2023). Evaluation of the impacts of Boko Haram activities on the patronage of Yankari Game Reserve, Bauchi State, Nigeria. *Arid Zone Journal Of Engineering, Technology and Environment*, 19(2), 235-246.
- Wang, E. Y., Fong, L. H. N., & Law, R. (2021). Detecting fake hospitality reviews through the interplay of emotional cues, cognitive cues, and review valence. *International Journal of Contemporary Hospitality Management*, 34(1). <https://doi.org/10.1108/IJCHM-03-2020-0228>
- Xu, H. (2022). The impacts of user-generated-content on tourist behaviour and its collaboration in tourism industry: An investigation in a Chinese World Heritage Site (Doctoral dissertation, University of Leeds).
- Yilmaz, B. S. (2016). The impact of social media on the tourist experience: Telling your story to your connected others. *Journal of Media Critiques*, 2(8), 133-145.