The Impact of Insta Tourism on Youth Travel Decision Making to Egypt

Noha Khaled Salah

MSc Student, researcher in the Department of Tourism Studies

Prof. Ghada Aly Hammoud

Professor of Tourism Studies, Faculty of Tourism and Hotels, Helwan University

Prof. Hebatallah Sobhy Ibrahim

Professor of Tourism Guidance, Faculty of Tourism and Hotels, Beni- Suef University

Abstract

This paper seeks to pinpoint the high-rate usage and employment of Instagram in the travel industry. Social networking sites like Facebook, Instagram and YouTube have emerged in recent technological trends. These websites encourage users to upload pictures of their activities, post blog entries and share information about what they are doing, their interests and activities with other users. Many in-house industry reports assert that lodging facilities and tourist attractions are utilizing these social media platforms to interact with their visitors. However, since a substantial portion of the content on Instagram may be edited or sponsored, questions arise about the veracity of the information found there which may result in inflated expectations regarding travel destinations. Consequently, this impacts the conduct of travelers, particularly those from generation Y. The study survey was conducted by a questionnaire (2500 forms) to a group of Egyptian and foreigner informants using Instagram application in making the travel decision to visit Egypt. The completed forms were (2300 forms) with a valid percentage of 92 %. The study also found that Instagram is regarded as a reliable source of tourism information by participants relying on it for holiday planning. There is also a strong correlation between trust in the platform and travel decisions.

Keywords: Instagram, Destination Image, Travel Decision Making, User-Generated Content, Generation Y.

Introduction

The popularity of social media websites such as Facebook, Instagram, Pinterest, and Twitter has increased dramatically during the past ten years and is being utilized by millions of people (Blank & Lutz, 2017; Dzandu et al.,2016). Social media platforms have grown in popularity among youth as a means of creating social networks and publishing photos and travelogues. The purchasing decisions of millennials when it comes to travel are influenced by social media (Ana & Istudor, 2019). Younger generations have mastered the use of social networking technologies and usage them to interact and exchange ideas, information or their attitudes and feelings. Instagram has been assessed as a marketing tool too (Vukolic, Gajic& Penic, 2022).Xiang & Gretzel (2010) stated the prediction in 2010 that social media would alter the way travel agencies and suppliers reach out to and interact with their clientele.Ten years later social media and the influence of user-generated content (UGC) have really transformed the field of tourism marketing. Social media has revolutionized the way travel agencies function, interact with and promote to travelers, as well as the ways in which

travelers look for, acquire, distribute, and create travel-related content (Uşaklı, Koç & Sönmez, 2019). Social media platforms have the ability to influence people. As a result, it motivates users to share and publish their experiences online for others to watch it. With the use of visual platforms like instagram and tiktok as well as location-based apps like Foursquare and Snapchat, users are also empowered to create and generate material that is worthy of sharing. Social media influences behavior at destinations and not only increases the desire to travel, but also encourages travel to particular places (Gretzel, 2019)

Research Problem

As the influence of social media platforms, like Instagram, on travel decisions has increased, Generation Y (Millennials) has become highly reliant on these platforms for selecting tourist destinations, including Egypt. The rise of Insta-tourism has made it easier for this generation to make travel decisions based on visual content shared by influencers and other travelers.

However, this trend raises concerns about the credibility of the information available on Instagram, as much of the content may be altered or commercially supported, which could lead to unrealistic expectations about tourist destinations. This, in turn, affects the behavior of tourists, especially generation Y (Wakelin -Theron & Santu, 2024).

The problem lies in the influence of Instagram on the visiting decisions of Generation Y (Millennials) on tourist destinations. With the growing reliance on social media platforms, especially Instagram, Millennials are heavily influenced by recommendations from influencers and visually appealing content. However, this raises concerns about the credibility of the information available, as edited photos and promotional content may present an inaccurate image of tourist destinations, negatively impacting Tourist hesitation in making the decision to travel (Rawat et al., 2024).

Study Objectives

1.Diagnosing the influence of Instagram as a source of information.

2.Explain the intention of choosing a destination.

3. Analyzing the decision-making process influenced by Insta tourism usage.

4.Analyzing the importance of Instagram as a Marketing Tool in Travel Agencies.

5.Evaluating the role of Instagram impact on generation y

Literature Review

Instagram source of information

One of the most popular social media platforms among youth is Instagram, which emphasizes user-generated content (UGC) to highlight already-existing information .Instagram is beneficial to associated businesses like travel agencies and plays a significant part in the tourist sector(Germon, Sokolova & Bami, 2017). Instagram is regarded as one of the social media platforms that had influenced destination choices and the most reliable information sources for travellers (Tong, 2018). Instagram is recognized widely as a modern social networking site for photo-sharing. Rather than other social networking sites, the millennial generation appeals to diverse cultures. Young people spend more time on Instagram than on Facebook. This is possibly because young users are highly inspired to capture photos using their smartphones and share them immediately (Volo &Irimias, 2021; Ihsanuddin & Anuar, 2016). Instagram challenges the imagination of travel partners to promote tourist destinations around the globe (Irimias, 2023). These reviews also enable them to avoid places/services they would not enjoy.

Provide travellers as well with new ideas ,raise confidence in travel decisions ,enable travellers to imagine what the destination will be like, reduce the risk uncertainty and help plan a trip efficiently (Muñoz -Mazón et al, 2021; Ráthonyi, 2013; Gretzel et al., 2007).

Arica (2022) & Ráthonyi (2013) added that social networking platforms have a huge impact

on how tourists create, organize and share tourism experiences and that tourists trust more in other travelers' opinions rather than official marketing advice due to the spread of information that is shared based on travelers' experience.

Qazi & Baig (2024) illustrated that Instagram is present as a medium that has a lot of personal facilities which allows users to upload what is seen in the touristic sites so that it becomes attractive to others to share. Through the geo-tagging facility, individuals can easily find out touristic destination location without having to waste time asking a lot of people (Chen, Parkins & Sherren,2018).

Destination Image

There are strong connections between photography and travel (Brones, 2024:Garrod, 2009). Researchers are starting to realize the importance of understanding and managing the visual attention of travel consumers in the age of information explosion destination Image (Wang & Sparks, 2016).

 A destination image is a collection of beliefs, ideas, and opinions that people hold about a certain location or destination (Kislali , Kavaratzis &Saren,2020).

The way people perceive a place may have an impact on many distinct aspects of travel including awareness, duration of stay, frequency of trips and even the destination's perceived worth (Bajs, 2015). Social media has completely changed the way people take and exchange pictures, which has a considerable influence on the circle of representation. Views of a location are influenced by its visitors (Balomenou & Garrod 2019). Social media and Internet based travel websites had tooked conventional tourist information sources in recent decades (Zarezadeh, Benckendorff & Gretzel, 2023).

These new platforms enable users to share their trip experiences on an interactive platform that shapes the perception of the location while also offering travel information. Early research suggests that a destination image that is more objective and cognitive is preferable (Nasution et al., 2023).

Online visual images have a more lasting and captivating effect than words alone. Additionally, sharing these photographs online can strengthen the reputation of a travel destination and foster a stronger sense of loyalty, making these images effective tools for travel promotion (Ghaderi et al., 2024).

Decision Making Process

Woodside & Martin (2008) argue that tourist visiting decisions are influenced by two factors:

Pull Factors- Pulling factors are external factors originating from destinations that can attract someone to choose the destination (Decrop & Kozak, 2009). External variables and aspects of consideration of the destination which is information also affect someone's desire to travel (Fenitra et al.,2024). Push Factors-The push factor is an internal factor that encourages a person to Pull factors are the desire to travel, find information and evaluate alternative trips. Pull factors arise due to the presence of external variables and aspects of consideration of the destination.travel. The push factors are motivation, needs, desires, and expectations. The push factor arises due to the presence of travel stimuli as well as social and personal factors of tourist behavior (Pektaş, 2022; Decrop & Kozak, 2009).

Manap & Adzharudin (2013) are showing the role of the Internet in developing tourism destinations. Internet is changing the way of travel information search and the process of determining the travel destination (Wang et al., 2024). Social media platforms functioned as a push factor in tourism promotion of destinations, which shows that both the tourism industry and the internet could determine the decision-making travel for tourists (Katsikari et al., 2020). Li et al. (2024) added that reviews are playing a key role in the planning process for travelers who are reading them, as they provide ideas and make the decision easier to take. They also increase certainty as it enables them to imagine the destination chosen. Instagram could create an image of a destination through photography and video that encourages travelers to choose a

destination based on reviews and posts also develop the expectations of travelers to the touristic destination (Terttunen, 2017:Fatanti & Suyadnya, 2015).

User-Generated Content (UGC)

Internet-based apps featuring user-generated content or content contributed by users, are referred to as social media (Xiang & Gretzel, 2010). The way a place appears on social media has been molded by user-generated content (UGC), which has also affected the decision to choose a destination later on (Sultan et al., 2021). The researchers also note that user-generated content (UGC) can provide travelers with unmatched, innovative, unique, and distinct information forms (Leunget ., 2013). Through travel blogs, the tourism sector first used user-generated content (UGC) and use of client endorsements and reviews into its marketing strategy (Aboushouk & Elsawy, 2020). Travellers may now use user-generated content (UGC), as a kind of electronic word-of-mouth (eWOM) to share their experiences and thoughts on places and businesses via social media. Positive eWOM management and encouragement may increase income, strengthen the perception of a destination, and improve company activity (Kapoor, 2022). Recognizing this potential, travel agencies are using social media influencers to disseminate favorable word-of-mouth to their following on social media (Khamis, Ang & Welling, 2017).

Generation Y

Group Y comprises individuals born between 1988 and 2002 (Chatzigeorgiou, 2017). The generation after Generation X is the millennial generation, sometimes referred to as Generation Y(Pinho & Gomes ,2024). Social media and the Internet have made it possible to get the same information in real time anywhere in the world. The members of Generation Y have the ability to stay up to date on the same news, fashion, music, and trends year-round. This is true for both traveling and looking up travel information (Yan &Halim, 2021). Richards (2015) notes that the Gen Y group is using the Internet more frequently to make reservations for travel-related products. According to Kishnani & Sharma (2024) Gen Y uses online social networks for social interaction and frequently shares travel-related content with their network, such as blogs and images. Furthermore, Gen Y's peers have a big influence on them, which makes online social networks even more crucial for that generation .According to Morrison (2024) Gen Y were the founders of the technological revolution, the first people to be referred to as digital natives (Jha & Mishra, 2024). Millennials are accustomed to a wide range of online information and view technology as an essential component of daily life (McHaney, 2023).

According to IPK International, Millennials accounted for 40% of all overseas travel in 2017 (ITB Berlin, 2018). Millennials are the demographic segment in the tourism business that is expanding the fastest (CBI, 2021). This is because they travel more than any other group, taking an average of 35 days of vacation annually (Rezdy, 2018; Pendergast, 2009). Accordingly, millennial tourists are seen as a rapidly expanding and influential group that is already changing the course of the travel and tourism sector (Rezdy, 2018; Sofronov, 2018). Technologically speaking, millennial travellers are varied by the following. They are internet-savvy travelers who are interested in booking the best deals on travel and premium services at the lowest costs. As such, they are eager to conduct in-depth online research before making travel arrangements (CBI, 2021; Sofronov, 2018). They regularly search social media for information about trip places, primarily on Facebook, Instagram, Trip Advisor and YouTube (Werenowska & Rzepka, 2020). They frequently utilize their smartphones to plan their vacations because they prefer to use the travel apps on their phones to make online reservations for things like hotels, airlines, and other accommodations (ITB Berlin, 2018; Sofronov, 2018).

Results and Discussion:
Methodology
A quantitative approach was used in this study since it enabled the testing of hypotheses, the determination of facts, the demonstration of relationships between variables and the prediction of objective outcomes, which tends to be more biased in terms of data analysis that reflects characteristics and descriptions. A group of foreign and Egyptian tourists were targeted through social media. The questionnaire was created consisting of four axes and each axis consists of a set of questions. In addition to the initial demographics. The first section included a set of demographic characteristics of the participants such as (gender, educational level, age, nationality, employment , favorite application and source of information). In order to verify the relationship between the respondents' answers and the study variables, The second part of the questionnaire included four axes: the first: questions related to the decision-making process, which consists of 10 paragraphs, the second axis: questions about Instagram as a source of tourism information for generation Y, which consists of 10 paragraphs, the third axis The triple Likert scale was also used in the questionnaire: (consisting of three points) where one of them indicates disagreement. Two refer to neutral and three indicate consent.

 Respondents' Gender
The gender distribution of the respondents is clarified in Table 1
Table 1: The Gender Distribution of Sample

Gender	Frequency	Percentage (%)
Male	749	32.6
Female	1551	67.4
Total	2300	100

Table 1 shows the gender distribution of the respondents in the sample. Most of the respondents are female, representing 67.4% of the sample. The remaining are male, making up 32.6% of the sample. This finding is related to Chaturvedi et al. (2020) study, which concluded that gender, is not a predictor of discrimination among tourists in using Instagram.

 Respondents' Age Categories
   The age categories of the respondents are listed in Table 2
Table 2: The Age Categories of the Sample

Age category	Frequency	Percentage (%)
Less than 20	463	20.1
21-30	1249	54.3
31-40	471	20.5
41-45	117	5.1
Total	2300	100

Table 2 shows the age categories of the respondents in the sample. The largest group is aged between 21 and 30 representing 54.3% of the sample. The second largest group is those under 20 years old, accounting for 20.1%. The 31-40 age category makes up 20.5% of the sample. The smallest group are those aged between 41 and 45, representing 5.1%. This is confirmed by the study of Statnickė (2019) & Costanzo, Rudolph &Zacher (2023). It was found that 88% of those surveyed were active on social media (Eurostat, 2019) Based on the National

Adolescence Observatory's data, 94% of teenagers in Italy use the internet for social media chats with friends and 54% use it to monitor their social media accounts (National Adolescence Observatory, 2017).

Respondents' Education Level
The respondents' level of education is clarified in Table 3

Table 3: The Education Level Distribution of the Sample

Education level	Frequency	Percentage (%)
High school	437	19
Intermediate Education	272	11.8
Bachelor	1129	49.1
Masters' Degree	340	14.8
Doctoral	122	6.3
Total	2300	100

Table 3 shows the education level distribution of the respondents in the sample. The largest group holds a bachelor's degree, representing 49.1% of the sample. The second-largest group has completed high school, comprising 19% of the sample. The third group are those with a master's degree, making up 14.8% of the sample. The group with intermediate education representing 11.8% of the sample. The smallest group holds a doctoral, accounting for 6.3%.

Respondents' Nationality Categories
The nationality categories of the respondents are listed in Table 4
Table 4: The Nationality Categories of the Sample

Nationality category	Frequency	Percentage (%)
Egyptian	748	32.5
Belgian	201	8.7
American	425	18.5
Japanese	28	1.2
Saudi	72	3.1
Russian	113	4.9
Chinese	14	.6
Italian	169	7.4
Canada	168	7.3
British	19	.8
Sudanese	12	.5
French	51	2.2
Kuwaiti	19	.8
Lebanese	17	.7
Palestinian	6	.3

German	20	.9
Korean	13	.6
Jordan	19	.8
Tunisian	9	.4
Emirati	12	.5
Turkish	15	.7
Yemeni	6	.3
Qatari	7	.3
Moroccan	20	.9
Australian	71	3.1
Syrian	4	.2
Omani	7	.3
Hindi	19	.8
Malay	3	.1
Iraqi	13	.6
Total	2300	100.0

Table 4 shows the nationality categories of the respondents in the sample. The largest group is Egyptian, representing 32.5% of the sample. The second-largest group is American, accounting for 18.5%. Belgian nationality ranks third, comprising 8.7% of the sample. Italian and Canada nationals follow closely with 7.4% and 7.3%. Other nationalities, such as Russian 4.9% and Australian 3.1%, have moderate representation. Meanwhile, some nationalities like Palestinian, Yemeni, Qatari and Moroccan have low percentages, ranging from 0.3% to 0.9%. According to Ketter (2022) launched the nation's tourist campaigns in Egypt with the goal of fostering a socially conscious community interested in advancing Egypt's economy and tourism using user-generated content such as images and films of the country's many regions. According to Capmas (2020) 31.5% of Egyptians are millennials. Given that the current generation of travelers is made up of millennials (Hamed, 2017). As a target market sector that could drive growth in the Egyptian travel and tourism business, it is imperative to continue determining their needs and preferences (El Demerdash, 2019). According to Elshamy (2023) Egypt has promoted its tourism sector through social media channels. Websites such as YouTube, Facebook, Twitter, Instagram, and Pinterest display Egypt's famous landmarks, culture, and history. During challenging times, social media is also utilized for communication and crisis management. Additionally, during the COVID-19 pandemic, virtual tours were made available so that people could visit Egypt's famous sites from the comfort of their own homes.

 To inspire tourists and alter perceptions, Egypt's varied attractions, cultural events and historical sites have been promoted through effective social media campaigns. Additionally, the advertisements highlighted the friendliness and warmth of the Egyptian people, urging past tourists to share their stories and persuade others to think about traveling to Egypt (Raafat et al., 2023). Furthermore. Abdelghani et al. (2023) noted foreign visitors to Egypt increased significantly in 2022, reaching about 11.7 million, a 50% increase over the year before. The vast majority of travelers arrived from France, Britain, Italy, Germany, Poland, and Russia. Due to this surge in visitors, the tourism industry brought in $13.2 billion, a 68.1% increase over 2021. E l Sheikh (2020) added   The Grand Egyptian Museum (GEM) received 317,157 visitors in 2017, with a larger proportion of foreign visitors. In the first five months of 2019, 699,069 visitors, both domestic and foreign, visited the museum.

Respondents' Employment Categories

The Respondents' Employment categories are inserted in Table 5

Table 5: The Respondents' Employment Categories of the Sample

Respondents' Employment category	Frequency	Percentage (%)
Government employee	575	25
Freelancer	1133	49.3
Still a student	592	25.7
Total	2300	100

Table 5 shows the respondents' employment categories within the sample. The largest group consists of freelancers, representing 49.3% of the sample. The second largest group is government employees, accounting for 25% of the total. The remaining 25.7% of the respondents are still students. This result indicates that the majority of participants in the study are freelancers, suggesting that this group might have a greater interest in travel or more freedom in making travel decisions. The second largest group consists of government employees, while students make up a smaller portion of the sample, which could reflect the influence of their academic stage on travel decisions. This distribution provides insights into the travel behaviors associated with each of these categories (Haseeb& Mitra,2024).

Respondents' Favorite Social Media Application of Generation Categories

Social media preferences among respondents are shown in Table 6.

Table 6: The Respondents' Favourite Social Media Application of Generation Categories of the Sample

Respondents' Employment category	Frequency	Percentage (%)
Facebook	339	14.7
Snapchat	135	5.9
Instagram	750	32.6
Linked In	183	7.9
TikTok	220	9.6
Twitter	245	10.7
YouTube	428	18.6
Total	2300	100

Table 6 shows the social media preferences among the participants in the sample, with Instagram leading the list at 32.6%, reflecting its high popularity across different age groups. It is followed by YouTube at 18.6%, indicating users' preference for long-form, high-quality video content. Facebook ranks third with 14.7%, but its usage is lower compared to newer platforms like Instagram and YouTube. Twitter comes in fourth place with 10.7%, highlighting its role in news consumption and public discussions, while TikTok accounts for 9.6%, showing its growing popularity, especially among younger users. LinkedIn stands at 7.9%, reflecting its primary focus on professional networking and career-related interactions.

Finally, Snapchat has the lowest preference among participants at 5.9%, suggesting a decline in its popularity compared to other platforms. These findings apply to the results of a study (Song & Yoo, 2016; Gururaja, 2015; Spello's 2013). Instagram is one of the most widely used apps, particularly with teenagers (Cipolletta et al., 2020). More than 500 million people have used it since its launch in 2010 and each day, they post about 95 million photos.

According to a recent survey, self-expression and social engagement are the two top motivations for using Instagram. This suggests that users use the platform to show both their ideal and real selves and to keep up with friends (Alhabash & Ma, 2017). But unlike Facebook, Instagram is primarily used for self-promotion and places less emphasis on forming social connections (Wong, Amon & keep, 2019; Sheldon & Bryant, 2016). Instagram, with its ability to share photos and videos, is one of the most widely used platforms for influencer marketing (Del Rowe, 2018; Evans et al., 2017).

Respondents' Reliable Source of Information about Holidays for Generation Y

The Respondents' reliable source of information about holidays for Generation Y are listed in Table 7

Table 7: The Respondents' reliable source of information about holidays for Generation Y

Respondents' Generation Y Reliable Source of Holiday Information category	Frequency	Percentage (%)
Family and friends	283	12.3
Online self-search	443	19.3
Traditional travel agencies	44	1.9
Online travel agencies	221	9.6
Printed tourism and travel brochures	65	2.8
Social media applications	1244	54.1
Total	2300	100

Table 7 shows that Generation Y heavily relies on social media applications as a trusted source for holiday information, accounting for the largest percentage at 54.1%, highlighting the considerable influence of these platforms on travel decisions. This is followed by online self-search at 19.3%, demonstrating the role of the internet in enabling individuals to explore options independently. Family and friends ranked third at 12.3%, indicating the continued impact of personal recommendations. On the other hand, reliance on online travel agencies was lower at 9.6%, while printed tourism brochures accounted for only 2.8%. The least used source was traditional travel agencies, at just 1.9%, reflecting a shift away from traditional sources towards digital alternatives. Studies on tourism show that social media is more useful for marketing and decision-making when it comes to vacation (Werenowska & Rzepka, 2020). Regarding sustainable travel options, a variety of UGC platforms have become extremely popular, including blogs, online forums and social media sites like Instagram and YouTube. According to Attallah & El-Mawardy (2018) while preparing for their vacations, the majority of Egyptian Millennials (86.5%) respondents believed that social media and travel applications were reliable sources of travel information.

Analyze the relationship between the use of Insta-tourism and the decision-making process.

To find out the degree of correlation between the use of Insta-tourism and the decision-making process, the analysis of the Spearman correlation coefficient was used, because the data are arranged and do not follow the normal distribution and the results were as shown in the following table:

Table 8: Calculation of the correlation coefficient between the use of Insta-tourism and the decision-making process to travel to Egypt.

Variables	R	P-Value	Statistical significance
the use of Insta-tourism	0.679**	0.000	Statistically significant
the decision-making process			

Table (8) indicates that the correlation is statistically significant at a significant level of 0.05. The table shows a positive and strong relationship between the use of Instagram for tourism promotion (Insta-tourism) and the decision-making process to travel to Egypt. The correlation coefficient (R) is (0.679), indicating a strong association between the two variables. Additionally, the p-value is (0.000), which is less than 0.05, confirming that the relationship is statistically significant and not due to chance. This highlights the importance of Instagram as an effective tool for tourism promotion and its notable positive impact on individuals' travel decisions to Egypt. Internet is changing the way of travel information search and the process of determining the travel destination (Wang et al., 2024). Both the tourism industry and the internet could determine the decision-making travel for tourists (Katsikari et al., 2020). Li et al. (2024) added that reviews are playing a significant role in the planning process for travelers who are reading them, as they provide ideas and make the decision easier to take. They also increase certainty as it enables them to imagine the destination chosen.

Analysis the impact of trust in using Instagram as a tool for tourism promotion on the decision to travel to Egypt.

Table 9: Simple regression test to see the impact of trust in using Instagram as a tourism promotion tool on deciding to travel to Egypt.

Trust in using Instagram	R	R^2	Beta	F	Sig.
the decision to travel to Egypt	0.769	0.591	0.769	3323.503	0.000

Table 9 shows that trust in using Instagram as a tool for tourism promotion has a strong and direct impact on the decision to travel to Egypt. The correlation coefficient (R) of 0.769 indicates a strong relationship between the two variables, while the coefficient of determination (R^2) of 0.591 means that 59.1% of the variation in the decision to travel can be

explained by trust in Instagram. Additionally, the Beta value (0.769) demonstrates the significant impact of trust on the travel decision. Furthermore, the F-test value of 3323.503 highlights the strength and accuracy of the statistical model in explaining the relationship. Finally, the statistical significance value (Sig.= 0.000) confirms that the relationship is statistically significant and not due to chance, emphasizing the importance of Instagram as an effective tool for promoting tourism in Egypt. Attributes of Instagram travel influencer's quality of information, attractiveness of the content, credibility, authenticity and perceived popularity and engagement have a significant relationship towards trust on Instagram travel influencers (Anuar et al., 2021). Supported by Kasriel-Alexander (2017) study where photographs and information shared by fellow tourists seen as more trustworthy than official brand campaigns. Acquiring the confidence of followers is therefore an effective strategy to improve the effect of Instagram travel influencers on their followers purchase choices (Grin, 2018). A study Rachmad (2024) & Lim et al. (2017). Positively influence customer purchasing decisions However, the relationship between purchase intent and final purchase behavior depends on the buyer's choices (Marrian , 2024). Mahmud et al. (2024) also argued that trust has an important impact on customers' purchasing intentions.

Analyze respondents' opinions about the use of Instagram as the main source of information about tourism in Egypt.

The following table presents the frequency, percentage, mean, standard deviation and rank for various criteria related to the effectiveness of Instagram as a source of tourism information for Generation Y.

Table 10: Evaluation of Instagram as a Source of Tourism Information for Generation Y

Criteria		Agree		Neutral		Disagree		Mean	St. D	Rank
		Freq	%	Freq	%	Freq	%			
Instagram as a Source of Tourism Information for Generation Y	stagram provides information about new tourism destinations.	2076	90.3	196	8.5	28	1.2	2.89	0.349	1
	mment and 'reply' in Instagram provide essential information about the designation.	1938	84.3	320	13.9	42	1.8	2.82	0.425	6
	The information found on Instagram regarding tourism seems reliable to me.	1786	77.7	447	19.4	67	2.9	2.74	0.497	9

	Instagram helps me to get travel route information.	1938	84.3	306	13.3	56	2.4	2.81	0.444	7
	Instagram can be helpful to know about restaurants or food facilities.	2068	89.9	197	8.6	35	1.5	2.88	0.364	2
	Instagram can help me to select the best time to visit.	2008	87.3	252	11	40	1.7	2.85	0.397	4
	The content posted on Instagram is authentic information exactly like the information gained in traditional travel agencies.	1790	77.8	401	17.4	109	4.7	2.73	0.540	10
	have been motivated to do further research on a certain destination after seeing my friends' travel photos.	2041	88.7	233	10.1	26	1.1	2.87	0.362	3
	can find detailed information about food, accommodation, travel, shopping, and entertainment on Instagram.	1961	85.3	295	12.8	44	1.9	2.83	0.420	5

r numerous ways to collect informatio n about travel destination s, I prefer Instagram.	191 2	83. 1	311	13. 5	77	3. 3	2.79	0.47 7	8

From the results of table 10, it is found that the statement "Instagram provides information about new tourism destinations" ranked first in terms of the study sample's selection, with a mean value of 2.89, which indicates strong agreement, suggesting that participants consider Instagram a major source of tourism information. In second place, the statement "Instagram can be helpful to know about restaurants or food facilities" had a mean value of 2.88, also in the strongly agreed direction, reflecting Instagram's importance in providing comprehensive information about tourist spots, including restaurants. In third place, the statement "I have been motivated to do further research on a certain destination after seeing my friends' travel photos" had a mean value of 2.87, also in the strongly agreed direction, indicating that the photos shared on Instagram play a significant role in motivating participants to search for more information about tourist destinations. The remaining statements came in the agreed direction, but with varying mean values ranging from 2.74 to 2.79, suggesting that participants view Instagram as a reliable source of tourism information, though with some reservations regarding its credibility compared to traditional sources.

These results highlight Instagram's role as a primary source of tourism information for Generation Y in Egypt, with a need to improve its credibility and ensure that the information shared is accurate and trustworthy. These findings were confirmed with the study of Fatanti & Suyadnya (2015); Instagram is seen as an important social media channel to promote travel destinations. In terms of sustainable travel options, a variety of user-generated content platforms have become extremely popular, including blogs, online forums and social media sites such as Instagram, YouTube and Facebook (De cuypere et al., 2016). Instagram constantly upgrades its features like the stickers on Instagram Story and the picture filters to keep users interested (Matchamu, 2019). Instagram is one of the main and the visual application allowing users to share their experiences using pictures (Parsons, 2017). Mariné-Roig (2017) ; DeBruyn & Lilien (2008) stated that the platform users will depend on other travelers' reviews based on their experience that is documented by uploaded photos which will have the ability to increase or decrease the tourist's visit to a specific destination and increase the expectations of travels to such destination. Travel reviews influence tourists to learn about a destination and what it has to offer and evaluate alternatives (Guo & Pesonen, 2022).

Conclusion
The research underscores the profound impact of social media, particularly Instagram, on shaping travel decisions and behavior across different generations. It highlights how social media platforms serve as powerful tools for marketing, information sharing and consumer engagement in the tourism sector. Millennials and Generation Z emerge as the most influenced demographics, with their heavy reliance on user-generated content, reviews, and visual storytelling on platforms like Instagram to plan and make travel decisions. The study also emphasizes the shift in consumer behavior, where travelers now trust peer-generated content and influencers more than traditional marketing campaigns. This marks a significant evolution in how travel destinations are marketed and perceived. Instagram, with its visual

appeal and interactivity, not only inspires travel but also plays a crucial role in decision-making, from choosing destinations to enhancing on-site experiences. In conclusion, social media's integration into the travel industry has revolutionized tourism marketing, enabling destinations to connect with global audiences and cater to the preferences of younger, tech-savvy travelers. For stakeholders in the tourism sector, leveraging platforms like Instagram effectively can drive growth, build stronger connections with travelers, and ensure sustained relevance in an increasingly digital world.

Recommendations
Following the discussion above and drawing out the main findings of the study, this   section outlines several key recommendations that can assist relevant.

Recommendations Addressed to the Egyptian Ministry of Tourism and Antiquities
1. Supporting Sustainable Tourism
Use Instagram to launch awareness campaigns on environmental preservation and eco-tourism.
Promote sustainable travel options to encourage eco-friendly practices.
Highlight local communities by show-casing cultural experiences and handmade crafts.
2. Developing Digital Promotion Strategies
Run targeted digital campaigns to attract specific tourist groups (e.g., youth, adventure seekers.
Analyze Instagram user data to refine marketing strategies.

3. Improving Access to Information
Provide accurate details like maps, visiting hours, and activities on Instagram.
Enhance interaction by promptly responding to comments and messages.
4. Enhancing the Global Image of Tourist Sites
Manage online reputation by addressing negative feedback and highlighting positive reviews.
Employ skilled digital marketers to manage campaigns targeting younger generations.

Recommendations Addressed to Travel Agencies
1- Leverage Instagram for Tourism Promotion
2- Focus on Credibility
3- Engage with the Audience
4- Monitor and Analyze User Behavior
5- Partnerships with Tourism Entities

Recommendations for future research
1. Future studies should also focus on travel agency managers and interview them about their thoughts on Instagram as a tool to change tourist attractions and destinations based on travelers' preferences.
2. Researching the negative effects that Instagram and Instagram marketing may   have on future generations to avoid and improve them.
3 Analyzing the characteristics of Egyptian traveler bloggers and vlogs to get a better effect on the audience
4. Monitor shifts in youth preferences and adapt to new platforms like TikTok and snap chat

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تأثير سياحة الانستجرام على اتخاذ الشباب قرار السفر الي مصر

المستخلص

الهدف من هذه الورقة تسليط الضوء على استخدام الانستجرام بشكل متزايد هذه الأيام تحديداً في صناعة السفر. ظهرت مواقع التواصل الاجتماعي مثل الفيسبوك والانستجرام واليوتيوب في الاتجاهات التكنولوجية الحديثة. من أجل مشاركة اهتماماتهم وأنشطتهم مع مستخدمين آخرين، تشجع هذه المواقع المستخدمين على رفع صور لأنشطتهم ونشر مدخلات في مدوناتهم ومشاركة المعلومات حول ما يفعلونه. وفقًا لتقارير من مؤسسات الصناعة، يستخدم عدد متزايد من مرافق الإقامة والمعالم السياحية منصات التواصل الاجتماعي هذه للتفاعل مع زوارها. من الواضح أنه قبل إجراء عمليات شراء السلع والخدمات، يعتمد الناس على آراء أقرانهم على مواقع التواصل الاجتماعي هذه. ونتيجة لذلك، أصبحت مواقع التواصل الاجتماعي ذات أهمية متنامية للشركات والمستهلكين على حد سواء. لقد بحثت أغلب الدراسات السابقة حول استخدام المسافرين الشباب لوسائل التواصل الاجتماعي ودورها وكيفية تأثيرها على عملية التخطيط لرحلاتهم. حيث إنه من المتفق عليه أن وسائل التواصل الاجتماعي لها تأثير كبير على خيارات السفر. وتبحث هذه الدراسة عن سد الفجوة المعرفية والتحقيق في كيفية تأثير وسائل التواصل الاجتماعي على عملية اتخاذ القرار للمسافرين الشباب من أجل تقديم إجابة على سؤال البحث، "هل يؤثر الانستجرام على قرار السفر للمسافرين الشباب؟".

الكلمات الدالة : الانستجرام، الصورة الذهنية للمقصد، اتخاذ قرار السفر، المحتوى الذي ينشئه المستخدم، المسافرون الشباب.