



Sharing Travel Experiences on Social Media and Happiness: A Systematic Quantitative Literature Review

Choi, Ji-Won* · Kim, Kyoung-Bae** · Lee, Hoon***

ABSTRACT: *Social media has become a place where travelers express their emotions and record travel experiences. However, there has been little research on sharing travel experiences on social media and happiness. The purpose of this study is to understand why people share travel experiences on social media and is to propose a conceptual framework of the relationship between sharing travel experiences on social media and happiness. A systematic quantitative literature review method was applied to explore research trends in sharing travel experiences on social media. Specifically, from the SCOPUS database, a total of 120 articles were extracted followed by the PRISMA checklist. Then, they were coded with several categories, such as publication, keywords, the research contexts, and variables, and were finally exported to a Microsoft Excel spreadsheet and analyzed. Results of the systematic qualitative litterateur review suggest that sharing travel experiences on social media positively influences travel satisfaction and enhances travelers' self-esteem and happiness. Theoretically, this study developed a new theoretical framework on the relationship between sharing travel experience on social media and happiness. In particular, the framework indicates that even though individuals motivation of sharing travel expediences are different, they may experiences either Hedonia or Eudaimonia by doing so. Results of this study also imply that social media could make practical functions such as advertising travel destination and monitoring current and potential travelers' behaviors.*

Key words : Sharing Travel Experiences; Social Media; Happiness; Hedonia; Eudaimonia; Systematic Quantitative Literature Review

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I . Introduction

In modern society, people express themselves through various online channels and interact with others beyond the boundaries of time and space (Kim & Tussyadiah, 2013; Lewis, Pea, & Rosen, 2010). Social media including social networking sites, specific review websites, and online communities is regarded as the most powerful online-based network tool (Zeng & Gerritsen, 2014). In the web 2.0 era, social media creates the online social community where users can share contents by using the information and communication technology (ICT) (Zeng & Gerritsen, 2014). It became comfortable to interact with other people and record daily experiences in personal online spaces on account of the development of ICT (Gangadharbatla, 2008).

The emergence of social media has changed the way travelers search the information and share their experiences (Leung, Law, van Hoof, & Buhalis, 2013; Zeng & Gerritsen, 2014).

Travelers actively produce content on their own, which affects social media users' destination selection and travel planning behavior (Huang, Basu, & Hsu, 2010). From the social and emotional aspect, travelers' social media usage encourages online social interaction, invigorates travel activities, and provides better experiences to others (Kim & Tussyadiah, 2013). Electronic word of mouth (eWOM) on

travel destinations from online friends creates destination expectation (Chang & Wang, 2019; Sedera, Lokuge, Atapattu, & Gretzel, 2017), which prolongs travelers' happiness (Kwon & Lee, 2020).

Sharing travel experiences on social media helps traveler to construct their own identity and status by intensifying other users' travel decisions and their own travel activities (Gretzel, Sigala, Xiang, & Koo, 2015). Travelers present themselves by posting selective contents and receiving responses from social media friends (Kim & Tussyadiah, 2013). Furthermore, users support their friends by posting comments and clicking 'likes' on attractive photos on social networking sites (SNS) (Huang, Wang, Su, Dai, & Bhuiyan, 2018). In other words, self-presentation on social media and social responses from online friends positively effect on travelers' subjective well-being (Kim & Lee, 2011).

The influence of social media on travel experiences are studied in diverse field such as psychology, sociology, communication, etc. (Kim & Fesenmaier, 2017). For instance, a literature review on social media and tourism, which covers publications from 2007 to 2013, was conducted by Zeng and Gerritsen(2014). However, social media in tourism field has been steadily gaining attention and subdivided into various research subject since the early 2010th. Furthermore, even though the functions of social media are

expanded beyond the information transmission tool, research in tourism field only identifies social media as a means of marketing.

Even though the interest in social media usage and happiness has been increasing, research on social media use and happiness in travel environment has not been conducted due to the lack of understanding of the theoretical concept of happiness in travel context.

Only a few studies (e.g., Lee & Oh, 2017; Sedera *et al.*, 2017) investigate the causal relationship between sharing travel experiences on online platforms, travel and life satisfaction, and happiness (Lee & Oh, 2017). This implicates the necessity of the study on the international phenomenon of sharing travel experiences through multiple social media channels and happiness.

The current systematic quantitative literature review (SQLR) is performed to encompass happiness dimensions caused by social media usage with the following research questions: 1) Why do travelers share their travel experiences on social media? 2) How does sharing travel experiences on social media impact on happiness? Specifically, this study systematically probes and maps out the existing literature review on sharing travel experiences on social media and happiness in a series of the process. Namely, by analyzing the prior research on sharing travel experiences on social

media from the perspective of happiness, this study aims to explore the literature trends in social media and travel and propose the theoretical conceptual framework.

II. Literature Review

1. Classification of Social Media

Despite the recent growing interests in social media in many contexts, the term has not been academically defined (Zeng & Gerritsen, 2014). Several researchers considered 'SNS' as social media. For example, Boyd and Ellison(2007) defined SNS as online platforms where users build online social network and semi-public profiles. They classified SNS types into virtual communities (Facebook, MySpace, etc.), photo sharing sites (Instagram, Flickr, etc.), micro blogs (Twitter, Tumblr, etc.), and personal blogs. To be specific, virtual communities are online mechanisms where people with common interests regularly communicate with each other (Ridings, Gefen, & Arinze, 2002), while photo sharing sites are the platforms specialized for sharing photos (Boyd & Ellison, 2007). Blogs are the forms of websites where users simply create their own contents through blog software (Garden, 2012), meanwhile, microblogs provide types of online page that users share short messages with the limited number of letters (Hsu & Liao,

2014). Additionally, travel review websites are mainly for recommending travel attractions and posting user-generated content (Li, Lee, & Yang, 2019).

On the other hand, Kaplan and Haenlein (2010) and Kietzmann, Hermkens, McCarthy, and Silvestre(2011) described social media as a group of Internet-based applications that employ web 2.0 technology to build interactive platforms that allows users to create, exchange, and modify user-generated content. Kaplan and Haenlein(2010) classified social media by the level of social presence/media richness and self-presentation. Moreover, other researchers classified social media by its social interaction level (Cachia, Compañó, & Da Costa, 2007; Ngai, Moon, Lam, Chin, & Tao, 2015). By collaborating both dimensions, this study recategorizes social media tools as travel online communities, travel review websites, blogs/microblogs, media sharing sites, and SNS <Table 1>.

2. *Happiness through Sharing Travel Experiences*

There are two different comprehensive dimensions of happiness that are discussed

in terms of the nature of a good life or a life well-lived: hedonia and eudaimonia (Huta & Waterman, 2014; Lee & Jeong, 2019). Hedonia is a subjective affective state that includes experiencing pleasurable emotions such as enjoyment, fun, comfort, and so on (Huta & Ryan, 2010; Huta & Waterman, 2014; Lee & Jeong, 2019; Waterman, 2008). Waterman(1993) suggested that there is no limitation for hedonic experiences if the needs are satisfied with those activities physically, intellectually, or socially.

Most hedonic psychologists use the term subjective well-being to measure happiness (Lucas & Diener, 1999). SWB is developed by Diener(1984), which includes the presence of positive emotional experience, the absence of negative emotional experience, and overall life satisfaction (Ryan & Deci, 2001). Influenced by positive psychology, well-being is regarded as a personalized and subjective experience enhanced by changes of behaviors and objective circumstances (De Vos, Schwanen, Van Acker, & Witlox, 2013). Likewise, hedonic psychologists focus on subjective well-being in various fields of studies regarding individual behaviors, which recently included tourism

<Table 1> Classification of social media

Classification		Social interaction		
		Low	Medium	High
Self-presentation	Low	-	Travel specific websites	Online community
	High	Personal blogs / Micro blogs	Media sharing sites	Social network sites

Revised based on: Kaplan & Haenlein (2010)

(Zarabi, Gerber, & Lord, 2019).

In contrast, Waterman(1984) defined eudaimonia as 'feelings accompanying behavior in the direction of, and consistent with, one's true potential' (in Ryff, 1989).

Traditionally, eudaimonia was considered as a subjective state and pursuit, whereas contemporary psychologists define eudaimonia as outcomes of life pursuits and success (Huta & Waterman, 2014). Eudaimonic living embodies three aspects: 1) pursuing intrinsic goals, 2) behaving in an autonomous manner, and 3) living a reflective, mindful, and aware life (Ryan & Martela, 2016). From the eudaimonic perspective, Ryff and Keyes(1995) suggested psychological wellbeing (PWB) as a different notion of subjective well-being with six pillars of PWB—specifically, self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth (Ryan & Deci, 2001). Among them, the four concepts (meaning, authenticity, excellence, and growth) that explain eudaimonia were categorized by Huta and Waterman (2014), which are applied into all academic domains as a framework (Lee & Jeong, 2019).

Stebbins(1997; 2004; 2008) examined the characteristics of hedonic experiences (relaxation, sensory stimulation, fun, and pleasure) from casual leisure and tourism activities as well as eudaimonic experiences (attaining knowledge, training or skills, self-actualization, self-enrichment, a feeling of accomplishment, or belonging) from serious leisure and tourism activities

(Voigt, Howat, & Brown, 2010). Moreover, Lee and Jeong(2019) identified that eudaimonia and hedonia cannot be separated, but eudaimonic dimensions (meaning, self-connectedness, and a feeling of accomplishment) are always followed by hedonic dimensions (comfort, pleasure, and enjoyment). Consequently, they classified three types of tourist happiness: (1) experiences with hedonia but without eudaimonia, (2) experiences with hedonia and eudaimonia, and (3) unhappy experiences.

Social media provides places where travelers re-establish meaning of travel experiences (Munar & Jacobsen, 2014). Through posting travel experiences on social media, travelers can share and spread their experiences in the online communities (Kang & Schuett, 2013).

While sharing feelings and opinions about travel experiences, travelers feel happy (Yu, Sirgy, & Bosnjak, 2020). In addition, travel satisfaction is fluctuated depending on social support that travelers received on SNS during traveling (Sedera *et al.*, 2017).

Those who received more 'likes' and positive comments on their SNS contents tend to have higher level of self-esteem and happiness (Zell & Moeller, 2018). Specifically, Blease(2015) identified that receiving 'likes' and 'comments' from high status people can fortify users' self-esteem and well-being.

Thus, travelers share their travel experiences on social media before and after their travel (Oliveira, Araujo, & Tam, 2020;

Sedera *et al.*, 2017). Before traveling, people use social media to plan, organize, and obtain information and recommendations, whereas they use social media to share their experiences and interact with other during and after traveling (Oliveira *et al.*, 2020). Therefore, there is a need to examine whether social media usage brings happiness to content providers and receivers in travel mechanism.

III. Methodology

1. Systematic Quantitative Literature Review (SQLR)

A systematic literature review is the fundamental scientific method that identifies scientific contribution related to specific academic fields or research subjects (Denyer & Tranfield, 2009; Mulrow, 1994). After classifying literature from a massive amount of information that is relevant to the research subject, segment and integrate available information should be carried out (Mulrow, 1994). Tranfield and Mouchel (2002) and Tranfield, Denyer, and Smart (2003) initially introduced systematic review to the field of social science.

Subsequently, Pickering and Bryne (2014) designed the SQLR by developing the original systematic literature review. This is the method that map out the boundary of the research topic by describing what is currently known and what should be studied in the future

(Pickering, Grignon, Steven, Guitart, & Byrne, 2015). It should be systematically reviewed between 15 and 300 articles through searching specific terms regarding research topic (Pickering & Bryne, 2014). It proposes a guideline of writing literature reviews with explicit structure/process (Pickering & Bryne, 2014).

Moreover, this approach comprehensively arranges publication year, the research field, area, subjects, methods, keywords, data collection techniques, analysis techniques, etc., and emphasizes the systematic process relating to the literature search, extraction, and integration (Pickering & Bryne, 2014; Yang, Khoo-Lattimore, & Arcodia, 2017). It is feasible to discover where generalizations occur as well as the limits of such generalizations by mapping the borders of the available literature (Pickering & Bryne, 2014). Therefore, it is useful in the early stages of exploration in which literature is evaluated in a new area (Pickering & Bryne, 2014).

This study conducts a SQLR for two main purposes: 1) to understand why people share travel experiences on social media, 2) to suggest the boundary and new conceptual framework of this phenomenon. Since there is a lack of understanding happiness in tourism field, the present study includes the literature review part as different from the general SQLR to validate operational definitions of happiness through sharing travel experiences on

social media.

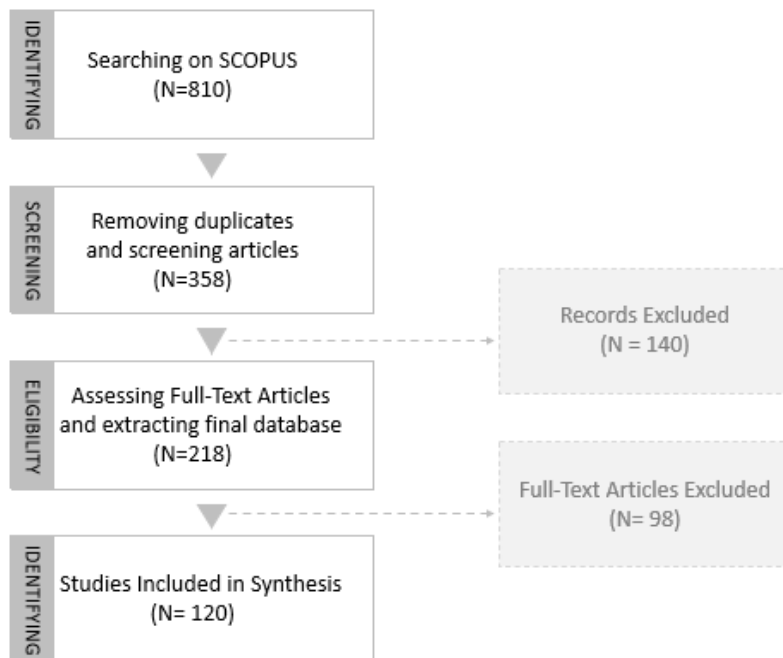
2. Data Screening and Extracting

Scopus has a comprehensive research database across all disciplines with strict criteria that includes the reputation and impact of the publisher, publication and editorial mission, quality of contents etc. (Booth, Chaperson, Kannell, & Morrison, 2020; Elsevier, 2020).

Previous systematic literature reviews in the tourism field have used Scopus for their searching database (Becken, 2013; Booth *et al.*, 2020; Cheng, Edwards, Darcy, & Redfern, 2016; Solvoll, Alsos, & Bulanova 2015; Voorberg, Bekkers, &

Tummers, 2015). To understand online travel experience sharing and the function of social media in the travel sector, the academic field of articles was not limited so that Scopus was a suitable DB for collecting proper data.

The review process followed the PRISMA Model (Moher, Liberti, Tetzleff, & Altman, 2009; PRISMA, 2020) (Figure 1). The PRISMA was developed to propose the guideline of conducting systematic review with 27-items checklist and four-phases flow diagram (Liberati, Altman, Tetzlaff, Murlow, Gøzsche, Ioannidis, & Moher, 2009). A total of 810 articles were searched on the Scopus database between January 22 and January 31 in 2020 with



A PRISMA flowchart: Adapted from Moher *et al.*(2009)

(Figure 1) Process of a systematic quantitative literature review

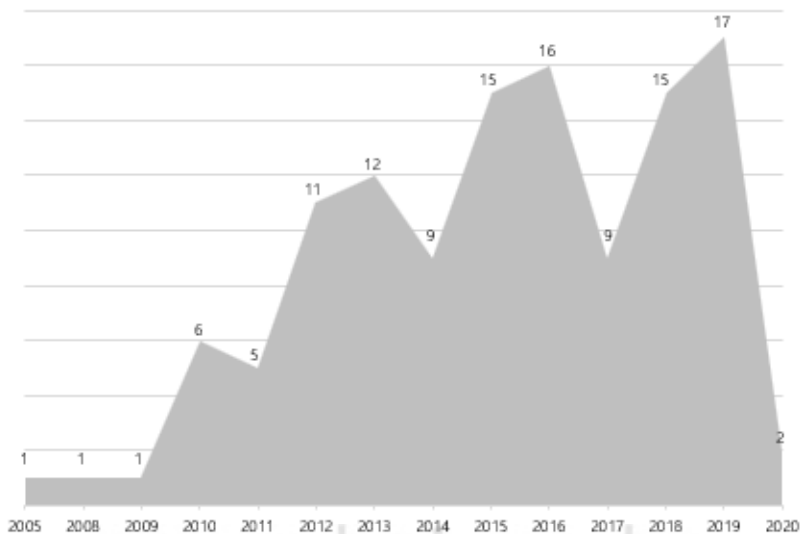
〈Table 2〉 Analysis criteria

Criteria	Inclusion	Exclusion
Research type	Published article	Proceedings, Letter, Lecture
Language	English	Non-english language
Keywords	Online, Posting, Social media, SNS, eWOM, Travel, Tourism, Happiness, Well-being, Quality of life, Subjective well-being	Unrelated to sharing travel experiences on social media

keywords related to social media such as ‘online’, ‘posting’, ‘social media’, ‘SNS’, and ‘eWOM’, travel such as ‘travel’ and ‘tourism’, and happiness such as ‘happiness’, ‘well-being’, ‘quality of life’, and ‘subjective well-being’. After excluding the duplicates and articles that were not specifically focused on sharing travel experiences on social media, 358 articles were shortlisted. Subsequently, after screening and identifying if they were published in

English language journals, 218 published articles were selected and further reviewed against the research subject and data analysis criteria 〈Table 2〉. Finally, 120 articles were included in the database.

Finally, 120 articles were coded with several categories such as information about the publication (year, region, and discipline) keywords, the research context (methodological frameworks, social media types), characteristics of research



〈Figure 2〉 Published year of the literature

samples, and major variables, and were then exported to a Microsoft Excel spreadsheet.

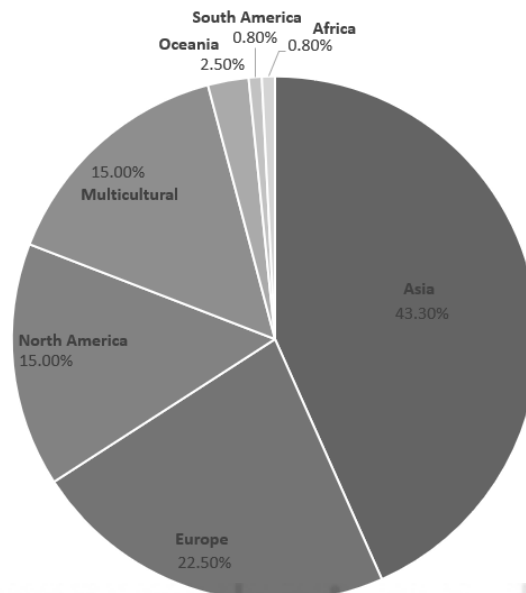
IV. Results

1. Distribution of Publication Year

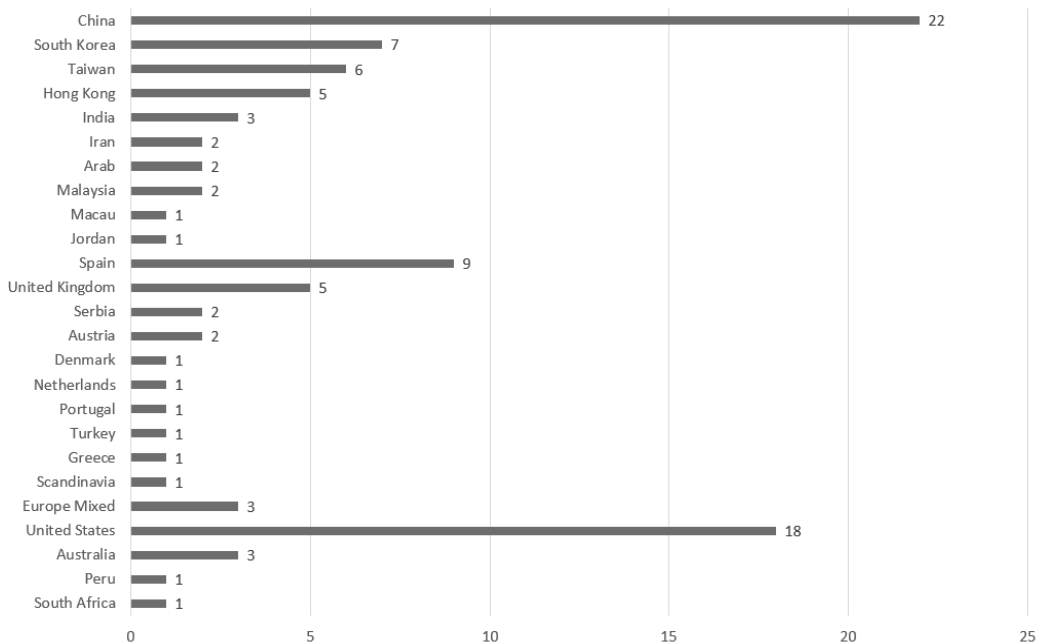
Molz(2005) first published an article regarding the phenomenon of travelers' sharing their online travel experiences. Since 2010, research on social media and tourism has gained attention (Figure 2). In 2012, there were 11 publications, and in 2019, a total of 17 articles were collected. Two articles were published in January 2020.

In the early 2010th, content analysis of

blogs and review websites examined travelers' dis/satisfaction with travel destinations and hotels (O'Connor, 2010; Wenger, 2008; Zehrer, Crotts, & Magnini, 2011; Litvin & Hoffman, 2012). Since 2014, topics were subdivided into various functions of social media in travel experiences such as self presentation (Wang & Morais, 2014; Scott, Bolye, Czerniawska, & Courtney, 2018), destination image formation (McMullen, 2019), observing improper traveler behaviors (Huang & Sun, 2019; Park, Seo, & Kandampully, 2016), and others. New techniques with big data (Edwards, Cheng, & Wong, 2017; Mariani, Borghi, & Gretzel, 2019; Tseng, Wu, Morrison, Zhang, & Chen, 2015) were introduced and research has been



(Figure 3) Percentage of research region by continent



〈Figure 4〉 Percentage of research region by country

actively conducted in Asia, especially in China.

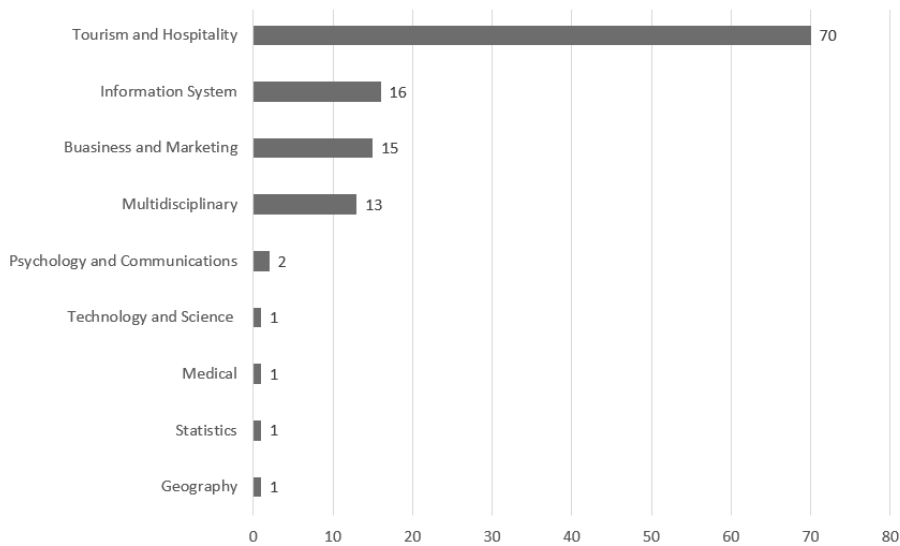
2. Research Region

The selected articles were published across 24 countries with several cross-cultural studies 〈Figure 3〉. Almost half of the articles were published in Asia (China, 18.3%; Korea, 5.8%; Taiwan, 5.0%), followed by Europe (Spain, 7.5%; the UK, 4.2%), then North America (the US, 15.0%). Several papers attempted cross-cultural comparisons to identify whether social media users' cultural backgrounds affect social media usage (Cassidy & Pabel, 2019; Syed-Ahmad, Pengiran-Kahar, Lahadzir, & Murphy, 2010; Wilson, Murphy, & Fierro, 2012).

China was the most researched country, followed by the US, Spain, and South Korea. In China, researchers focused on Chinese users-oriented social media such as Qyer.com (Li, Lee, & Yang, 2019; Wu & Pearce, 2014), Mafengwo.cn (Fang, Li, & Prybutok, 2018), Sina Weibo (Zhang, Ying, Bihu, Morrison, & Li, 2016; Chen, Chen, & Xue, 2020), etc. In the U.S., focused on analyzing travel review websites rather than SNS (identified in five publications) (Lee, Reid, & Kim, 2018; Racherla, Connolly, & Christodoulidou, 2013; Sukhu, Zhang, & Bilgihan, 2015).

3. Research by Discipline

The study on social media usage and travel has been published in various

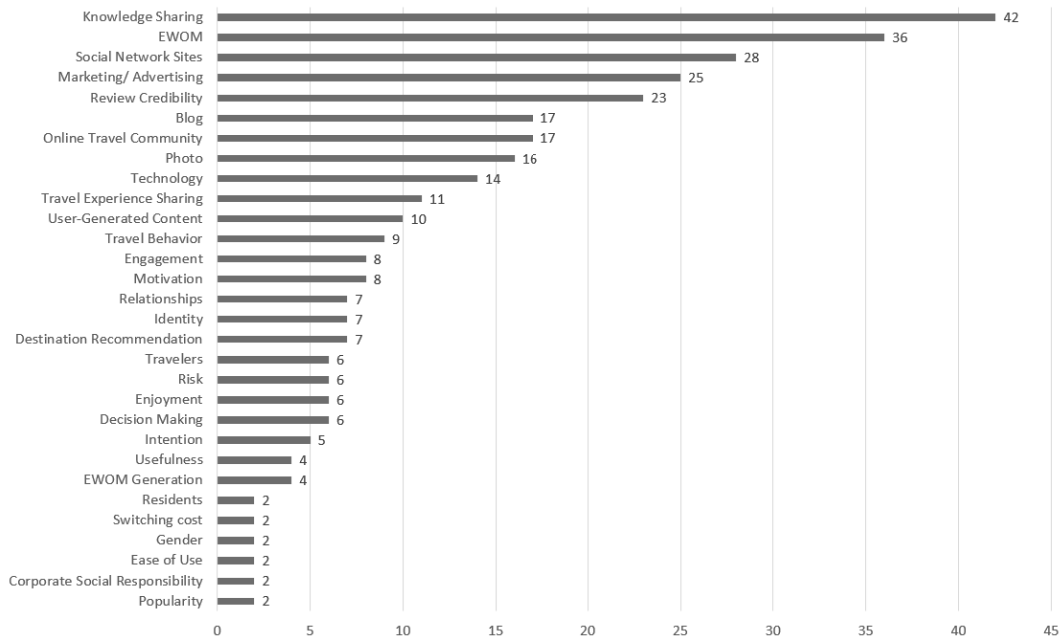


〈Figure 5〉 Percentage of research by discipline

research fields. Discipline of research was categorized by the field of journal that each article was published 〈Figure 5〉.

The largest proportion of articles have been published in the tourism and hospitality field (59.2%), followed by the information system field (13.3%), and the business and marketing field (12.5%). Prior studies found that in addition to travelers, travel destinations and travel-related agencies (hotels, travel agencies) also use social media for self promotion and to attract potential tourists (Chung, Han, & Koo, 2015; Milwood, Marchiori, & Zach, 2013; Stepchenkova & Zhan, 2013; Yaakop & Hemsley-Brown, 2012). In the early 2010th, research on marketing and tourism field was accounted for a large proportion (O'Connor, 2010; Wenger, 2008; Zehrer, Crotts, & Magnini, 2011; Litvin, & Hoffman, 2012). Since

2014, research has been published in various study areas such as technology, medical, statistics, and geography. Ozan-Rafferty, Johnson, Shah, & Kursun(2014) investigated characteristics and motivations of medical tourists who visit Turkey through internet narratives. Low costs, familiarity, interest, and physicians' expertise attract patients to Turkey. In the field of statistics, Wang, Song, Jin, and Ren(2014) empirically revealed knowledge sharing motivation on online travel communities based on social exchange and the social cognition theory. They suggest that opportunity costs have a negative effect on knowledge sharing wishes, whereas trust and reciprocity have positive effects on knowledge sharing wishes. In the field of geography, Stankov, Jovanović, Pavluković, Kalinić, Drakulić-Kovačević, and Cimbaljević (2018)



〈Figure 6〉 Percentage of frequency of keywords

attempted multicultural studies to compare the attributes of Facebook pages of official destination marketing organizations (DMOs) in Europe and the U.S. With Facebook Graph API, they identified that European Facebook users share more videos than links, while users from the US tend to share more links. This shows that various approaches in different academic fields examine sharing travel experiences motivations and travelers' visit intentions through social media.

4. Frequency of Keywords

A total of 617 keywords were counted and analyzed in 120 published articles. After excluding general keywords such as 'internet', 'travel', and 'tourism', and those

are limited to specific studies such as 'netnography', 'power distance', 'patient satisfaction', etc., similar keywords were categorized 〈Figure 6〉.

To be specific, keywords that include the same word or the same meaning categorized into one group. For example, knowledge sharing includes knowledge, information sharing, and knowledge sharing. The keywords revealed travelers' purpose of SNS usage such as 'knowledge sharing', 'picture sharing', and 'travel experience sharing'. Moreover, it indicates various terms to represent social media such as 'SNS', 'blogs', and 'online travel community'. Keywords that are related to 'marketing' and 'advertising' were observed up 25 times, which explains how DMOs and travel industries use social media for

marketing tools and destination promotion.

Five theories were drawn based on prior studies: Social influence theory, Theory of acceptance and use of technology, Motivation theory, Involvement theory, Expectancy disconfirmation theory, Theory of planned behavior. Kang and Schuett (2013) and Oliveira *et al.*(2020) drew on the social influence theory to understand motivation and psychological commitment to travel experience sharing. Bakshi, Dogra, and Gupta(2019) unified the acceptance theory and the use of the technology theory to understand the effect of travel motivation and technology acceptance on online review posting. Kim, Lee, and Bonn(2017) examined the moderating role of anxiety attachment between seniors' social media usage motivation and flow experience in terms of motivation theory. Huang *et al.*(2010) explored the

social impact of blogs and the degree of travel bloggers' attention and concerns based on the involvement theory. Other researchers investigated the effect of eWOM on travel destination expectations and post travel experiences with the expectancy disconfirmation theory (Chang & Wang, 2019; Sedera *et al.*, 2017) and the Theory of Planned Behavior (Jalilvand & Samiei, 2012).

5. Methodological Frameworks

Multiple methodologies including quantitative and qualitative studies were involved in social media studies in tourism. In all, 85 out of 120 articles applied quantitative methods, 26 conducted qualitative studies, and the remaining nine utilized a mixed approach (Table 3). More than half the studies utilized the

(Table 3) Research methodology of the literature

Methodology		No	
Quantitative	Survey	64	53.3%
	Experiment	6	5.0%
	Content analysis	6	5.0%
	Webscrapping	5	4.2%
	Network analysis	1	0.8%
	Textmining	3	2.5%
	Total	85	70.8%
Qualitative	Content analysis	21	17.5%
	Interview	3	2.5%
	Narrative analysis	2	1.7%
	Total	26	21.7%
Mixed		9	7.5%
Total		120	100%

survey approach (53.3%) to identify motivation and intention of social media usage (Bakshi, Dogra, & Gupta, 2019; Chung *et al.*, 2015; Oliveira *et al.*, 2020; Park *et al.*, 2016).

Data mining and quantitative content analysis have been applied in studies to indicate SNS users' demographic characteristics and suggest effective marketing strategies (Rong, Vu, Law, & Li, 2012), and measure destination image before and after travel and perceived usefulness of eWOM (González-Rodríguez & Martínez-Torres, & Toral, 2016). Kim and Fesenmaier (2017) conducted experimental research to explore the effect of sharing travel experiences on social media on post-travel emotions and perceptions.

They found that sharing travel experiences positively effect on overall evaluations and decrease negative perceptions. Molz (2005), who was firstly interested in social media usage in tourism, conducted depth interviews with world travelers and travel website authors in perspective of global civic responsibility. This study revealed that travelers respond to obligation to cultural tolerance and interconnectedness by sharing their experiences.

In addition, Zhou, Yan, Yan, and Shen (2019) scrutinized travelers' eWOM motivations. Such as, building self-image, socializing, and helping others, through in-depth interviews.

Studies using qualitative content analysis have been conducted to compare the

influence of residents and other online travel community members (Arsal, Woosnam, Baldwin, & Backman, 2010), monitor national park visitors' improper behaviors (Huang & Sun, 2019), and examine the effect of existing social relationships on travel eWOM (Luo & Zhong, 2015). The dual method with survey and content analysis was conducted to detect the inconsistency between travelers' travel planning information needs and Chinese DMO postings (Zhang *et al.*, 2016). The research suggests that it is needed to reflect travelers' needs when the DMO posts travel information on social media.

6. Classification Scheme of Social Media

According to social media classification previously suggested (Table 1), social media was classified by two dimensions: SNS and travel review websites (Table 4). Research that studied various types of social media together classified into 'mixed' and those that did not mention about types of social media classified into 'unspecified'. Studies on travel specific websites such as Tripadvisor.com, Booking.com, Qunar.com, etc., comprised the largest proportion(26.7%). Through content analysis, researchers analyzed review postings on those websites and suggested e-complaint management (Dinçer & Alrawadieh, 2017), highlighted helpful hotel reviews with review quality, review sentiment, and reviewer characteristics (Lee, Hu, &

Lu, 2018).

China is one of the top countries investigating social media usage in travel environment and research in China has concentrated on Chinese online communities such as Weibo, WeChat, and QQ space. Researchers discovered Chinese travelers' sharing motivations, for instance, popularity and peer competition (Liu, Zhang, Law, & Zhang, 2019), social connection, social status achievement, altruism, and self-documentation (Wu & Pearce, 2014), etc. Huang and Wei(2019) found that Wechat Momet is the most popular online community among travelers (66.5%) and that young females are likely to share their travel experiences using online platforms. Facebook was most frequently used among studies on the virtual community (Boley, Magnini, & Tuten, 2013; Sedera *et al.*, 2017; Stankov *et al.*,

2018). Sedera *et al.*(2017) conducted a longitudinal survey on Facebook users and discovered strong mediating effects of social influence (likes and comments) on the relationship between travel expectation and confirmation.

V. Conclusion

Smartphone users enjoy taking and sharing photos with mobile devices (Lee, Chung, & Jung, 2015). Various images, experiences, and learning resources created by users are circulating through social media sharing sites (Lewis *et al.*, 2010). This phenomenon changed the overall manner in which travel information is produced, searched, and shared. User generated content became the main source of travel information so that

<Table 4> Classification scheme of social media

Type of social media		No	%
Social network sites	Virtual community	12	10.0%
	Photo sharing sites	6	5.0%
	Personal blogs	7	5.8%
	Micro blogs	1	0.8%
	Total	26	21.7%
Travel review websites	Online community	24	20.0%
	Travel specific websites	32	26.7%
	Total	56	46.7%
Mixed		19	15.8%
Unspecified		19	15.8%
Total		20	100%

destination organizations and travel related agencies monitor traveler behaviors with these sources. Thus, it is significant to understand why people share their travel experiences on online platforms and propose the conceptual framework of happiness through sharing travel experiences on social media. By considering happiness perspective, this study analyzed 120 publications with SQLR approach in terms of social media usage motivation and the effect of sharing travel experiences in online circumstances.

Research on social media in tourism has drawn attention since 2010. In the early 2010th, researchers conducted content analysis on travel blogs and review websites, mainly focusing on travel motivation and marketing effects. In 2014, topics and research subjects began to be concretized in diverse effects of social media, for example, self presentation and social identity formation (Scott *et al.*, 2018; Wang & Morais, 2014), social relationship creation, and monitoring traveler behaviors (Huang & Sun, 2019; Park *et al.*, 2016).

There were differences in research by country. The greatest proportion of articles have been published in China, where they form their own travel online communities such as Qyer.com, Mafengwo.cn, Sina Weibo, and WeChat moment. In the U.S., research focused on travel review websites rather than SNS. Moreover, Stankov *et al.*(2018) identified different attitudes toward social media postings

between American users and European users. European users recognized that videos are more useful than links, whereas American users prefer and share more links. Lately, research investigates travel motivation and travel satisfaction with big data technique, web crawling, and text mining in various fields (Edwards *et al.*, 2017; Mariani *et al.*, 2019; Tseng *et al.*, 2015).

In particular, active participation in the online travel community strengthens community belongingness and individual and community identification (Lee *et al.*, 2014; Qu & Lee, 2011). Social interactions among SNS users create strong eWOM effects (Luo & Zhong, 2015). Accordingly, boosting online travel community bonding relates to promote both the community and travel destination as well as to enhance individuals' happiness.

In conclusion, based on the philosophical dimension of happiness, travelers fulfill hedonia and eudaimonia when they post travel experiences on social media. At the hedonia level, travelers share travel experiences to gain popularity and compete with other users (Liu *et al.*, 2019), for enjoyment (Bakshi *et al.*, 2019; Huang, Basu, & Hsu, 2010; Mohd Suki & Mohd Suki, 2019; Oliveira *et al.*, 2020; Sukhu *et al.*, 2015; Wu & Pearce, 2014), and self-recording (Huang, Basu, & Hsu, 2010; Wu & Pearce, 2014; Zhou *et al.*, 2019). Travelers feel hedonic pleasure in the act of posting travel experiences.

Moreover, travelers are also motivated by a eudaimonic view of happiness to share their travel experiences and help other travelers (for example, through reciprocity and altruism) (Bakshi *et al.*, 2019; Bigne´, Ruiz, Andreu, & Hernandez, 2015; Lee & Hyun, 2018; Wu & Pearce, 2014:). They feel sense of enhancement (Wu & Pearce, 2014; Oliveira *et al.*, 2020), gain social reputation (Lee & Hyun, 2018), and form social relationships (Bigne´ *et al.*, 2015; Huang *et al.*, 2010; Zhou *et al.*, 2019) by sharing travel experiences online. By synthesizing previous discussions, this review demonstrates the relationship between sharing travel experiences on social media and happiness and provides a schematic concept of this relationship (Figure 7).

1. Theoretical Contributions

Although research on social media, life satisfaction, and happiness has evidently

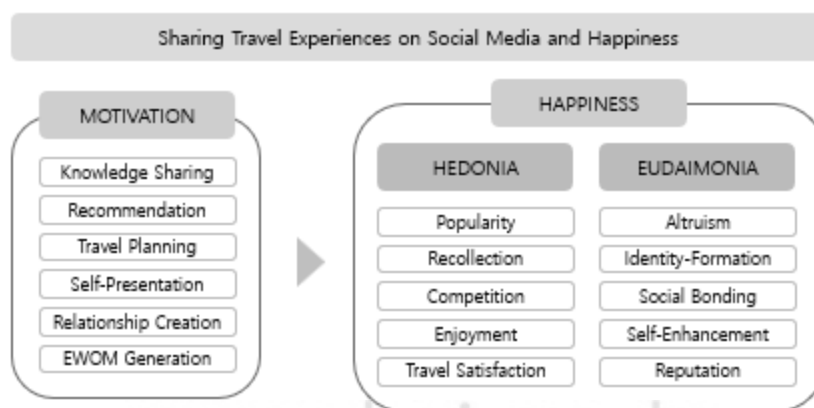
increased (Gangadharbatla, 2008; Kim & Lee, 2011; Lee *et al.*, 2015), in the tourism sector, social media is only utilized to identify travel satisfaction and future travel intention.

This study extends the discussion to share travel motivations, online community bonding, and happiness.

Since people use social media for social interaction rather than searching for information, travelers’ self-esteem has a strong link to happiness in the online context (Valkenburg, Peter, & Schouten, 2006). Marengo and colleagues(2021) discovered that self-esteem mediates the relationship between positive feedbacks from social media friends and happiness. This supports that both travelers’ self-evaluations and peer-evaluations on social media effect on happiness.

Through proposing the schematic concept, the current study suggested the following academical discussions:

1. Sharing travel experiences on social



(Figure 7) Proposed conceptual framework

media positively influences on travel satisfaction and revisit intention as well as enhances travelers' happiness.

2. There are five main functions of social media usage in travel environment: 1) information transmission, 2) social bonding, 3) identity formation, 4) marketing and advertising, and 5) monitoring current and potential travelers.

2. Practical Contributions

The findings of this study imply two practical social media functions in the travel environment: 1) marketing and advertising travel destinations and 2) monitoring current and potential travelers.

First, social media postings from travelers create tourism destination image and identity, which leads to increase others' travel intention and travel satisfaction (Chang & Wang, 2019; Jalilvand & Samiei, 2012). Travelers perceive negative reviews and postings as more credible and useful (Bigne' *et al.*, 2015) and if positive responses follow, negative postings are not always considered bad (Zehrer *et al.*, 2011). Thus, it is important for marketers to manage negative reviews and continuously monitor them with quick feedback. Moreover, to enhance traveler's active participation, marketers should consider content richness (number of photos and videos), length of posting, and information credibility and expertise when they post travel information on their official social

media accounts. By considering social media users' characteristics and cultural backgrounds, marketers can create more specific market segmentations.

Second, recent studies found a new function of social media: monitoring current and potential travel behaviors (Huang & Sun, 2019; Park *et al.*, 2016). social media users visit travel information centers more frequently to provide professional information to other travelers (Lyu & Hwang, 2015). As eWOM from conative travelers is perceived as having higher expertise and is useful to other travelers (Casaló, Flavián, Guinaliú, & Ekinci, 2015; Fang, Li, & Prybutok, 2018), it is significant for marketers to form a bond with them and leave sincere feedback on their evaluations rather than provide economic rewards. In contrast, destination managers should periodically supervise all user generated contents from before travel exploration to after travel to evaluate whether correct information is being delivered.

3. Limitation and Future Study

There are several academic databases such as EBSCO Host (Hospitality and Tourism Complete), Science Direct (Elsevier), Emerald, Scopus, Web of Science, ProQuest, and Sage (Durko & Petrick, 2013; Yang, Khoo-Lattimore, Arcodia, 2017; Figueroa Domecq, Pritchard, Segovia-Pérez, Morgan, & Villacé-Molinero, 2015; Gross, Gao, & Huang, 2013). However, this study used

the research database from Scopus, which can lead to omissions. To compensate this shortage, this study did not limit the regions and disciplines in the research. Future studies are encouraged to search articles on the entire database to ensure the trends and comprehensiveness of this phenomenon. So far, traveler-centric research has been mostly conducted on social media in tourism field. Regardless, it is necessary to present a concept that covers happiness in the whole tourism system by, for example, including residents and tourism industry workers. This study focuses on the positive sides of social media usage in the travel environment. However, the negative effects of social media, such as touristification and personal information leakage should be considered in future studies.

Declaration of competing interest

None.

Author's contribution

Choi, Ji-Won: Conceptualization, Literature Review and Writing(Original draft preparation), **Kim, Kyoung-Bae:** Writing(Original draft preparation), **Lee, Hoon:** Conceptualization, Writing(Original draft preparation), Supervision and Validation.

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