

MOTIVATIONS FOR SHARING TRAVEL EXPERIENCES THROUGH SOCIAL MEDIA

In the last decade, tourism industry has undergone some changes because of the internet and more specifically because of the emergence of social media. Indeed social media allows people to have easily access to information and also allows them to share experiences.

Today, during their trips tourists can share video or photos whenever they want to. Most of the studies are focusing on the influence of the social media on the tourism industry but few studies are about what make people sharing their experience on social media.

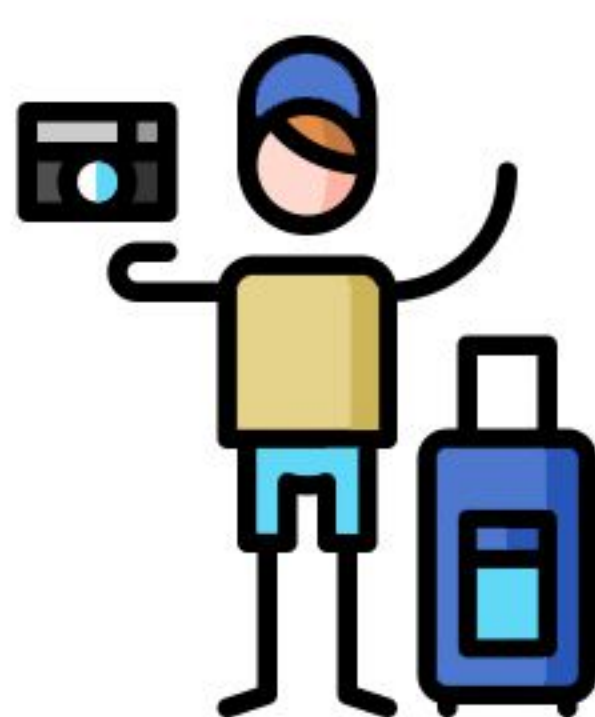
According to Ana Maria Munar, and Jens Kr. Sleen Jacobsen study, 2014

WHAT ARE THEIR MOTIVATIONS ?

2 MAJORS MOTIVATIONS

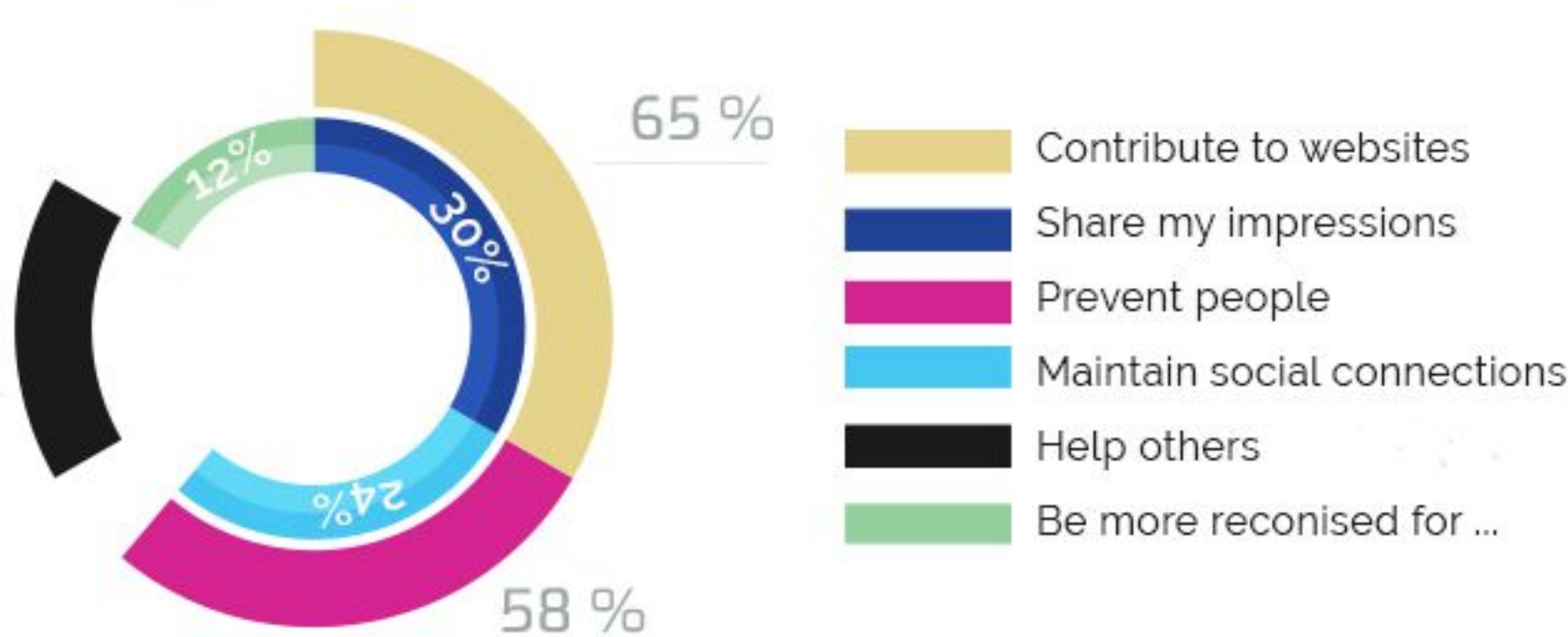
1. SELF CENTERED MOTIVATION

Tourists will share their experiences because of personal interests like gaining some respect in the community or making their social relations stronger.



" I want to **CONTRIBUTE** to **WEBSITES** that are **USEFUL TO ME** "

MOTIVATIONS FOR SHARING ON Booking.com / [tripadvisor](http://tripadvisor.com)



2. COMMUNITY RELATED MOTIVATION

Tourists will share their experiences to influence and help others. Here, tourists become a sort of guide for others.

" I WANT to **HELP** others "

MOTIVATIONS FOR SHARING ON

