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EXPLORING THE INFLUENCE OF INSTAGRAM ON TRAVEL DESTINATION CHOICE

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Abstract:

The emergence of social media has brought great changes to the tourism industry. Various such platforms have become an almost inevitable tool in all phases of travel, including organization of travel, during travel, and post-travel. Given the growing popularity and widespread use of social networks, their influence on users is becoming the focus of many studies. Since Instagram is one of the most widely used social media, the main goal of this research was to find out how much it affects the choice of travel destination. To achieve that, a survey was conducted among 853 participants. The target group included people between 18 and 54 years of age, who are the most frequent users of Instagram. The findings showed that Instagram is an important source of information and inspiration in the destination selection process. In addition, it has been found that travel-related content is one of the most followed on Instagram and that it definitely increases the interest of users to visit certain destinations. The paper also discusses the influence of Instagram on the choice of travel destination depending on certain sociodemographic characteristics of respondents.

INTRODUCTION

Travel planning is a process that involves three phases: information search, information processing, and a decision making (Choi *et al.*, 2012). People search for information using different channels that have changed and evolved over time (Ho *et al.*, 2012; Almeida-Santana & Moreno-Gil, 2017). In the late 19th century, people made travel decisions based on information published in magazines and journals, but they also relied on friends and family members (Little *et al.*, 2011). At the beginning of the 20th century, radio and television appeared, and with the advent of the Internet and the development of Information Communication Technologies, the way consumers plan and choose travel-related products changed significantly (Chung & Koo, 2015). In addition, the emergence of social media has enabled travelers to share their experiences and has become the most common source of information when making travel plans (Ayeh *et al.*, 2013).

The main role of the travel information search is to support individual decision making and the choice of a specific product or destination (Crompton, 1992). Decision making is complex and involves numerous decisions, like whether to travel, when, how long to stay, how much to spend, what to see and do, as well as where to go (Nuraeni *et al.*, 2015). Destination selection is a process of choosing a destination based on its capability to satisfy the tourists' needs (Tham *et al.*, 2013). According to Crompton (1977), the choice of destination is influenced by constraints such as time, money and skills, and destination image. In general, two categories of destination characteristics are considered to influence decision making: activities that can be undertaken (e.g. outdoor recreation, sports, cultural activities, shopping, nightlife) and attributes of the destination (e.g. accessibility, safety, climate, availability and quality of accommodation, residents' attitude toward tourists, existence of language barriers) (Um & Crompton, 1992). The attitudes of the individual (Jalilvand & Samiei, 2012), the experience they wish to create for themselves (Nuraeni *et al.*, 2015), and their gender, age and personality also play an important role when deciding where to travel (Wu *et al.*, 2011).

Later, with the development of technology and the evolution of information channels, it became apparent that consumer behavior is also influenced by virtual communities (Fotis *et al.*, 2011). The role of social networks has expanded from platforms for connecting people to a massive data source that affects decision-making process (Maghrebi *et al.*, 2016). Today, social media usage is one of the most popular online activities practiced by 3.6 billion people worldwide and is projected to reach 4.41 billion users in 2025 (Clement, 2020a). One of the most popular social networks today is Instagram which gathers over 1 billion monthly active accounts (Clement, 2020b). It is one of the fastest growing photo and video-sharing platforms (Sheldon & Bryant, 2016) and is an essential research medium in tourism industry (Sedera *et al.*, 2017). The aim of this paper was to explore the apparent influence that Instagram has when making travel decisions (Marc *et al.*, 2021). The paper focused on whether the content on Instagram influences people to choose certain travel destinations. Furthermore, the authors wanted to analyze the role of Instagram in travel planning, as well as to reveal potential differences in respondents' answers depending on their sociodemographic characteristics. The results can help destination management organizations and other companies in travel industry to recognize the importance of social networks as a means of promoting destinations.

LITERATURE REVIEW

Social media has triggered major changes in the tourism journey. Tourists consult social media regarding the organization of travel, during the travel, and post-travel (Book *et al.*, 2018). Through all three phases, social media has a relevant role in shaping traveler's preferences and choices (Tham *et al.*, 2020). Before traveling, tourists use social networks as a means to gather tourism-related information (Liu *et al.*, 2013; Almeida-Santana & Moreno-Gil, 2017). Zhang *et al.* (2018) emphasized that social media could be an effective tool to raise awareness and interest towards the destination. Further, during the travel, tourists use social media platforms to stay connected with friends and family (Fotis *et al.*, 2011) and to share their experience. People mainly do so to keep others aware of the travel-related content such as location, services, products, activities, etc. (Hernandez-Mendez *et al.*, 2015). Some researchers (Osei *et al.*, 2018) state that social media have become a platform for presenting social self-image, and that the shared tourism experience speaks to how an individual is portrayed. In addition, Kang and Schuett (2013) pointed out that sharing travel experiences on social media plays a key role as a marketing information source. In the post-travel phase, people use social networks to preserve

their travel experiences. Also, at this stage, travelers share opinions on what they liked or disliked about their journey (Fakharyan *et al.*, 2012) or help others by giving advice or useful tips (Lee *et al.*, 2014). However, other people may use social networks after the trip to look back on the whole experience and relive the memories through the published content (Tham *et al.*, 2020).

One of the most important decisions made at the beginning of a travel journey is related to the choice of destination. Destination selection is a complex process affected by many factors. In order to decide, tourists make a cognitive and emotional assessment of the destination, in accordance with the motive and purpose of the trip (Woodside & Lysonski, 1989). During this process, the most important role is played by information that helps tourists to eliminate some destinations and choose the one that suits them best (Nyman *et al.*, 2018). As a rich and accessible source of information, social media have the potential to influence travel decisions. Nowadays, sharing experiences online (through photos, videos, reviews, and check-ins) has become a usual practice. Such information generated by many users from different perspectives generates an authentic preview of the destination (Marc *et al.*, 2021). Instagram is considered one of the most popular travel-related social media which plays a big role in creating travel inspiration and arousing interest in the destination (Barbe *et al.*, 2019). It has the ability to convey feelings through photographs which excite interest in travel and lead to travel decisions. In addition, the visual content on Instagram contributes to the creation of the brand and the positive image of a destination, which is certainly one of the factors influencing the choice of travel destination (Iglesias-Sánchez *et al.*, 2020).

Previous authors have also discussed the impact of social media on travel destination choices (Fotis *et al.*, 2011; Fakharyan *et al.*, 2012; Jalilvand *et al.*, 2012; Jacobsen & Munar, 2012; Simms, 2012; Davies & Cairncross, 2013; Tham *et al.*, 2013; Liu *et al.*, 2013; Shu & Scott, 2014; Hernandez-Mendez *et al.*, 2015; Kavoura & Stavrianeas, 2015; Huang *et al.*, 2017; Lim *et al.*, 2017; Osei *et al.*, 2018; Tham *et al.*, 2020). The focus was mainly on various travel related forums, blogs, sites, certain social networks, with Facebook being the most common subject of research. Given the growing popularity of Instagram, its influence on the choice of a travel destination has become interesting for some authors in the last few years (Terttunen, 2017; Parsons, 2017; Le, 2018; Granberg, 2019; Hanifah, 2019; Lutes, 2019). However, most of these studies include only the Millennials' point of view and base the results on a relatively small sample. Thus, some of the previously mentioned authors (Granberg, 2019; Lutes, 2019; Hanifah, 2019) recommended that a more extensive and representative sample of Instagram users should be included. Additionally, these studies were conducted between 2017 and 2019, but data on social media become outdated fast when the changes happen fast. Therefore, this study aimed to fill that gap and try to provide more accurate information to destination management organizations. The main goal was to reveal how people use Instagram for travel purposes and whether the content they see encourages them to travel and choose certain destinations.

METHODOLOGY

Study sample

The study was conducted in Serbia, on a sample of 853 respondents. The research primarily involved 857 people, however, four were left out since they stated that they are not users of the Instagram social network. The target group included people aged 18 to 54, who are the most frequent Instagram users. According to (Clement, 2020c), the four largest age group on Instagram are: 18-24 (29.3%), 25-34 (33.8%), 35-44 (15.9%) and 45-54 (8.1%). Therefore, it was considered appropriate to include participants from these age groups and cover a more extensive sample than the previously mentioned studies. Convenience sampling was a combined with the snowball technique, since respondents were asked to share the questionnaire with other people.

Procedure

The research was conducted in August 2020 using an online questionnaire, which was distributed via e-mail and social media (Facebook and Instagram). The respondents were informed of the general purpose of the study and that participation is anonymous and voluntary, as well as that the results will be used only for scientific and research purposes.

Instrument

The questionnaire consists of 14 questions, which are systematically divided into five groups. The first part is related to the socio-demographic characteristics of the respondents including gender, age, and education. The second part covers general questions related to the frequency and characteristics of travel (frequency of travel, sources of information). The third part contains questions related to certain elements in the process of choosing a travel destination. The aim was to determine which elements are important to the respondents when choosing a travel destination (photos and videos, informational text/description of destination, user reviews and comments, and recommendations from family or friends or someone they know) as well as how important it is for them to watch photos and videos of different destinations before deciding where to travel. The answers were measured by the 5-point Likert scale. The fourth part of the questionnaire refers to the general use of Instagram (purpose, frequency of use, and time spent online). Questions from this and the previous segment were taken and adapted from Terttunen (2017). The last part aimed to reveal whether Instagram has an impact on travel plans. The focus was on measuring the impact of Instagram content on the choice of travel destination. Questions and statements were taken and adapted from the previous studies (Terttunen, 2017; Parsons, 2017; Le, 2018; Granberg, 2019; Hanifah, 2019; Lutes, 2019). The answers were also measured by the 5-point Likert scale (1 – strongly disagree, 2 – disagree, 3 – neither agree nor disagree, 4 – agree and 5 – strongly agree). In addition, it was important to determine when and for what purposes respondents use Instagram when it comes to travel.

In order to obtain the requested data, respondents' answers were processed through the IBM SPSS Statistics (descriptive statistical analysis, T-test, correlation analysis and ANOVA test).

RESULTS AND DISCUSSION

Sociodemographic characteristics of respondents

The first results showed the sociodemographic structure of the respondents. Thus, the majority of respondents are women (75%) and the average age is 27 years (range = 18 – 54; SD = 7.1767). More than half of the respondents (57%) hold a bachelor's degree, 23.8% hold a high school degree, and 19.1% hold a master's or Ph.D. degree. Gender imbalance within the sample is noticeable, which can be considered as one of the weaknesses of this study.

Travel information and destination choice

In terms of general travel information, it was found that the majority of respondents (69.4%) travel several times a year, 18.8% travel once a year and 8% of them travel once a month. Only 3.9% of respondents stated that they rarely travel - once every few years. Regarding the source of travel information, the most common source are social media platforms (80.1%), such as Facebook, Instagram, Youtube, Pinterest, and TripAdvisor. Also, 52% of respondents get information through various travel blogs, and 61% trust the recommendations of people they know. Respondents also use official travel websites (31.5%) and travel agencies (25%), while traditional media such as brochures and guides (14.2%) and television, newspapers, and magazines are less represented (13.7%).

The next part of the research is related to examining the importance of certain elements in the process of choosing a travel destination. Initially, the goal was to determine what influences the choice of travel destination the most. Respondents agreed that the choice of travel destination is equally influenced by photos and videos, informational on/description of destination, and recommendations (Mean = 4). However, what stands out are the reviews and comments (Mean = 4.2; SD = 0.9413) which the respondents take into account the most when selecting a destination. The aim was also to examine how important it is for respondents to look at photos and videos when selecting destination. They rated it from 1 to 5 and the results showed that it plays a significant role in the destination selection process (Mean = 4.3; SD = 0.9567).

These results showed that during the planning phase, the most common information tools are social networks. It means that these platforms are largely replacing traditional ways of communication and promotion. However, the second most common answer is the recommendations of people they know. This confirms the claims of some authors (Jacobsen & Munar, 2012; Munar & Jacobsen, 2013; Ho *et al.*, 2012) that traditional word-of-mouth communication is still a crucial information source for travel planning and decision-making. The same is true for the factors that influence the choice of travel destination, where reviews and comments stand out. Besides, the results showed that photos and videos play a significant role when choosing a destination selection process. In the light of that, the results supported the findings of Terttunen (2017) regarding the importance that photos and videos have in the travel planning process.

Use of Instagram

Before analyzing the influence of Instagram on the choice of destination, it was necessary to examine several elements related to the general use of that social network. The first question in this regard was related to the primary reasons why respondents have an Instagram account (Table 1).

Table 1. Primary reasons for having an Instagram account.

Reasons	Percentage (%)
Share my photos and experiences with others	59.9
Keep my friends and family up to date	13.2
Get followers	3
I use it to memorize and relive my experiences through the photos and videos I share	60.8
Meet other people	18.6
I use it as a source of information and inspiration	65
I like to look at the photos	60
Other	
For work	1.6
Entertainment/leisure	1.6
Communication, socialization and contacts	1.5
Activism	0.1

In addition to the basic function of Instagram as a photo-sharing platform, respondents mostly use it as a source of inspiration and information. These results support previous researchers (Wang & Pizam, 2011; Ayeh *et al*., 2013) who stated that people do almost all of the travel information search and booking online. Therefore, social networks have great potential and can be effective marketing tools for destination marketers (Granberg, 2019). Lange-Faria and Elliot (2012) also pointed out that Instagram is a platform where potential tourists can expand their knowledge and get more interested in a destination. The fact is that with the expansion of social networks, more and more people are turning to these information and communication platforms (Tsimonis & Dimitriadis, 2014) and find it as a useful tool for travel inspiration (Le, 2018).

When it comes to the frequency of using Instagram, the majority of respondents use it multiple times a day (Table 2). Only 12% of respondents use it once a day, while a small number of respondents use Instagram less often. Most respondents spend more than 30 minutes that social network. Given that respondents are generally very active users of Instagram and spend a lot of time online, it can be considered that they can potentially be influenced by the content of this social network.

Furthermore, it turned out that travel related content is one of the most followed on Instagram in general and that the respondents mostly watch such posts. In this regard, it is not surprising that the majority of respondents believe that they have found new travel destinations via Instagram, which confirms the previous results (Granberg, 2019).

Table 2. Frequency of using Instagram and time spent online.

Frequency of using	Percentage (%)	Time spent online	Percentage (%)
Multiple times daily	79	More than 30 minutes	36.3
Daily	12	About 20 minutes	19.3
Every few days	5.4	About 10 minutes	16.9
Weekly	1.6	5 – 10 minutes	19
Monthly	1.3	Less than 5 minuets	8.4
Every couple of months	0.7		

Instagram and travel destination choice

The final part of the research refers to examining the impact of Instagram on travel planning, and especially on the choice of destination. Initially, respondents were asked if they watch travel-related posts on Instagram. The results showed that 53.8% of respondents watch these posts very often, and 34% watch them sometimes. Furthermore, 10% of respondents rarely look at travel-related posts, while only 1.9% never pay attention to such content on Instagram. Respondents were also asked some questions regarding Instagram and travel destinations (Table 3). One of them was about discovering new destinations via Instagram. The majority of respondents believe that they have found new travel destinations via Instagram, which confirms the previous results (Granberg, 2019). However, it is noticeable that there is a certain percentage of those who have not found new destinations through this social network, which is not negligible.

The results also showed that Instagram raises the interest of respondents to visit the destination they see on the posts. The fact that a very small number of respondents stated that the content of Instagram does not affect them in that context also contributes to this. Additionally, viewing content on Instagram does not attract some respondents to a specific destination but rather motivates them to travel in general (15.8%).

Table 3. Questions regarding Instagram and travel destinations.

Have you discovered new destinations/places when using Instagram app?	Percentage (%)
Yes, I often discover new places	28.7
Yes, I have discovered some	45.5
Yes, once	7.7
No, I haven't discovered any new places	18.1
Do the photos you see on Instagram raise any interest in traveling to those destinations?	
Yes, definitely! I want to visit the place/places!	36
I got interested in the place/places	44
They certainly make me want to travel	15.8
They don't have any effect on me	4.2

The main part of the research was related to the examination of the degree of respondents' agreement with the statements related to the potential impact of Instagram on travel planning and especially the choice of travel destination. In terms of statements scale, the item analysis showed high scale reliability ($\alpha = 0.899$). The data in Table 4 show that none of the claims have high scores. However, respondents agree the most (4) with the statement „Seeing travel related posts makes me want to travel". The following statements from the table (Seeing a post of a specific destination makes me want to visit the place; Instagram is a good source of inspiration when choosing a travel destination) have approximately the same rating as the first one. Regarding the other five statements, respondents were mostly indecisive and could not assess whether or not they agreed with those statements. On the other hand, the respondents showed a certain level of disagreement with the last few statements shown in Table 4, given that they were rated below 3.

Table 4. Descriptive statistics of statements regarding the influence of Instagram on the choice of travel destination.

	α = 0.899	
Statement	**Mean**	**Std. Deviation**
Seeing travel-related posts makes me want to travel	4	1.1577
Seeing a post of a specific destination makes me want to visit the place	3.9	1.0942
Instagram is a good source of inspiration when choosing a travel destination	3.8	1.0423
I would try a new travel destination if my friends raved about it on Instagram.	3.5	1.1794
Seeing travel experiences on Instagram can shape my opinion about travel brands (i.e. hotels, restaurants, services etc.) and destinations	3.3	1.1673
I find new travel destination via Instagram	3.2	1.2130
I would try a new travel destination if my friends posted on Instagram that they have been there	3	1.2620
Influencers'/travel bloggers posts on Instagram motivate me to visit a certain destination	2.8	1.3682
I would avoid a particular destination if my friends kept posting on Instagram about it.	2.7	1.3009
Instagram is one of the primary sources of travel information	2.7	1.1889
I plan a trip with the information I found on Instagram	2.5	1.1294
The use of influencers increases trust in a destination	2.3	1.2859

Results of the independent samples t-test

The analysis of the results included the examination of potential differences in respondents' answers to statements about the influence of Instagram on travel planning depending on their sociodemographic characteristics. The first step was to investigate the gender differences and conduct an independent samples t-test. The results revealed that in the case of several claims, there were statistically significant differences in responses relative to the gender of the respondents. Therefore, it was shown that women agree much more with the statements listed in Table 5, compared to men.

Table 5. Results of the independent samples t-test.

Statement	t	p
Seeing travel-related posts makes me want to travel	-8.693	0.00
Seeing a post of a specific destination makes me want to visit the place	-8.485	0.00
Instagram is a good source of inspiration when choosing a travel destination	-4.357	0.00
I would try a new travel destination if my friends raved about it on Instagram.	-2.563	0.01
I find new travel destination via Instagram	-3.543	0.00
Influencers'/travel bloggers posts on Instagram motivate me to visit a certain destination	-6.733	0.00
The use of influencers increase trust in a destination	-4.243	0.00

Results of correlation analysis

Correlation analysis was performed in order to determine whether respondents' answers differed by age. The results showed the presence of a negative correlation in several statements shown in Table 6. This means that as they get older, respondents are less in agreement with claims about finding new destinations through Instagram, using it as a source of information and inspiration, and raising interest in traveling under the influence of Instagram posts. Also, the older they get, the less their travel decisions are influenced by friends' posts about visiting a particular destination.

Table 6. Results of correlation analysis.

Statements	Pearson correlation coefficient (r)
I find new travel destination via Instagram	-0.094**
Instagram is one of the primary sources for travel information	-0.098**
Instagram is a good source of inspiration when choosing a travel destination	-0.205**
Seeing travel related posts makes me want to travel	-0.130**
Seeing a post of a specific destination makes me want to visit the place	-0.114**
I would try a new travel destination if my friends posted on Instagram that they have been there	-0.068**

* The correlation is significant at the level of p = 0.05
** The correlation is significant at the level of p = 0.01

Results of ANOVA test

The first application of the ANOVA test aimed to analyze how much the frequency of travel affects the degree of agreement or disagreement with statements related to the use of Instagram in travel planning and destination selection. It was found that respondents who travel several times a year, more often tend to discover new destinations via Instagram, compared to those who travel less frequently (once a year or once every few years). On the other hand, travel-related Instagram posts are less likely to raise interest in travel for respondents who often travel (once a month), unlike respondents who travel less frequently (several times or once a year).

Statistically significant differences in respondents' answers were also shown in the case of comparisons depending on the frequency of using Instagram (1-Every couple of months, 2- Once a month, 3-Once a week, 4-Every few days, 5-Once a day, 6-Multiple times daily) (Table 7). The assumption was that the respondents who use Instagram most often will agree more with the offered statements, so the goal was to prove it with concrete results.

Table 7. Results of ANOVA test (frequency of using Instagram).

Statements	F-value	LSD post-hoc test
I find new travel destination via Instagram	12.318*	1<5,6 6>1,2,3,4,5
Instagram is one of the primary sources for travel information	8.961*	1<5,6 6>1,2,3,4,5
Instagram is a good source of inspiration when choosing a travel destination	14.636*	5, 6>1,2,3,4
I plan a trip with the information I found on Instagram	5.251*	5.6>4 6>1,4,5
The use of influencers increase trust in a destination	5.872*	6>2,4,5
Influencers'/travel bloggers' posts on Instagram motivate me to visit a certain destination	6.325*	6>2,4,5
Seeing travel related posts makes me want to travel	8.567*	6>1,2,3,4,5
Seeing a post of a specific destination makes me want to visit the place	8.393*	6>1,2,3,4,5
Seeing travel experiences on Instagram can shape my opinion about travel brands (i.e. hotels, restaurants, services etc.) and destinations	2.373*	6>2
I would try a new travel destination if my friends posted on Instagram that they have been there	2.058	/
I would try a new travel destination if my friends raved about it on Instagram.	3.060*	6>4
I would avoid a particular destination if my friends kept posting on Instagram about it.	0.617	/

*$p<0.05$

The test results showed that statistically significant differences exist in all claims except two (I would try a new travel destination if my friends posted on Instagram that they have been there; I would avoid a particular destination if my friends kept posting on Instagram about it). As can be seen from Table 7, respondents who use Instagram more often feel that using this social network influences their travel plans. Respondents who use Instagram once a day or multiple times per day stand out in particular and show the highest level of agreement to the claims offered.

CONCLUSIONS

Based on the results of the main part of the study, it can be summarized that there is a medium level of Instagram influence on travel plans. It is noticeable that the findings are very similar to those by Terttunen (2017). In this light, watching travel-related posts has the most influence on respondents' decision to travel in general. Additionally, respondents partially agree that Instagram posts of a specific destination makes them want to visit the place and that this social network is a good source of inspiration when choosing a travel destination. Also, a certain level of influence is exerted by friends' posts about a destination. What has also been noted is that Instagram has significantly more influence on women's travel plans and destination selection. When it comes to age, Instagram has been shown to have the greatest impact on younger people, especially when finding new destinations, gathering information, and inspiring and raising travel interest. It has also been proven that those who travel frequently, more often discover new destinations via Instagram. The assumption that Instagram has the most influence on travel plans and destination selection in the case of active users of this social network has also been confirmed.

The results of this study showed that Instagram influences the choice of travel destination to some extent. Respondents may not yet be aware of the real impact of this social network on the travel planning process and that it is maybe yet to expand. Given that Instagram has been widely used by the general population that spends a lot of time online, it can be concluded that Instagram is a good source of information and promotion, which should be valued. It is one of the main inspiration sources when choosing a travel destination. There is also a possibility to provide users with direct links for booking and connect them to a destination post. Instagram plays a big role in creating the brand and image of a destination, as well as highlighting its attractiveness through visual effects. Therefore, DMOs should apply an appropriate strategy in presenting the destination in order to inspire tourists to visit it. This further leads to an increased number of visitors and consequently other potential benefits per destination (economic and socio-cultural). Since there are less developed countries that do not have developed destination management organizations, this can also serve as a trigger for the initial establishment process. The limitation of the study is certainly the gender imbalance within the sample. Nowadays, the share of Instagram users is almost gender-equal, so future research should include an approximate number of participants of both sexes. Furthermore, travel-related content in general was analyzed, which is also one of the weaknesses. Given the variety of Instagram sources that provide such content, in the future, the focus may be on a particular profile (e.g., travel companies, NTO, DMO, travel bloggers) or a type of photo or video related to tourism. It would be useful to include qualitative research to better understand the type of content and social media presentations that influences the decision to visit a particular destination the most. Another suggestion is to examine the potential negative side of Instagram, whether it leads to overcrowded destinations or deters tourists from visiting them.

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ISTRAŽIVANJE UTICAJA INSTAGRAMA NA IZBOR DESTINACIJE ZA PUTOVANJE

Rezime:

Pojava društvenih medija dovela je velikih promena u turističkoj industriji. Različite platforme tog tipa postale su gotovo neizbežno sredstvo u svim fazama putovanja, uključujući organizaciju putovanja, tok putovanja i povratak s putovanja. S obzirom na sve veću popularnost i široku upotrebu društvenih mreža, njihov uticaj na korisnike postaje fokus mnogih studija. Pošto je Instagram jedan od najčešće korišćenih društvenih medija, glavni cilj ovog istraživanja bio je da se otkrije koliko utiče na izbor destinacije za putovanje. Da bi se to postiglo, sprovedena je anketa među 853 učesnika. Ciljnu grupu činila su lica između 18 i 54 godine starosti, koji su najčešći korisnici Instagrama. Rezultati su pokazali da je Instagram važan izvor informacija i inspiracije u procesu odabira destinacije. Pored toga, utvrđeno je da je sadržaj vezan za putovanja jedan od najpraćenijih na Instagramu i da definitivno povećava interesovanje korisnika da posete određene destinacije. U radu se razmatra i uticaj Instagrama na izbor destinacije putovanja u zavisnosti od određenih sociodemografskih karakteristika ispitanika.

Ključne reči:
društveni mediji,
Instagram,
putovanje,
izbor destinacije.