



## Significance of Web 2.0 Platforms in Shaping Urban Consumers Travel Choice in Bangladesh

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### Abstract

**Purpose of the study:** Urban people in Bangladesh are being influenced through Web 2.0 platforms and this influence is leading them to take travel choice. This paper is thus aimed to find out whether the significance of Web 2.0 platforms in making travel decision is more effective than a traditional travel agency to the urban young consumers of Bangladesh with special reference to Dhaka city.

**Methodology:** To meet the purpose of the study, several published information has been assessed. To examine the opinions of the respondents a survey was commenced. Both personal and electronic survey methods were applied. Around 250 responses were used to gather reliable data by convenience sampling technique. Basic descriptive tools and factor analysis has been performed to analyze responses using SPSS 20.0.

**Findings:** The investigation outcomes suggested performance credibility of traditional travel agency is abnormally poor. Possible incorporation of advanced technologies to aid business survival has thus investigated by the analysis.

**Implications:** Investigation prescribes, various fields under Web 2 platforms are very much time convenient, reliable, and cost-effective compared to the traditional travel agency (as people search, negotiate, look at the reviews, get the ratings, advise other people, share tour experiences, and take decisions to travel the specific place). The analysis surmises with the challenges addressing feasible measures concerning Web 2.0 platforms.

**Limitations and Future direction:** The limitation of the study is small sample size. This study covers only those respondents residing in the capital city - Dhaka of Bangladesh. Therefore, the survey must be disclosed to greater number of respondents outside Dhaka city (as due to time limitations the survey results may not represent the motives and opinions of everyone in Bangladesh). Hence, on field random sampling technique may be exploited by forthcoming investigators.



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## 1. Introduction

A recent change in communication tools is significantly distinctive from the previous era. Urban travelers nowadays are gradually depending on virtual communication as the world has changed through various smart communication tools. Dhaka -the capital city of Bangladesh and its urban people are not apart from it. They are no more depending on the previous communication medium. Previously, for tour/travel, they used to utilize information of traditional travel agencies to finalize their travel decision. But the advent of advance in Web 2.0 platforms are having an incredible influence on their decision-making process over the travel agencies. Regarding the source of credible travel information, travelers now give priority to the experiences of their reference group (e.g., peer group/age group/colleague, family, and friends, etc.) than the third party. Hence, these Web 2.0 platforms open convenient doors to these traveler groups (as the member of their reference group is sharing their experiences through these mediums). The experiences of these reference groups have an impact on these travelers' final travel destination choices as these members are none other than their known and reliable people. These changes have been brought certainly by Web 2.0 platforms. Travelers from the urban area of Bangladesh is reaping the advantage of Web 2.0 platforms rather than taking consultation from the traditional travel agency.

## 2. Rationale of the Study

Researchers opined that young travelers of Bangladesh are interested to visit different places at both home and abroad (e.g., natural, archeological, historical and artificial places) that can satisfy their desire of travelling. Social media is not only a marketing weapon but also the source of information for numerous visitors and stakeholders. The fast advancement of Internet has enabled growth of Information and Communication Technology (ICT) which has facilitated to grow Web 2.0 media users (Zahidul, 2018). Information derived from the website of the Bangladesh Telecommunication Regulatory Commission (BTRC) suggests the total number of internet subscribers already reached 123.82 million as of December 2021 (among them 113.73 million are mobile internet users). It refers that these people are internet subscribers from Mobiles. Facebook, Twitter, Instagram, YouTube, and Social-Blogs are some of the prominent sources to acquire travel information. Hence, researchers witnessed enormous flow of visitors than before. Thus, regulatory bodies, travel agencies, advertising companies, and tourism businesses can use Web 2.0 or social media as a feasible weapon to help sites, discover tourist spots and expand amenities to develop the industry and enhance satisfaction among existing and prospective travelers (Zahidul, 2018).

People are now more aware of the emergence of Web 2.0 platforms [e.g., user-generated content (UGC)] because of the advancement in digital era. Wilson et al. (2012) acknowledged; this platform is interlinked with user-generated content (UGC). Needleman (2007) opined the writing ability of user reviews on blogs can be a useful source of Web 2.0 as they are the contributors. In their study, Varkaris & Neuhofer (2017) reported - the way of searching hotel information of the consumers has changed, as this platform perform a significant function in tourism and hospitality and have influence on their travel execution process. Prospective vacationers are inspired through this platform, as information from other travelers can form, drive, and redirect their early choices.

Nevertheless, the justifications 'why' young urban consumers prefer social media, and how 'Web 2.0' platforms influence their travel choices, with special reference to capital city of Bangladesh – Dhaka, remains barely recognized. Based on this assumption, researchers proposed this study to find out whether the significance of Web 2.0 platforms in making travel decision is more effective than a traditional travel agency to the urban young consumers of Bangladesh with special reference to Dhaka city. The investigation thus covers the influence of social media to create the stimulation in the mind of urban young consumers to travel different places around the world including domestic tourist places. This study derived the answer - whether urban consumers are being influenced by Web 2.0's content before they are taking any decision for travelling than a traditional travel agency's information.

### 3. Objectives

With the growing importance of the Web 2.0 platform, this investigation aims to look at the influence of Web 2.0 on young urban consumers' travel choice over traditional travel agency (one of the *significant broad objectives* in small and developing countries like Bangladesh). To fulfill the said broad objective, this investigation utilized primary information which serves the following *specific objectives*:

- To understand if consumers are relying more on the information of YouTube than information served by the traditional travel agencies.
- To know about consumer's preference towards the information of blogs over traditional travel agencies.
- To find out consumers' inclination for the information of Facebook before making their travel decision.
- To know if consumers are using the information of Twitter more than a traditional agency to make travel decision.
- To make a comparison in between Web 2.0 Platforms and traditional travel agency regarding popularity criteria.
- To identify if the information generated from Web 2.0 Platforms are more credible than a traditional travel agency.

### 4. Literature Review

To understand the contribution of Web 2.0 platform in shaping urban customers travel choice, several published information has been assessed by the researchers to illuminate the significance of this platform regarding the above-said topic.

#### 4.1 Role of social media in numerous sector

Boone & Kurtz (as cited in Maria, 2017) stated that integrated marketing communication (IMC) is the driving principal - companies utilize to communicate with their prospective markets. IMC attempts to harmonize and manage various aspects of the promotional mix - to generate a cohesive message and attain a variety of organizational objectives. In an organization, numerous communication channels exist that include meetings, phone calls, and emails. These communication linkages have their own constraints such as ignoring a message, forgetting to take notes during a meeting, and seeking for information in a huge list of emails which can be tricky. Hence, in the decade of information systems, social media is a phenomenon that has improved the association and interaction of individuals across the globe. At present people need not waste their time as it has become easy for a person to post messages through an instant messenger or a tweet and get the response very fast (S. Edosomwan et al., 2011).

Researchers have witnessed significant changes regarding communication with the emergence of the phenomenon known as the Web 2.0 platform. The advent of Web 2.0 facilitates one with vast number of things the visitor can perform on the internet these days. The individual is not just constricted to messages or passively getting the news update that is accessible on the web pages when surfing. This web stands for the ground where tourists can share knowledge, retain a modest discussion, enhance both public and corporate networks. The Web 2.0 platforms (e.g., LinkedIn, Facebook, Twitter, and YouTube) nowadays applied by the hospitality industry to expand their brand awareness and expedite prompt response from their travelers (as the platform provides the opportunity for exceptional access to the information searcher). The Social network is the standard platform for interaction that relates with marketing in the simulated world. It motivates buyer engagement and it being on Web 2.0, encourages two-way traffic. It grants for swifter response and low-cost investment (Lim, W. 2010).

J. Miguéns et al. (2008) stated, this platform can provide frequent collaboration opportunities to a user, ranging from an ordinary chat to multiple video conferences, and from the exchanging of simple email posts to participating in blogs and discussion groups. The study also suggests that travel plans, appraisals concerning destinations and hotels, tourist guides, views for restaurants or exhibitions are ever-growing discussion themes

and the term Travel 2.0 has started signifying this craze. Another study suggests as an interactive communication platform social media usually used for community-based inputs, sharing of content, two-way communication, and collaboration among people. Facebook, twitter, google+, Wikipedia, LinkedIn etc. channels are the server of the source of information and stimulate in the decision-making process. Social media can be exploited by the tourism industry to allure, retain and grow the number of visitors in their destinations in the present business world (Paul et al., 2019).

#### **4.2 Information from web 2.0 platform alter excursion plan of travelers**

The Web 2.0 platforms have a logical influence on the people than a traditional travel agent. Even holiday travel plans are changing depending on the influence of Web 2.0 platforms. Available information implies presence of correlation between the extent of effect from social media and adjustments made to vacation schedules. It has been also derived from the study that User Generated Contents have created more faith than travel agent and mass media advertising (Fotis et al., 2011).

O. Icoz et al. (2018) argues that the consumer buying process for tourism and hospitality amenities heavily influenced by social media interactions and information attained from this platform due to its high level of trustworthiness (because the more knowledgeable the people, the more inclined to share their experiences online). Any comments shared by these consumers may speedily create both positive and negative perceptions among the other users. The use of social media has increased significantly over the past decade with the advent of Web 2.0. And the practice has gradually grown from individuals to businesses. Companies nowadays make use of social media to reach out to millions of potential and regular clients. Hospitality businesses in the service industry, that encompass in frequent communication with people are improving their marketing tactics considerably by selecting this interactive media over traditional practices. The significant point that distinguishes social media is user involvement. It allows visitors to contribute and disseminate their ideas (Seth, Gaurav 2012). C. cox et al. (2009) suggests the approaches that users seek for and evaluate travel information is potentially shifting with the growing acceptance of websites that comprise content suggested by real tourists through Web 2.0 platform.

#### **4.3 Incompatibility of traditional travel agencies with the growing acceptance of social media contents**

As per the findings of Chippa (2013), people have found social media as an alternative information source of the travel agency. This new way of gathering travel-related information has achieved great acceptance to the people. This reduced the responsibility of travel agencies. Internet and User-Generated Content has reform the tactic individuals plan for, acquire, and utilize tourist products (e.g., when people do hotel reservations for both short-haul and short-term leisure travels). Hence, traditional travel agencies face challenge for long run business persistence.

#### **4.4 Future of some travel agents is being uncertain by the advent of web 2.0 platforms**

Findings revealed that depending on online trust and search behavior, a segment of consumers have trust on the internet and User Generated Contents (UGC) when they are searching for information to book a hotel (Chiappa et al., 2015). Social media or Web 2.0 is a blessing of science and people are taking the best out of it. This brings another change to travel agents' activities as people are creating their own travel-related experience content on social media, they have been their own mediates to each other and it makes the travel agents future a little uncertain.

#### **4.5 Tourism organizations cannot ignore the appeal of web 2.0 contents considering Covid-19 Epidemic**

Consumers put their trust more on websites with the reviews because they think it would be more helpful than the traditional way of gathering travel information. The blogs are another trustworthy medium to gather travel-related information and travel organizations cannot ignore the emergence of Web 2.0 platforms. According to Akehurst (2008), the tourism organization cannot ignore the advent of user-generated content, particularly the use of blogs. People are having alternatives of tourism organizations as an information source. Different contents on these platforms giving better and real-life information for travel. Now, social media is being used

as a destination marketing information source as people are sharing, collecting, distributing the travel-related contents through social media (Månsson, 2011). In this context even tourist organizations cannot avoid the appeal of mediatized tourism and the tourism agencies. These organizations have the idea that mediatized tourism can be used as a marketing tool where tourists can create content (those contents will be available in online and social media). Horaira (2021) opined consumers travel choice is linked with tourism industry and this industry relates to many sectors of the economy (e.g., hotels, resorts, community-level operations, medical, travel and transportation, construction, land, retail, tour operators, travel agencies and the other way around). In their study, Salam & Halim (2022) reported - the world has witnessed restricted travelling and a thorough shutdown of travel-related businesses due to Covid-19 Pandemic. Hence, it has impacted all the said sectors relentlessly. Therefore, with the help of the said Web 2.0 platforms travel agencies can rebuild travelers' trust and increase the tourist flow by providing consistent information and thus it can be one of the significant recovery strategies for this industry at this post-pandemic phase. We may surmise, convenient user generated Web 2.0 contents has brought enormous shifts in the mind of urban young consumers in Bangladesh regarding their travel decision and the initiation of the transformation process will be very much beneficial for all the stakeholders related to this sector. That is why investigators of this study attempt for conducting an empirical study with the hope of exploring about the concept in details, more specifically in the subsequent part of analysis.

## 5. Methodology

**Mixed methods** research is utilized here. It involves accumulating and investigating both qualitative and quantitative data as the combination of these data can improve an assessment by assuring that the weaknesses of one type of data are balanced by the strengths of another. **Secondary data** source played an important role to support the empirical study. Several published information has been assessed to develop context of this study regarding contribution of Web 2.0 Platforms on urban young consumers and their travel choice with special reference to Dhaka city in Bangladesh.

Researchers accumulated **primary data** from the survey. The Non-probability Convenience sampling technique (due to viability, cost minimization, time restraints) was applied to gather required information. Both personal and electronic survey methods were applied. With the number of modifications questionnaires with 30 questions has been prepared for deriving the primary data. Among 30 questions 25 questions were developed based on 'five-point Likert scales' for convenient use (applied for factor analysis). The location of the respondents was the capital city of Bangladesh, Dhaka. Due to inaccuracy, incompleteness, and discrepancy of information, about 250 filled in questionnaire (out of 300) used for analysis to accumulate more reliable and accurate data. All 250 respondents were youth and involved in job.

Methods like "Principal Component" is applied to establish the minimum number of factors that will account for a maximum variance under Factor analysis. The number of factors was determined based on the eigenvalue (Only factors with a variance > 1 are included) using the table named "total variance explained, and the graph named "scree plot". Method varimax procedure (orthogonal method of rotation) is utilized in this investigation for rotation to represent the correlation between the factors and the variables.

## 6. Analysis and Findings

### 6.1 Target market for web 2.0 platforms

Table 1: Demographic Profile of Respondents (in Percentage)

Variables	Category	Percentage
Gender	Male	61.00
	Female	39.00
Age	25 – 34	58.00
	35 – 45	42.00

(Source: Primary Survey, December 2021 – May 2022)

About 58% falls into the age range between 25-34 years in comparison to other age groups (table 1). These youth age groups are mostly the target segment for the Web 2.0 platforms observed in Dhaka, Bangladesh.

**6.2 Awareness level about web 2.0 platforms**

**Table 2: Awareness Level about Web. 2.0 Platforms (in Percentage)**

Variable	Category	Percentage
Concern about “Web 2.0” Platforms	Excellent	42.00
	Moderate	58.00

The knowledge of the Web 2.0 concept among the young urban consumers’ is good enough. The study suggests around 58% are moderately aware of the benefits offered by this platform whereas the rests (42%) are having tremendous knowledge. The level of concern of this corresponding informed segment is a profitable market to commence for the travel company in Bangladesh (table 2).

**6.3 Factor analysis**

Factor analysis is a data reduction technique. From several methods of this analysis principal component analysis has been used for assessment in the investigation. To justify relevance of Factor analysis, Bartlett's test has been done. To rationalize the factors and correlated variables within them rotated component matrix (by varimax) has been applied after the initial extraction of factors. The sample size of 250 is fair for factor analysis.

Table 3: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.968
Bartlett's Test of Sphericity	Approx. Chi-Square	6622.753
	df	300
	Sig.	.000

The Bartlett's Test of Sphericity tests the acceptability of the correlation matrix and yielded a value of 6622.753. The Bartlett’s Test of Sphericity is significant at 0.000 (P<0.01). It proves that the dataset is appropriate for performing factor analysis (table 3).

**Table 4: Communalities**

	Initial	Extraction
Q04: YouTube Channel – customers subscribe a YouTube channel to get information about his/her favorite tourist spot and that stimulates him/her to travel	1.000	.710
Q05: YouTube Channel – subscriber subscribe a YouTube channel to get information or to see videos about his/her tourist destination, while they were thinking YouTube search can give them a real exposure or information for the tour	1.000	.731
Q06: YouTube Channel – customers’ perception (YouTube videos are more informative than traditional travel agents)	1.000	<b>.808</b>
Q07: YouTube and other social media are acting as a far better tourist guide compared to traditional travel agency	1.000	<b>.799</b>
Q08: Tripadvisor.com - customers’ make a travel decision by seeing the travel advice from tripadvisor.com (a blog where people can share the travel experience and advise other people) while they think the advice is more effective than traditional travel agencies	1.000	.731
Q09: Tripadvisor.com or other blogs are doing better as an advisor than a traditional travel agency	1.000	.755
Q10: Tripadvisor.com or other blogs - customers’ perception (existing and potential travelers should use blogs as their information source over a traditional travel agency)	1.000	.736
Q11: New Travelers look at the reviews of past travelers from a blog like tripadvisor.com or other blogs and take the decision to visit that tourist place	1.000	<b>.770</b>
Q13: Facebook - customer make his/her travel decision by seeing the persuasive post from a travel-related Facebook page that was not operated by any travel organization, rather by the tourists	1.000	.733
Q14: Facebook - trustworthiness of contents/Posts from a travel-based Facebook page (operated by a travel agency)	1.000	.616
Q15: Travelers ask their age group on a personal Facebook chat regarding a tourist place and its cost to travel there	1.000	<b>.804</b>
Q16: Convincing power of various contents (posts, comments) on Facebook (which is related to travel) that influence travelers’ decision to visit a place	1.000	<b>.790</b>
Q17: Participation in a Facebook group chat finalize customers decision to travel that place	1.000	.718
Q19: Respondents Consideration following hotel reviews/ratings from blogs and the decision to travel instead of being influenced by traditional travel agencies information	1.000	.738
Q20: As we all know entertainment/pleasure from travel is intangible in nature, in this case, customer prefer most regarding – “A recommendation from past travelers”	1.000	.738
Q21: As we all know entertainment/pleasure from travel is intangible in nature, in this case, customer prefer most regarding – “A recommendation from travel agency”	1.000	.620
Q22: Overall Information from travel agency is credible to Travelers	1.000	.636
Q23: The shared views of travelers on social media, who is already, traveled that place provide reliable information	1.000	<b>.773</b>

Q24: Information from travel agency with the social media content is convincing to Travelers	1.000	.643
Q25: When customers try to get information or advice instantly for travel, they would like to choose social media over traditional travel agent as information source	1.000	<b>.808</b>
Q26: To Book a hotel, customers would like to choose social media over traditional travel agent as information source	1.000	.754
Q27: Social media platform brings a better pre-purchase exposure over traditional travel agent in terms of tourism decision to respondents	1.000	.697
Q28: Respondents can search for travel related information at any time on their own, while travel agency's consultants are not available 24/7. It is very much time convenient than traditional travel agency	1.000	.628
Q29: Respondents opinion about cost effectiveness approach of social media travel information than traditional travel agencies.	1.000	.654
Q30: Overall opinion about the statement "consumers are being influenced more by the information of social media than traditional travel agency"	1.000	.673
<b>Extraction Method: Principal Component Analysis.</b>		

All calculated values are above 0.50 which is the standard cut point. The values in the extraction column of commonalities suggest the proportion of each variable's that can be described by the retained two factors. Variables with high values in the extraction column are well represented in the common factor space. For example, 80.8% (or 0.808 out of 1) variance of the variable "YouTube videos are more informative than traditional travel agents" for the message clarity and 80.8% variance of the variable "preferences towards social media over traditional travel agent as an instant prescription for travel" can be clarified by the 2 factors that have been taken here. Variables with low values are not well characterized by the factors. Therefore, in this data, no variables have any exceptionally low values (table 4).

**Table 5: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.861	63.443	63.443	15.861	<b>63.443</b>	63.443	14.663	58.651	58.651
2	2.201	8.802	72.246	2.201	<b>8.802</b>	<b>72.246</b>	3.399	13.595	72.246
3	.768	3.073	75.319						
4	.552	2.209	77.528						
5	.526	2.103	79.631						
6	.480	1.922	81.553						
7	.461	1.844	83.397						
8	.425	1.701	85.099						
9	.394	1.576	86.674						
10	.376	1.506	88.180						
11	.328	1.312	89.492						
12	.303	1.212	90.703						
13	.287	1.150	91.853						
14	.252	1.006	92.859						
15	.234	.936	93.795						
16	.222	.889	94.685						
17	.208	.833	95.518						
18	.195	.781	96.299						
19	.171	.683	96.982						
20	.163	.650	97.632						
21	.140	.560	98.192						
22	.130	.522	98.714						
23	.119	.474	99.188						
24	.109	.437	99.625						
25	.094	.375	100.000						

Extraction Method: Principal Component Analysis.

The 'Total Variance Explained' table presents the number of common factors extracted, the eigenvalues associated with these factors, the percentage of total variance accounted for by each factor, and the cumulative percentage of total variance accounted for by the factors. Using the criterion of retaining only factors with eigenvalues of 1 or greater, two factors were retained for rotation. These two factors accounted for 63.44% and 8.80% of the total variance, respectively for a total of 72.25%.

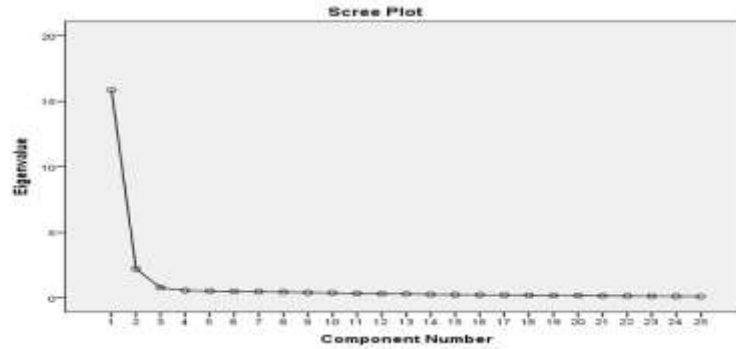


Figure 1: Scree Plot to measure eigenvalue.

The above figure exhibits a graphical representation of all considered eigenvalue against the factors. Researchers have witnessed after the second factor the eigenvalues of the factors are less than 1 whereas the scree plot has a downward trend (indicating each successive factor is accounting for smaller and smaller amounts of the total variance). Values in the first two columns of the table immediately above also portray the same picture.

Table 6: Rotated Component Matrix <sup>a</sup>  
(Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.)

Variables	Component	
	1 (Inclination for Social Media Platform)	2 (Preference for Traditional Travel Agency)
Preference for social media over traditional travel agent following 'instant information or advice for travel'	.887	
Travelers ask their age group on a personal Facebook chat regarding a 'tourist place and its cost' to travel there	.870	
Preference for social media over traditional travel agent to 'book a hotel'	.868	
Preference for social media to view the shared views of travelers (who is already, traveled that place provide reliable information)	.864	
Inclination for YouTube and other social media as a far better tourist guide compared to traditional travel agency	.859	
Convincing power of contents (posts, comments) on Facebook (related to travel) influence travelers' decision to visit a place	.858	
YouTube videos are more informative than traditional travel agents	.849	
Tripadvisor.com - customers' make a travel decision by seeing the travel advice from tripadvisor.com (a blog where people can share the travel experience and advise other people) while they think the advice is more effective than traditional travel agencies	.839	
Social media platform brings a better pre-purchase exposure over traditional travel agent in terms of tourism decision to respondents	.835	
Tripadvisor.com or other blogs are doing better as an advisor than a traditional travel agency	.833	
Participation in a Facebook group chat finalize customers decision to travel that place (cost, transportation, opulence, etc.)	.831	
As entertainment/pleasure from travel is intangible in nature, hence customer prefer "A recommendation from past travelers"	.830	
New Travelers look at the reviews of past travelers from a blog like tripadvisor.com or other blogs and take the decision to visit that tourist place	.827	
Travelers considers mostly hotel reviews/ratings from blogs instead of being influenced by traditional travel agencies information	.820	
Customers subscribe a YouTube channel to get information about his/her favorite tourist spot and that stimulates him/her to travel	.813	
Respondents are being inspired more by the information of social media than traditional travel agency	.809	
Respondents' opinion about cost effectiveness approach of social media travel information than traditional travel agencies.	.808	
Existing and potential travelers should use blogs Tripadvisor.com or other blogs as their information source over a traditional travel agency	.807	
Subscribers subscribe a YouTube channel to get information or to see videos about his/her tourist destination, while they were thinking YouTube search can give them a real exposure or information for the tour	.805	



Respondents can search for travel related information at any time on their own, while travel agency's consultants are not available 24/7. It is very much time convenient than traditional travel agency	.788	
Customer make his/her travel decision by seeing the persuasive post from a travel-related Facebook page that was not operated by any travel organization, rather by the tourists	.782	
Information from travel agency is credible to Travelers		-.791
Information from travel agency with the social media content is convincing to Travelers		-.785
Trustworthiness of contents/posts from a travel-based Facebook page (operated by a travel agency)		-.767
As entertainment/pleasure from travel is intangible in nature, hence customer prefer "A recommendation from travel agency"		-.766

a. Rotation converged in 3 iterations.

The above table distinguishes the two factors after rotation. To recognize what these factors signify, it would be required to consider what variables loaded on each of the two factors specified. The total twenty-five measurable variables are classified and finally renamed as "Inclination for Social Media Platform (ISMP)" and "Preference for Traditional Travel Agency (PTTA)". ISMP can be interpreted by twenty-one observed variables and loaded on Factor 1 whereas PTTA can be justified by four observed variables and loaded on Factor 2 (Table 6).

A review of these variables under both Factor 1 and 2 shows:

- Web 2.0 platforms are acting as a far better tourist guide compared to traditional travel agency.
- Young urban people are subscribing YouTube channel which contains travel related information and thus those stimulating them to travel.
- Young urban people of Dhaka are now smarter than past, and they are searching the desired information through YouTube and seeing videos for the real exposure of their destined tourist place.
- Tripadvisor.com or other blogs are doing better as the advisor than a traditional travel agency:
- A positive relationship exists in between spotting the travel blogs and taking travel decision.
- Young people living in Dhaka prioritize reviews and experiences shared by past travelers on Facebook and hence finalize travel decision.
- Travelers would like to confirm travel decision by seeing persuasive post from a Facebook page which is operated by the tourists.
- Prospective vacationers like to discuss before traveling about various travel related factors. Through this Web 2.0 platform they can join in a Facebook group chat with their peer-group (who discussed about cost, transportation, opulence, etc.) and after negotiation most of them would like to settle choice to travel a particular place.
- Shared experience of family and friends on twitter influence holidaymakers to travel than a travel agency's information.

## 7. Implications

Investigation suggests that young people living in Dhaka are being influenced through Web 2.0 platforms and this influence is leading them to take travel choice. Researchers witnessed people search, negotiate, look at the reviews, get the ratings, advise other people, share tour experiences, and take decisions to travel the specific place. Moreover, as per their prescription, Web 2 platforms are very much time convenient, reliable, and cost-effective compared to the traditional travel agency.

Hence, relevant recommendations from this study:

- Usage of Web 2.0 platforms can fix the ‘time-consumption problems’ by offering the instant travel information and this could be a blessing for the prospective travelers.
- Deployment of Web 2.0 platforms can help potential travelers concerning cost-cutting matter, as cost-free consultation services from home are possible.
- The digital marketers will be able to understand where the travel consumers are creating traffic to get information. It would help them to develop new marketing strategy for the business.
- Travel agency can develop new policies for surviving in the market as some people still trust them as an information source. They would be able to think about how they can be more credible to the people regarding travel issues by adapting technology.
- Government can use the above said findings to formulate policies and strategies for developing this industry.

## 8. Conclusion

Investigation findings suggest that performance credibility of traditional travel agency is abnormally poor. The young people in Dhaka city are being influenced by the information of Web 2.0 platforms. It means Web 2.0 has an influential impact on consumers’ travel choice than a traditional travel agency. Shared content of family and friends on this platform has a great acceptance to the prospective vacationers. Information from Web 2.0 platforms is more credible to them as past travelers share the travel experiences on Web 2.0. Hence, researchers hope this study will help the tourism sector, travelers, digital marketers, and different travel agencies. Travel agencies would understand what factors they need to improve in themselves to get more credibility or expansion of business. Future researchers would be benefited as well through the study.

## 9. Future Research Directions

During investigation of this study there was a time limitation; therefore, future researchers can increase the time frame for the study. This study covers only those respondents residing in the capital city - Dhaka of Bangladesh. Therefore, the survey must be disclosed to greater number of respondents outside Dhaka city (as due to time limitations the survey results may not represent the motives and opinions of everyone in Bangladesh). Hence, on field random sampling technique may be exploited by forthcoming investigators.

We may thus conclude that the significance of the above said consequences (compiled from investigation findings) may enrich the scope for future research in this field.

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