

Leveraging Social Media Marketing and Local Wisdom to Enhance Tourist Visit Intentions in Community-Based Tourism

Angger Bondan Widiyanto^{1*}

¹ Universitas Diponegoro, Semarang, Indonesia

Abstract

Local wisdom is identified as a critical mediating factor, amplifying Social Media Marketing's effectiveness. Cultural elements, such as festivals and traditions, showcased through social media, promote authenticity and build trust, enhancing tourists' attachment to destinations. This integration creates a positive destination image and motivates both initial visits and recommendations. This study aims to explore how Social Media Marketing (SMM) influences tourists' intention to visit community-based tourism (CBT) destinations and assess the mediating role of local wisdom in this relationship. This study examines the role of Social Media Marketing (SMM) in influencing tourists' intention to visit community-based tourism (CBT) destinations. The method used in this study is by using a qualitative and descriptive approach. The study highlights that visit intention occurs in two phases: pre-visit and post-visit, both influenced by destination image and emotional resonance. Findings suggest that integrating cultural elements into SMM strategies can drive sustainable CBT development and long-term loyalty. This research provides valuable insights into the strategic use of SMM and local wisdom to strengthen tourist engagement and visit intentions.

Keywords

Social Media Marketing, Community-Based Tourism, Local Wisdom, Tourist Visit Intention, Destination Image

1. Introduction

The integration of local wisdom into tourism marketing through social media is believed to enhance tourists' perception of the authenticity of the destination, which in turn strengthens their emotional attachment. Research supports that this approach aligns with the concept of community-based tourism (CBT), where local communities actively participate in tourism activities and directly benefit from their involvement. Social media, particularly Instagram, has become one of the effective tools in promoting tourist destinations (Putranti et al., 2020; An et al., 2021). Marketing through Instagram can significantly increase tourists' interest in visiting various tourist destinations because Instagram allows the dissemination of engaging and visual information, which encourages users to be more interested in visiting. This strategy aligns with the concept of Community-Based Tourism (CBT) which aims to empower local communities through sustainable and community-based tourism. By utilizing social media such as Instagram, local communities can directly engage in promoting their own destinations, highlighting local culture and uniqueness, and creating direct interactions with potential tourists (Sugathan & Ranjan, 2019; Shah, 2022). This research highlights the importance of social media marketing strategies in influencing tourists' visit intentions, as well as providing insights for the tourism industry and local communities to utilize social media as a promotional tool that supports Community-Based Tourism (CBT) and positively impacts the increase in tourist visits (Su et al., 2020).

Additionally, research shows that authentic representation of local culture in tourism promotion can influence tourists' perceptions of the authenticity of a destination and increase their intention to visit (Souza et al., 2020). In Indonesia, many destinations have started to implement the CBT concept as a strategy to attract tourists seeking more meaningful experiences (Seyfi et al., 2020). The emphasis on authenticity also has a positive impact on cultural preservation efforts and local economic development. This is in line with research that shows that elements of local wisdom in marketing strategies have the potential to strengthen the sustainability of tourist destinations in developing areas (Manzoor et al., 2019).

2. Methods

Methodologically, this research uses a qualitative approach to investigate the relationship between the variables being studied. This research is expected to make a significant contribution to the literature on tourism marketing based on local wisdom and provide practical insights for stakeholders, including policymakers, destination managers, and tourism marketers (Kozak & Buhalis, 2019). The results of this research will highlight the importance of an approach that aligns marketing strategies with local culture to enhance tourism sustainability and its impact on the local economy (Shen et al., 2021). Additionally, this research also fills a gap in the existing literature by examining the role of local wisdom mediation in influencing

tourists' visit intentions, which is still rarely discussed in the context of CBT and tourism in developing regions (Giampiccoli, 2020).

3. Result

In the digital era, Social Media Marketing (SMM) has become a crucial strategic tool for promoting community-based tourism (CBT) destinations. Research indicates that various dimensions of SMM significantly influence the intention to visit a destination. The entertainment dimension in SMM involves delivering content that is not only informative but also enjoyable and engaging, creating positive experiences that ignite prospective tourists' interest (Christou et al., 2020). Additionally, the interaction dimension of SMM refers to two-way communication between destination managers and potential visitors, as well as user-to-user interactions that enable the sharing of experiences and reviews about the destination. This communication fosters greater engagement, strengthens emotional connections between prospective tourists and the destination, and builds trust in the authenticity of the information provided (Portal et al., 2019).

This study aims to explore how these dimensions synergistically operate within SMM and assess their impact on tourists' intention to visit in the context of CBT. The relationship between social media marketing and intention to visit demonstrates significant interconnections through several mechanisms (Onofrei et al., 2022). SMM positively influences the intention to visit by increasing destination awareness, where informative and appealing content helps potential visitors recognize and understand the unique characteristics of a destination (Vinyals, 2019). The entertainment and visual appeal aspects of SMM contribute to forming a positive destination image, which subsequently boosts the desire to visit, while interactivity and social media engagement build emotional connections between potential tourists and the destination (Cheung et al., 2021).

The quality and credibility of social media content impact the perceived value of a destination, which in turn affects the intention to visit, while customized content fosters personal relevance, enhancing the motivation to travel (Kim et al., 2019). The trendiness and accessibility of social media information facilitate decision-making processes by offering real-time information and ease of access. At the same time, trust, established through consistent and transparent communication on social media, is a crucial factor in converting interest into concrete visiting intentions (Shin & Jeong, 2022). Studies also highlight that the effectiveness of SMM in influencing the intention to visit is strengthened by authentic content that reflects the destination's uniqueness and showcases genuine tourist experiences.

Moreover, cultural festivals exemplify how local wisdom can enhance community-based tourism. These festivals showcase various cultural elements, such as traditional Dayak dances and music, which not only introduce visitors to the local culture but also boost community pride and involvement in tourism management. From these studies, it is evident that integrating local wisdom into CBT plays a

pivotal role in creating authentic and sustainable tourism experiences while encouraging communities to independently preserve their identities and resources.

Recent studies suggest that local wisdom can act as a significant mediating variable in the relationship between social media management and tourist visit intentions. For example, research Found that social media content emphasizing local cultural values enhances visitor trust in destinations, thereby increasing their intention to visit. Another study indicates that destination image, often influenced by local cultural elements, serves as an effective mediator between social media reputation and tourists' visit intentions. These findings suggest that well-managed local wisdom within social media strategies can act as a bridge, strengthening tourists' emotional connections with destinations and boosting their interest in visiting.

Tourists' visit intention is commonly divided into two phases. The first phase is pre-visit intention, which occurs before tourists visit the destination. The second phase is post-visit intention, which reflects tourists' likelihood of revisiting in the future after experiencing the destination. Describes visit intention as a cognitive dimension of destination image that influences tourists' decision-making regarding destination choice. Visit intention is likened to purchase intention, which represents consumers' tendency to act before making a final purchase decision. Although not always resulting in actual action, visit or purchase intention is frequently used as a predictor of future behavior (Bhatti & Rehman, 2019).

Visit intention represents the subjective goal and tendency of potential tourists to visit a particular destination. It is influenced by both internal factors, such as personal preferences, and external factors, such as destination information and social media. Identify three dimensions of visit intention: the desire to visit a destination, the preference for choosing the destination over alternatives, and the intention to recommend the destination to others (Eid et al., 2019).

4. Conclusion

The conclusion in this study highlight that the synergy between Social Media Marketing (SMM) and local wisdom offers transformative opportunities for promoting Community-Based Tourism (CBT) destinations. SMM's ability to engage potential visitors through entertaining, interactive, and visually appealing content plays a pivotal role in shaping their intention to visit. By building trust, fostering emotional connections, and enhancing destination awareness, SMM effectively bridges the gap between interest and actionable decisions (El Dahshan et al., 2024). Equally important is the integration of local wisdom, which amplifies the authenticity and uniqueness of tourism experiences. Cultural elements such as traditional festivals and local customs, when highlighted in social media campaigns, not only attract visitors but also instill pride within host communities. The mediating role of local wisdom further strengthens the perceived value and destination image, encouraging both pre-visit intentions and post-visit loyalty. The multidimensional

nature of visit intention underscores the complexity of tourists' decision-making processes, influenced by both internal factors like preferences and external factors like credible and engaging destination information. Studies affirm that successful SMM strategies incorporate authentic, high-quality, and culturally relevant content, which fosters trust and strengthens the emotional bond between tourists and destinations. Ultimately, by leveraging the combined power of SMM and local wisdom, destination managers can achieve sustainable tourism development. This approach not only enhances tourists' experiences but also empowers local communities to preserve their identities and resources, ensuring a balanced and enriching relationship between visitors and host regions.

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