



## The Mediating Role of Electronic Word of Mouth on the Relationship between Sport Event Tourism, Hedonism, and Tourists' Visit Intention: Evidence from MotoGP Mandalika

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### ABSTRACT

This study examines how sport event tourism and hedonism influence tourists' visit intention, with electronic word of mouth (eWOM) as a mediating variable. Using a quantitative approach, data were collected through offline interviews with 100 visitors of the MotoGP Mandalika event and analyzed using PLS-SEM. Results show that sport event tourism and hedonism significantly affect eWOM, while only sport event tourism and eWOM directly influence visit intention. eWOM also mediates both relationships, suggesting that emotional enjoyment and digital engagement transform experiences into behavioral intentions. These findings highlight the strategic importance of enhancing event quality and encouraging online sharing to strengthen destination image and revisit intention in sport tourism contexts.

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## **INTRODUCTION**

The global tourism industry has experienced a structural transformation, with sport event tourism emerging as a powerful sector that integrates recreation, culture, and economic impact. International sport events such as MotoGP not only serve as entertainment but also create socio-economic momentum that strengthens regional development and destination visibility. The MotoGP Mandalika event, held in Lombok, Indonesia, exemplifies this phenomenon by attracting both domestic and international tourists who seek excitement, prestige, and memorable experiences. As a newly developed sport tourism destination, Mandalika offers a unique blend of natural beauty, cultural identity, and world-class motorsport facilities, positioning it as a symbol of Indonesia's tourism innovation.

In behavioral terms, tourists' intention to visit a destination is strongly influenced by emotional satisfaction and psychological fulfillment. Hedonism, which reflects the pursuit of pleasure and enjoyment, is a central motivator in shaping travel decisions. Visitors attending MotoGP Mandalika are driven not only by interest in motorsport but also by the emotional gratification derived from the atmosphere, social interaction, and prestige of the event. This aligns with the experiential nature of tourism, where emotional and sensory engagement becomes a determinant of behavioral intention.

In today's digital era, the transformation of tourist behavior extends beyond the physical experience into online interaction. Electronic Word of Mouth (eWOM), defined as the online sharing of opinions, reviews, and recommendations, has become a dominant source of influence in shaping perceptions and behavioral outcomes. Tourists who feel satisfied and emotionally connected to an event are more likely to express their experiences through eWOM, which in turn motivates others to visit. eWOM therefore functions as a behavioral bridge, transforming experiential satisfaction into persuasive communication that reinforces visit intention.

Previous studies have confirmed the significant roles of sport event tourism and hedonism in determining visit intention. However, limited research has integrated these constructs with eWOM as a mediating variable, especially within the context of emerging sport tourism destinations in Southeast Asia. MotoGP Mandalika presents a unique empirical setting, a newly established event in a developing region that relies heavily on tourists' emotional engagement and digital communication to enhance revisit and recommendation behaviors. This study contributes to the enrichment of tourism behavior literature by providing empirical evidence of how eWOM mediates the relationship between sport event tourism, hedonism, and visit intention, emphasizing the psychological mechanisms that drive digital communication and behavioral intention among tourists.

Therefore, the objective of this study is to analyze how sport event tourism and hedonism influence tourists' visit intention, as well as to examine the mediating role of Electronic Word of Mouth (eWOM) in these relationships within the context of MotoGP Mandalika as an international sport tourism event.

## LITERATURE REVIEW

### *Visit Intention*

Visit intention refers to an individual's conscious plan or willingness to visit a specific destination, representing the behavioral stage of travel decision-making (Lam & Hsu, 2006). It serves as a strong predictor of actual travel behavior and reflects the tourist's psychological readiness to act. According to (Yoon & Uysal, 2005), visit intention is influenced by both internal motivations (push factors) and external destination attributes (pull factors). Positive experiences, satisfaction, and perceived value strengthen tourists' intention to revisit and recommend the destination.

### *Sport Event Tourism*

Sport event tourism refers to travel motivated by the desire to participate in or watch sports events (Getz, 2008). It has a strong emotional and experiential component, influencing visitors' satisfaction and behavioral outcomes. Studies have shown that sport events enhance destination awareness and can trigger repeat visitation if the event experience is positive (Gibson, 1998; Hinch & Higham, 2001). According to (Jalilvand & Samiei, 2012), positive and memorable tourism experiences encourage tourists to share their satisfaction through electronic word of mouth (eWOM). Likewise, (Abubakar & Ilkan, 2016) found that high service quality and enjoyable event experiences significantly increase tourists' online advocacy. In sport event tourism, emotional engagement and excitement during events stimulate visitors to post and recommend the destination digitally, enhancing its visibility and attractiveness.

H1: Sport Event Tourism has a positive and significant effect on tourists' Visit Intention.

H2: Sport Event Tourism has a positive and significant effect on Electronic Word of Mouth.

### *Hedonism*

Hedonism describes the extent to which individuals seek pleasure, enjoyment, and emotional gratification from experiences (Hirschman & Holbrook, 1982). In tourism, hedonic motivation influences decision-making, satisfaction, and loyalty. Tourists who perceive high hedonic value from an event are more likely to intend to revisit or recommend the destination (Yoon & Uysal, 2005). According to (Oliveira et al., 2020), tourists who experience strong hedonic enjoyment tend to share their feelings and satisfaction through online platforms. This expression of pleasure through digital communication forms electronic word of mouth (eWOM), which enhances destination visibility and influences others' perceptions and intentions.

H3: Hedonism has a positive and significant effect on tourists' Visit Intention.

H4: Hedonism has a positive and significant effect on Electronic Word of Mouth.

### ***Electronic Word of Mouth***

eWOM is defined as any positive or negative statement made by potential or actual consumers about a product or service through the Internet (Hennig-Thurau et al., 2004). In the tourism context, eWOM acts as a digital extension of traditional interpersonal communication, influencing destination choice and purchase behavior (Litvin et al., 2008). eWOM also serves as a post-consumption behavior that reflects satisfaction and experience quality (Jalilvand & Samiei, 2012).

H5: eWOM has a positive and significant effect on tourists' Visit Intention.

### ***Mediating Role of Ewom***

As a communication channel, eWOM bridges internal psychological satisfaction and external behavioral outcomes. Tourists who derive enjoyment and fun from sport events, or who perceive the event quality positively, are more likely to engage in online sharing and positive word-of-mouth communication. This online sharing behavior strengthens their intention to revisit or recommend the destination to others, as pleasurable and memorable tourism experiences tend to enhance emotional attachment and behavioral loyalty (Chen et al., 2020). Therefore, eWOM can mediate the effect of these constructs on visit intention.

H6: eWOM mediates the relationship between Sport Event Tourism and Visit Intention.

H7: eWOM mediates the relationship between Hedonism and Visit Intention.

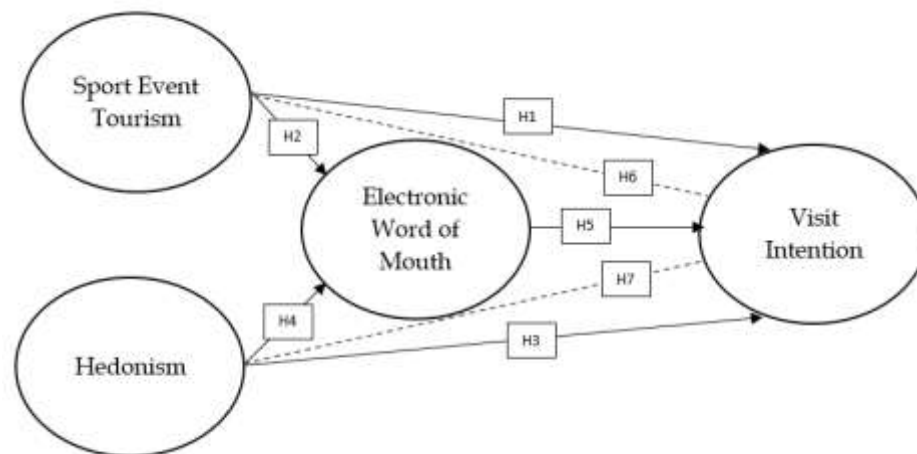


Figure 1. Conceptual Framework

## **METHODOLOGY**

### ***Types and Approaches of Research***

This research employed a quantitative approach using a causal-explanatory design to examine the relationships among Sport Event Tourism, Hedonism, Electronic Word of Mouth (eWOM), and Visit Intention. The study aims to determine how eWOM mediates the effects of Sport Event Tourism and Hedonism on tourists' Visit Intention at the MotoGP Mandalika event. The causal explanatory design was chosen because it allows for testing causal relationships between constructs derived from established theoretical

frameworks and previous empirical findings. This approach enables statistical hypothesis testing using inferential methods to explain both direct and indirect effects among variables.

### ***Research Population and Sample***

The population of this study consisted of visitors who attended the MotoGP Mandalika race in Lombok, Indonesia. Using a purposive sampling technique, a total of 100 respondents were selected based on their direct experience attending the event. The criteria for sample selection included: (1) respondents who had directly attended the MotoGP Mandalika event; (2) respondents who were at least 17 years old, ensuring adequate comprehension and decision-making maturity in answering the questionnaire. This number of respondents was considered sufficient for analysis using Structural Equation Modeling-Partial Least Squares (SEM-PLS), as according to (Hair et al., 2010), the minimum sample size required for a complex structural model is 5–10 times the number of indicators in the largest construct. Prior to the main data collection, a pilot study with 40 participants was conducted to test the validity and reliability of the instrument, ensuring that all measurement items were clear, consistent, and statistically valid.

### ***Research Instruments and Measurement Scales***

Data were collected through offline interviews conducted directly with visitors at the MotoGP Mandalika venue. The questionnaire contained structured statements representing each construct in the research model, measured using a ten-point Likert scale, ranging from 1 (Strongly Disagree) to 10 (Strongly Agree). Data collection was consisting of 4 main constructs:

- X1: Sport Event Tourism
- X2: Hedonism
- Y1: Electronic Word of Mouth (mediating variable)
- Y2: Visit Intention (final dependent variable)

Each construct consisted of several reflective indicators designed to measure participants' perceptions and behavioral intentions related to their event experiences, hedonistic motivations, online word-of-mouth engagement, and likelihood of visiting.

### ***Data Analysis Technique***

The data analysis technique used was Structural Equation Modeling-Partial Least Squares (SEM-PLS). SEM-PLS was chosen because this method is very suitable for predictive and exploratory models, and can handle complex models with many indicators and latent variables even with a relatively small sample size. The analysis was conducted using SmartPLS software version 3.0, which allows simultaneous testing of the measurement model (outer model) and the structural model (inner model). The steps in the analysis include: the quality of the measurement model, testing the validity and reliability of the instrument, and testing the hypothesis through bootstrapping.

## RESEARCH RESULT

### Convergent Validity

The following is the PLS conceptual model in this study after removing some invalid indicator:

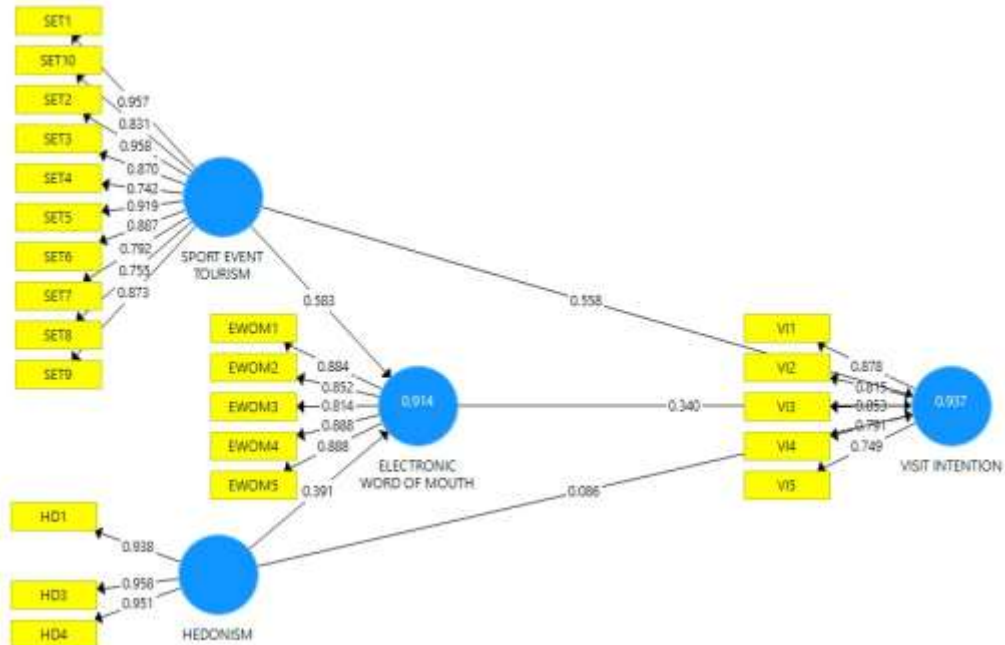


Figure 2. Measurement Model between Sport Event Tourism, Hedonism, Electronic Word of Mouth, and Visit Intention

Source: Data Processing Output

Based on Figure 2 above, it can be stated that all variable indicators have outer loading values greater than 0.70. Therefore, all indicators are considered valid and feasible for use in this research. This indicates that each item used to measure the constructs of Sport Event Tourism, Hedonism, Electronic Word of Mouth (eWOM), and Visit Intention has met the validity criteria.

### Reliability and Validity Test

Table 1. Instrument Reliability and Validity Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ELECTRONIC WORD OF MOUTH	0,916	0,919	0,937	0,749
HEDONISM	0,945	0,945	0,964	0,900
SPORT EVENT TOURISM	0,961	0,966	0,966	0,743

VISIT INTENTION	0,876	0,881	0,910	0,670
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Source: Data Processing Output

Based on Table 1, it can be seen that all variables: Electronic Word of Mouth, Hedonism, Sport Event Tourism, and Visit Intention have Cronbach's Alpha, rho\_A, and Composite Reliability values greater than 0.7, indicating that all constructs meet the reliability criteria. Furthermore, the Average Variance Extracted (AVE) values for all variables are greater than 0.5, which means each indicator is valid in representing its respective construct. Therefore, it can be concluded that all instruments in this study are valid and reliable for further analysis.

### R-Square

Table 2. Coefficient of Determination (R<sup>2</sup>) Test Results

	R Square	R Square Adjusted
ELECTRONIC WORD OF MOUTH	0,914	0,912
VISIT INTENTION	0,937	0,935

Source: Data Processing Output

Based on Table 2, the R Square value for Electronic Word of Mouth is 0.914, which means that Sport Event Tourism and Hedonism together explain 91.4% of the variation in Electronic Word of Mouth. Meanwhile, the R Square value for Visit Intention is 0.937, indicating that Sport Event Tourism, Hedonism, and Electronic Word of Mouth collectively explain 93.7% of the variation in Visit Intention. These results show that the model has a strong explanatory power in describing the relationships among the studied variables.

### Hypothesis Testing

Table 3. Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
ELECTRONIC WORD OF MOUTH -> VISIT INTENTION	0,340	0,347	0,093	3,662	0,000
HEDONISM -> ELECTRONIC WORD OF MOUTH	0,391	0,384	0,116	3,368	0,001
HEDONISM -> VISIT INTENTION	0,086	0,086	0,087	0,995	0,322

<b>SPORT EVENT TOURISM -&gt; ELECTRONIC WORD OF MOUTH</b>	0,583	0,592	0,114	5,106	<b>0,000</b>
<b>SPORT EVENT TOURISM -&gt; VISIT INTENTION</b>	0,558	0,553	0,092	6,052	<b>0,000</b>

Source: Data Processing Output

Based on Table 3, the path coefficient analysis shows that Electronic Word of Mouth → Visit Intention ( $\beta = 0.340, p = 0.000$ ), Hedonism → Electronic Word of Mouth ( $\beta = 0.391, p = 0.001$ ), Sport Event Tourism → Electronic Word of Mouth ( $\beta = 0.583, p = 0.000$ ), and Sport Event Tourism → Visit Intention ( $\beta = 0.558, p = 0.000$ ) have significant effects because their p-values are below 0.05. Meanwhile, the relationship Hedonism → Visit Intention ( $\beta = 0.086, p = 0.322$ ) is not significant because its p-value exceeds 0.05. These results indicate that Sport Event Tourism and Hedonism significantly influence Electronic Word of Mouth, while Electronic Word of Mouth and Sport Event Tourism play an important role in increasing Visit Intention. However, Hedonism does not have a direct significant effect on Visit Intention.

Table 4. Indirect Effect Test Results

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>HEDONISM -&gt; ELECTRONIC WORD OF MOUTH -&gt; VISIT INTENTION</b>	0,133	0,134	0,056	2,360	<b>0,020</b>
<b>SPORT EVENT TOURISM -&gt; ELECTRONIC WORD OF MOUTH -&gt; VISIT INTENTION</b>	0,199	0,205	0,067	2,952	<b>0,004</b>

Source: Data Processing Output

Based on Table 4, both indirect paths show significant results, as indicated by p-values below 0.05. This means that eWOM significantly mediates the relationship between Hedonism and Visit Intention ( $p = 0.020$ ), as well as between Sport Event Tourism and Visit Intention ( $p = 0.004$ ). Thus, eWOM acts as a partial mediator, strengthening the influence of emotional and experiential factors on tourists' intention to visit the MotoGP Mandalika event.

## DISCUSSION

### *The Impact of Sport Event Tourism on Visit Intention*

Sport Event Tourism has a significant positive effect on Visit Intention (coefficient = 0.558,  $p = 0.000$ ). Respondents' statements indicate that attending MotoGP Mandalika provides an engaging experience that combines sports,

culture, and leisure. The overall satisfaction with the event, especially the facilities, crowd management, and supporting tourism infrastructure, strengthens their willingness to revisit or recommend Mandalika to others. This finding supports (Kaplanidou & Vogt, 2007), who suggest that event satisfaction directly shapes tourists' behavioral intentions. In this context, MotoGP Mandalika serves as a key tourism driver that stimulates both first-time and repeat visitation, reinforcing the region's image as an international sport tourism destination.

#### ***The Impact of Sport Event Tourism on Electronic Word of Mouth***

The results show that Sport Event Tourism has a significant and positive influence on Electronic Word of Mouth (eWOM) (coefficient = 0.583,  $p = 0.000$ ). Respondents expressed strong satisfaction with the MotoGP Mandalika experience, particularly regarding event organization, infrastructure, and the quality of attractions provided. Such experiences generate emotional engagement that motivates tourists to share their impressions on social media platforms and online review sites. This finding is consistent with (Jalilvand & Samiei, 2012), who argue that memorable tourism experiences stimulate eWOM behavior, and with (Abubakar & Ilkan, 2016), who emphasize that high-quality tourism services increase online advocacy. Hence, a well-executed sport tourism event like MotoGP Mandalika effectively fosters eWOM that enhances destination visibility and reputation.

#### ***The Impact of Hedonism on Visit Intention***

In contrast, Hedonism does not exert a significant direct effect on Visit Intention ( $\beta = 0.086$ ,  $p = 0.322$ ). Although pleasure and enjoyment are central components of the MotoGP Mandalika experience, these emotions do not automatically translate into concrete behavioral intentions to revisit. Several respondents indicated that their primary motivation for attending was the racing event itself rather than the accompanying entertainment or leisure activities. This finding suggests that their satisfaction was momentary and event-focused, rather than associated with the overall tourism destination. However, the data also reveal that Hedonism indirectly influences Visit Intention through electronic word of mouth (eWOM). Many tourists expressed that their intention to revisit increased later, after being influenced by positive recommendations or content shared by friends, family, and social media. This pattern aligns with the Hedonic Consumption Theory proposed by (Hirschman & Holbrook, 1982), which posits that emotionally driven consumers seek symbolic and experiential gratification rather than immediate behavioral action. Thus, within the context of MotoGP Mandalika, Hedonism primarily stimulates digital sharing behavior, which subsequently enhances future visit intentions through the mediating role of eWOM.

#### ***The Impact of Hedonism on Electronic Word of Mouth***

The analysis demonstrates that Hedonism has a significant positive effect on eWOM (coefficient = 0.391,  $p = 0.001$ ). Tourists who attend the MotoGP Mandalika primarily seek excitement, pleasure, and emotional satisfaction.

These hedonically motivated visitors tend to express their enjoyment through online communication, posting photos, videos, and personal reflections on social media. This behavior supports the view of (Oliveira et al., 2020), who state that hedonic enjoyment enhances online engagement and sharing. The findings highlight that emotionally driven tourists use digital media as a space for self-expression, reflecting their satisfaction and reinforcing the social value of the event experience. Thus, hedonic motivation acts as a psychological stimulus that strengthens eWOM activity.

### ***The Impact of Electronic Word of Mouth on Visit Intention***

The results indicate that eWOM has a significant positive effect on Visit Intention (coefficient = 0.340,  $p = 0.000$ ). This means that positive online communication, such as recommendations, reviews, or shared experiences encourages others to visit and strengthens existing tourists' intentions to return. This result aligns with (Hennig-Thurau et al., 2004), who define eWOM as a crucial form of consumer communication that influences purchasing decisions, and with (Litvin et al., 2008), who assert that eWOM shapes destination choice by reinforcing trust and perceived credibility. It also supports (Cheung & Thadani, 2012), who found that eWOM significantly shapes consumers' behavioral intentions by amplifying emotional engagement and peer influence. Therefore, eWOM functions as a digital extension of interpersonal communication that strengthens both tourists' psychological attachment and behavioral intention toward MotoGP Mandalika.

### ***Mediation Effect of eWOM***

Bootstrapping results show that eWOM significantly mediates the effect of hedonism and sport event tourism on visit intention. Specifically, the indirect influence of hedonism on visit intention through eWOM (coefficient = 0.133,  $p = 0.020$ ) and sport event tourism on visit intention through eWOM (coefficient = 0.199,  $p = 0.004$ ) are both significant. This means that tourists' emotional experiences and event satisfaction are more effectively converted into visit intentions when shared through digital communication. This finding reinforces the role of eWOM as a psychological and communicative bridge between emotional satisfaction and behavioral intention (Chen et al., 2020). In other words, the pleasure and excitement experienced during MotoGP Mandalika are amplified when tourists express them online, influencing other potential visitors and strengthening destination promotion organically.

## **CONCLUSION**

This study concludes that Sport Event Tourism significantly influences both Electronic Word of Mouth (eWOM) and Visit Intention, indicating that high-quality and memorable sport events such as MotoGP Mandalika encourage visitors to share positive online reviews and revisit intentions. Meanwhile, Hedonism positively affects eWOM but has no direct effect on Visit Intention, implying that emotional enjoyment leads primarily to online engagement rather than immediate behavioral intention. Furthermore, eWOM has a significant positive effect on Visit Intention and serves as a mediating

variable, bridging the influence of Sport Event Tourism and Hedonism on tourists' behavioral responses.

### RECOMMENDATION

Based on these findings, event organizers and tourism authorities should strengthen the quality and experience of sport events to stimulate positive eWOM and revisit interest. Promotional strategies should focus on encouraging online sharing through digital campaigns, interactive content, and visitor engagement. Moreover, hedonic elements such as entertainment, cultural showcases, and local experiences should be enhanced to increase emotional satisfaction. Finally, stakeholders are encouraged to maintain post-event communication through social media and loyalty programs to sustain tourists' long-term interest and destination loyalty.

### ADVANCED RESEARCH

Future research on sport event tourism should examine other mediating and moderating variables beyond eWOM, such as destination image, tourist satisfaction, or perceived value, which may further explain visit intention. Comparative studies across different international sport events can also enhance the generalizability of findings. Moreover, longitudinal approaches are recommended to observe how emotional experiences and online engagement evolve over time and influence repeat visitation.

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