The Role of Social Media Marketing in Shaping Destination Image, Trust, and Travel Intentions: A Systematic Review

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Abstract
The purpose of this systematic literature review is to investigate the impact of Social Media Marketing Activities (SMMA) on perceived destination image, trust, traveler experience, and tourists' intentions to visit, with a focus on emerging tourist destinations such as Al-Ula. SMMA components, including entertainment, informativeness, interactivity, personalization, and electronic word of mouth (E-WoM), are integral to shaping the cognitive and affective dimensions of destination image, which in turn significantly influence tourist behavior. By reviewing existing research across various contexts and tourist segments, this review identifies key trends, gaps, and emerging themes within the literature, particularly concerning the interplay between SMMA, destination image, and intention to visit. Furthermore, the review reveals notable gaps in the current understanding of how SMMA influences lesser-known destinations, emphasizing the need for further research focused on these areas. The findings of this review contribute to the broader discourse on digital marketing in tourism by offering practical insights and recommendations for destination marketers and tourism boards to optimize their strategies. Additionally, it underscores the necessity for empirical research in underexplored regions, aiming to refine the role of digital marketing in enhancing destination appeal and visitor engagement in emerging markets.
Keywords: Social Media Marketing, Destination Image, Traveler Experience

Introduction
Social Media Marketing Activities (SMMA) have become indispensable tools in shaping tourism behaviors, as they significantly influence how destinations are perceived and chosen by potential travelers. These marketing activities include a variety of strategies such as content creation, digital advertising, and interactive engagement on social media platforms, all aimed at boosting the visibility and appeal of tourist destinations. In the increasingly competitive tourism industry, destinations that successfully manage their online presence and create a compelling, positive image can effectively attract more visitors. The importance of perceived destination image, trust, and traveler experience in influencing tourists'

intentions cannot be overstated, as these factors directly impact the decision-making process of travelers. This is particularly crucial for emerging tourist destinations like Al-Ula in Saudi Arabia, where leveraging digital marketing strategies is vital for gaining international recognition and competing with more established tourist destinations. Despite the widespread use of SMMA in the tourism sector, there are notable gaps in the existing literature regarding how these marketing activities interconnect with destination image, trust, and traveler experience to shape tourists' intentions. Although individual aspects such as the impact of E-WoM (electronic word of mouth) or the role of personalization in shaping destination image have been explored, comprehensive studies that examine the combined influence of these factors on tourists' intentions remain scarce. Furthermore, the specific roles that trust and traveler experience play as moderators in the relationship between SMMA and destination image are not well understood, especially in the context of emerging destinations like Al-Ula. Addressing these gaps is essential for developing more effective digital marketing strategies that not only attract tourists but also foster trust and enhance the overall traveler experience, leading to greater tourist loyalty and satisfaction.

This study aims to systematically review the existing research on the influence of SMMA on perceived destination image, trust, traveler experience, and tourists' intentions to visit. By identifying key trends, gaps, and emerging themes within the literature, the study seeks to provide a clearer understanding of how these elements interact and contribute to shaping tourist behavior. The research will also explore the moderating roles of trust and traveler experience in this dynamic, offering valuable insights for both academic research and practical application in destination marketing. Ultimately, the findings of this study will contribute to the broader literature on digital marketing in tourism and offer practical recommendations for destination marketers, tourism boards, and policymakers, particularly those focused on emerging destinations like Al-Ula. These insights will be critical for crafting digital marketing strategies that effectively build a positive destination image, enhance trust, and leverage traveler experiences to attract and retain tourists in the increasingly competitive global tourism market.

Methodology for Systematic Literature Review (SLR)
This section delineates the methodical approach employed to conduct a systematic literature review (SLR) focused on investigating the influence of Social Media Marketing Activities (SMMA) on perceived destination image, trust, traveler experience, and the intention to visit. The methodology was designed to ensure a comprehensive, unbiased, and replicable synthesis of existing research. By adhering to established guidelines, this review aimed to achieve a rigorous and transparent examination of the literature, ensuring that all relevant studies were thoroughly evaluated and synthesized.

Systematic Literature Review Approach
The systematic literature review followed a structured process designed to identify, evaluate, and synthesize relevant studies in a manner that is both transparent and replicable. This approach adhered to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, which are widely recognized for their effectiveness in enhancing the rigor and clarity of literature reviews (Alalwan et al., 2017). The PRISMA framework was particularly valuable in managing the complexities associated with synthesizing research from various domains, including social media marketing, tourism, and consumer behavior (Al-

Gasawneh & Al-Adamat, 2020; Hays et al., 2013). The review process began with a comprehensive search across several academic databases, including Scopus and Web of Science, to capture a broad spectrum of studies examining the relationships between SMMA, perceived destination image, trust, traveler experience, and intention to visit (Hu & Xu, 2021). The search covered both empirical and theoretical studies published within the past decade, ensuring the inclusion of contemporary research findings. The initial identification phase involved scanning for relevant articles using specific keywords and Boolean operators, which facilitated the retrieval of studies addressing the central themes of SMMA and its impact on tourism-related outcomes (Bilgihan & Bujisic, 2015; Harrigan et al., 2017). Following the identification phase, the screening stage involved a meticulous review of the titles and abstracts of the retrieved studies. This step was crucial for filtering out irrelevant or duplicate records, thereby refining the focus to studies explicitly addressing the influence of SMMA on destination image, trust, traveler experience, and intention to visit (Ayeh et al., 2013; Zeng & Gerritsen, 2014). The eligibility stage then involved a thorough full-text review of the remaining studies to ensure they met the predefined inclusion criteria, with particular emphasis on empirical relevance, methodological rigor, and direct contributions to understanding the impacts of SMMA on tourism (Filieri & McLeay, 2014; Leung et al., 2013). Finally, the inclusion stage required a detailed evaluation of the studies that passed the eligibility criteria, with each study's methodological quality and relevance to the research questions being rigorously assessed (Moro et al., 2016).

Criteria for Inclusion and Exclusion of Studies
The selection of studies for inclusion in this review was guided by stringent criteria designed to filter the extensive body of available literature, ensuring that only the most relevant and high-quality studies were considered. To reflect the latest research and trends in social media marketing and tourism, the review was confined to studies published between 2013 and 2023. This period was chosen to ensure that the review captured the most recent developments in the field (Leung et al., 2015; Mariani et al., 2016). Additionally, the review prioritized peer-reviewed journal articles to maintain a high standard of academic rigor, ensuring that only studies subjected to rigorous academic scrutiny were included (Molinillo et al., 2018). Studies were excluded if they were non-empirical, such as conceptual papers without supporting data, or if their focus was unrelated to the central themes of the review, such as SMMA's impact on industries other than tourism. This exclusion was essential to maintain the review's focus on the tourism sector and to ensure the coherence of the synthesized findings (Schivinski & Dabrowski, 2016; Tavakoli & Mura, 2015). Additionally, duplicate studies identified across different databases were removed during the initial screening phase to avoid redundancy and ensure that the review's conclusions were based on a diverse and representative sample of studies (Xiang & Fesenmaier, 2022).

Search Strategies Employed
A comprehensive search strategy was employed to ensure the exhaustive coverage of relevant literature. The search strategy involved querying multiple academic databases, including Scopus, Web of Science, and Google Scholar, which are renowned for their extensive coverage of research in social media marketing, tourism, and consumer behavior (Cantallops & Salvi, 2014; Gohil, 2015). The search terms used were specifically chosen to reflect the key constructs of interest, with combinations of keywords such as "social media marketing AND destination image," "trust AND social media," "traveler experience AND intention to visit,"

and "eWOM AND tourism" being employed to refine the search results (Hanaysha, 2022). The search was restricted to studies published in English to maintain consistency in the interpretation and analysis of data (Alsoud et al., 2023). Furthermore, the time frame for the search was limited to the last decade, ensuring that the review captures the most recent research developments and emerging trends, such as the impact of social media on dark tourism and visitor intentions (Ayeh et al., 2013; Xiang et al., 2015).

Data Extraction and Coding
The data extraction and coding process was conducted with meticulous attention to detail to ensure that all relevant information was consistently captured across the selected studies. This systematic approach enabled the structured synthesis of the literature, facilitating detailed comparisons of findings across various studies. Key information, such as the authors and publication year, research focus, methodology, and key findings, was systematically recorded, ensuring a comprehensive and organized dataset for analysis (Baber & Baber, 2023; Lu et al., 2015). Studies were categorized into thematic groups based on the SMMA dimensions they explored, such as entertainment, informativeness, interactivity, personalization, and eWOM (Alhaddad et al., 2021; Munar & Jacobsen, 2014). Additionally, studies were grouped according to their focus on cognitive or affective components of destination image, the role of trust as a moderator, and the influence of traveler experience. This thematic categorization enabled a nuanced analysis of how different aspects of SMMA influence tourism-related outcomes, providing a clearer understanding of trends and gaps within the literature (Pabel & Prideaux, 2016; Mariani et al., 2016).

Quality Assessment of Selected Studies
The quality assessment of the studies included in this systematic literature review was a critical step in ensuring the reliability and validity of the review's findings. Each study was evaluated based on several predefined criteria, including its peer-reviewed status, relevance to the research topic, and methodological rigor (Schivinski & Dabrowski, 2016; ZAjAdAcZ & MinkwitZ, 2020). Only studies published in peer-reviewed journals were considered, ensuring that the research had undergone rigorous academic scrutiny. Relevance to the core research questions was also a key criterion, with studies focusing directly on the impact of SMMA on destination image, trust, traveler experience, and intention to visit being prioritized (Primananda et al., 2022; Xiang & Fesenmaier, 2022). Methodological soundness was another critical factor in the quality assessment. Studies employing robust data collection and analysis techniques were given preference, as these methods provide more reliable and generalizable findings (Moro et al., 2016). The quality assessment process was further informed by established tools such as the Cochrane's Risk of Bias tool, which provided a structured framework for evaluating potential biases in study design, data collection, and reporting (Micevski et al., 2021). This rigorous quality assessment ensured that the review's conclusions were based on high-quality research, enhancing the overall reliability and validity of the findings.

Theoretical and Conceptual Foundations
The theoretical and conceptual foundations of this study revolve around exploring how Social Media Marketing Activities (SMMA) impact critical factors in the tourism industry, particularly perceived destination image, trust, traveler experience, and tourists' intention to visit. This section is structured to provide a comprehensive understanding of these constructs and their

interrelations, grounded in the current literature on consumer behavior and digital marketing. By examining these relationships, we can gain insights into how SMMA effectively shapes tourist behavior and decision-making, ultimately influencing destination marketing strategies.

Social Media Marketing Activities (SMMA)
Social Media Marketing Activities (SMMA) encompass the strategic utilization of social media platforms to engage potential tourists, influence their perceptions, and guide their decision-making processes regarding travel destinations. The increasing prevalence of social media in tourism marketing is highlighted by its ability to create and enhance the perceived value of destinations, thereby making them more attractive to potential visitors (Alalwan et al., 2017). Through various forms of content, such as visual imagery, interactive posts, and user-generated reviews, SMMA plays a critical role in shaping the way tourists perceive and interact with destinations online. The effectiveness of SMMA is often attributed to its key components: entertainment, informativeness, interactivity, personalization, and Electronic Word-of-Mouth (E-WoM). Entertainment in SMMA captures the audience's attention through engaging and enjoyable content, which can significantly increase interest in a destination (Ayeh et al., 2013). Informativeness involves the dissemination of accurate and relevant information, helping tourists make informed decisions about their travel plans, including details about attractions, accommodations, and cultural events (Al-Gasawneh & Al-Adamat, 2020). Interactivity enhances engagement by allowing tourists to interact directly with destination marketers and other travelers, fostering a sense of community and involvement (Bilgihan & Bujisic, 2015). Personalization tailors marketing content to individual preferences, ensuring that the marketing efforts are more relevant and appealing to each tourist (Cantallops & Salvi, 2014). Finally, E-WoM, which includes user-generated content and reviews, has a substantial influence on the credibility and attractiveness of a destination, as it provides social proof and builds trust among potential visitors (Filieri & McLeay, 2014).

Perceived Destination Image
Perceived destination image is a multifaceted concept that plays a crucial role in the tourism decision-making process. It is generally divided into two main dimensions: cognitive and affective. The cognitive dimension refers to the tourists' beliefs and knowledge about a destination's attributes, such as its cultural richness, safety, and infrastructure (Hu & Xu, 2021). This dimension provides the rational basis for evaluating the destination's appeal and suitability. In contrast, the affective dimension involves the emotional responses and feelings that a destination evokes, such as excitement, relaxation, or nostalgia (González et al., 2020). These emotional responses are often triggered by visual and narrative elements in SMMA, which highlight the experiential aspects of a destination. The impact of destination image on tourist behavior is significant. A positive destination image can enhance the likelihood of choosing a destination, encourage repeat visits, and generate positive word-of-mouth (Molinillo et al., 2018). Conversely, a negative image can deter potential tourists and harm the destination's reputation. Understanding how SMMA can influence both the cognitive and affective dimensions of destination image is therefore essential for developing effective tourism marketing strategies (Leung et al., 2013).

Trust in Tourism Marketing
Trust is a foundational element in tourism marketing, particularly in the context of social media, where the authenticity and credibility of content are paramount. Trust in this context

is defined as the confidence tourists have in the information and recommendations provided through social media platforms (Ayeh et al., 2013). The trustworthiness of social media content can significantly influence tourists' perceptions, reducing uncertainty and enhancing the perceived reliability of a destination. Trust impacts tourists' intentions by making them more likely to rely on the information they receive and subsequently act on it, such as by booking a trip or recommending the destination to others (Baber & Baber, 2023). Trust is built through consistent, transparent, and authentic communication, which helps mitigate the risks associated with travel decisions (Hanaysha, 2022).

Traveler Experience
Traveler experience encompasses the entire range of interactions a tourist has with a destination, from initial planning to post-visit reflections. This experience is shaped by various factors, such as the quality of services, cultural authenticity, and overall satisfaction with the trip (Lu et al., 2015). A positive traveler experience is crucial, as it not only enhances satisfaction but also influences future travel decisions, repeat visits, and the likelihood of recommending the destination to others (Munar & Jacobsen, 2014). Past travel experiences are particularly influential in shaping perceptions of new destinations. Tourists often compare potential destinations to their previous experiences, using these comparisons to form expectations and make decisions (Pabel & Prideaux, 2016). Positive past experiences can lead to higher expectations and a greater willingness to explore similar destinations, while negative experiences may result in caution and a preference for familiar locations (Gaber & Wright, 2014).

Linking SMMA to Destination Image, Trust, and Traveler Experience
The relationships between SMMA, perceived destination image, trust, and traveler experience are interconnected through various theoretical models. One such model is the Stimulus-Organism-Response (S-O-R) model, which is particularly relevant in explaining how SMMA acts as a stimulus that influences tourists' cognitive and emotional responses (organism), which in turn affect their behavioral intentions (response) (Baber & Baber, 2023). This model illustrates how the content and interactions provided through SMMA can shape perceptions, build trust, and enhance traveler experiences, ultimately leading to a stronger intention to visit a destination (Leung et al., 2015).
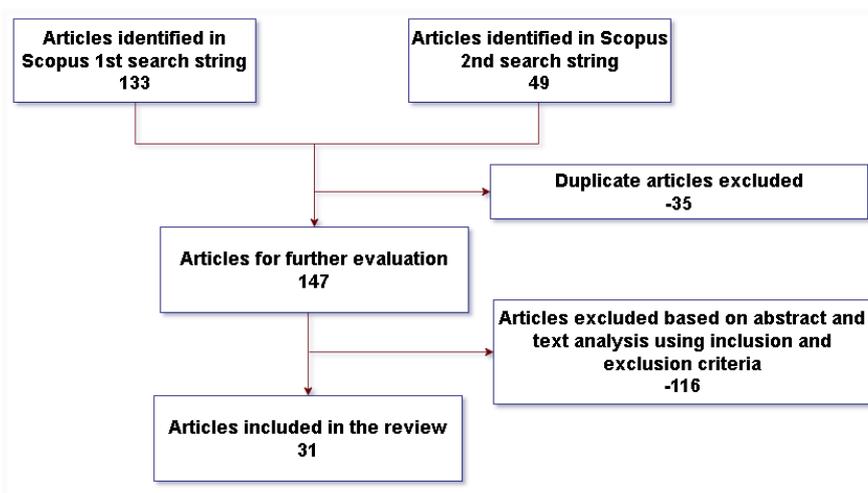

Figure 1 : Database search process

Review and Synthesis of Previous Research
The review and synthesis of previous research offer a comprehensive analysis of studies that examine the influence of Social Media Marketing Activities (SMMA) on perceived destination image, trust, traveler experience, and tourists' intention to visit. This section provides an overview of key findings, emerging trends, and gaps in the literature related to tourism marketing.

Overview of the Body of Literature
The body of literature on Social Media Marketing Activities (SMMA), perceived destination image, trust, traveler experience, and tourists' intention to visit has grown significantly over the past decade, reflecting the increasing importance of digital marketing in the tourism sector. Research often focuses on how various SMMA components such as entertainment, informativeness, and interactivity shape tourists' perceptions and behaviors (Harrigan et al., 2017; Munar & Jacobsen, 2014). Studies within this domain have examined the direct effects of SMMA on perceived destination image and intention to visit, as well as the moderating roles of trust and traveler experience. For instance, Al-Gasawneh and Al-Adamat (2020) explore how social media interactions enhance destination image and travel intentions, particularly in emerging tourism markets. The literature reveals a dual focus, with some studies emphasizing the direct impact of SMMA on tourism outcomes (Baber & Baber, 2023), while others highlight the importance of intermediary factors such as trust and prior traveler experiences (Bilgihan & Bujisic, 2015). This multifaceted perspective underscores the complexity of the relationships between SMMA, destination image, and tourist behaviors, suggesting a need for further exploration across different tourism contexts.

Impact of SMMA on Perceived Destination Image
The influence of SMMA on perceived destination image is a central theme in tourism marketing research. Numerous studies have demonstrated that different dimensions of SMMA such as informativeness, entertainment, and interactivity significantly affect both the cognitive and affective components of destination image. For example, Harrigan et al. (2017) found that informative content on social media platforms enhances the cognitive image by providing potential tourists with detailed insights into a destination's attributes. In contrast, entertaining and interactive content, as highlighted by Molinillo et al. (2018), strengthens the affective image by eliciting positive emotions and fostering a sense of excitement about the destination. Further, Filieri and McLeay (2014) emphasize that the cognitive image formed through SMMA can influence tourists' perceptions of a destination's safety, accessibility, and overall appeal, while the affective image drives emotional connections and a desire to visit. The combined impact of these SMMA dimensions on perceived destination image is crucial in shaping tourists' overall evaluation of a destination and their subsequent travel intentions.

Role of Trust in Enhancing Destination Image and Visit Intention
Trust is a pivotal element in the effectiveness of tourism marketing, particularly within the context of social media, where the credibility and authenticity of content are critical. Trust in the information shared through SMMA significantly enhances the perceived authenticity of the destination image and strengthens tourists' intentions to visit. For instance, Ayeh et al. (2013) examine how trust in user-generated content on platforms like TripAdvisor influences tourists' attitudes and decisions. Similarly, the study by Baber and Baber (2023) indicates that trust in SMMA content can serve as a critical moderator between social media efforts and

tourists' behavioral intentions. When tourists trust the information provided through social media channels, they are more likely to form a positive image of the destination and exhibit a stronger intention to visit (Primananda et al., 2022). This trust-driven process is especially influential among digital-savvy tourists who rely heavily on social media for travel planning and recommendations.

Influence of Traveler Experience on Perceptions and Intentions
Traveler experience, which includes both past travel experiences and anticipated future experiences, plays a significant role in shaping tourists' perceptions of new destinations and their intentions to visit. Research indicates that positive past experiences can enhance tourists' expectations and increase their likelihood of visiting a new destination. Lu et al. (2015) highlight how authenticity and involvement during cultural heritage site visits influence tourist satisfaction and perceived destination image. Furthermore, Munar and Jacobsen (2014) discuss how travelers share their experiences on social media, impacting the perceptions of potential visitors and shaping their expectations. The comparative nature of traveler experience is also emphasized, with tourists often evaluating new destinations against their past experiences. For example, Pabel and Prideaux (2016) found that tourists with positive experiences in similar cultural settings were more inclined to visit new destinations with comparable attributes. This illustrates the importance of understanding how cumulative travel experiences influence destination image and travel intentions.

SMMA, Destination Image, and Intention to Visit
The relationship between SMMA, destination image, and tourists' intention to visit is intricate and multifaceted. Research has explored both the direct and indirect effects of SMMA on tourists' travel intentions. For instance, Hays et al. (2013) suggest that well-executed SMMA campaigns can directly enhance destination image, leading to increased intentions to visit. On the other hand, studies such as those by Leung et al. (2013) highlight the indirect effects where SMMA influences trust and traveler experience, which in turn shape destination image and travel intentions. The Stimulus-Organism-Response (S-O-R) model is often employed to explain these dynamics, capturing how SMMA (stimulus) affects tourists' perceptions and emotions (organism), leading to behavioral intentions (response) (Leung et al., 2015). This model is supported by various studies, including those by Harrigan et al. (2017), demonstrating how SMMA-driven perceptions of destination image and trust ultimately drive tourists' intentions to visit.

Challenges and Limitations in the Literature
Despite the extensive research on SMMA and its impact on tourism, several challenges and limitations persist. One major challenge is the inconsistent measurement of SMMA components across studies, which complicates the comparison of results and the drawing of generalizable conclusions (Gaber & Wright, 2014). Additionally, much of the research focuses on specific regions or cultural contexts, limiting the generalizability of findings to global tourism markets (Munar & Jacobsen, 2014). The rapid evolution of social media platforms and digital marketing strategies presents another challenge for researchers, as keeping pace with new trends and technologies is difficult. This dynamic nature of SMMA requires ongoing updates to theoretical models and empirical studies to remain relevant (Gohil, 2015). Finally, there is a need for more longitudinal studies to understand the long-term effects of SMMA

on destination image, trust, and traveler experience, as most existing research tends to focus on short-term impacts (Harrigan et al., 2017).

Literature Review Matrix

The Literature Review Matrix serves as an analytical framework that synthesizes and compares key studies examining the influence of Social Media Marketing Activities (SMMA) on perceived destination image, trust, traveler experience, and tourists' intention to visit. This matrix offers a comprehensive view of how different elements of SMMA such as entertainment, informativeness, interactivity, personalization, and Electronic Word-of-Mouth (eWOM) affect both cognitive and affective aspects of destination image. Furthermore, it highlights the roles of trust and traveler experience as pivotal factors in shaping tourist behavior, providing insights into the ways SMMA enhances destination image and fosters trust, which are crucial for positive tourist perceptions and behavioral intentions. Through this structured analysis, the matrix identifies research gaps, inconsistencies, and opportunities for future studies, contributing to the effective application of SMMA in destination marketing strategies.

No.	Author(s) and Year	Entertainment	Informativeness	Interactivity	Personalization	E-WoM	Cognitive Image	Affective Image	Trust	Traveler Experience	Intention to Visit
1.	Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017).		✔	✔			✔	✔	✔		✔
2.	Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020).		✔	✔			✔				✔
3.	Alhaddad, S., Ayesh, O., Talib, J. A., Talib, F. A., & Al Otaibi, L. (2021).	✔	✔								
4.	Alsoud, M., Alfdool, S., Trawnih, A., Helalat, A., & Mahrakani, N. (2023).					✔				✔	✔
5.	Ayeh, J. K., Au, N., & Law, R. (2013).			✔		✔		✔	✔		✔
6.	Baber, R., & Baber, P. (2023).						✔	✔			✔
7.	Bilgihan, A., & Bujisic, M. (2015).		✔		✔		✔	✔	✔		✔
8.	Cantallops, A. S., & Salvi, F. (2014).					✔		✔	✔		✔
9.	Filieri, R., & McLeay, F. (2014).					✔		✔	✔		✔
10.	Gaber, H. R., & Wright, L. T. (2014).	✔						✔	✔		✔
11.	Gohil, N. (2015).	✔	✔	✔			✔	✔	✔		✔
12.	Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017).	✔		✔		✔	✔	✔	✔		✔
13.	Hays, S., Page, S. J., & Buhalis, D. (2013).		✔	✔			✔	✔	✔		✔

No.	Author(s) and Year	Entertainment	Informativeness	Interactivity	Personalization	E-WoM	Cognitive Image	Affective Image	Trust	Traveler Experience	Intention to Visit
14.	Hu, Y., & Xu, X. (2021).		✔	✔			✔	✔			✔
15.	Leung, D., Law, R., Hoof, H., & Buhalis, D. (2013).		✔	✔			✔	✔	✔		✔
16.	Leung, X. Y., Bai, B., & Stahura, K. A. (2015).	✔	✔	✔		✔		✔	✔		✔
17.	Lu, L., Chi, C. G., & Liu, Y. (2015).				✔		✔	✔		✔	✔
18.	Mariani, M. M., Di Felice, M., & Mura, M. (2016).	✔	✔	✔		✔	✔	✔	✔		✔
19.	Molinillo, S., Liébana-Cabanillas, F., Anaya-Sánchez, R., & Buhalis, D. (2018).		✔	✔			✔	✔	✔		✔
20.	Moro, S., Rita, P., & Vala, B. (2016).		✔				✔	✔	✔		✔
21.	Munar, A. M., & Jacobsen, J. K. S. (2014).	✔	✔	✔		✔	✔	✔	✔		✔
22.	Pabel, A., & Prideaux, B. (2016).		✔	✔			✔	✔	✔	✔	✔
23.	Primananda, P. G. B. N., Yasa, N., Sukaatmadja, I., & Setiawan, P. (2022).	✔	✔	✔			✔	✔	✔		✔
24.	Schivinski, B., & Dabrowski, D. (2016).			✔		✔	✔	✔	✔		
25.	Shafnaz, S. M. F. (2021).		✔	✔							
26.	Shah, H. W. A., Khan, I., & Hameed, A. (2019).	✔	✔	✔							
27.	Tavakoli, R., & Mura, P. (2015).			✔	✔			✔		✔	
28.	Xiang, Z., & Fesenmaier, D. R. (2022).		✔	✔	✔		✔	✔	✔	✔	✔
29.	Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015).		✔	✔			✔	✔	✔	✔	✔
30.	ZAjAdAcZ, A., & MinkwitZ, A. (2020).		✔	✔			✔	✔	✔		✔
31.	Zeng, B., & Gerritsen, R. (2014).		✔	✔			✔	✔	✔		✔

Development of a Comparative Table

The development of the Literature Review Matrix involves creating a detailed comparative table that summarizes and contrasts the focus, findings, methodologies, and contributions of key studies in the field. This structured approach facilitates a nuanced understanding of the diverse research perspectives and empirical findings, enabling scholars and practitioners to draw more informed conclusions about the impact of SMMA on tourism-related outcomes.

Summary of Key Studies, Highlighting Their Focus, Findings, and Contributions
The matrix provides a succinct summary of each study, capturing its central research focus, major findings, and overall contributions to the field of tourism marketing. For example, the study by Alalwan et al. (2017) offers a comprehensive review of existing literature on social media in marketing, emphasizing how SMMA influences consumer behavior across various sectors, including tourism. This foundational work sets the stage for subsequent research by outlining key SMMA components that are instrumental in shaping consumer perceptions and behaviors. In a more targeted study, Baber and Baber (2023) explore the influence of SMMA on tourists' intention to visit, focusing on how e-reputation and destination image moderate this relationship. Their findings underscore the critical role of trust in enhancing the perceived authenticity of destination images shared on social media platforms, thereby increasing tourists' likelihood of visiting those destinations. Similarly, the research by Harrigan et al. (2017) investigates customer engagement with tourism social media brands, highlighting the importance of interactive and personalized content in building strong, trust-based relationships between tourists and destination marketers. Another significant contribution comes from Al-Gasawneh and Al-Adamat (2020), who examine the relationship between perceived destination image, social media interaction, and travel intentions concerning Neom city. Their study illustrates how social media interactions can significantly enhance a destination's image by providing potential tourists with a wealth of information and engaging content, thus influencing their travel intentions. Furthermore, Molinillo et al. (2018) delve into the role of Destination Management Organization (DMO) online platforms in shaping tourists' intentions to visit. Their research highlights how the informativeness and accessibility of SMMA contribute to a more positive cognitive image of destinations, leading to higher levels of tourist engagement and stronger intentions to visit.

Comparison of Methodologies, Contexts, and Outcomes Across the Reviewed Literature
The matrix also facilitates a detailed comparison of the methodologies, contexts, and outcomes of the reviewed studies, offering insights into how different research designs and empirical settings influence the findings in this domain. For instance, Ayeh et al. (2013) employ a quantitative approach to examine credibility perceptions of online travelers regarding user-generated content on platforms like TripAdvisor. Their study provides critical insights into how the credibility of eWOM affects tourists' attitudes towards using such content in travel planning, emphasizing the importance of trust in online reviews. In contrast, the study by Bilgihan and Bujisic (2015) uses a case study approach to explore the impact of website features on online relationship marketing in the hotel industry. This qualitative research highlights how specific online features, such as personalization and interactivity, enhance customer satisfaction and loyalty, thereby reinforcing the importance of these SMMA components in tourism marketing.

Gohil (2015) adopts a mixed-methods approach in his analysis of social media's role and impact in tourism, focusing on the Madhya Pradesh State Tourism initiative. This study provides a comprehensive overview of how social media platforms can be leveraged to boost regional tourism by enhancing destination image and engaging potential tourists through targeted marketing campaigns. Lastly, the longitudinal study by Mariani et al. (2016) investigates the use of Facebook as a destination marketing tool by Italian regional destination management organizations. By analyzing data over several years, their research offers valuable insights into the evolving role of social media in tourism marketing, particularly

in how it influences both the cognitive and affective components of destination image over time.

Findings and Discussion
The findings and discussion section presents an in-depth analysis of the major themes and patterns identified in the literature concerning the influence of Social Media Marketing Activities (SMMA) on perceived destination image, trust, traveler experience, and tourists' intention to visit. This section synthesizes the interactions among these elements and highlights the challenges and gaps in the existing research. Additionally, it discusses the theoretical implications of these findings and offers practical recommendations for tourism marketers and destination managers.

Key Themes Identified in the Literature
A detailed examination of the literature reveals several significant themes related to the role of SMMA in shaping destination image, fostering trust, and enhancing traveler experience. One prominent theme is the multifaceted impact of SMMA components such as entertainment, informativeness, interactivity, personalization, and eWOM on both the cognitive and affective dimensions of destination image. For instance, studies by Ayeh et al. (2013) and Leung et al. (2015) illustrate that the informativeness and interactivity of SMMA content are crucial in shaping the cognitive image of a destination by providing potential tourists with valuable information about attractions, services, and cultural offerings. Meanwhile, the affective dimension, which relates to the emotional appeal of a destination, is significantly influenced by entertaining and personalized content. Research by Harrigan et al. (2017) and Molinillo et al. (2018) emphasizes that such content not only captivates the audience but also fosters a deeper emotional connection to the destination, making it more appealing and memorable.

Trust emerges as another critical theme in the literature, underscoring its role as a moderator between SMMA and tourists' intentions. Trust in the authenticity and credibility of social media content has been shown to significantly influence tourists' perceptions of a destination's image, as demonstrated in studies by Baber and Baber (2023) and Schivinski and Dabrowski (2016). These studies suggest that when tourists perceive SMMA content as trustworthy, they are more likely to develop a positive image of the destination, which in turn strengthens their intention to visit. The literature also highlights the importance of traveler experience, both past and anticipated, in shaping future travel intentions. Research by Al-Gasawneh and Al-Adamat (2020) and Lu et al. (2015) indicates that past positive travel experiences enhance the likelihood of tourists revisiting a destination or choosing similar destinations in the future. Furthermore, these experiences are often shared on social media, contributing to the eWOM that influences the perceptions and decisions of potential tourists.

Interconnectedness of SMMA, Destination Image, and Intention to Visit
The literature consistently demonstrates a strong interconnection between SMMA, destination image, and tourists' intention to visit. Effective SMMA strategies play a crucial role in constructing a favorable destination image, which directly impacts tourists' decision-making processes. For example, the studies by Bilgihan and Bujisic (2015) and Filieri and McLeay (2014) illustrate how well-crafted SMMA content can enhance both the cognitive and affective aspects of destination image, thereby increasing the destination's appeal to

potential visitors. The cognitive image, shaped by the informative aspects of SMMA, provides tourists with essential knowledge about the destination, while the affective image, influenced by engaging and emotionally resonant content, creates a strong desire to visit. Trust serves as a pivotal moderating factor in this relationship, as highlighted by the works of Leung et al. (2013) and Mariani et al. (2016). These studies show that when SMMA content is perceived as credible and authentic, it not only strengthens the destination image but also bolsters tourists' confidence in their travel decisions. This trust is often cultivated through consistent and transparent communication, as well as through positive eWOM from other travelers who share their experiences online. The interplay between SMMA, destination image, and trust ultimately culminates in a stronger intention to visit, as tourists feel more assured in their decision to explore the destination. Additionally, the literature emphasizes the reinforcing effect of traveler experience on this interconnectedness. Positive travel experiences, when shared on social media, not only enhance the destination's image but also serve as powerful endorsements that can influence the decisions of potential tourists. Studies by Munar and Jacobsen (2014) and Schivinski and Dabrowski (2016) demonstrate that such experiences, when communicated through SMMA, contribute to a cycle of positive reinforcement that further strengthens the destination image and increases the likelihood of visitation.

Challenges and Gaps in Existing Research
Despite the extensive body of research on SMMA and its impact on tourism, several challenges and gaps persist. One notable gap is the limited focus on emerging tourist destinations. Much of the existing literature concentrates on well-established tourist markets, leaving a dearth of research on how SMMA operates in newer or less developed destinations. This gap is particularly pronounced in regions with lower levels of digital infrastructure and social media penetration, where the effectiveness of SMMA may differ significantly from that in more developed markets. For example, Alhaddad et al. (2021) and Xiang et al. (2015) note that in such regions, traditional marketing methods may still play a dominant role, suggesting a need for further research on how SMMA can be adapted and effectively implemented in these contexts. Another challenge lies in the under-exploration of niche tourism markets, such as cultural tourism, eco-tourism, or tourism catering to specific demographics like senior citizens or solo travelers. While studies by Al-Gasawneh and Al-Adamat (2020) and Tavakoli and Mura (2015) begin to address these areas, there remains a significant opportunity for more focused research that examines how SMMA can be tailored to meet the unique needs and preferences of these segments. Furthermore, the literature reveals an over-reliance on quantitative research methods, which often yield broad, generalizable findings but may overlook the nuanced ways in which tourists engage with SMMA. There is a growing recognition, as suggested by Leung et al. (2013) and Harrigan et al. (2017), of the need for qualitative and mixed-method studies that can capture the complexities of tourist behavior and the subtle ways in which SMMA influences their decisions. Such approaches would provide a more holistic understanding of the intricate dynamics at play.

Implications for Theory and Practice
The findings from this literature review have significant implications for both theoretical frameworks and practical applications in tourism marketing. Theoretically, the results suggest that SMMA should be viewed as an integral component of the overall tourism experience, rather than merely a promotional tool. This perspective challenges traditional marketing models that separate the promotional activities from the experiential aspects of tourism,

advocating instead for a more integrated approach that considers SMMA as central to destination marketing strategies. The role of trust as a moderator also highlights the need for theoretical models that account for the dynamic and reciprocal relationships between SMMA, destination image, and tourist behavior, as demonstrated by studies like those of Filieri and McLeay (2014) and Leung et al. (2013). From a practical standpoint, the insights gained from this review offer valuable strategies for destination marketers and tourism boards. One key recommendation is the development of SMMA content that is both engaging and informative, as this combination has been shown to be most effective in building a strong, positive destination image. Marketers should focus on creating content that resonates with target audiences, using storytelling, high-quality visuals, and interactive features to evoke emotional connections. Additionally, maintaining transparency and consistency in communication is crucial for building and sustaining trust, which is essential for influencing tourists' decisions. Moreover, destination marketers should tailor their SMMA strategies to address the specific needs and preferences of different tourist segments, particularly in emerging markets and niche sectors. Customizing SMMA content to these diverse audiences can help maximize the reach and impact of marketing efforts, as evidenced by studies like those of Harrigan et al. (2017) and Munar and Jacobsen (2014). Finally, incorporating traveler experiences into SMMA content through testimonials, reviews, and user-generated content can further enhance the destination's appeal by providing social proof and reinforcing positive perceptions, as highlighted by Mariani et al. (2016) and Al-Gasawneh and Al-Adamat (2020).

Gaps in the Literature and Future Research Directions
This section identifies critical gaps in the current research on Social Media Marketing Activities (SMMA) and their influence on perceived destination image, trust, traveler experience, and tourists' intentions to visit. Additionally, it proposes future research directions to address these gaps, offering a pathway for further exploration in the field of tourism marketing.

Underexplored Aspects of SMMA
One of the most significant gaps in the literature concerns the limited exploration of specific components of SMMA, particularly personalization and electronic word-of-mouth (E-WoM), and their differentiated effects on various tourist segments. While there is extensive research on SMMA's overall impact, the nuanced effects of these individual components on specific tourist demographics remain underexplored. Personalization, for instance, is recognized as a critical factor in enhancing consumer engagement, yet its specific application in tourism, particularly in tailoring marketing efforts to different traveler types such as luxury tourists, adventure travelers, or cultural tourists has not been thoroughly examined. Existing studies, such as those by Leung et al. (2013) and Moro et al. (2016), touch upon the potential of personalization in marketing but do not delve into its complex interactions with diverse tourist preferences and behaviors. Similarly, E-WoM, a powerful driver of consumer decisions in the digital age, is an area that requires further investigation. Although the impact of E-WoM on destination image and tourist behavior is well-documented, as seen in studies by Ayeh et al. (2013) and Cantallops and Salvi (2014), there is a paucity of research on how different types of travelers such as first-time visitors compared to repeat tourists respond to E-WoM. Understanding these differences is crucial, especially as social media continues to evolve as a primary source of travel information. Future research should focus on dissecting these SMMA components, examining how they uniquely contribute to the appeal of destinations across different tourist segments.

The Moderating Role of Trust and Traveler Experience
Another critical gap lies in the limited research on how trust and traveler experience moderate the relationship between SMMA, destination image, and intention to visit. While trust is frequently highlighted as a key factor in the effectiveness of SMMA, the specific mechanisms by which it moderates the transformation of marketing efforts into positive destination perceptions have not been sufficiently explored. For instance, studies by Baber and Baber (2023) and Filieri and McLeay (2014) underscore the importance of trust in social media marketing activities, yet they do not fully investigate how trust functions as an intermediary between SMMA components such as informativeness or interactivity and the resulting destination image. Traveler experience, similarly, is often discussed as an outcome of effective SMMA, but its role as a moderator in this process has not been comprehensively studied. Past travel experiences have a profound impact on how tourists perceive new marketing messages, influencing their decision-making processes. However, there is a lack of in-depth research that systematically examines how these experiences moderate the effectiveness of SMMA in fostering a positive destination image and encouraging travel intentions. For instance, research by Munar and Jacobsen (2014) and Harrigan et al. (2017) suggests that positive traveler experiences can enhance the credibility and impact of SMMA, but more empirical evidence is needed to support these claims and explore the nuances of this relationship.

Emerging Tourist Destinations
The current body of literature largely focuses on well-established tourist destinations, leaving a significant gap in understanding how SMMA functions in emerging tourist markets. Destinations like Al-Ula in Saudi Arabia, which are relatively new to global tourism, present unique challenges and opportunities that differ from those of more established locations. These include lower levels of digital infrastructure, limited brand recognition, and cultural differences that may affect how SMMA is perceived and engaged with by potential tourists. For example, the studies by Al-Gasawneh and Al-Adamat (2020) and Xiang et al. (2015) highlight the role of digital marketing in established markets but do not adequately address the unique challenges faced by emerging destinations.

Moreover, the influence of SMMA on tourists from diverse cultural backgrounds remains underexplored. As global tourism becomes increasingly multicultural, it is vital to understand how cultural differences influence the effectiveness of SMMA. While existing research, such as that by Leung et al. (2015) and Zeng and Gerritsen (2014), provides some insights into the cultural aspects of tourism marketing, there is a pressing need for studies that specifically compare how SMMA impacts tourists from various cultural backgrounds, particularly in the context of emerging destinations. Such research would not only deepen the theoretical understanding of SMMA but also offer practical guidance for marketers aiming to attract a more diverse and global tourist base.

Suggestions for Future Research
To address these identified gaps, several avenues for future research are proposed. Firstly, there is a need for empirical studies focusing on the underexplored components of SMMA, such as personalization and E-WoM. These studies should investigate how these elements influence different tourist segments, providing a more nuanced understanding of their impact on tourism behavior. For instance, experimental research designs could be employed to

assess how personalized marketing messages affect the travel intentions of various demographic groups, such as millennials versus baby boomers, or solo travelers versus family tourists. By doing so, these studies could offer insights into how to optimize SMMA strategies for different audiences. Secondly, future research should delve deeper into the moderating roles of trust and traveler experience. Longitudinal studies that track changes in tourists' perceptions and intentions over time, in response to SMMA efforts, would be particularly valuable. Such studies could explore how trust evolves and interacts with traveler experiences to influence the long-term effectiveness of SMMA in shaping destination image and driving travel behavior. This approach would help uncover the dynamic and reciprocal nature of these relationships, providing a richer understandding of how SMMA can be leveraged to sustain and enhance tourist engagement over time.

Lastly, comparative studies across different cultural contexts and tourist segments are essential for understanding the global applicability of SMMA strategies. Research should focus on emerging destinations, examining how these markets can leverage SMMA to build their brand and compete with more established destinations. By comparing the effectiveness of SMMA across different regions and cultural groups, these studies would provide critical insights into how marketing strategies can be tailored to suit diverse audiences, thereby enhancing the global reach and impact of tourism marketing efforts. Additionally, this research could explore how emerging destinations can overcome the challenges associated with lower digital infrastructure and brand recognition, offering practical solutions for building a competitive presence in the global tourism market.

Practical Implications
This section elaborates on the practical implications derived from the literature on Social Media Marketing Activities (SMMA) and their impact on destination image, trust, traveler experience, and tourists' intentions to visit. The discussion is aimed at providing actionable strategies for destination marketers, tourism boards, policymakers, and other industry stakeholders, with a focus on optimizing digital marketing efforts and enhancing the global competitiveness of both established and emerging tourist destinations.

For Destination Marketing
For destination marketers, the findings emphasize the necessity of strategically refining social media marketing activities to bolster both destination image and consumer trust. SMMA components such as informativeness, entertainment, interactivity, personalization, and electronic word-of-mouth (E-WoM) are pivotal in shaping tourists' perceptions and decisions. Marketers are encouraged to develop content that is not only engaging but also highly informative, addressing potential travelers' interests and concerns. For example, the use of personalized content tailored to individual preferences can significantly enhance the emotional connection between the tourist and the destination, ultimately leading to a stronger intention to visit (Hays et al., 2013; Mariani et al., 2016).

To effectively leverage traveler experience, destination marketers should integrate user-generated content, such as testimonials and travel stories, into their campaigns. Encouraging satisfied travelers to share their experiences on social media platforms can generate authentic and persuasive narratives that enhance both the cognitive and affective dimensions of the destination image. This approach is particularly effective in fostering trust, as potential

visitors often rely on the experiences of others when making travel decisions (Filieri & McLeay, 2014; Munar & Jacobsen, 2014). Additionally, marketers should consider utilizing interactive features, such as polls, quizzes, and virtual tours, to engage users more deeply and allow them to envision their own experiences at the destination. Moreover, continuous monitoring and analysis of social media interactions are crucial for refining and adapting marketing strategies. By analyzing engagement metrics, marketers can identify which types of content resonate most with their audience and adjust their campaigns accordingly. This data-driven approach not only improves the effectiveness of SMMA but also ensures that marketing efforts remain aligned with the evolving preferences and behaviors of target tourists, maintaining the destination's competitive edge in the global market (Molinillo et al., 2018; Leung et al., 2013).

For Tourism Boards and Policymakers
Tourism boards and policymakers have a vital role in fostering a conducive environment for effective digital engagement and marketing. In emerging destinations like Al-Ula, where digital infrastructure may be less developed, it is imperative to implement policies that support the adoption of advanced digital tools and platforms. Providing financial incentives, such as grants or tax breaks for tourism businesses that invest in digital marketing, can enhance these destinations' ability to reach and engage with global audiences (Xiang et al., 2022; Al-Gasawneh & Al-Adamat, 2020).

In addition, tourism boards should focus on creating and promoting a cohesive destination brand that encapsulates the unique cultural and natural attractions of the area. By collaborating with local businesses, influencers, and content creators, tourism boards can craft compelling narratives that resonate with a global audience. These narratives should emphasize the authenticity and distinctive qualities of the destination, which are increasingly valued by modern travelers (Gohil, 2015; Hays et al., 2013). Furthermore, policymakers should promote sustainable tourism practices, aligning them with the growing demand for eco-friendly and socially responsible travel options. This alignment not only enhances the destination's appeal to environmentally conscious tourists but also ensures long-term sustainability (Mariani et al., 2016). Establishing clear regulatory frameworks that ensure the ethical use of SMMA is also critical. These regulations should address issues such as data privacy, transparency in marketing, and the responsible use of influencers, which are essential for building and maintaining trust with potential tourists. As concerns about digital privacy and the authenticity of online content continue to grow, ensuring that these issues are adequately addressed can significantly enhance the effectiveness of SMMA in attracting and retaining international tourists (Moro et al., 2016; Leung et al., 2013).

For Tourism Industry Stakeholders
For stakeholders across the tourism industry, the integration of SMMA with broader marketing and branding efforts is essential for sustaining long-term growth and success. Businesses such as hotels, travel agencies, and tour operators should not rely solely on traditional marketing methods; instead, they should incorporate SMMA into their overall marketing strategy to create a seamless and cohesive brand experience. This integrated approach ensures that all elements of the marketing mix are aligned, ultimately enhancing the destination's image and attractiveness to potential tourists (Lu et al., 2015; Zeng & Gerritsen, 2014).

One effective strategy involves forming partnerships with social media influencers who can authentically promote the destination to their followers. These partnerships should be carefully managed to ensure that the content produced aligns with the destination's brand values and appeals to the intended audience. Additionally, businesses should encourage the creation of user-generated content by designing memorable and shareable experiences for their customers. This content can then be amplified through the business's own social media channels, further extending the reach and impact of their marketing efforts (Ayeh et al., 2013; Leung et al., 2015).

Investing in training and development programs that enhance the digital literacy of staff across the tourism sector is also crucial. By equipping employees with the necessary skills to manage SMMA campaigns and engage effectively on digital platforms, businesses can significantly improve their ability to respond to online feedback and enhance customer satisfaction. This not only boosts the overall customer experience but also strengthens the business's competitive position in the rapidly evolving digital landscape (Baber & Baber, 2023; Harrigan et al., 2017).

Finally, adopting a data-driven approach to marketing is essential for maximizing the effectiveness of SMMA. By leveraging analytics to track the performance of social media campaigns, businesses can gain valuable insights into customer preferences and behaviors, enabling them to tailor their marketing strategies to better meet the needs of their target audience. This approach not only improves the efficiency of marketing spend but also enhances the ability of tourism businesses to stay competitive in a dynamic and increasingly digital marketplace (Mariani et al., 2016; Molinillo et al., 2018).

Conclusion

The systematic literature review provides valuable insights into the complex relationships between Social Media Marketing Activities (SMMA), perceived destination image, trust, traveler experience, and tourists' intentions to visit. The findings highlight the importance of various SMMA components such as entertainment, informativeness, interactivity, personalization, and electronic word-of-mouth (E-WoM) in shaping both the cognitive and affective dimensions of destination image. These elements are crucial for building trust among potential tourists and enhancing their travel experiences, which, in turn, significantly influence their decisions to visit a destination. However, the review also reveals notable gaps in the existing research, particularly in the examination of specific SMMA components like personalization and E-WoM, as well as a lack of focus on emerging tourist destinations. These areas present significant opportunities for further exploration, especially to understand the nuanced impacts of SMMA in less-studied markets.

From a practical perspective, the findings have important implications for destination marketers, tourism boards, and other industry stakeholders. The review emphasizes the need for crafting personalized, interactive, and trustworthy digital content as a strategy to enhance destination image and build strong, positive relationships with potential tourists. This approach is especially relevant in an era where travelers increasingly rely on digital platforms and social media for their travel decisions. Additionally, the review suggests that tourism boards should focus more on emerging destinations, leveraging digital marketing to attract international tourists by highlighting unique experiences and building trust through

consistent, high-quality online engagement. While the review offers valuable insights, it also acknowledges the limitations of the current research, particularly the narrow focus on established tourist markets and the limited exploration of the moderating roles of trust and traveler experience. Future research should aim to fill these gaps by conducting empirical studies across a broader range of contexts and cultural settings, thereby providing a more comprehensive understanding of how SMMA influences tourism dynamics globally.

This study makes significant contributions to both theoretical and contextual domains within tourism marketing and social media research. Theoretically, it advances the understanding of how Social Media Marketing Activities (SMMA) influence perceived destination image, trust, traveler experience, and travel intentions by synthesizing insights from multiple studies and identifying critical interconnections among these variables. By integrating the Stimulus-Organism-Response (S-O-R) model, the research highlights the mechanisms through which SMMA shapes consumer perceptions and behaviors, reinforcing the importance of entertainment, informativeness, interactivity, personalization, and electronic word-of-mouth (E-WoM) in destination marketing. Furthermore, the study extends the literature by emphasizing the moderating roles of trust and traveler experience, areas that have been relatively underexplored in prior research. Contextually, this systematic review sheds light on the unique challenges and opportunities associated with emerging tourist destinations, particularly in regions like Al-Ula. Unlike established destinations, emerging locations require more strategic digital engagement to construct a compelling destination image and build trust among potential visitors. By identifying these contextual gaps, the study provides actionable insights for policymakers, tourism boards, and destination marketers to optimize their SMMA strategies, ensuring sustainable tourism development in less-explored regions. These contributions collectively enhance the academic discourse on digital tourism marketing while offering practical guidance for improving global tourism competitiveness through social media engagement.

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