

ABSTRACT

Social media can be defined as a computer-based system that allows people to share ideas, thoughts, and information via virtual communities and networks. It has influenced every aspect of human life, including how people consume. These changes have had a substantial impact on businesses, primarily by enabling new marketing strategies. Tourism, being one of the world's fastest-growing sectors, is undoubtedly a part of all of these. The combination of social media with tourism will produce good benefits for both the industry and the consumers. The purpose of this research is to learn more about the impact of social media on the travel intentions of youth people. The impact of social media on tourism may be observed in how people explore before going on a trip. Especially, youth people are now encouraged to speak about their trip experiences through social media. As a result, social media has altered how people make decisions. There has been earlier research that focused on social media and its impact on tourism, but the majority of the studies present obsolete information. This overall study seeks to fill an undiscovered knowledge gap by investigating youth tourists and the effect of social media on youth travelers' travel intentions. A stratified sample strategy was used to perform both qualitative and quantitative investigations with 100 young tourists across the country. Structured questionnaire was used to collect primary data. As part of the first objective, descriptive analysis was used to identify the perception of youth travelers on the use of social media. As second objective, collected data were analyzed using Pearson coefficient correlation and regression analysis to determine the impact of social media on youth travelers' travel intentions. As part of the final objective, descriptive statistics were used to determine which social media sites are most commonly used by young travelers. As a result of this research, the perceived usefulness of using social media had a positive relationship. This means youth travelers' perception was good of using social media. On the other hand, the impact of social media usage on the travel intention of youth travelers has a beneficial impact on the intention. As well as, when it comes to the frequently used social media platform of youth travelers, Facebook and other platforms are using an orderly manner. Therefore, the tourism sector can target youth tourists by using social media platforms. Creating attractive content, and sharing travel experiences by using blogs/ FB posts, etc. will help to attract more. iv

Keywords: social media, Youth travelers, Travel intention, Tourism sector, Travel experience