



Exploring the impact of Social Media Platforms on Instigating Tourist's Emotions and Behavioral Intentions to Co-Create and Visit Tourist Spots- Bangladesh Perspective

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ABSTRACT

Purpose: The study aims to investigate how social media platforms (SMPs) affect the tourist community to evoke emotions and behavioral intention to create tourism value and visit well-known tourist spots in Bangladesh.

Methodology: Using 5 points Likert Scale, the survey data of 550 respondents have been collected and analyzed finally and 84 responses have been discarded due to being incomplete in nature. SPSS 23.0 version has been adopted to analyze the variables.

Findings: The results show that SMPs significantly affect the emotions of tourists in terms of joy, love, positive surprise, and subsequently drive the behavioral intention of co-creation and visit the preferable tourist spots. In some prior studies, the effect of joy was revealed as insignificant in this regard. However, in this study, the effect of joy is a very significant one to instigate the tourist's emotions and behavior.

Practical Implications: The contribution of this study is mainly two-fold. Firstly, from the theoretical perspective, it has been found that SMPs and destination brand preferences have an insightful relationship. Secondly, the authorities in charge of the destination can concentrate on setting up efficient social media platforms to generate more insightful information about destination brands, leading to the development of feelings and intentions to co-create and visit the spots.

Originality: This study has been conducted as our own and not copied from any source. This would add new knowledge to the tourism sectors of Bangladesh focusing on SMPs.

Limitations: This study focuses mostly on the people using SMPs to co-create and visit the destinations. The results may not be alike for the people who don't use SMPs for tourism purposes. The bigger sample size could generate more specific results in this regard. Future research can be conducted focusing on other emotional variables like anxiety, boredom, and well-being.

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1. Introduction

Bangladesh is blessed with natural beauty. The six seasons of Bangladesh bring about extra and more diverse beauties in nature. Taking the development of service sectors into account, the country can utilize the natural beauties to improve its economic health like most of the service-based developed countries (T. Gylfason, 2001). Tourism has been found as a very potential and promising sector in Bangladesh with the prospect and capability of attracting more local and overseas tourists along with earning substantial foreign currency. SMPs can play significant roles to explore and improve the tourism business sectors (T. Wozniak, 2017). Recently, tourist industry professionals and marketers have shifted their emphasis on developing constant connection with tourists rather than just focusing on sales (Veloutsou et al., 2020; Chen et al., 2014). SMPs triggers tourism information for the visitors (buhalis, 2019) and creates opportunities for marketers to make the tourists engaged with social networking sites namely Facebook, Instagram, YouTube, WeChat, Trip Advisor (Simon et al., 2018). Surprisingly, in 2019, the number of active SMPs users are climbed by more than three billion (Statista, 2019). The time span used in social media platforms is increasing day by day (Statista, 2018). Tourism professionals are becoming more involved with visitors on social networking sites created by enthusiasts of certain places regardless of their geographic regions (Chen et al., 2014). SMPs have been used for conveying the destination's resources, knowledge, culture, and history. SMPs based destination brand communities enable two-way communication between marketers and visitors (Shmueli et al., 2019). To encourage visitors to talk about and share information about a place, professionals strive to create an ongoing engagement via text messages, photos, and videos on a SMPs based brand communities (Septianto et al., 2020). Social media communications are seen as important and crucial in influencing tourists' intentions to co-create and visit shared locations. The emotions of tourists are regarded as the affective states of visitors incorporated with certain objects or experiences (Cohen et al., 1991). Emotions have been demonstrated to significantly influence tourists' prior travel actions (Gnoth, 1997). Different media sources, especially conventional and internet commercials, may result in feelings by exposing viewers to a variety of information and memorable experiences (Septianto et al., 2020). Through social media, travelers communicate with their peers about their enjoyable experiences and material linked to their travel locations (Serra et al., 2018). It's crucial to research the causes and effects of visitors' emotions since they influence where they go on vacation (Huang et al., 2013). In terms of tourist study, the most evident constructions are feelings of happiness, love, and surprise (Rihova et al., 2019). Having to put an emphasis on how emotions behave in response to situations and evaluations that have a behavioral impact of SMPs is important because previous studies (Hosany and Gilbert, 2010; Hosany and Prayag, 2013) emphasized on the scales of measurement (Prayag et al., 2017; Sharma et al., 2017). The emotions of tourists have a significant role in influencing visitors' good behavioral intentions (Poria et al., 2017). Despite the fact that co-creation is becoming more significant in influencing visitors' favorable behavior, there are currently few perceptions of links between visitor emotions and

behavioral intents for co-creating destinations' value (Taheri et al., 2019; Rather et al., 2019). SMPs are increasingly considered as influential to create value and intentions towards tourist spots (Chathoth et al., 2016; Buhalis et al., 2015; Grissemmenn et al., 2012). Visitors are increasingly relying on SMPs in particular to make the choice of destinations (Moro and Rita, 2018). To foster good feelings and connections between visitors and locations, SMPs need to be used constantly. It is anticipated that the research will make significant contributions to the tourism industry. It will improve the knowledge of how SMPs influence tourists emotional impressions, the co-creation of destinations' values, and their behavioral intends to visit preferred tourist locations.

1.1 Research objectives:

This study intends to investigate how SMPs affect the tourist community when it comes to evoking emotions and the resultant influence on behavioral intentions to contribute the creation of tourism value and visit well-known tourist destinations in Bangladesh. The objectives of this study are more clearly as follows:

- i. To examine how SMPs affect Bangladesh's tourist community.
- ii. To determine how SMPs and preferences for destination brands influence tourists' perceptions and their decision to visit or co-create a particular tourism destination in Bangladesh.

2. Literature Review, Theoretical Framework, and Hypotheses Development

Stimulus-organism-response model:

The stimulus-organism-response (S-O-R) model has recently been used in studies on promoting tourist industry (Kim et al., 2020; Kamboj et al., 2018; Carlson et al., 2018) to interpret the influence of external factors (such as stimulus) on a customer's internal processes (such as organisms) that respond to the stimulus and the behavior that results (for instance, response). A useful tool for stating how SMPs affect destination information, visitor emotions, co-create value, and behavioral intents is the S-O-R model (Mehrabian et al., 1974). SMPs, on the other hand, operate as outside forces and provide a variety of tourism-related information, allowing communication between businesses and clients (Zhang et al., 2015; Kim et al., 2016, Carson et al., 2018). The internal processes are thought to be the customers' emotional states, arousal, and cognitive reactions. In the end, consumer behavior includes intentions to buy, suggest, collaborate on, and cultivate brand recognition (Leong et al., 2015). Tourism industries focus on the application of an S-O-R model to share insights and interactive experiences created from SMPs as the environmental stimulus or forces, whereas the user's emotional intermediary state is taken as an organism that facilitates the user's response to the stimulus (Zhang et al., 2015). Customers' positive behavioral intends to acquire, stay loyal, and suggest are understood as the result of a reaction (Ting et al., 2019;

Lin et al., 2017; Lim et al., 2019). The element of the virtual environment has made it easier to grab destination information and design tourism packages accordingly (Wirtz et al., 2013).

The stimulus-organism-response model has been represented to be a significant and effective framework for analyzing the impact of SMPs used in destination brand preferences on feelings and emotions and consequent attitudes of visitors (Lin et al., 2017). As a result, in this study, information and interactive experiences utilizing social networking systems forums for destination brands are taken as stimuli (S), whereas tourists' emotions are conceptualized as organisms (O), and tourist behavioral intentions to the co-creation and visit are taken as responses (R).

SMPs-based brand community as environmental stimuli:

Due to the fast growth of technology, marketers are now leveraging SMPs to link brands to develop the relationship between customers and brands, enlighten consumers and encourage them to share their brand experiences (Laroche et al., 2012; Fetscherin et al., 2015; Dessart et al., 2015). A brand community is often thought of as a specialized, geographically unrestricted group built on an organized network of social connections (Muniz et al., 2001). Given the importance, marketers are using SMPs to create destination brand communities that provide the benefits of interactive features for talking about, sharing, and disseminating information about the destinations (Moran et al., 2019; Moro and Rita, 2018; Hook et al., 2018). SMPs would therefore form solid connections between travelers and their locations and together produce value and travel intention (Veloutsou and Ruiz-mafe, 2020). SMPs assist visitors with similar interests in their community and disseminate tourism-related information to other stakeholders and peers (Laroche et al., 2012; Fotis et al., 2012). SMPs users may develop and share destinations based on their expertise and views, which impacts how others perceive the destinations (Pourfakhuimi et al., 2020; Hudson and Thal, 2013; Inversini et al., 2009). The SMPs user's information is more reliable and acceptable than tourist business's information to the tourism brand community (Fotis et al., 2011). In this sense, utilizing SMPs to search and exchange destination's information is beneficial to the positive experiences (Wang and Pizam, 2011; Buhalis and Sinarta, 2019).

Tourist's emotions are taken as organism:

Pleasure, love, surprise, happiness, and excitement are recognized as examples of emotional states. Tourists' emotions are regarded as an important organism that significantly affects destination marketing techniques (Hosany, 2012). When emotions are associated with any objects or events, they impact on tourists' behavior (Cohen and Areni, 1991), and create a door for tourism businesses (Spears et al., 2012; Chang et al., 2018). The scales of the destinations' emotions assess the complexity of tourist's emotions in terms of joy, love, and pleasant surprise, which are regarded as the elements that determine how satisfied visitors are (Prayag et al., 2017). Love is connected to goods and brands, as well as to people's emotive experiences (Suetrong et al., 2018). Positive surprises are linked to emotional reactions that result from unexpected occurrences or circumstances (Prayag et al., 2017). These three

emotional aspects are justified as being significant in the tourism sectors (Hosany et al., 2015; Lee and Kyle, 2012), and they are seen as necessary constructs in tourism and destination marketing to assess the preferences of tourists (Hosany and Gilbert, 2010). It is appropriate to see the connections between messages through a variety of media and tourists' emotions as important and sensible study issues (Prayag et al., 2017). Numerous two-way marketing contracts between tourists and locations via SMPs like websites, Facebook, YouTube, and other platforms have a substantial impact on visitors' emotions (Stojanovic et al., 2018., Kim et al., 2013). Scholars discovered that SMPs based destination brand communities (SMBDBC) enable two-way interactions between tourists and other users, which fosters positive perceptions of the sites (Moro and Rita, 2018). On SMBDBC, when a traveler interacts with other travelers who have similar interests, they discuss and exchange details on theme parks, eateries, and hotels that influence their feelings and intents to the places (Pham and Gammoh, 2015; Moro and Rita, 2018). In accordance with the above statements and study requirements, the following hypotheses have been drawn:

H₁: A positive relationship exists between SMPs and tourists' emotions of joy for the tourist spots.

H₂: A positive relationship exists between SMPs and tourists' emotions of love for the tourist spots.

H₃: A positive relationship exists between SMPs and tourists' emotions of positive surprise for the tourists' spots.

Co-creation is taken as responses:

Towards the greatest of our knowledge, there haven't been many attempts to examine the connections between them, thus it seems extremely fair to imply that there are connections between visitors' feelings and their behavioral intentions in co-creating value. The SMPs, like as Facebook, Instagram, YouTube, WeChat, and others, have made it easier for marketers and practitioners to engage consumers in co-creating value for businesses by soliciting their suggestions for product design and qualities (Zaheh et al., 2019; Rihova et al., 2015). Customers play active roles as value creators for businesses by sharing information, preferences, and opinions about the expected value from the products, which helps businesses to develop marketing strategies accordingly. Customers may not always be the recipients of product information that firms provide. (Ramaswamy and Prahalad, 2004; Ind and Coates, 2013; Vargo and Lusch, 2004). Co-creation takes place when businesses and customers dynamically participate in different phases of operations that provide value, like innovation, packaging, designing, and performance reviews of goods and services (Ind and Coates, 2013; France et al., 2018). Because consumers and businesses interact with co-creating value, customers are seen as brand equity creators, which motivates businesses to include consumers in brand development activities (Vargo et al., 2004). Positive attitudes toward value co-creation activities are successfully produced through interactions between SMPs users (Franke et al., 2019). Thus, prior researches had revealed the relationship between customer

ratings and sentiments. Because of this, the emotional states of visitors as determined by information exchange and interaction are closely tied to the values and behavioral intents they jointly create. So, the aforementioned hypotheses have been created:

H₄: The emotion of joy has a positive impact on the intention to co-create value.

H₅: The emotion of love has a positive impact on the intention to co-create value.

H₆: The emotion of positive surprise has a positive impact on the intention to co-create value.

Intention to visit is taken as a response:

The desire to travel has attracted the attention of the scholars to be studied since it is a significant factor in the measuring of tourist loyalty. This is important since it encourages potential tourists to put the locations at the forefront of their minds when making plans above other tourist places, the intention of tourists visiting the chosen destination locations is seen as a key effect of the co-creation activities (Tussyadiah et al., 2018). Earlier researches show that tourists' desire to co-create destination value has a beneficial influence on behavioral intentions like visiting and recommending (Huang et al., 2013). Basically, when visitors take part in a tour of destinations, they exert exerting mental energy in order to learn more concerning the tourist destinations, improving their brand knowledge and desire to visit chosen places as a consequence (Luo et al., 2019). In fact, visitors who are really motivated to come to express their own thoughts and opinions on popular tourist destinations which help marketers create the finest possible destination value (Rather et al., 2019). At the time of co-creating destination brand value, tourists are more motivated to choose their ideal places and increase their desire to visit (Harrigan et al., 2018; Rather et al., 2019; France et al., 2015). Hence, another hypothesis is addressed as follows:

H₇: An intention of co-creation value significantly affects the intention to visit.

3. Methodology of this study:

To gather primary data, both an in-person and an online survey method have been used. In this study, the destination or tourism lovers and visitors in Bangladesh from various locations and basically who focus on SMPs in tourism perspectives are targeted as the population. The recommendations for service marketers in the tourism sectors and an economic development both support the conduct of this study (Ji et al., 2016).

The culture, natural beauty, restaurants, theme parks and other relative factors create attraction towards tourism in a country those are available in Bangladesh (Ji et al., 2016; Talukder et al., 2021). The respondents who have no experience using SMPs during visits have been omitted from this study. A collection of measuring items are mentioned in Table 2. The five-point Likert scales have been applied to assess the study's hypotheses and determine the degree of agreement. For measuring the effects of SMPs on instigating visitors' emotions to create value and an intention to enjoy preferred locations, six items have been extracted

from Laroche et al. (2012). Five items to test visitors' feelings of delight, three items to test their feelings of love, and an additional five items to test their feelings of positive surprise are taken from Prayag et al. (2017). For measuring co-creation and intention to visit, three items have been adopted from Nysveen and Pedersen (2014) and three other items from Chen et al. (2014) respectively in case of behavioral responses. Smart PLS-SEM 3.3.2 has been used to assess the variables with specific results (Sarstedt and Cheah, 2019; Ringe et al., 2015). Smart PLS-SEM is used for a variety of reasons, including the fact that it is the most effective analytic technique for complex model analysis with relationships (Hair et al., 2017). Additionally, PLS-SEM assists the cause-and-effect analysis with the integration of both prediction and explanation methodologies (Hwang et al., 2020; Chin et al., 2020). Along with these, tourism marketing research (Ting et al., 2019; Harrigan et al., 2018) are primarily using PLS-SEM to analyze the variables and present structural assessment recently.

4. Analysis and Findings:

Respondent's profile:

The respondents who intended to use SMPs to locate destinations or have past experience are taken in the survey. Primarily, the respondents were 634. Among them, 84 responses were incomplete and thus discarded. In light of this, the data from the final respondents ($n=550$) reflect an 86.7% flawless response rate and were taken for data analysis. However, the amount of conclusive data has satisfied the condition of minimum sample size according to Kock and Hadaya (2018) in PLS-SEM, which is $n > 160$ in the case of inverse square root techniques and $n > 146$ in the case of gamma-exponential methods. In the case of the demographic profile, the men represent 76.2% and the women represent 23.8% of total sample size. The respondents fall in the age between 17 to 55 years where the majority rate is 41.7% within the age between 17-25 years, followed by 26.6 % within the age between 26-30 years and 15.3% within the age between 31-35 years. The remaining 8.4% of respondents are in the 36–40, 41–45, and 46–55 age ranges, respectively. 67% respondents are graduated from universities, colleges, or institutes. The respondents have their own experiences using SMPs like Facebook, YouTube, Instagram, WhatsApp, Twitter, websites, and others that elicit their favorable emotions of joy, love, and surprise to co-create value and behavioral intention to visit the desired tourist attractions. 43.4% respondents remain active (signed in) in SMPs almost for all day long whereas 33.1% and 23.5% respondents remain signed in SMPs for six to ten times and one to five times on an average per day respectively. It's transparent that most of the respondents are at their young ages and they have sufficient experiences of using SMPs in instigating emotions and behavioral intention to co-create and visit the tourist spots.

Common method variance to remove bias:

It is unquestionable that the common variance bias does not overestimate the strength of the constructs' correlations in this model since it concentrates on sources that are comparable for measuring all variables. Hence, the suggested total collinearity by Kock and Lynn has been employed to assess the possible biasness (2012). The variance inflation factor (VIF), which is examined in Table 1 in the Appendix, reveals that the multicollinearity assessment has been accepted since the VIF is when regressed against all study factors, the dummy variable is less than five. Finally, the findings of our investigation provide proof that common method bias did not exist.

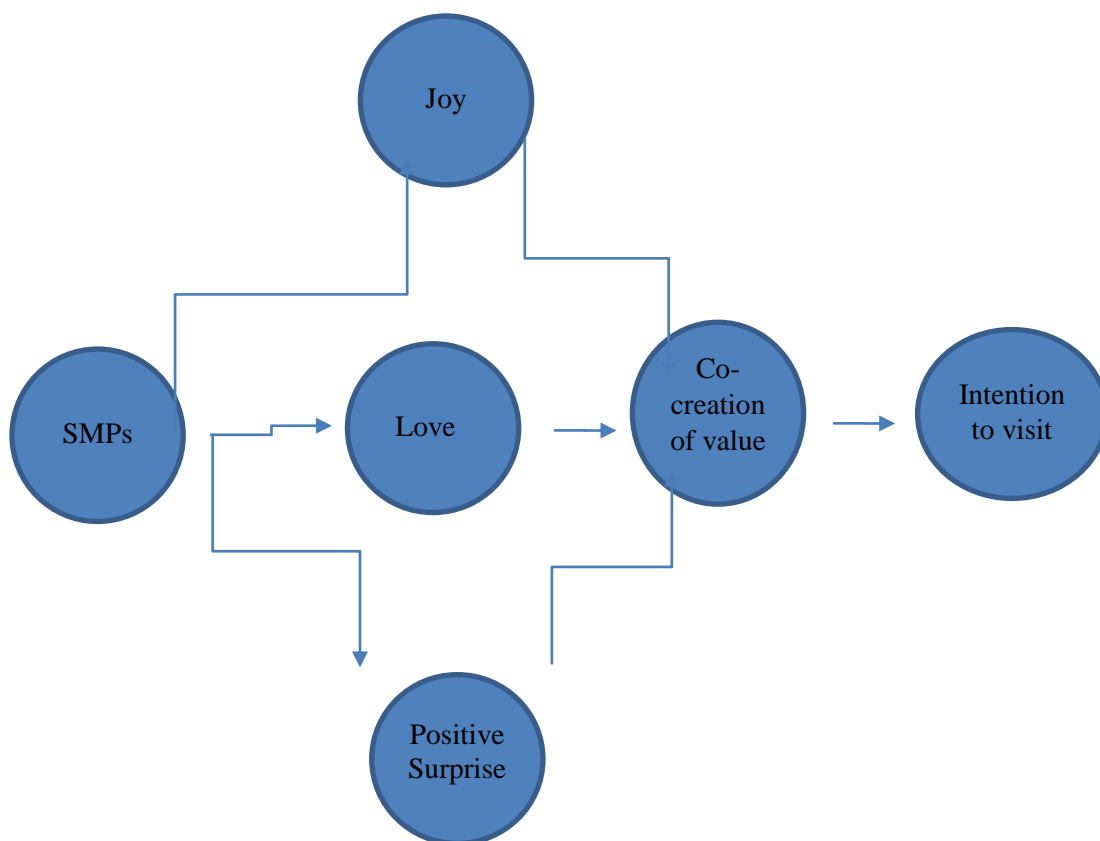
Results from the measuring model:

The measuring model was developed to assess the discriminant validity of the research model using the Heterotrait and Monotrait (HTMT) ratio and the integral validity of the model using the Fornell and Larcker (1981) criterion (Franke and Sarstedt, 2019; Henseler et al., 2015). The findings from Table 2 demonstrate that there is a high degree of internal consistency because each construct has a Cronbach's alpha and CR that are all greater than 0.862. The measuring model also includes unique testing units (Factor loadings) and Cronbach's alpha. (Nunnally and Bernstein, 1994). Each item's loadings have a result of 0.775, which is highly significant ($p < 0.001$). Additionally, all conceptions' AVE scores are higher than the suggested 0.50 value (Table 3), showing that the findings satisfy the AVE criteria and that convergent validity is appropriate (Hair et al., 2017). All components in this investigation had HTMT ratio values below the cutoff of 0.90 (Franke and Sarstedt, 2019; Henseler et al., 2015), indicating that the discriminant validity is confirmed here (as mentioned in Tables 3 and 4). The corresponding latent variable correlations are smaller than the matrix multiplication of the AVE for the latent variables (Fornell and Larcker, 1981).

The structural model's findings:

An applied structural model in this study has been evaluated using P-values, R² values, f² values, regression coefficient (beta), and Q² forecast values. The bootstrapping approach with 5000 resampling process is applied to evaluate the hypotheses and verify the relevance of the route coefficients across all the constructs (Hair et al., 2017). While using a two-tailed test, a hypothesis is accepted if the t-value is higher than the critical value (i.e., $t \geq 1.96$, $p \leq 0.05$). Table 1 and 5 show the results of testing hypothesis. The findings provide credibility to each and every hypothesis. Since all the results are significant, H1, H2, and H3 are accepted. SMPs' effects on eliciting the feelings of joy ($=0.625$, $p = 0.000$), love ($= 0.622$, $p = 0.000$), and positive surprise ($= 0.631$, $p = 0.000$) are shown in Table 1. If there are correlations between visitors' feelings and behavioral intention to co-create value, then pleasant surprise ($= 0.319$, $p = 0.002$), love ($= 0.325$, $p = 0.000$), and pleasure ($= 0.319$, $p = 0.001$) are all significant. H4, H5, and H6 are thus supported. Last but not least, the findings of ($= 0.788$, $p = 0.000$) show that SMPs have a favorable and substantial influence on founder want to travel the tourist attractions. H7 is thus also acknowledged.

Model for research in this study:



Source: (Gilbert, 2010)

The coefficient of determinants has been applied to analyze the explanatory power of the research model and showed in Figure 1 and Table 5. The values of R^2 are 0.365 for Joy, 0.373 for Love, 0.392 for positive surprise, 0.408 for co-creation and 0.600 for intention to visit respectively where all values are greater than the proposed criterion standard of 0.10 (Chin, 1998).

The value of intention to visit, which represents the variation in a tourist's intention to visit, accounts for 60% of the variation in the model. Additionally, the impact sizes (f^2) of the routes shown in Table 5 have been evaluated to examine the exogenous structures' capacity for explanation (Cohen, 1998). The value (cut-off) is 0.02 and the effect sizes are categorized as high, medium, and small, respectively, if f^2 0.35, 0.15, and 0.05. (Cohen, 1998). The effect sizes (f^2) of SMPs on happiness, love, and positive surprise are 0.576, 0.596, and 0.647, respectively, indicating that these SMPs have a considerable impact on influencing visitors'

feelings and travel intentions. The examination of Q2 aids in the use of PLS-SEM for analyzing the prediction outcomes of the study's model. External factor loadings may be used to forecast regression and accepting the model if Q2 has no value (Hair et al., 2017; Fornell and Cha, 1994). The predicting power is assessed using PLS to get the estimated error estimates, or the mean square root error, for each parameter in the study. Table 5 demonstrates the significant value-based predictive potential of pleasure, love, pleasant surprise, and co-creation.

5. Discussion on Findings:

The study investigates how SMPs significantly influence tourists' feelings of joy, love, and positive surprise, which in turn co-creates value and behavioral intention to visit Bangladesh's tourist attractions. This study extends the results of earlier research conducted by Habibi et al. (2016). While earlier studies (Grissemann and Stokburger auer, 2012) identified the significance of SMPs to affect the attitudes, behavior, and loyalty of the customers, this research has extended the results or outcomes by demonstrating the magnificence of SMPs in the field of tourism. Joy, affection, and pleasant surprises thus have a significant role in influencing the perception of and contentment with a place. Consequently, the co-creation of tourism value takes position and drives the intention to enjoy the preferred tourist spots. In the previous studies, the emotional factor, Joy, was found insignificant (Laroche at al., 2017) while our study finds all of them significant and linked with a visit intention. Tourists using SMPs for most of the time to search information for destination visit purpose, have a robust, uplifting disposition and an affection towards the spots. The marketers and practitioners can emphasize more on improving and applying SMPs in to create and convey the destination information to the destination brand community. The co-creation value and destination intention also have a positive and significant relationship with each other.

Theoretical implications:

This study focuses on the relevance of the social media destination brand communities, with informational content, first-hand user feedback, and shared previous experiences as essential aspects that all work together to make visitors feel happy, in love, and pleasantly surprised. Basically, the study incorporates the concept of applying SMPs in case of the destination brand community to create their emotions and intentions to co-create and visit. Therefore, SMPs can be considered as the vital drivers of good visitor sentiments and a link to the location. The application of the S-O-R model to examine the tourists' internal assessment and behavioral response to a particular environmental stimulus is also justified in this study. SMPs have come out as productive, meaningful and significant online environmental stimuli in terms of S-O-R model and represented as a crucial element of study on tourist marketing due to the rapid progress and acceptance of digital technology.

Managerial implications:

The study highlights some significant managerial implications for the tourism marketers or tourist business practitioners to instigate tourists' emotions, value co-creation and the resulting intention to visit the tourist spots. The recommendations for practitioners are to make continuous improvement of SMPs, connect the users with these platforms, incorporate interactive posts, simplify the discussion and decision making for the targeted markets and give them floors for sharing their views that will demand for improvement of the service levels. In this way, tourists will be more interested to engage themselves with conversations and sharing of destinations regarding the factors instigating positive emotions and behavioral intention. Some reward points could be addressed for tourists' advocacy (the positive word of mouth) which will affect others to be interested in the destinations. These practices would also reinforce the image of the tourists' marketers and consequently result in positive attitude and loyalty of tourists to the destinations. Some campaign regarding the ins and outs of destinations can be arranged over SMPs. Additionally, the consideration of the business ecosystem during the value co-creation process over SMPs must get special attention (Veloutsou and Black, 2019). It's important to improve online conversations and dialogues using a variety of platforms, such as instant messaging services or discussion forums, in order to respond to visitors quickly and foster positive traveler perceptions of the destination's branding. This is because visitors can instantly advocate for or against SMPs in the tourism industry (Ting et al., 2019; Zhang et al., 2014; Cheah et al., 2019). Destination tourism industries can grow significantly with the help of effective, ongoing contact with targeted customers, the development of positive feelings for the destination combined with environmental cues, and successful use of social media platforms (SMPs).

6. Limitations and a suggestion for future investigation:

First of all, the destinations in our country have been focused on in this study rather than focusing on a single destination. Thus, based on a single destination, more specific results can be found out. Therefore, further research can be conducted based on a single destination like only Cox's Bazar or others to get more specific findings. This study has some limitations in spite of highlighting a set of logical conceptualizations of Tourism Management Theory and Practice sectors of Bangladesh. SMPs have been used here as the independent variables which have limitations of the generalization of the findings. Accordingly, in order to increase the model's predictive value, future studies may look at other dimensions such as visitors' long-term participation and consciousness. Additionally, the study lacks on virtual and augmented reality where the further research work can be designed along with considering traditional marketing practices, for instance, print and TV advertising to measure the emotions and intentions to co-create value and visit the destinations. Furthermore, the final sample size does not generalize the findings from all SMPs users and tourism practitioners. Also, the study has not considered sufficient secondary data which can be the research work

further. The factors creating negative emotions towards the destinations using SMPs are also very significant to improve the tourism service levels by identifying dos and don'ts (Liao et al., 2020) which are not taken in this research. Hence, future research can have special attention to these areas.

7. Conclusion

The application of SMPs can create positive responses in the tourism sector. People can get and share information regarding tourism with their families, friends, and peer groups. Digitalization in tourism can enhance the excellence of service for the organization. The destination authority can target multi types of tourists at a time using SMPs. They can share their tourist spots and attract visitors to the destinations.

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Appendix:

Table 1: The evaluation of entire Collinearity

Variable's name	Value of Random dummy variables
The co-creation of value	2.834
An intention to visit preferred tourist spots	4.229
Feelings of joy	3.642
Feelings of love	3.850
Feelings of positive surprise	4.125
SMPs	3.650

Table 2: Results from the measuring model

The construct statements	Loading value	<i>t-value</i>	<i>Alpha-value</i>	CR-value
SMPs users can look for destinations			0.897	0.916
Direct user input or reporting of the tourist places is authorized by the tourists	0.771	29.98		
The tourists share their previous tourism experiences over online with others	0.764	24.18		
Tourists can collect various information regarding the destinations via SMPs	0.839	46.60		
Tourists become benefited by SMPs	0.830	45.75		
Tourists share common bonding with others	0.826	39.40		
Tourists are strongly attached to one another	0.780	30.44		
Joy			0.935	0.952
I find glad feelings towards the destinations of our country	0.881	44.89		
I find delightful feelings towards the destinations of our country	0.988	75.30		
I find passionate feelings towards the destinations of our country	0.905	75.01		

Regarding our country's tourist spots, I am filled with profound joy.	0.904	63.80		
I enjoy visiting tourist attractions.	0.883	57.48		
Love			0.926	0.950
I have a strong fondness for the tourist spots in our country	0.920	75.20		
I find very caring feelings towards the destinations of our country.	0.950	162.54		
I find a deep love towards my country's tourist spots	0.940	107.70		
Positive surprise towards destinations			0.933	.949
I find amazing feelings towards the destinations of our country	0.902	81.95		
I find marvelous feelings towards the destinations of our country	0.898	78.55		
Regarding our destinations, I experience fascination.	0.894	57.98		
I find a feeling of inspiration towards the destinations	0.870	46.85		
I find a feeling of surprise towards the destinations	0.880	62.75		
Co-creation			0.897	0.950
With SMPs users, I frequently share my own wants.	0.932	121.40		
I sometimes can solve my problems through sharing with SMPs community or users	0.944	175.56		
SMPs users or community instigate the combined solution of the problems together	0.920	115.10		
Intention to visit the preferred tourist spots			0.850	0.905
If I get the chance, I'll go to the tourist attractions.	0.914	112.54		
If I travel to the areas of tourist spots for any purpose, I will enjoy the destinations before coming back	0.922	111.20		
I will travel to the destinations if other travelers create positive advocacy	0.790	23.58		

Table 3: Construct discriminant validity and correlations with Fornell-Larcker Criterion

Construct's name	Co-creation value	Visit intentions' value	Value of joy	Value of love	Value of positive surprise	SMPs users	Value of AVE
Value of co-creation	.934						.870
Value of an intention to visit	.773	.875					.768
Value of joy	.532	.721	.894				.804
Value of love	.610	.695	.790	.934			.874
Value of positive surprise	.609	.739	.797	.828	.887		.790
SMPs users	.677	.731	.603	.610	.624	0.803	.641

Table 4: HTMT ratio-based discriminant validity

Name of the constructs	Cocreation value	Intention to visit	Value of joy	Value of love	Value of positive surprise
Value of co-creation					
Value of an intention to visit	.850				
Value of joy	.574	.820			
Value of love	.655	.790	.847		
Value of positive surprise	.652	.839	.854	.885	
SMPs users	.740	.830	.656	.664	.683

Table 5: Research model analysis using PLS-SEM

Relationships	Value of path coefficient	Value of “t”	Value of “p”	f ²	R ²	Q ²
emotional reactions of tourists						
Value of the SMPs users on joy	.604	12.62	.000	.574	.354	.270
Value of the SMPs users on love	.610	15.80	.000	.588	.270	.304
Value of the SMPs users on positive surprise	.624	15.40	.000	.648	.318	.288
Value of co-creation						
Value of joy on co-creation	.314	3.50	.000	.315	.402	.334
Value of love on co-creation	.336	3.54	.000	.310		
Value of positive surprise on co-creation	.310	3.20	.000	.318		
Value of the visit intentions						
Value of co-creation and visit intentions	.772	32.56	.000	N/A ^m	.601	.434