



UNDERSTANDING TOURISTS' EXPERIENCE-SHARING BEHAVIOR ON SOCIAL MEDIA: A META-ANALYSIS

Nguyen Thi Thuy Van, Nguyen Thi Hong Ngoc*

School of Hospitality and Tourism, Hue University, 22 Lam Hoang St., Hue, Vietnam

* Correspondence to **Nguyen Thi Hong Ngoc** < nthngoc@hueuni.edu.vn >

(Submitted: December 16, 2025; Accepted: December 31, 2025)

Abstract. Tourist experience-sharing on social media (SM) has become a critical factor in destination development strategies. This study aims to clarify the determinants of tourists' sharing behavior, including both intention and actual behavior, using a meta-analysis approach. Based on 39 publications with 114 observations for each relationship, the results indicate that tourist experience, sharing motivation, and technology have positive effects on experience-sharing behavior. Specifically, tourist experience exerts the strongest influence on sharing intention, while sharing motivation has the greatest impact on actual sharing behavior; technology shows a moderate but significant effect on both dimensions. The study also confirms the varying strength of each factor and resolves inconsistencies found in previous research. Theoretically, this study develops a three-factor model of tourist experience sharing on SM and provides quantitative evidence of the relative influence of each factor. Practically, the findings suggest that destination managers should focus on enhancing tourist experiences, stimulating sharing motivation, and improving technological infrastructure to foster both intention and actual sharing, thereby transforming tourists into active digital ambassadors for destinations.

Keywords: *experience-sharing behavior, social media platforms, tourist experience, sharing motivation, technology, meta-analysis*

1. Introduction

Sharing travel stories and experiences with others represents a common form of tourist behavior [1, 2, 3, 4, 5]. With the widespread integration of social media (SM) into everyday life, the sharing of travel experiences via these platforms has become increasingly prevalent [2, 5]. Despite the ubiquity of travel experience sharing among tourists, scholarly investigations into tourists' experience-sharing behavior remain relatively limited [3]. [2] define travel experience sharing on social media as "behaviors or activities that occur when an individual disseminates tourism-related experiences to other members through social media platforms."

Much research has demonstrated that sharing travel experiences on social media significantly influences tourists' behavioral intentions and behaviors, including revisit intention [6], travel planning processes [7], and destination choice decisions [8]. In addition, prior studies have emphasized the pivotal role of experience-sharing behavior in shaping various dimensions of the tourism industry, such as pre-trip destination image formation, customer relationship management [9], and destination branding [10].

Sharing motivation, technology, and travel experience are widely recognized as three core dimensions underpinning tourists' experience-sharing behavior on social media platforms [11]. Sharing motivation is inherently multidimensional and has been examined from diverse theoretical perspectives [12-17]. This group of factors plays a central role in explaining user behavior and in informing experience-based communication strategies within the context of digital tourism. Meanwhile, technology-related factors, such as perceived usefulness, perceived ease of use, trust, habit, prior experience with social media platforms, and digital literacy (e-literacy), have been empirically shown to exert significant influences on tourists' engagement in content-sharing behavior [5, 13, 18-20]. Although technological factors have received comparatively less scholarly attention than motivational factors in studies of travel experience sharing on social media, their role remains fundamental and irreplaceable, particularly in the context of digital tourism, where sharing behavior is intrinsically embedded in technological platforms. While psychological factors explain why individuals are motivated to share, technological factors determine how, under what conditions, and to what extent such sharing behavior can be enacted.

Finally, travel experience has been consistently linked to future behavioral intentions [21, 22]. However, its role in predicting tourists' intentions to share travel experiences on social media platforms remains underexplored in existing research. Accordingly, incorporating travel experience as an additional explanatory factor is both necessary and timely [11].

This study adopts a meta-analysis approach. Meta-analysis is a quantitative research method designed to synthesize, analyze, and compare empirical findings across multiple studies [23]. Unlike primary analysis or secondary analysis, meta-analysis statistically examines results derived from a body of published studies rather than a single dataset [23]. Consequently, its conclusions are drawn from a sample of empirical studies and are expressed in terms of effect sizes.

In this study, sharing motivation, technology, and travel experience are examined simultaneously. The primary objective is to identify the precise magnitude of influence exerted by these factors on experience-sharing behavior on social media platforms. By doing so, the

study seeks to provide evidence-based insights that support decision-makers in enhancing information and experience-sharing practices on social media platforms in future tourism contexts.

2. Theoretical background

2.1. Tourist experience-sharing behavior

Travel experience sharing refers to individuals' activities of disseminating information related to their travel experiences through various communication channels [2]. In contemporary society, SM functions as essential spaces that enable tourists to share experiences and interact with others throughout the entire travel journey, encompassing the pre-trip, on-site, and post-trip stages [24-26]. Modern tourists are no longer merely passive consumers of information; instead, they actively generate content that shapes perceptions and influences the travel intentions of potential tourists [27, 28].

User-generated content (UGC) is generally perceived as more credible than official information sources provided by tourism organizations or businesses, thereby reinforcing positive attitudes toward destinations and strengthening destination choice intentions [29, 30]. However, tourism decision-making processes are inherently complex due to the experiential nature of tourism products [31]. When confronted with information asymmetry or uncertainty, tourists tend to rely heavily on word-of-mouth communication and the experiences of others as a means of risk reduction [32]. In this context, altruistic motivation emerges as a key driver of experience-sharing behavior, as individuals who have benefited from useful information are inclined to reciprocate by sharing their own experiences and advice with others [5, 33, 34].

Travel experience-sharing behavior generates three primary types of benefits: functional, psychological, and social. From a functional perspective, documenting and sharing experiences allows individuals to record, organize, and systematize their personal travel-related information [35]. Psychologically, sharing experiences provides enjoyment and positive emotions while also enhancing post-trip satisfaction. Socially, self-expression motives drive individuals to share experiences in order to affirm their identity, strengthen social presence, and enhance self-esteem [2].

Although some scholars argue that UGC tends to romanticize travel experiences [6], the majority of the literature concurs that travel experience sharing constitutes a fundamental component of the contemporary tourism industry [32, 36, 37]. This behavior fosters tourists' psychological ownership of destinations [38], thereby reinforcing place attachment and self-

identification with the destination [39]. Moreover, online sharing amplifies the relationship between travel satisfaction and overall life satisfaction, while exerting a strong influence on the future travel intentions of potential tourists [6].

2.2. Sharing motivation and tourist experience-sharing behavior on social media

Tourism motivation is commonly defined as a combination of tourists' needs and desires that shape their propensity to select specific travel destinations [40]. As a key determinant of tourist behavior, motivation has been extensively examined over several decades from multiple perspectives. Prior studies have explored the motivations of different tourist segments [15, 41, 42], motivations driving tourists to visit specific destinations [43], as well as motivations underlying participation in particular tourism activities [44].

Another prominent research stream focuses on market segmentation based on travel motivations or employs the push-pull framework to explain tourist motivation [45, 46]. Existing studies consistently demonstrate a strong relationship between motivation and destination choice [47, 48], while other scholars conceptualize motivation through the "travel career" approach, emphasizing the dynamic evolution of tourist motivations over time [49]. Overall, the relationship between motivation and satisfaction represents one of the most frequently examined themes in tourism research [50]. Furthermore, motivation has been shown to exert a significant influence on destination loyalty, including revisit intention [51] and word-of-mouth or recommendation behaviors [52].

With the rapid development of the internet and digital technologies, recent studies have increasingly shifted their focus toward motivations for sharing tourism knowledge [14] and travel experiences [3, 5]. According to Munar and Jacobsen, sharing motivation encompasses a variety of drivers, such as the desire to help others, prevent others from choosing low-quality products, contribute to useful online platforms, maintain social relationships, express travel impressions, and gain recognition for one's personal expertise and experiences [5].

Although information-sharing behavior on social media platforms remains a relatively novel concept within tourism research [11, 37, 53], it has been extensively examined in the broader field of communication studies [54, 55]. Within the tourism context, travel experience sharing is increasingly regarded as a distinctive and rapidly growing form of information-sharing behavior on social media platforms [11]. Building on this theoretical foundation, it is reasonable to assume that sharing motivation plays a pivotal role in shaping both tourists' intentions and their actual behaviors related to experience sharing on social media. Accordingly, the following hypotheses are proposed:

H1: Sharing motivation positively influences tourists' intention to share travel experiences on social media.

H2: Sharing motivation positively influences tourists' actual travel experience-sharing behavior on social media.

2.3. Technology and tourist experience-sharing behavior on social media

Recent technological advancements have exerted profound impacts on society, particularly on consumer behavior. Since the early twentieth century, consumers have become increasingly knowledgeable, demanding, challenging, and curious [56]. Along with the exponential growth of online information, tourists' reliance on the internet for travel-related recommendations has become a widespread and continuously expanding phenomenon [57]. In this context, a new global "mega trend" has emerged, characterized by the pervasive, intensive, and rapidly growing use of social media.

Social media are Web 2.0-based applications that enable users to interact, collaborate, and share common interests [58, 59]. Through platforms such as Facebook, Instagram, Twitter, YouTube, and TripAdvisor, individuals have become increasingly active and socially engaged in online environments [60]. Within the tourism industry, where information related to destinations, services, and experiences is generated and disseminated at an unprecedented pace [59], the sharing of travel-related knowledge, experiences, and preferences has become a critical informational resource for tourists' trip-planning processes.

The success and widespread adoption of social media platforms have led scholars and practitioners to increasingly recognize them as strategic marketing tools in the tourism sector [61]. From a technological perspective, features such as ease of use, perceived usefulness, interactivity, accessibility, and real-time communication significantly facilitate tourists' engagement in content creation and sharing activities. Consequently, technology does not merely serve as a neutral medium but actively shapes the conditions, channels, and intensity through which travel experience sharing occurs on social media platforms. While psychological motivations explain why tourists are willing to share their experiences, technological factors determine how, where, and to what extent such sharing behaviors can be effectively realized. Based on these theoretical considerations, the following hypotheses are proposed:

H3: Technology positively influences tourists' intention to share travel experiences on social media.

H4: Technology positively influences tourists' actual travel experience-sharing behavior on social media.

2.4. Travel experience and tourist experience-sharing behavior on social media

Tung and Ritchie (2011, p. 1369) [62] define travel experience as “an individual’s subjective evaluation and experiential process (including emotional, cognitive, and behavioral dimensions) of tourism-related events, beginning before the trip (i.e., planning and preparation), during the trip (at the destination), and after the trip (i.e., recollection).”

Travel experiences are inherently personal [5, 12] and are shaped by a wide range of factors, including individual preferences, cultural background, travel styles, and prior travel experiences [63]. Moreover, these experiences depend largely on how each tourist perceives and responds to specific tourism services, products, destinations, or accommodation facilities [64]. Travel experiences may encompass tourists’ perceptions of attractions, local events, gastronomy, pricing, special activities, weather conditions, interactions with local residents, as well as safety and security-related aspects.

In the context of social media platforms, such experiential elements are frequently articulated and disseminated by tourists through various forms of user-generated content, including textual narratives, images, videos, emojis, and other linguistic and symbolic cues used in online communication [5,33]. Sharing travel experiences on social media not only serves as a means of personal expression and memory preservation but also functions as a communicative act through which tourists transfer experiential knowledge to others. Consequently, richer, more intense, and more memorable travel experiences are more likely to stimulate tourists’ intentions to share and their actual sharing behaviors on social media platforms.

Despite the well-established role of travel experience in predicting post-consumption outcomes such as satisfaction, loyalty, and revisit intentions, its influence on travel experience-sharing behavior on social media platforms has received comparatively limited empirical attention. Therefore, incorporating travel experience as a core antecedent of sharing intention and behavior is both theoretically meaningful and empirically necessary. Based on the above discussion, the following hypotheses are proposed:

H5: Travel experience positively influences tourists’ intention to share travel experiences on social media.

H6: Travel experience positively influences tourists’ actual travel experience-sharing behavior on social media.

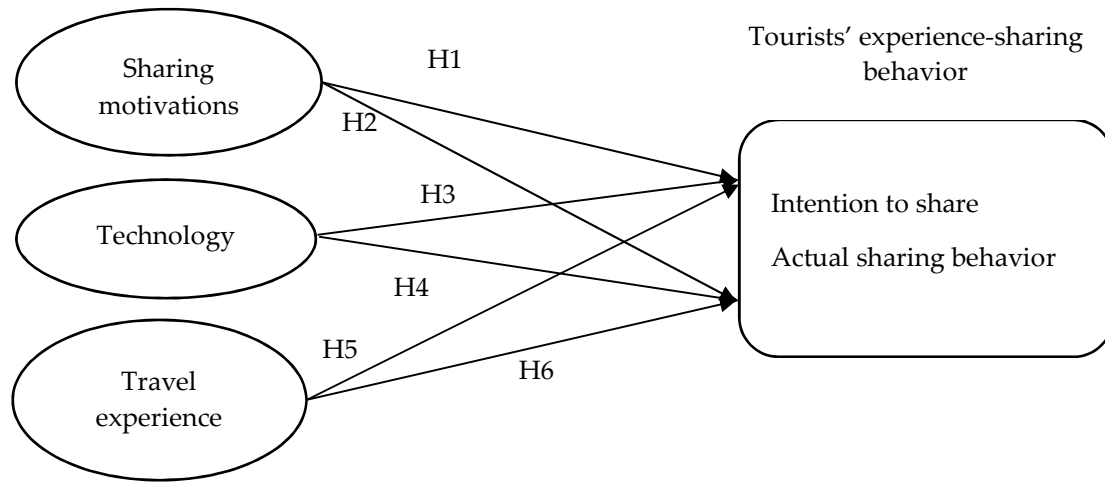


Figure 1. Research model proposed

3. Methodology

This study employs a meta-analytic approach to examine and synthesize prior research on tourists' experience-sharing behavior on social media platforms. Meta-analysis enables the quantitative and systematic integration of empirical findings, thereby addressing inconsistencies across previous studies and contributing to the accumulation of knowledge within a research domain [23]. By providing objective and quantitative standards, this method ensures the robustness and reliability of conclusions, even when individual studies report conflicting results.

Through the aggregation of effect sizes and the elimination of analytical errors inherent in single-study designs, meta-analysis reveals the true magnitude and direction of relationships among variables, offering a more accurate understanding of the phenomena under investigation. In tourism research, where multiple empirical studies often examine similar constructs using different samples, contexts, and analytical techniques, meta-analysis is particularly valuable. It allows researchers to consolidate findings, substantially increase the effective sample size, and enhance the statistical power of hypothesis testing, ultimately leading to more comprehensive and generalizable conclusions [66].

Overall, this methodological approach not only strengthens fragmented empirical evidence but also identifies patterns of variation across existing studies. By doing so, it provides critical insights into the stability and boundary conditions of established relationships while simultaneously highlighting promising directions for future research.

3.1. Data Collection

The data collection process was conducted in accordance with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines [67]. This systematic review focuses on academic publications that identify and synthesize the key factors influencing tourists' intentions to share travel experiences on social media platforms. To ensure scientific rigor and data reliability, two major bibliographic databases, Web of Science (WoS) and Scopus, were selected as the primary data sources due to their extensive coverage and high credibility in bibliometric and meta-analytic research [68].

The literature search was conducted using a combination of keywords related to sharing behavior and tourism, including "shar*," "post*," and "eWOM*," in conjunction with tourism-related terms such as "tour*," "travel*," and "trip*," as well as content-related terms including "experien*," "content," and "knowledge," combined with "social media" or "social network*." The standardized search query was formulated as follows: ("shar*" OR "post*" OR "eWOM*") AND ("tour*" OR "travel*" OR "trip*") AND ("experien*" OR "content" OR "knowledge") AND ("social media" OR "social network*").

The retrieval of publications was restricted to peer-reviewed journal articles, written in English, and indexed in either WoS or Scopus up to June 30, 2025. This approach ensures the inclusion of high-quality empirical studies relevant to the objectives of meta-analysis.

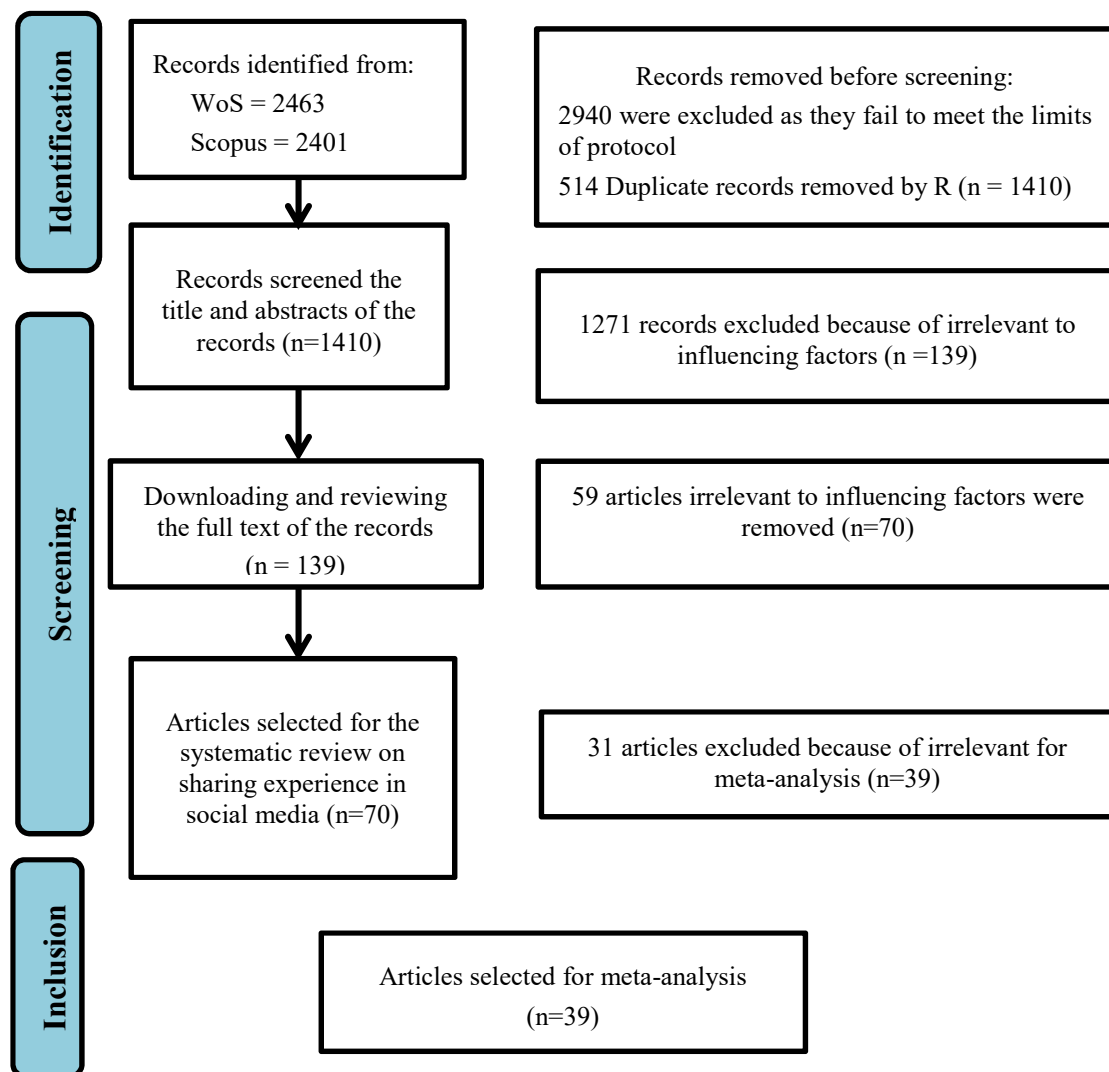


Figure 2. Flowchart about the paper selection process.

After completing the search process, the study proceeded to screen the results based on inclusion and exclusion criteria to ensure relevance. Specifically:

1. Only studies that focus on tourists' sharing behavior on social media were retained.
2. Studies with clear conceptual definitions of sharing behavior were selected to assess their alignment with the research objectives.

3. Studies were required to report quantitative data, specifically correlation coefficients, standardized regression coefficients, path coefficients, or equivalent statistical indices (e.g., t or F values). Accordingly, purely theoretical articles, qualitative studies, and quantitative studies that did not report empirical results on the antecedents or consequences of sharing behavior were excluded from the analytical sample.

Based on these criteria, a total of 39 articles were retained, yielding 114 effect sizes for inclusion in the analysis.

3.2. Data Coding

After the sample articles were collected, the empirical studies were independently coded by two authors of this paper to ensure data reliability and coder independence. The coded data comprised both qualitative and quantitative information. Qualitative information included descriptive study characteristics, such as author(s) (for convenience, only the first author was recorded), article title, year of publication, journal outlet, research method, and study context, among others. Quantitative information included sample size, construct reliability, correlation coefficients, and related statistics. To ensure coding accuracy, all studies were coded independently and subsequently cross-checked. After coding, the two authors compared the results and identified the sources of any discrepancies. These discrepancies were resolved through discussion, and the data was revised accordingly. When a single study used the same sample to report more than one effect size for the same relationship, the mean value was used to compute the effect size. When a study reported multiple effect sizes for the same relationship based on independent samples, these were treated as separate effect sizes. Data processing and analysis were primarily conducted using the R software environment.

3.3. Effect Size

The analysis was conducted through a series of sequential steps. First, the reported correlation coefficients, along with their directions and sample sizes, were extracted from the reviewed studies. When a study did not directly report correlation coefficients, alternative available statistics, such as t values, p values, standardized regression coefficients (β), or other convertible indices were transformed into equivalent correlation coefficients (r). Second, all r values were converted into Fisher's Z scores to normalize their distribution and enhance the accuracy of statistical inference, using the following formula:

$$Fisher's\,i(z) = \frac{1}{2} \ln \left(\frac{1 + ri}{1 - ri} \right)$$

In this equation, r_i is the correlation coefficient between the independent factors and tourists' social media sharing behavior.

Third, the standard errors were calculated using the formula $SE = \frac{1}{\sqrt{ni-3}}$ and study weights were determined as $w_i = \frac{1}{SE^2} = ni - 3$. Fourth, the weighted mean Z values were estimated using a random-effects model to account for between-study heterogeneity, according to the following formula:

$$\bar{z} = \frac{\sum_{i=1}^k w_i z_i}{\sum_{i=1}^k w_i}$$

In this equation, w_i represents the study weight, and k denotes the total number of studies included in the meta-analysis. Finally, the weighted mean Z values were back-transformed into correlation coefficients (r) for interpretative purposes, using the following formula:

$$\hat{r} = \frac{e^{2\bar{z}} - 1}{e^{2\bar{z}} + 1}$$

This step-by-step procedure ensures the accuracy, consistency, and comparability of the meta-analytic results [11, 69].

3.4. Heterogeneity

In addition, this study calculated Cochran's Q and Higgins' I^2 statistics to assess the degree of heterogeneity among effect sizes across studies. The Q statistic follows a chi-square distribution with $k - 1$ degrees of freedom, where k denotes the number of effect sizes [11, 70]. When Q is statistically significant ($p < 0.05$) and I^2 exceeds 60%, substantial heterogeneity among studies is indicated; therefore, a random-effects model is considered more appropriate. Conversely, when no significant heterogeneity is detected, a fixed-effects model is applied [71].

3.5. Publication Bias

Publication bias was assessed using the Fail-Safe Number (FSN), which estimates the number of unpublished null-effect studies required to render the overall effect size statistically non-significant [72, 73]. Following Rothstein et al. [72], if the FSN exceeds the threshold of $5k + 10$ (where k denotes the number of effect sizes included), the meta-analytic results are considered robust and unlikely to be substantially influenced by publication bias. All FSN analyses were conducted using the R software environment.

3.6. Hypothesis Testing

Prior to hypothesis testing, individual effect sizes were synthesized to obtain a pooled effect size. Specifically, the Z values were converted into the final correlation coefficients (r). The associations between the independent variables and the dependent variable were evaluated using the r values, and this transformation was conducted using the R software environment. According to Cohen [74], the correlation coefficient r can be used to assess the strength of the relationship between variables. Specifically, values of $0.00 < r < 0.09$ indicate a negligible correlation; $0.10 < r < 0.29$ indicate a weak correlation; $0.30 < r < 0.49$ indicate a moderate correlation; and $0.50 < r < 1.00$ indicate a strong correlation.

4. Results and discussion

4.1. Tests of Publication Bias and Heterogeneity

Because academic journals tend to favor the publication of studies with statistically significant findings, the exclusion of studies reporting non-significant effects may lead to publication bias. Based on the results of the Fail-Safe N (FSN), we examined potential biases in the relationships between independent and dependent variables. The results indicate that all FSN values substantially exceeded the critical threshold ($FSN > 5k + 10$). Therefore, it can be concluded that no serious publication bias is present in the samples used for the meta-analysis.

For example, in the analysis of the relationship between motivations and the sharing of actual travel experiences on social networking platforms, data were synthesized from 34 studies. The Fail-Safe N reached 1,580, indicating that as many as 1,580 “missing” studies (i.e., studies reporting non-significant results) would need to be located and included for the combined two-tailed p value to exceed 0.05.

We also assessed the degree of heterogeneity in tourists’ intentions to share travel experiences on social networking platforms using the Q and I^2 statistics. The results (Table 1) show that all p -values for the relationships between the independent and dependent variables were below 0.05. Moreover, the Q values for all independent–dependent variable pairs exceeded $k - 1$, and all I^2 values were greater than 60%. Taken together, these findings indicate substantial heterogeneity across studies; therefore, a random-effects model was deemed more appropriate for examining the relationships between the independent and dependent variables [71].

Table 1. Results of Publication Bias and Heterogeneity Tests

Variables	Number (k)	Test of Heterogeneity			T ²	Fail-Safe- Number
		Q-value	P-value	I ²		
Sharing intention						
Sharing motivation	42	311,397	0,000	88,044	0,018	405
Technology	10	46,022	0,000	83,361	0,018	70
Travel experience	11	557,815	0,000	98,629	0,145	535
Actual sharing behavior						
Sharing motivation	34	1945,069	0,000	97,932	0,089	1580
Technology	10	560,677	0,000	98,467	0,131	207
Travel experience	7	258,277	0,000	96,202	0,069	283

4.2. Results of hypothesis testing on the combined effect sizes

The combined effect sizes presented in Table 2 indicate positive relationships between the independent variables and the dependent variable. Specifically, the meta-analytic results reveal a statistically significant, moderate association between sharing motivation and tourists' intention to share travel experiences on social media ($r = 0.234$; 95% CI = [0.191–0.277]; $p < 0.001$), based on 42 observations. The relationship between technology-related factors and the intention to share travel experiences on social media is also statistically significant and of moderate magnitude ($r = 0.220$; 95% CI = [0.127–0.312]; $p < 0.001$), derived from 10 observations. With respect to the relationship between travel experience and the intention to share travel experiences on social media, although only 11 studies were synthesized, the results indicate the strongest and highly significant association ($r = 0.446$; 95% CI = [0.219–0.673]; $p < 0.001$). Accordingly, hypotheses H1, H3, and H5 are supported.

When examining the relationship between sharing motivation and actual travel experience sharing behavior on social media, the results indicate a moderate and highly statistically significant association ($r = 0.371$; 95% CI = [0.269–0.472]; $p < 0.001$), based on 34 observations. Based on an additional 10 observations, the results show that technology-related factors exert a moderate and statistically significant effect on actual sharing behavior on social media ($r = 0.238$; 95% CI = [0.011–0.464]; $p < 0.001$).

Finally, with respect to the relationship between travel experience and actual sharing behavior on social media, although only seven studies were synthesized, the findings still demonstrate a statistically significant association ($r = 0.360$; 95% CI = $[0.160-0.560]$; $p < 0.001$). Accordingly, hypotheses H2, H4, and H6 are supported.

Table 2. Effect size results

Variables	Number (k)	Effect sizes and confidence intervals 95%			Null hypothesis (2- tailed)	
		r	Lower	Upper	Z	p
Sharing intention						
Sharing motivation	42	0,234	0,191	0,277	10,578	0,000
Technology	10	0,220	0,127	0,312	4,652	0,000
Travel experience	11	0,446	0,219	0,673	3,851	0,000
Actual sharing intention						
Sharing motivation	34	0,371	0,269	0,472	7,159	0,000
Technology	10	0,238	0,011	0,464	2,057	0,000
Travel experience	7	0,360	0,160	0,560	3,529	0,000

4.3. Discussion

Sharing travel experiences on social media has emerged as a critical research topic in the context of the ongoing digital transformation, underscoring the importance of developing a comprehensive understanding of the factors that influence such sharing behavior. Identifying the key predictors of tourists' travel experience sharing behavior on social media can assist destination managers in establishing managerial priorities and designing appropriate strategies and activities to effectively stimulate tourists' sharing behaviors. Accordingly, the objective of this study is to elucidate the factors that influence travel experience sharing behavior on social media, to incorporate as many relevant antecedents as possible, and to assess the relative strength of the relationships between different factors and sharing behavior.

One of the primary contributions of this study is the development of a three-factor framework: sharing motivation, technology, and travel experience, and the formulation of six hypotheses concerning the relationships between these factors and tourists' experience-sharing

behavior. Notably, few prior studies have simultaneously examined all three antecedents within a single empirical investigation [11].

Using a meta-analysis approach, this study systematically synthesizes evidence from 39 empirical studies that examine the relationships between the three factors and tourists' experience-sharing behavior on social media. Another important contribution lies in reconciling previously inconsistent findings in the literature regarding the determinants of tourists' sharing behavior while clearly identifying the relative strength and magnitude of the effects of each factor.

Overall, all six proposed hypotheses were supported. The findings are consistent with prior research on tourists' travel experience sharing behavior on social media [11], indicating that the conclusions drawn from the meta-analysis are robust and theoretically well grounded.

The results further demonstrate that tourists' sharing behavior on social media is not only influenced by these three factors, but also that the magnitude of their effects differs substantially. By comparing the strength and size of the relationships, the combined effect size analysis reveals that the three independent variables exert effects ranging from weak to strong on tourists' sharing behavior and its related dimensions. Notably, travel experience exerts the strongest influence on sharing intention, whereas sharing motivation has the strongest effect on actual sharing behavior.

From a theoretical perspective, this study develops and empirically validates a more comprehensive framework of tourists' experience-sharing behavior on social media than has been offered in prior research. By integrating a substantially broader body of empirical evidence from previous studies, this research advances a three-factor theoretical model: sharing motivation, technology, and travel experience grounded in the existing scholarly literature. Importantly, these three antecedents are synthesized and examined within a single integrative framework, an approach that has not been systematically undertaken in earlier studies. In doing so, the study reconciles inconsistencies and contradictions in prior findings and yields conclusions with a higher level of generalizability.

Although earlier empirical tests of related hypotheses have produced mixed results, the meta-analytic approach employed in this study enables more definitive inferences regarding the relationships among the focal constructs. Leveraging the strengths of meta-analysis and a larger cumulative sample of empirical studies, the findings confirm that the three independent variables are positively and statistically significantly associated with tourists' experience sharing behavior on social media and its constituent dimensions. Specifically, with respect to

sharing intention, the relative strength of effects decreases in the following order: travel experience, sharing motivation, and technology. In contrast, for actual travel experience-sharing behavior on social media, the effects are strongest for sharing motivation, followed by travel experience and technology.

The findings of this meta-analysis offer important managerial implications for destination managers and tourism marketing practitioners seeking to stimulate tourists' experience-sharing behavior on social media platforms.

First, the results indicate that travel experience exerts the strongest influence on tourists' intention to share experiences online. This suggests that enhancing the quality of memorable and emotionally engaging experiences represents the most effective strategy for fostering sharing intentions. This finding is consistent with prior studies [11, 75, 76], which emphasize that tourists' perceived experiential quality motivates them to share travel narratives as a means of emotional expression and social connection. Accordingly, destination managers should prioritize the design and delivery of distinctive, authentic, and highly interactive experiences, elements that are capable of evoking strong emotions and naturally encouraging tourists to recount and share their journeys.

Second, sharing motivation is identified as the strongest determinant of tourists' actual sharing behavior on social media platforms. This finding is consistent with prior research [5, 13, 14, 77], which demonstrates that intrinsic motivations, such as altruism, self-presentation, and the desire for social recognition, play a pivotal role in encouraging tourists to post travel-related content.

From a practical perspective, destination managers should design communication and marketing campaigns that directly appeal to these underlying motivations. Examples include organizing experience-sharing contests, collaborating with key opinion leaders (KOLs), or developing systems that recognize and celebrate user contributions. Enhancing social and emotional rewards can help translate sharing intentions into concrete sharing behaviors.

Third, technology-related factors were found to exert a moderate yet statistically significant effect on both sharing intention and actual sharing behavior. This suggests that while technological convenience is not the sole determinant, it plays a crucial enabling role in facilitating tourists' engagement. This finding is consistent with the work of [78] and [11], who emphasize that technological features, such as user-friendly interfaces, seamless connectivity, and instant sharing tools, serve as key facilitators of sharing behavior. Accordingly, destination management organizations (DMOs) and tourism businesses should invest in upgrading digital

infrastructure, adopting smart tourism technologies, and optimizing social media channels to make content creation and sharing easier for tourists.

Overall, this study demonstrates that fostering tourists' experience-sharing behavior on social media requires an integrative approach that simultaneously enhances travel experiences, activates intrinsic sharing motivations, and strengthens technological support. Whereas prior studies have often examined these factors in isolation, this research highlights their relative importance and interactive roles through a comprehensive quantitative synthesis. Future destination marketing strategies should not only aim to deliver memorable travel experiences but also actively stimulate tourists' sharing motivations and provide a technologically supportive environment in which sharing becomes natural and widely diffused. In this way, tourists can evolve into proactive "digital ambassadors," contributing to effective and sustainable destination promotion in the online sphere.

5. Limitations and directions for future research

This paper has several limitations. First, the inclusion of only English-language studies may introduce language bias and constrain cultural diversity. Future research should incorporate multilingual sources to enhance the comprehensiveness of the evidence base. Second, this study does not examine potential mediating or moderating effects among the variables. Future studies could employ meta-analytic structural equation modeling (MASEM) to explore these more complex relationships. Finally, although technology, sharing motivation, and travel experience were identified, future research should further disaggregate these categories and examine specific sub-dimensions within each group to gain a more nuanced understanding of their distinct effects on sharing intention and actual sharing behavior.

Acknowledgements

This study was funded by Hue University and School of Hospitality and Tourism - Hue University under project code TDL.GV.2025-14-12.

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