

## Article

# Exploring the Influence of Social Media on Tourist Decision-Making: Insights from Cape Verde

Wilson Semedo Martins <sup>1</sup>, Márcio Martins <sup>2</sup>  and Elisabete Paulo Morais <sup>3,\*</sup> 

<sup>1</sup> Instituto Politécnico de Bragança, Campus de Santa Apolónia, 5300-253 Bragança, Portugal; a52841@alunos.ipb.pt

<sup>2</sup> Transdisciplinary Research Center in Education and Development (CITeD), Centre for Tourism Research Development and Innovation, Instituto Politécnico de Bragança, Campus de Santa Apolónia, 5300-253 Bragança, Portugal; marcio.martins@ipb.pt

<sup>3</sup> Applied Management Research Unit (UNIAG), Instituto Politécnico de Bragança, Campus de Santa Apolónia, 5300-253 Bragança, Portugal

\* Correspondence: beta@ipb.pt

**Abstract:** This study explores the influence of social media on tourists' decision-making processes, focusing on Cape Verde as an emerging tourist destination. The aim is to understand how social media platforms shape tourists' perceptions and choices and how demographic factors like age and education affect the selection of information sources. A survey was conducted with 259 individuals intending to visit Cape Verde, employing a non-probability convenience sampling method. Data were analysed using chi-square tests to examine associations between age groups, education levels, and the use of social media and information sources. The results reveal significant associations between age and social media platform preference, with older tourists (44–79 years) favouring Facebook and younger tourists (18–29 years) preferring Instagram and TikTok. Additionally, education level influences the choice of information sources; higher-educated individuals are more likely to use social media and conduct independent research, while those with lower education levels tend to rely more on travel agencies and tourism fairs. These findings highlight the importance of tailored marketing strategies that account for demographic differences, offering practical insights for destination marketing organizations (DMOs) to better engage with diverse tourist segments.

**Keywords:** social media; tourism marketing; Cape Verde; age groups; education levels; destination choice; information sources



Academic Editor: Lewis Ting  
On Cheung

Received: 12 February 2025

Revised: 3 March 2025

Accepted: 6 March 2025

Published: 11 March 2025

**Citation:** Martins, W. S., Martins, M., & Morais, E. P. (2025). Exploring the Influence of Social Media on Tourist Decision-Making: Insights from Cape Verde. *Tourism and Hospitality*, 6(1), 45. <https://doi.org/10.3390/tourhosp6010045>

**Copyright:** © 2025 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

## 1. Introduction

The influence of Information and Communication Technologies (ICTs) on tourism is undeniable, given the information-intensive nature of this sector, which heavily relies on these technologies to promote and operate tourist destinations (Gretzel et al., 2015). Tourism is a broad concept that encompasses various aspects, ranging from sustainability to environmental and economic impacts (Melo et al., 2021). Within this context, social media has emerged as one of the primary drivers of transformation, significantly altering tourists' behaviour and travel decision-making processes.

The importance of social media in tourism is well documented. Recent studies demonstrate that the use of social media positively influences users' attitudes toward travel choices (Agung Sudarmanto, 2023), particularly on platforms like Instagram, which directly impact vacation planning. Similarly, Liu et al. (2013) highlight that modern tourists increasingly turn to social media as a primary source of information, radically changing their travel

behaviours and decision-making processes. Furthermore, [Kristanto et al. \(2021\)](#) found that social media positively impacts travel intentions, especially during challenging periods such as the pandemic, when trust in destinations is crucial. Another key aspect is electronic word-of-mouth (eWOM), which has become central to tourists' decision-making processes. Positive perceptions of eWOM, such as user-generated reviews and photographs, significantly affect tourists' well-being experiences ([Li et al., 2022](#)). According to [Sharma's \(2022\)](#) study, "The Influence of Social Media on Travel Decision-Making", travellers increasingly rely on such content to inform their destination choices.

Despite the growing body of research on the role of social media in tourism, there is a notable gap in understanding how social media influences destination choices in the context of Cape Verde, an archipelago off the western coast of Africa known for its paradisiacal beaches and rich culture. Although Cape Verde has been heavily investing in tourism marketing strategies ([Furtado et al., 2022](#)), little is known about the impact of social media on the country's appeal as a tourist destination. This study aims to fill this gap by exploring how social media influences tourists' decisions regarding Cape Verde and what types of information visitors seek before travelling.

This research aims to investigate the role of social media in shaping tourists' perceptions and choices, particularly in the context of Cape Verde. By addressing this gap, the study contributes to the broader understanding of how digital platforms influence tourism in emerging destinations. The novelty of this research lies in its focus on Cape Verde, a destination that has not been extensively studied in the context of social media's impact on tourism. The findings are expected to provide valuable insights for tourism marketers and policymakers, helping them leverage social media more effectively to promote Cape Verde as a competitive tourist destination.

To guide this study, the following research questions are proposed:

RQ1: Is there a significant association between the age group of tourists intending to visit Cape Verde and the choice of social media platform used to research the destination?

RQ2: Is there a significant association between the education level of tourists visiting Cape Verde and their choice of information source for researching the destination?

These research questions aim to explore the demographic factors influencing the use of social media and information sources in the context of Cape Verde, providing a more focused direction for the study.

## 2. Literature Review

### 2.1. Tourism Marketing

Tourism heavily relies on marketing as a vital strategy to attract visitors and generate revenue. Tourism marketing encompasses various initiatives and tactics that enable the industry to position itself in distinct market niches ([Quintero et al., 2022](#)). According to [Abarca \(2020\)](#), marketing strategies are essential for attracting tourists and increasing revenue in the travel and tourism sector. Developing a tourism marketing plan should include strategic objectives to enhance the destination's reputation and attract more visitors. [Florido-Benítez \(2022\)](#) expands this perspective, considering travel destinations, accommodations, travel services, and attractions as key components of tourism marketing. The ultimate goals are to boost the economic benefits of tourism, attract more visitors, and improve the overall tourist experience.

The fundamental characteristics of tourism marketing include a customer-oriented approach, which focuses on understanding tourists' behavioural traits, such as consumption patterns, income levels, and product preferences, to meet their needs and desires ([Atakishiyeva, 2022](#)). Tourism marketing employs the marketing mix, consisting of the four Ps: product, price, place, and promotion. The product refers to the tourism experience,

which includes the destination, accommodations, and other attractions. The price reflects the cost of the tourism experience, which varies depending on demand, seasonality, and other factors. The place involves the distribution of the tourism product, including direct sales, online booking platforms, and travel agencies. Finally, promotion is the process of presenting tourism products to potential visitors, playing a critical role in marketing development strategies (Muraji et al., 2023).

Branding and positioning are also vital in tourism marketing, as they aim to create and promote a distinctive and appealing image that differentiates a destination or product from its competitors, attracting potential travellers (Florido-Benítez, 2022). In recent years, the use of technology, including websites, social media, mobile applications, and email marketing, has become increasingly important in promoting travel and tourism. These digital and mobile marketing tools allow tourism professionals to customise their messages, interact with potential visitors, and reach a global audience (Florido-Benítez, 2022). Market research and analysis are essential to understand tourists' demands, preferences, and behaviours, informing marketing decisions and tactics (Atakishiyeva, 2022).

Experience marketing, which focuses on creating sensory, emotional, and cognitive experiences, is another key component of tourism marketing. By providing unique and memorable experiences that meet tourists' needs and desires, destinations can enhance travellers' satisfaction and influence their decision to recommend or return to the location (Pop et al., 2019). Market segmentation is equally important in the tourism sector, as it enables businesses to tailor their offerings to the unique requirements and preferences of different visitor profiles. This approach leads to greater customer satisfaction, loyalty, and, ultimately, business success (Katsoni et al., 2013).

## 2.2. Social Media

Social media has revolutionised how businesses operate and interact with their customers. These platforms have become essential tools for digital recruitment strategies, particularly in the travel and tourism sector. By leveraging social media, companies gain access to a broader pool of potential employees, enhancing the effectiveness of their hiring practices (Oncioiu et al., 2022). Social media has also been instrumental in overcoming regional barriers to global connectivity. For instance, it has been used to aggregate traffic volumes, enabling small producers from developing countries to participate in global supply chains (Kunaka, 2010).

The impact of technology and social media on the tourism industry is profound, transforming how travellers book and experience their trips and how businesses operate. The global economic environment, particularly the tourism sector, has significantly changed due to Information and Communication Technologies (ICTs). These technologies offer various tools, processes, and functionalities that facilitate strategic management and help businesses gain a sustainable competitive advantage.

The adoption and use of e-commerce by tourism businesses have also been influenced by Web 2.0. Consumers now rely on content from social media and interactive e-commerce websites and traditional e-commerce platforms to shape their perceptions, preferences, and value judgments (Maoneke & Isabirye, 2016). Today, tourists increasingly trust the opinions of those who have previously visited a particular country or region. Social media has gained popularity as a platform where consumers share their experiences, influencing others (Morais et al., 2022).

The use of social media as a tool in the travel and tourism sector has grown significantly, impacting travellers' choices of holiday destinations. One of the most popular categories on Instagram is travel, which sparks users' curiosity and motivates them to visit specific locations (Morais et al., 2022). According to Azazi and Shaed (2020), social media

substantially impacts tourism, as it fosters relationships, builds trust, and promotes marketing activities. It helps hotels develop emotional connections with customers, improve services, and enhance brand perception. Trust is crucial for the quality of information in tourism, and travel service providers, such as Tourism Australia, actively promote their activities on social media. Online community engagement is essential for decision-making and the marketing strategies of tourism businesses.

The Internet and social media are increasingly influential in the travel sector, providing data for product development and strategic improvement. However, they can also lead to a loss of control over customer opinions. Businesses must respond to criticism to maintain the trust of their followers in destinations. While social media facilitates access to information, some visitors feel they spend too much time searching for it (Tanković et al., 2022).

Decision-makers are not typically independent; instead, they are influenced by the opinions of others within their social media (Gai et al., 2023). Recommendations from friends, family, and digital influencers significantly impact destination choices. This influence stems from the trust and credibility associated with these sources and the power of social media platforms in shaping perceptions and attitudes towards different destinations. Digital influencers, for example, have become a potent force in promoting products and services, including tourist destinations. Platforms like Instagram enable influencers to connect with millions of followers worldwide. A study analysing the activities of Chiara Ferragni, a globally recognised influencer, concluded that her promotion of Italian cuisine and tourist destinations significantly influenced the appreciation of these locations (Ingrassia et al., 2022).

In the post-pandemic era, the role of social media in shaping tourist perceptions has become even more pronounced. Chen et al. (2023) emphasise the impact of short video marketing on tourist destination perception, highlighting how platforms like TikTok and Instagram have become essential tools for destination marketing. These platforms allow the dissemination of visually engaging content that can significantly influence tourists' perceptions and choices. Similarly, Rahman et al. (2023) explore the pathways to tourist loyalty, emphasising the role of destination image, service quality, eWOM, and social media in shaping tourist behaviour. Their findings suggest that social media influences initial destination choices and fosters long-term loyalty.

Moreover, advanced technologies like sentence transformers have enabled researchers to uncover tourist visit intentions through social media data. Fantozzi et al. (2024) demonstrate how social media content can be analysed to predict tourist behaviour, providing valuable insights for destination marketing organizations (DMOs). Additionally, Kim et al. (2024) utilise geotagged image content from social media to classify coastal tourism activities, further underscoring the importance of social media data for understanding tourist preferences and behaviours.

The influence of social media marketing activities on followers' purchase intentions has also been explored in the context of the restaurant industry. Anas et al. (2023) highlight how social media marketing activities, such as interactive content and influencer collaborations, can significantly enhance followers' purchase intentions. This finding is particularly relevant for tourism marketing, as it suggests that similar strategies could be employed to promote tourist destinations effectively.

According to Matikiti-Manyevero and Kruger (2019), social media significantly influences travel decision-making, as tourists search for information and share experiences. Entrepreneurs in the tourism sector should be present on these platforms to establish contact with potential customers and ensure accurate content about attractions and services. This can increase visibility, reach a wider audience, and lead to an increase in bookings and revenue. However, several studies have concluded that different generations use certain

social media (Chang et al., 2023; Fedrina et al., 2021; Hysa et al., 2021). Based on this, the following research hypothesis is proposed:

**H1:** *There is a significant association between the age group of tourists intending to visit Cape Verde and the choice of social media platform used to research the destination.*

Travellers use social media such as Facebook, Instagram, and X with a travel theme to interact with other travellers, share experiences, and obtain information (Sharma, 2022). The interactive features of these platforms, which allow users to interact with travel-related content and ask for assistance in real time, give the decision-making process a more immediate and personalised feel (Sharma, 2022).

The education level significantly influences how individuals use social media to access and evaluate information. Recent studies indicate that people with greater digital literacy—often associated with higher levels of education—tend to be more critical and selective when consuming information online, while individuals with less academic training may show greater vulnerability to misinformation and the spread of unverified content (Hargittai & Micheli, 2019; Guess et al., 2020).

Digital literacy involves not only the ability to use digital technologies, but also the competence to assess the credibility of sources and understand the mechanisms for disseminating information on social media (van Deursen & Helsper, 2018). In this sense, research shows that people with a higher level of education tend to use social media more strategically, using platforms such as Twitter, LinkedIn, and specialized Facebook groups to research and update their knowledge (Kahne & Bowyer, 2017). In contrast, individuals with less education may rely more on generalist social media as their main source of information without resorting to additional checks (Allcott et al., 2019). Based on the above discussion, the following research hypothesis is proposed:

**H2:** *There is a significant association between the education level of tourists intending to visit Cape Verde and their choice of information source for researching the destination.*

### 3. Methods

#### 3.1. Study Area

The Cape Verde archipelago, located off the western coast of Africa, comprises ten islands, nine of which are inhabited. Known for its volcanic origins, the islands offer a mix of long sandy beaches and mountainous landscapes, with the sea being a key natural resource due to its rich marine life. Discovered in the 15th century, Cape Verde covers 4033 square kilometres and is characterised by a blend of Portuguese and Creole linguistic and cultural influences (Correia et al., 2008; Carter & Aulette, 2009). Over the past decade, Cape Verde has emerged as a significant tourist destination, driven by its strategic location linking Africa, Europe, and the Americas. The inauguration of the international airport and Hotel Morabeza in 1960 marked the beginning of a tourism boom, contributing to sustained economic growth (Custódio & Nunes, 2019). The country is renowned for its sun and beach tourism, mild climate, and welcoming culture encapsulated by the concept of “Morabeza” (Custódio & Nunes, 2019).

Tourism demand in Cape Verde has grown at an average annual rate of 11.2%, attracting European tourists and prompting studies on tourism development and community-based initiatives (Rice et al., 2020; Sánchez-Cañizares & Castillo-Canalejo, 2014). However, there is a lack of research on customer perceptions and satisfaction, particularly regarding online reviews, which are increasingly important in shaping travel decisions (Oliveira et al.,

2021). This gap highlights the need to further explore how digital platforms, such as social media, influence Cape Verde's appeal as a tourist destination.

### 3.2. Data Collection

This research employed a survey to deductively explore the perceptions of tourists intending to visit Cape Verde. The survey was conducted using the Microsoft Forms online platform. A pilot test was conducted in March 2024, involving 12 participants invited to respond to the questionnaire. The average response time was 5.10 min, allowing for feedback and potential improvements.

The final survey consisted of 10 questions (Table 1) and was administered anonymously based on the theoretical framework discussed in the literature review. It included multiple-choice questions, checkboxes, and a five-point Likert scale and was divided into three sections.

**Table 1.** Survey Operationalisation.

Variables	Operationalisation	Type	Reference
Gender	Male; Female; Prefer not to answer	Nominal	Adapted from Ghaly (2023); Morais et al. (2022); Tanković et al. (2022); Raazim and Munasinghe (2021)
Country of Origin	Open-ended	-	
Age	(18–29); (30–43); (44–59); (60–79)	Interval	Adapted from Hysa et al. (2021)
Education Level	Did not complete secondary school; Secondary school; Bachelor's degree; Master's degree; PhD	Ordinal	Adapted from Tanković et al. (2022)
Occupation	Employed; Student; Unemployed	Ordinal	Tanković et al. (2022)
Frequency of Social Media Use	Once a week or less; Several times a week; Once a day; Several times a day	Ordinal	Tanković et al. (2022)
Use of Social Media for Tourism Information	Various Likert scale questions assessing influence of social media on travel choices	5-Point Likert Scale	Adapted from Morais et al. (2022); Paul et al. (2019)
Social Media Platforms for Destination Research	Facebook; Google+; Instagram; YouTube; Pinterest; Snapchat; LinkedIn; TikTok; X; Tumblr; Other	Ordinal	Tanković et al. (2022)
Sources of Destination Information	Travel agencies; Brochures, newspapers, and tourism magazines; Tourism fairs; Search engines (e.g., Google); Social media; Cape Verde Tourism Portal; Recommendations from friends or family	Ordinal	Adapted from Fernandes et al. (2019); Morais et al. (2022)
Evaluation of Cape Verde's Tourism Promotion	Very good; Good; Average; Poor; Very poor	Ordinal	Adapted from Fernandes et al. (2019)
Key Destination Attributes	Historical attractions; Accessibility and transport; Climate; Price; Festivals and events; Gastronomy; Cultural attractions; Accommodation quality; Entertainment activities; Natural attractions	Ordinal	Adapted from Tomigová et al. (2016); Raazim and Munasinghe (2021)

A non-probability convenience sampling method was employed, targeting individuals interested in visiting Cape Verde. This approach ensured accessibility and ease of data collection while capturing relevant insights from potential tourists. Convenience sampling is commonly used in tourism research due to its practicality and cost-effectiveness, especially when targeting specific groups, such as potential tourists (Etikan et al., 2016). However, this method has limitations, including potential sample representativeness and generalizability biases. For instance, the sample may overrepresent individuals who are more active on social media or have a higher interest in travel, which could skew the results. To mitigate these biases, the survey was distributed across various online platforms and social media channels to reach a broader audience.

Microsoft Forms was chosen for data collection based on its user-friendly interface, ease of distribution, and ability to collect real-time responses. Microsoft Forms also allows for anonymous responses, which can encourage more honest and candid feedback from participants. However, using an online platform may introduce selection bias, as it tends to attract respondents who are more comfortable with digital tools and have access to the Internet. This could exclude older individuals or those with limited digital literacy. To address this, the survey was designed to be simple and accessible, with clear instructions and minimal technical requirements.

### 3.3. Survey Operationalization

The operationalization of the survey variables was designed to directly align the dimensions under analysis with the study's objectives. The selected variables reflect individual factors, such as socio-demographic traits and behavioural aspects and perceptions of using social media in choosing Cape Verde as a tourism destination. Various scale types, including Likert, nominal, ordinal, and interval scales, allow for collecting a broad range of information, incorporating both quantitative and subjective characteristics.

A total of 263 responses were collected, with 259 questionnaires deemed complete and suitable for data analysis. The remaining respondents did not consent to participate in the survey. The results were analysed using the statistical software JAMOVI, version 2.3.28.

## 4. Results

### 4.1. Sample Characterization

The sample consisted of 18.5% male and 81.5% female participants. Most respondents belong to the 44–59 age group, representing 43.2% of the sample. The 30–43 age group is the second most representative, with 25.1% of the sample. This is followed by the 18–29 age group with 22.8% and those in the 60–79 age group with 8.9% of the sample. Thus, 91% of the sample belongs to the 18–59 age group.

In terms of level of education, the majority of respondents have a bachelor's degree, representing (46.7%) of the sample. This was followed by participants with a master's degree (24.7%) and participants with secondary education (23.9%). Only a small percentage of participants had not completed secondary education, as with participants with a doctorate, with (2.3%) of both.

### 4.2. Use of Social Media

The patterns of social media use by the study participants in terms of time spent per week reveals that the vast majority of participants (80.7%) access social media "several times a day", indicating a high level of engagement with these platforms and suggesting that social media plays a significant role in the daily lives of the respondents. Social media thus functions as an important information and organizational tool, facilitating information gathering, contact, and decision-making, in line with the study by Tanković et al. (2022).

Table 2 illustrates the information that social media users provide before choosing a travel destination. The information sought on social media was evaluated using a 5-point Likert scale (1—“Strongly disagree”; 2—“Disagree”; 3—“Neither disagree nor agree”; 4—“Agree”; 5—“Strongly agree”). With regard to the type of information sought on social media, the items with the highest average values are “Social media can be useful for discovering restaurants” (4.12), “Social media are very important for promoting tourism” (4.11) and “Social media provide information on new tourist destinations” with an average of 4.8. The items with the lowest average are: “Social media have a great influence when choosing a destination” (3.30) and “The promotion of Cape Verde on social media influenced the choice of destination” (3.30).

**Table 2.** Information searched on social media.

Items	Average	Median	Standard Deviation
Social media provide information on “new tourist destinations”	4.08	4	1.102
Other people’s “travel reviews” on social media help me select a destination	3.85	4	1.113
“Comments” and “replies” on social media provide important information	3.90	4	1.026
The “videos” shared on social media influence me when choosing a destination	3.93	4	1.099
The “images” of tourist sites shared on social media attract me to visit that place	3.80	4	1.150
The information found on social media about tourism seems reliable to me	3.42	3	0.955
Social media help me get information on tourism costs	3.51	4	1.118
Social media help me get information about travel routes	3.78	4	1.028
Safety and security problems in tourist destinations can be identified through social media	3.38	4	1.133
Problems or risks in tourist destination can be identified through social media	3.39	3	1.144
Social media can be useful for getting to know restaurants	4.12	4	0.962
You can get ideas about accommodation facilities via social media	3.95	4	0.979
Social media provide information on transport infrastructure	3.55	4	1.079
Social media helps me choose the best time to visit the country	3.58	4	1.209
Social media helps me learn about culture and heritage	3.56	4	1.151
Social media have a big influence when it comes to choosing a destination	3.30	3	1.208
Social media are very important for promoting tourism	4.11	4	1.023
The promotion of Cape Verde on social media influenced the choice of destination	3.30	4	1.378

The reliability of the answers to the survey questions on information sought on social media to visit Cape Verde was assessed using Cronbach’s alpha, which, with a value of 0.948, reveals excellent internal consistency.

With regard to the use of social media as a research tool to collect data on the Cape Verde destination, Facebook accounts for 36.4% of all social media mentioned by respondents, Instagram comes in second place with 22.3%, Google+ with 16.8%, YouTube with 13.1%, TikTok with 5.6%, Other (other social media such as Telegram, Reddit, TripAdvisor) with 1.7%, Pinterest with 1.5%, LinkedIn with 1.3%, X with 1.0% and Snapchat with 0.3%. Similar conclusions are presented in the study by Nag and Gilitwala (2023), in which the most popular social media used to search for a particular destination are also Facebook and Instagram.

When asked about the sources they used to look for information before visiting Cape Verde, respondents most often mentioned social media (24.4%), followed by Search Engines (23.4%), Travel Agencies (18%), Recommendations from Friends or Family (15.5%), and the Cape Verde Tourism Portal (7.3%). As our study highlights, the majority of respondents seem to trust social media more than in previous studies, ranking social media as the first source of information about the destination. This may be due to the increase in digital influencers and authentic content, the greater credibility of online content, and the ease of access and interactivity, allowing travellers to see photos, videos, and comments and even communicate directly with those who have already visited the destination. In terms of age, young people, especially the z and y generations, rely more on social media to make decisions, including travel, indicating greater trust in social media among these age groups.

Regarding evaluating Cape Verde's tourism promotion, 59.9% of those surveyed said they had a favourable opinion, 17.4% rated it as very good, 2.5% as good and 32.8% as reasonable. However, 7.3% of respondents did not have a favourable opinion of Cape Verde's tourism promotion, and 5% considered it weak or very weak (2.2%). The results align with the studies by [Fernandes et al. \(2019\)](#), where respondents have a favourable opinion of Cape Verde's tourism promotion. Even so, a few respondents rated the promotion as weak, indicating room for improvement. This shows that, despite the overall success, there is further room to develop and vary promotional tactics to connect with a larger and more varied audience.

#### 4.3. Bivariate Analysis

For the inferential analysis of this study, several tests of independence or association were conducted to determine whether there is an association between the most relevant variables. In this context, the non-parametric chi-square test was chosen. Given the qualitative nature of the data, they were organised into contingency tables, which compile frequencies or counts of study classes, i.e., an ordinal scale. The chi-square test is a non-parametric statistical test used to assess the independence between categorical variables, establishing the null hypothesis of independence between the variables under analysis. The null hypothesis ( $H_0$ ), which assumes independence between the analysed variables, will be rejected if the obtained  $p$ -value is less than 0.05, thus suggesting a statistically significant association.

The graphical representation of contingency tables was performed with mosaic plots to visually compare groups.

According to the literature review, two research hypotheses were defined related to the choice of information sources and the selection of social media platforms used by individuals intending to visit Cape Verde:

**H1:** *There is a significant association between the age group of tourists intending to visit Cape Verde and the choice of social media platform used to research the destination.*

**H2:** *There is a significant association between the education level of tourists intending to visit Cape Verde and their choice of information source for researching the destination.*

To test H1, the relationship between respondents' age groups and the social media platforms used to research Cape Verde was analysed. A chi-square test of independence was performed to examine the relationship between age groups and the choice of social media platforms used for researching Cape Verde. The results indicate a statistically significant association between age group and the choice of social media platform:  $\chi^2(3, N = 259) = 28.8$ ,  $p < 0.001$  (Facebook),  $\chi^2(3, N = 259) = 15.7$ ,  $p = 0.001$  (Instagram);  $\chi^2(3, N = 259) = 30.8$ ,  $p < 0.001$  (TikTok);  $\chi^2(3, N = 259) = 8.37$ ,  $p = 0.039$  (Other platforms).

The chi-square test revealed a  $p$ -value below 0.05 for Facebook ( $p < 0.001$ ), Instagram ( $p = 0.001$ ), TikTok ( $p < 0.001$ ), and other social media platforms ( $p = 0.039$ ), indicating a statistically significant dependence between age group and social media choice. The results confirm that choosing a social media platform for researching Cape Verde is significantly associated with age group, validating Hypothesis H1.

Figure 1 represents a mosaic plot illustrating the association between age groups and Facebook, Instagram, TikTok and other social media usage. Block sizes represent response frequencies, and the colours indicate deviations from expected values: blue shades signify observed frequencies above the expected, while red shades represent frequencies below the expected. Mosaic plots (Figure 1) reveal that Facebook is predominantly used by older age groups (44–79), whereas Instagram and TikTok are preferred by younger users (18–29). Other social media platforms, including Telegram and TripAdvisor, show moderate use among the 30–43 age group.

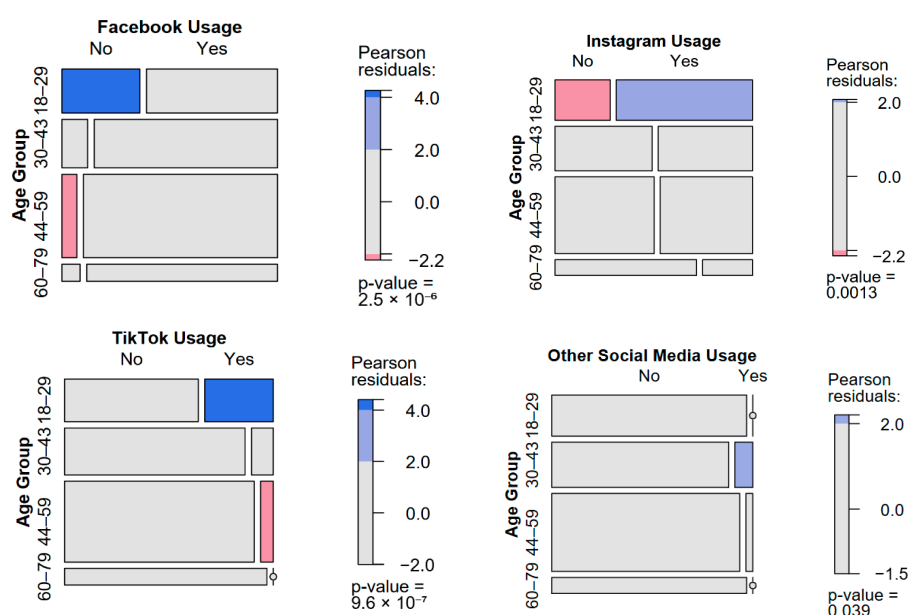
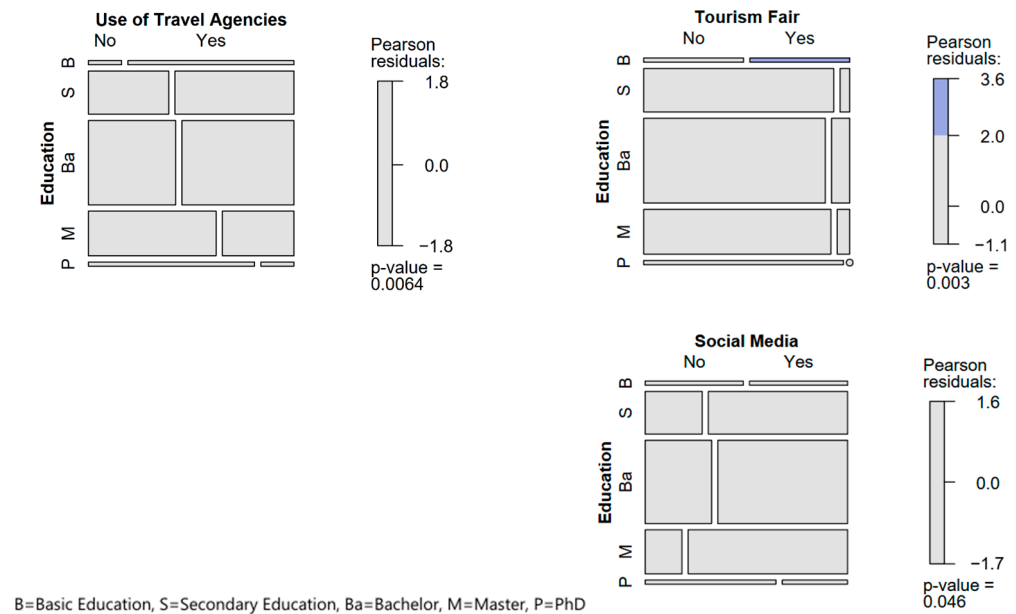


Figure 1. Mosaic plot comparing age group and Facebook, Instagram, TikTok, and Other.

To test H2, the relationship between education level and the sources of information used (travel agencies, tourism fairs, and social media) was analysed (Figure 2). A chi-square test of independence was also conducted to assess the relationship between education level [Did not complete secondary school (B); Secondary school (S); Bachelor’s degree (Ba); Master’s degree (M); PhD (P)] and tourism information sources, finding a statistically significant association between Travel Agencies ( $p = 0.006$ ), Tourism Fairs ( $p = 0.003$ ), and Social Media ( $p = 0.046$ ). The results confirm a significant association between education level and the choice of information source:  $\chi^2(4, N = 259) = 14.3, p = 0.006$  (Travel Agencies);  $\chi^2(4, N = 259) = 16.0, p = 0.003$  (Tourism Fairs);  $\chi^2(4, N = 259) = 9.72, p = 0.046$  (Social Media).

Mosaic plots (Figure 2) demonstrate that individuals with secondary education or a bachelor’s degree are more likely to use travel agencies as an information source. Individuals with a doctorate or master’s degree rely less on tourism fairs, suggesting a preference for independent research and social media. The use of social media as an information source is more prevalent among individuals with a bachelor’s and master’s degree.

The results confirm that education level influences the choice of information source, validating Hypothesis H2.



**Figure 2.** Mosaic plot comparing Education and Travel Agencies, Tourism Fair, and Social Media.

## 5. Discussion

The patterns of social media use by the study participants indicated a high level of engagement with these platforms, suggesting that social media plays a significant role in the respondents' daily lives. [Paul et al. \(2019\)](#) point out that most social media platforms allow users to upload content such as photos, videos, comments and reviews, which can be beneficial when choosing a destination. This is because many tourists rely on other travellers' experiences and posts on their social media to stay informed about the options available in any destination. Tourists also gather information about transportation, routes, accommodation, costs, safety, risks, and problems related to a tourist destination to make rational decisions. When we compare our results with those of the study by [Morais et al. \(2022\)](#), we notice a slight similarity: social media does have an influence when it comes to choosing a destination, although it is not very representative. From the study's usage statistics, respondents use social media to search for new travel destinations and believe it is crucial to promote them.

Regarding the sources they used to look for information before visiting Cape Verde, when comparing our results with those of previous studies, it should be noted that there is a divergence between the studies. Contrary to the results of [Morais et al. \(2022\)](#), which show that the most popular sources of information are search engines, social media, and the region's official website, and the least popular are travel agencies and tourism fairs. In the studies by [Fernandes et al. \(2019\)](#), users look for more credible information on the tourism portal, travel agency, and family, friends, or colleagues and less credible information on brochures and social media. Therefore, there seems to be a slight evolution in the source of information search on social media over the years. As our study highlights, most respondents seem to trust social media more than in previous studies, ranking social media as the first source of information about the destination. This may be due to the increase in digital influencers and authentic content, the greater credibility of online content, and the ease of access and interactivity, allowing travellers to see photos, videos, and comments and even communicate directly with those who have already visited the destination. In terms of age, young people, especially the z and y generations, rely more on social media to make decisions, including travel, indicating greater trust in social media among these age groups.

The results of the chi-square test of independence, performed to examine the relationship between age groups and the choice of social media platforms and to assess the relationship between education level and tourism information sources, suggest that social media preferences are influenced by age, with younger individuals favouring more visually interactive platforms like Instagram and TikTok. At the same time, older users prefer Facebook for information retrieval.

Facebook is more frequently used by individuals aged 60–79, 44–59, and 30–43 years, confirming that older users tend to maintain personal connections and access information through this platform. This result supports the study by Wang et al. (2024), in which they state that Facebook remains relevant for older age groups, who use it, for example, to maintain personal and family connections. Instagram is predominantly used by those aged 18–29, supporting previous studies such as Varga and Gabor (2021) that indicate its popularity among younger users due to its visual and interactive features. This age group uses Instagram to connect with friends, follow influencers, and discover new travel destinations, which aligns with the results. As expected, TikTok also showed a significant association, being most popular among those aged 18–29. Other social media platforms, such as Telegram, TripAdvisor, and Reddit, were more frequently used by individuals aged 30–43, possibly indicating a greater openness to experimenting with alternative platforms beyond Facebook and Instagram. The study by Calvo-Porrall and Pesqueira-Sanchez (2020) highlights that the 30–43 age group tends to be more open to new technologies because they are considered digital natives.

This generational divide can be explained by the socio-economic context of Cape Verde, i.e., older tourists, particularly those from Europe, may prefer Facebook due to its established user base and familiarity. Many of these tourists may be repeat visitors or have cultural ties to Cape Verde, making Facebook a reliable platform for maintaining connections and accessing travel-related information. Younger tourists, especially from Generation Z, are drawn to visually oriented platforms like Instagram and TikTok. These platforms allow them to explore Cape Verde's beaches, festivals, and nightlife through engaging content such as photos, videos, and influencer recommendations. The study's finding that younger tourists rely heavily on social media for travel inspiration reflects the global trend of digital natives using these platforms to plan their trips.

The study also found that education level influences the choice of information sources, with higher-educated individuals more likely to use social media and conduct independent research. Individuals with higher education levels are more likely to have the digital literacy skills needed to navigate social media and online resources effectively. They are also more likely to value detailed, reliable information, which they can access through blogs, webinars, and official tourism portals. This aligns with the study's finding that higher-educated tourists prefer independent research over traditional sources like travel agencies. Tourists with lower education levels may rely more on travel agencies and tourism fairs, as these sources provide a more structured and accessible way to plan their trips. In Cape Verde, where tourism is a key economic driver, travel agencies play a crucial role in catering to this demographic, offering packaged tours and personalised assistance.

Although the research was conducted with individuals from different nationalities intending to visit Cape Verde, a reflection should be done on the socioeconomic context, i.e., why these tourists behave in a certain way when choosing Cape Verde as a destination and how Cape Verde's socio-economic characteristics influence their choices. Cape Verde is an archipelago located off the western coast of Africa, characterised by its small population, limited natural and mineral resources, a significant structural trade deficit because of its import of food and fuel, and its economy is mostly sustained by the service sector, representing approximately 72% of GDP, especially tourism (21% of GDP) ([Desenvolvimento Humano](#)

[Integral, 2022](#)). Cape Verde faces challenges such as economic vulnerability, reliance on imports, and limited infrastructure, shaping how tourism is marketed and consumed.

This study reveals that social media significantly shapes tourists' perceptions and decision-making processes regarding Cape Verde. This finding aligns with global trends, where social media has become a primary source of travel inspiration and information. However, in the context of Cape Verde, the reliance on social media can be attributed to several socio-economic factors, such as limited traditional marketing, diaspora influence and youth and digital literacy.

Regarding limited traditional marketing, it is important to highlight that Cape Verde, as a small island nation, may have limited financial resources to invest in large-scale traditional marketing campaigns. Thus, social media offers a cost-effective way to reach a global audience, making it an attractive tool for promoting the country as a tourist destination. The diaspora influence is also important. Cape Verde has a significant diaspora population (33.7% of its total population), particularly in Europe and the United States: Portugal (36.4%), the USA (19.2%), France (13.6%), and the Netherlands (6.5%) ([Desenvolvimento Humano Integral, 2022](#)). Social media bridges the diaspora and their homeland, allowing them to share their experiences and promote Cape Verde as a tourist destination. This word-of-mouth marketing, facilitated by platforms like Facebook and Instagram, is particularly effective in attracting tourists with personal or cultural connections to the country. The younger population in Cape Verde is also increasingly tech-savvy, with high levels of engagement on platforms like Instagram and TikTok. This demographic is not only a target audience for tourism, but they also act as digital ambassadors, sharing content that showcases the country's natural beauty, culture, and attractions. The study's finding that younger tourists (18–29 years) prefer Instagram and TikTok reflects this trend.

These outcomes are essential for developing more effective tourism marketing, particularly in relation to audience segmentation based on age groups and education levels. The significant associations between age group, education level, and the choice of social media platforms and information sources suggest that tailored marketing approaches are necessary to effectively reach different demographic segments. For example, older tourists may be more effectively reached through Facebook, while younger audiences may respond better to campaigns on Instagram and TikTok. Similarly, individuals with higher education levels may be more receptive to digital marketing strategies that emphasise independent research and the use of social media, whereas those with lower education levels may benefit from more traditional approaches, such as travel agencies and tourism fairs. These results reflect the need for more segmented and tailored marketing strategies that account for the characteristics and behaviours of different demographic groups. By aligning marketing efforts with the specific needs and preferences of different demographic groups, Destination Management Organisations (DMO's) can enhance their reach and engagement, ultimately driving more interest in Cape Verde as a travel destination.

For example, Cape Verde DMO can develop targeted social media campaigns in different social media platforms. Knowing that older tourists (50+ age group) are more active on Facebook, the DMO of Cape Verde can create specific campaigns for this group, highlighting cultural aspects, local events, and authentic experiences that appeal to this age group. For example, they could promote travel packages that emphasise cultural tours and visits to historical sites. For a younger audience (18–29 years), the DMO can create visually appealing campaigns on Instagram and TikTok, focusing on more dynamic activities such as water sports, parties, and local festivals. Collaborations with digital influencers who promote Cape Verde as a "cool" and youthful destination can be an effective strategy.

The promotions based on education level can be aligned with higher education audiences. This group may be more interested in detailed information about the destination and conducting independent research. The DMO can create more informative content, such as blogs, webinars, or e-books offering in-depth insights into Cape Verde's culture, gastronomy, and activities. Campaigns could also focus on promoting sustainability and ecotourism, topics often valued by this segment. The DMO can also offer more interactive content, such as quizzes about the history of Cape Verde, 360-degree immersive videos of local landscapes, or augmented reality experiences that showcase the destination in an innovative way. This type of content is highly appealing to those more familiar with technology and seeking a more personalised experience.

For those with lower education levels, the DMO can invest in more traditional marketing methods, such as advertisements in travel magazines or TV and radio campaigns, highlighting affordable travel packages and the benefits of visiting Cape Verde. Additionally, it is important to maintain a strong presence in travel agencies and tourism fairs, where this audience may feel more comfortable when planning their trips.

The DMO can actively participate in tourism fairs, not only in Cape Verde but also in key outbound markets such as Portugal and France. At these fairs, they can offer travel packages that emphasise the ease and convenience of visiting Cape Verde, focusing on safety, accessibility, and a hassle-free travel experience. Travel agencies can be an important channel for this segment, especially if the offerings are simplified and readily available.

## 6. Conclusions

This study explored social media's influence on tourists' decision-making processes, with a particular focus on Cape Verde as an emerging tourist destination. The findings provide valuable insights into the role of social media in shaping travel choices, the motivations behind visiting Cape Verde, and the implications for tourism marketing.

Cape Verde is perceived as an attractive destination, particularly for tourists seeking relaxation, cultural experiences, and natural beauty. Most respondents had a favourable opinion of Cape Verde's tourism promotion, with many highlighting the country's climate, cultural attractions, and gastronomy as key factors in their decision to visit. However, the study also identified areas for improvement in Cape Verde's tourism promotion. A small but significant portion of respondents rated the promotion as weak or very weak, suggesting that there is room for more targeted and diverse marketing strategies. This could include leveraging social media more effectively, particularly through collaborations with digital influencers and creating more engaging, visually appealing content highlighting Cape Verde's unique aspects.

The research aimed to test two key hypotheses: (H1) there is a significant association between the age group of tourists intending to visit Cape Verde and the choice of social media platform used to research the destination, and (H2) there is a significant association between the education level of tourists intending to visit Cape Verde and their choice of information source for researching the destination. The findings confirm that age and education level significantly influence how tourists use social media and other information sources. Older tourists (44–79 years) prefer Facebook, while younger tourists (18–29 years) are likelier to use Instagram and TikTok. Additionally, higher-educated individuals are more inclined to use social media and conduct independent research. In contrast, those with lower education levels rely more on traditional sources such as travel agencies and tourism fairs. These results highlight the importance of tailoring tourism marketing strategies to different demographic segments.

### 6.1. Practical Implications

The findings of this study have several practical implications for tourism marketing in Cape Verde. Tourism marketers should develop age-specific campaigns to effectively reach different demographic groups. For example, visually appealing content on Instagram and TikTok can attract younger tourists, while Facebook can be used to engage older travellers and the diaspora community. Collaborations with digital influencers can further amplify these efforts. Cape Verde's unique cultural heritage, including its music, cuisine, and festivals, should be highlighted in marketing campaigns. Social media content that showcases authentic experiences can appeal to tourists seeking meaningful and memorable trips. To cater to high-er-educated tourists, Cape Verde's tourism authorities should provide detailed, reliable information through blogs, webinars, and interactive content. Emphasising sustainability and ecotourism can also resonate with this demographic, which often values responsible travel practices. For tourists with lower education levels, travel agencies and tourism fairs remain important sources of information. Cape Verde's tourism marketers should ensure these channels are well equipped to provide accessible and personalised assistance.

### 6.2. Limitations and Future Research

This study has some limitations that should be acknowledged. First, the sample size, although sufficient for preliminary analysis, may not fully represent the diversity of tourists visiting Cape Verde. Future research could expand the sample size and include a more diverse range of respondents. Second, the study focused primarily on social media as a source of information, but other factors, such as word-of-mouth recommendations and traditional media, may also play a role in tourists' decision-making processes. Future research could explore the interplay between these different sources of information and their combined impact on travel decisions. Additionally, future studies could conduct exploratory and confirmatory factor analyses to assess whether the statements included in the questionnaire allow for the creation of reliable and valid scales. This would provide deeper insights into the underlying dimensions of tourists' decision-making processes and enhance the robustness of the findings. Finally, replicating this study in other emerging destinations could help determine whether the findings hold true in different cultural and geographical contexts.

By addressing these limitations and building on the findings of this study, future research can further enhance our understanding of the role of social media in tourism and provide valuable insights for destination marketing organizations worldwide.

**Author Contributions:** Conceptualization, W.S.M., M.M. and E.P.M.; methodology, W.S.M., M.M. and E.P.M.; validation, M.M. and E.P.M.; formal analysis, W.S.M.; investigation, W.S.M.; writing—original draft preparation, W.S.M.; writing—review and editing, M.M. and E.P.M.; supervision, M.M. and E.P.M. All authors have read and agreed to the published version of the manuscript.

**Funding:** This research received no external funding.

**Institutional Review Board Statement:** Ethical review and approval were waived for this study due to the type of questionnaire carried out does not require approval from the ethics committee of the Polytechnic Institute of Bragança.

**Informed Consent Statement:** Informed consent was obtained from all subjects involved in the study.

**Data Availability Statement:** No new data were created.

**Conflicts of Interest:** The authors declare no conflicts of interest.

## References

- Abarca, R. M. L. (2020). Diseño de una propuesta de marketing turístico para el Museo Hermano Joaquín Liébana Calle del Cantón Paltas como destino turístico: Provincia de Loja. *Turydes: Revista Sobre Turismo y Desarrollo Local Sostenible*, 13(29), 266–297.
- Agung Sudarmanto, J. (2023). Technical negotiations and phenomena: Capturing social media, and enchantment in Indonesian tourism. *KnE Social Sciences*, 2023, 139–146. [CrossRef]
- Allcott, H., Gentzkow, M., & Yu, C. (2019). Trends in the diffusion of misinformation on social media. *Research & Politics*, 6(2), 1–8. [CrossRef]
- Anas, A. M., Abdou, A. H., Hassan, T. H., Alrefae, W. M. M., Daradkeh, F. M., El-Amin, M. A.-M., Kegour, A. B. A., & Alboray, H. M. M. (2023). Satisfaction on the driving seat: Exploring the influence of social media marketing activities on followers' purchase intention in the restaurant industry context. *Sustainability*, 15(9), 7207. [CrossRef]
- Atakishiyeva, L. S. (2022). Behavioral characteristics of consumers of tourism products. *International Journal of Innovative Technologies in Economy*, 1(37). [CrossRef]
- Azazi, N. A. N., & Shaed, M. M. (2020). Social media and decision-making process among tourist: A systematic review. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(4), 395–409. [CrossRef]
- Calvo-Porrá, C., & Pesqueira-Sánchez, R. (2020). Generational differences in technology behaviour: Comparing millennials and Generation X. *Kybernetes*, 49(11), 2755–2772. [CrossRef]
- Carter, K., & Aulette, J. (2009). Creole in Cape Verde. *Ethnography*, 10(2), 213–236. [CrossRef]
- Chang, T. Z., Kong, W. H., & Bahl, A. (2023). Personal values and travel social media use among Generation Z. *Consumer Behavior in Tourism and Hospitality*, 18(1), 49–65. [CrossRef]
- Chen, H., Wu, X., & Zhang, Y. (2023). Impact of short video marketing on tourist destination perception in the post-pandemic era. *Sustainability*, 15(13), 10220. [CrossRef]
- Correia, A., Oliveira, N., & Butler, R. (2008). First-time and repeat visitors to Cape Verde: The overall image. *Tourism Economics*, 14(1), 185–203. [CrossRef]
- Custódio, O., & Nunes, A. (2019). Evolution of tourism and entrepreneurship in Cape Verde in the XXI century. In *I Encontro internacional de língua portuguesa e relações lusófonas* (pp. 475–484). Instituto Politécnico de Bragança. Available online: <http://hdl.handle.net/10198/12934> (accessed on 10 February 2024).
- Desenvolvimento Humano Integral. (2022). *Migration profile: Cape Verde*. Available online: <https://migrants-refugees.va/wp-content/uploads/2023/02/2022-CP-Cape-Verde.pdf> (accessed on 5 February 2024).
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. [CrossRef]
- Fantozzi, P., Maccario, G., & Naldi, M. (2024). Uncovering tourist visit intentions on social media through sentence transformers. *Information*, 15(10), 603. [CrossRef]
- Fedrina, R., Suhud, U., & Prihadi, D. J. (2021). The role of social media in Generation Z travel decision-making process. In *Promoting creative tourism: Current issues in tourism research* (pp. 741–747). Routledge.
- Fernandes, F., Ribeiro, R. B., & Lima, L. (2019). A promoção turística de Cabo Verde no mercado português. *PASOS. Revista de Turismo y Patrimonio Cultural*, 17, 509–526. [CrossRef]
- Florido-Benítez, L. (2022). The impact of tourism promotion in tourist destinations: A bibliometric study. *International Journal of Tourism Cities*, 8(4), 844–882. [CrossRef]
- Furtado, A., Ramos, R. F., Maia, B., & Costa, J. M. (2022). Predictors of hotel clients' satisfaction in the Cape Verde islands. *Sustainability*, 14(5), 2677. [CrossRef]
- Gai, T., Cao, M., Chiclana, F., Zhang, Z., Dong, Y., Herrera-Viedma, E., & Wu, J. (2023). Consensus-trust driven bidirectional feedback mechanism for improving consensus in social network large-group decision making. *Group Decision and Negotiation*, 32(1), 45–74. [CrossRef]
- Ghaly, M. (2023). The influence of user-generated content and social media travel influencers credibility on the visit intention of Generation Z. *Journal of Association of Arab Universities for Tourism and Hospitality*, 24(2), 367–382. [CrossRef]
- Gretzel, U., Koo, C., Sigala, M., & Xiang, Z. (2015). Special issue on smart tourism: Convergence of information technologies, experiences, and theories. *Electronic Markets*, 25(3), 175–177. [CrossRef]
- Guess, A., Nagler, J., & Tucker, J. (2020). Less than you think: Prevalence and predictors of fake news dissemination on Facebook. *Science Advances*, 5(1), eaau4586. [CrossRef]
- Hargittai, E., & Micheli, M. (2019). Internet skills and why they matter. *The Information Society*, 35(3), 179–187. [CrossRef]
- Hysa, B., Karasek, A., & Zdonek, I. (2021). Social media usage by different generations as a tool for sustainable tourism marketing in society 5.0 idea. *Sustainability*, 13(3), 1018. [CrossRef]

- Ingrassia, M., Bellia, C., Giurdanella, C., Columba, P., & Chironi, S. (2022). Digital influencers, food and tourism—A new model of open innovation for businesses in the Ho.Re.Ca. sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 50. [CrossRef]
- Kahne, J., & Bowyer, B. (2017). Educating for democracy in a partisan age. *American Educational Research Journal*, 54(1), 3–34. [CrossRef]
- Katsoni, V., Giaoutzi, M., & Nijkamp, P. (2013). Market segmentation in tourism: An operational assessment framework. In *Quantitative methods in tourism economics* (pp. 329–352). Physica-Verlag HD. [CrossRef]
- Kim, G. S., Kim, C.-K., & Lee, W.-K. (2024). Where and why travelers visit? Classifying coastal tourism activities using geotagged image content from social media data. *ISPRS International Journal of Geo-Information*, 13(10), 355. [CrossRef]
- Kristanto, F., Listyorini, S., & Ngatno, N. (2021, September 14–15). *Travel intention during a pandemic: Assessing the role of destination trust, destination reputation, social media activity and willingness to help*. 6th International Conference on Social and Political Enquiries (ICISPE 2021), Semarang, Indonesia. [CrossRef]
- Kunaka, C. (2010). Logistics in lagging regions. *The World Bank*. [CrossRef]
- Li, X., Wu, Y., & Jiang, Y. (2022). The value of tourism public opinion management in social governance: A study on the impact of electronic word-of-mouth perception on people's livelihood well-being. *Frontiers in Psychology*, 13, 1081960. [CrossRef]
- Liu, I., Norman, W. C., & Pennington-Gray, L. (2013). A flash of culinary tourism: Understanding the influences of online food photography on people's travel planning process on Flickr. *Tourism Culture & Communication*, 13(1), 5–18. [CrossRef]
- Maoneke, P. B., & Isabirye, N. (2016). The impact of web 2.0 on e-commerce adoption and use by tourism businesses—Can SMMEs play the trick? A case of the eastern Cape province. In *Information technology integration for socio-economic development* (pp. 169–190). IGI Global. [CrossRef]
- Matikiti-Manyeverere, R., & Kruger, M. (2019). The role of social media sites in trip planning and destination decision-making processes. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–10.
- Melo, S. R. D. S., Da Silva, M. E., & Sales Melo, F. V. (2021). Consumo e sustentabilidade em turismo: Panorama, conceitos e métodos aplicados no contexto de pesquisas no Brasil. *Revista de Turismo Contemporâneo*, 9(2), 215–229. [CrossRef]
- Morais, E. P., Esteves, S., & Azeredo, S. (2022, June 22–25). *The influence of social networks and the internet on the choice of tourist destination*. 17th Iberian Conference on Information Systems and Technologies (CISTI), Madrid, Spain. [CrossRef]
- Muraji, I., Hidayati, F., & Anggaini, N. L. V. (2023). Analysis of tourism marketing mix for Morotai KSPN development. In *International conference of public administration and governance (ICOPAG 2022)* (pp. 139–149). Atlantis Press. [CrossRef]
- Nag, A. K., & Gilitwala, B. (2023). An empirical study of paradigm shift in patient loyalty towards hospitals in the wake of the COVID-19 pandemic. *Asia Pacific Journal of Health Management*, 18(2). [CrossRef]
- Oliveira, C., Rita, P., & Moro, S. (2021). Unveiling island tourism in Cape Verde through online reviews. *Sustainability*, 13(15), 8167. [CrossRef]
- Oncioiu, I., Anton, E., Ifrim, A. M., & Mândricel, D. A. (2022). The influence of social networks on the digital recruitment of human resources: An empirical study in the tourism sector. *Sustainability*, 14(6), 3693. [CrossRef]
- Paul, H. S., Roy, D., & Mia, R. (2019). Influence of social media on tourists' destination selection decision. *Scholars Bulletin*, 5(11), 658–664. [CrossRef]
- Pop, N. A., Baba, C. A., & Anysz, R. N. (2019). Marketing communication in tourism connection challenges in new service sectors. *Proceedings of the International Conference on Business Excellence*, 13(1), 1098–1107. [CrossRef]
- Quintero, Q., Josselin Marlene, C. R., Carvajal Zambrano, G. V., Almeida Lino, E. V., & Hernández Rodríguez, N. R. (2022). *Marketing turístico: Estrategias de gestión sostenible* (Vol. 1). Mawil Publicaciones de Ecuador. [CrossRef]
- Raazim, M. A. M., & Munasinghe, M. A. T. K. (2021). Impact of destination attributes on tourists destination selection: With special reference to cultural triangle of Sri Lanka. *ASEAN Journal on Hospitality and Tourism*, 19(2), 101–111. [CrossRef]
- Rahman, A., Farooq, N., Haleem, M., Shah, S. M. A., & El-Gohary, H. (2023). Exploring the pathways to tourist loyalty in the Pakistani tourism industry: The role of destination image, service quality, e-WOM, and social media. *Sustainability*, 15(24), 16601. [CrossRef]
- Rice, R., Valdebenito, J. O., Ottensmann, M., Engel, N., Adrião, A., & Székely, T. (2020). Breeding ecology of the cream-coloured courser in Cape Verde. *Ostrich*, 91(1), 65–73. [CrossRef]
- Sánchez-Cañizares, S. M., & Castillo-Canalejo, A. M. (2014). Community-based island tourism: The case of Boa Vista in Cape Verde. *International Journal of Culture, Tourism and Hospitality Research*, 8(2), 219–233. [CrossRef]
- Sharma, R. (2022). Influence of social media in travel decision making. *REST Journal on Data Analytics and Artificial Intelligence*, 1(3), 42–50. [CrossRef]
- Tanković, A. Č., Bilić, I., & Sohor, A. (2022). Social networks influence in choosing a tourist destination. *Journal of Content Communication and Communication*, 15(8), 2–13. [CrossRef]
- Tomigová, K., Mendes, J., & Pereira, L. N. (2016). The attractiveness of Portugal as a tourist destination: The perspective of Czech tour operators. *Journal of Travel & Tourism Marketing*, 33(2), 197–210. [CrossRef]

- van Deursen, A. J., & Helsper, E. J. (2018). Collateral benefits of Internet use: Explaining the diverse outcomes of engaging with the internet. *New Media & Society*, 20(7), 2333–2351.
- Varga, I. E., & Gabor, M. R. (2021). The influence of social networks in travel decisions. *Economics*, 9(2), 35–48. [[CrossRef](#)]
- Wang, Y. L., Chen, Y. J., & Liu, C. C. (2024). The relationship between social media usage and loneliness among younger and older adults: The moderating effect of shyness. *BMC Psychology*, 12(1), 343. [[CrossRef](#)]

**Disclaimer/Publisher's Note:** The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.