



## INFLUENCE OF WEB PAGES ON THE CHOICE OF TOURIST DESTINATION

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### KEYWORDS

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### ABSTRACT

*This study identifies the information sources influencing young people's choice of tourist destination. The research is foundational and descriptive, employing a mixed-methods approach. Data were collected via a questionnaire completed by 240 young individuals. The findings indicate that websites are influential information sources for young people when selecting a travel destination. Most prefer regional trips during the summer, favouring beach tourism with a budget of 100 to 300 soles. These findings are relevant for creating content and promoting visual culture within this demographic*

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## 1. Introduction

The integration of technology and social media into education has sparked interest in exploring innovative methods to enhance skills in the field of recreation (Ryskaliyev et al., 2024). Social media have influenced perceptions of tourism due to technological advancements, the shift from print media to digital platforms, and the expansion of global networks, which have radically transformed lifestyles and human behaviour (Baruah & Borborah, 2021; Wang & Hu, 2022).

The rapid development of modern society has dismantled the cultural monopoly of elites and facilitated access to information on criteria for evaluating the quality of artworks (exhibitions, reviews, advertisements), promoting visibility and public access to these works and encouraging museums to engage with consumers in the art market (Suchánek, 2020). In contemporary times, knowledge management also facilitates access to all types of information, and social media have been widely adopted by social groups, particularly young people (Salleh et al., 2024). Moreover, these platforms have evolved as channels for tourism promotion (Luo et al., 2025).

Currently, social media platforms such as Instagram, Facebook, TikTok, and YouTube are perceived as the most influential in travel decision-making. Similarly, influencers and content creators play a significant role in the choice of tourist destinations, with online reviews and opinions serving as decisive factors in travellers' preferences (Monga & Gupta, 2024).

According to Baruah and Borborah (2021), technological advancements and the pandemic have transformed identities out of necessity, leading individuals to construct identities mediated by symbolic materials and media culture. Visual culture in tourism is shaped by various media that create and disseminate symbolic representations of brands (Fusté-Forné & Filimon, 2025) and destinations. These representations may include photographs and videos on social media (Instagram, TikTok, YouTube), advertising and tourism marketing campaigns (posters, promotional videos), films and series showcasing iconic tourist settings, and postcards and souvenirs that reinforce specific images of a place (Gómez Palomino, 2021; Rodríguez Darias & Márquez González, 2024). These elements contribute to forming a global image of the destination, encompassing preconceived ideas and expectations that individuals hold about a tourist destination before visiting it. According to Huete-Alcocer and Hernandez-Rojas (2022), the global image of a tourist destination is oriented around cognitive and affective dimensions: "the cognitive image represents the tourist's knowledge and beliefs about a place, while the affective image refers to the tourist's feelings or emotional responses towards it" (Huete-Alcocer & Hernandez-Rojas, 2022, p. 6).

Digital images play a vital role in science, education, and cultural communication (Friso & Liva, 2023). In the tourism sector, the perception of a destination is socialised through promotional images highlighting its positive and negative aspects, travellers' and influencers' stories, and trends driven by social media and online platforms (Salleh et al., 2024). The viral spread of content can also make places popular due to iconic photos or videos (Liudmyla et al., 2024). In this context, generating authentic content that reflects the perceptions of different social groups is crucial, particularly in an era where visual culture is replacing print culture and reshaping previously media-shaped sociocultural imagination (Baruah & Borborah, 2021).

Through media culture, individuals construct their identities and shape their opinions and social behaviours (Baruah & Borborah, 2021). In this context, visual culture plays a fundamental role in constructing tourism imaginaries, influencing how travellers select, experience, and recall destinations (Baruah & Borborah, 2021). In the digital era, images shared online influence travel decisions and perceptions of a territory. Consequently, photography and creative practices can not only enhance visitors' experiences but also serve as key tools in learning environments that promote responsible and sustainable destination representation (Hill, 2024).

According to Wang and Hu (2022), technological evolution has transformed education, with virtual reality emerging as a tool to optimise learning by overcoming some limitations of traditional models. This digitalisation affects not only education but also the behaviour of contemporary tourists, promoting digital literacy in various settings, such as schools and businesses, and encouraging the use of educational platforms and specialised travel planning blogs (Solimine & Garcia-Quismondo, 2020). Additionally, travel preferences are influenced by responsible behaviour based on online reviews and shared experiences. In this context, cultural and social transformations have redefined the dissemination of information about visual arts, extending knowledge exchange beyond professional

artistic circles. Thus, critics, non-formally trained experts, and even tourists themselves can influence others' travel decisions through their reviews and experiential accounts (Suchánek, 2020).

Websites impact decisions to engage in domestic tourism, as tourists increasingly consult various types of websites, with travel agencies, blogs, forums, and official sites being among the most frequently used for selecting tourist destinations. Even algorithms and content personalisation may be linked to travel recommendations and the choice of attractions to visit. According to Omena and Granado (2020), combining knowledge of platform language with data research practices—such as data capture, mining, analysis, and visualisation—is essential for investigating digital networks.

Previous studies (Friso & Liva, 2023; Salleh et al., 2024; Zeng & Gerritsen, 2014) argue that the growing role of digital platforms in tourism has become an emerging research topic, particularly concerning access to and search for information, tourist behaviour, travel decision-making, tourism promotion, and consumer interaction. Social media represent an excellent strategy for marketing tourism products. According to Friso and Liva (2023), digital images are fundamental to scientific, educational, and cultural dissemination, but understanding the tourism preferences of the population and the influence of information sources on young people's travel to a tourist destination is essential.

The integration of social media into young people's lifestyles can affect their decision-making abilities, including travel and holiday planning (Salleh et al., 2024). In this study, youth tourism holidays are defined as a period of leisure during which young people travel to a tourist destination for recreation, to explore new cultures, enjoy leisure activities, and learn about unfamiliar places (Hyde & Laesser, 2009).

To contextualise this study, it is important to clarify the age range considered "youth." The United Nations defines adolescents as individuals aged 15 to 24 years, while in Peru, according to the National Youth Council Law No. 27802, this group includes individuals aged 15 to 29 years (Gómez Palomino, 2021). The law defines youth as the stage in which physical, psychological, and social maturation begins, characterised by personal identity, values, and beliefs (National Youth Council Law, 2002, p. 3). This study adopts this age criterion due to the lack of research on the impact of social media on the travel plans of this population.

### ***1.1. Promotions and Discounts on Digital Platforms.***

The rise in internet users has led individuals to live-stream product marketing and promote goods on online marketplaces, with e-commerce platforms and social media playing a significant role (Chen et al., 2023; Kharisma et al., 2024). Data on potential consumers are essential for creating promotions and discounts tailored to customer profiles.

Findings from prior research (Arianto, 2024) demonstrate that the Attention, Interest, Desire, and Action (AIDA) model for evaluating purchasing behaviour has a positive and significant effect on promotions in the Shopee marketplace on TikTok, offering a new perspective on e-commerce within one of the most popular platforms in Asia, particularly among young, digitally native consumers. However, to develop these promotional strategies for tourist destination offerings, it is crucial to understand young people's available budget for travel, trip duration, preferred types of tourism, preferred travel season, and other key factors.

Digital marketing specialists require information on tourists' experiences, credibility, and social interaction with online markets to enhance consumers' purchase intentions (Kharisma et al., 2024). According to Zhang and Jin (2023), price discounts have become a common promotional strategy on digital reading platforms. Therefore, providing clear information on prices, discounts, and promotions to potential consumers is essential to generate satisfying purchase experiences that can be shared live (Kharisma et al., 2024), including the promotion of innovative products (Rahayu & Ellyanawati, 2023).

### ***1.2. Ease of Access to Information on Destinations***

According to Bigat (2024), "information design" facilitates the active guidance and simplification of information transfer through visual elements such as wayfinding systems, brands, symbols, graphics, pictograms, maps, panels, and typography, aiming to ensure accessibility and comprehension of complex information. This interdisciplinary field enables efficient access to necessary information and transforms complex data into formats understandable to broader audiences. This increases the

likelihood that easily accessible tourist attractions enhance supply chain management capabilities and gain a competitive advantage over other tourist destinations (Suparman et al., 2023).

The accessibility of destination information refers to the availability and ease of access to data related to the tourist destination, such as attractions, transport, accommodation, climate, culture, prices, and tourism recommendations. According to Lampreia et al. (2024), tourists are often motivated by a desire to be environmentally responsible and support local communities. Therefore, understanding the travel preferences of different types of tourists is crucial. However, academic literature on the behaviour of young tourists remains limited. In this context, promoting access to destination information not only enhances traveller satisfaction but also tailors tourism products to the specific characteristics of individuals, attracting and retaining them by offering a unique experience in the destination territory.

### **1.4. Objectives**

The objective of this research is to identify the information sources that influence young people in choosing a tourist destination, to assess the level of ease of access to information about the Piura tourist destination and the websites of hotels in this destination that young people visit or would visit, and finally, to explore the tourism preferences of young people to create content and promote visual culture within this population.

## **2. Methodology**

The study population consists of young people aged 15 to 29 years, native to the Piura region, totalling 444,150 individuals according to 2024 data. For the research, a random selection of a sample of 267 participants was conducted, with an estimated margin of error of 6% and a confidence level of 95%. Twenty-seven participants were excluded due to incomplete questionnaire responses, resulting in a final sample of 240 individuals.

### **2.1. Population and Sample**

The study population consists of young people aged 15 to 29 years, native to the Piura region, totalling 444,150 individuals according to 2024 data. For the research, a random selection of a sample of 267 participants was conducted, with an estimated margin of error of 6% and a confidence level of 95%. Twenty-seven participants were excluded due to incomplete questionnaire responses, resulting in a final sample of 240 individuals.

### **2.2. Instrument**

A survey was conducted, using a questionnaire based on 16 mixed questions (open and closed) aimed at young people. The questions "To what extent do you consider the ease of access to information about the Piura tourist destination?" and "To what extent do you consider the ease of access to information on hotel websites in the Piura destination?" from the questionnaire had five categories. Not accessible: the information was extremely difficult to access, whether due to lack of availability, high costs, geographical restrictions, or technological barriers. It is not available to most people, and accessing it requires exceptional efforts. Slightly accessible: the information is accessible only to a limited portion of people. There may be barriers such as high costs, limitations in availability, or specific conditions that hinder widespread access. Although not entirely unattainable, it still presents significant obstacles. Moderately accessible: the information is accessible to a considerable number of people, but some barriers or limitations still affect its availability. It can be accessed with relative ease, but not immediately or completely free of restrictions. Fairly accessible: the information is available to most people and presents very few barriers to access. Although there may be some minor obstacles and restrictions, it is generally easy to obtain and use. Very accessible: the information is extremely easy to access for everyone. It is available free of charge or at low cost, without significant restrictions, and can be accessed without additional effort. It is fully accessible in terms of availability, costs, and ease of use. For the question "How do you consider the prices of the mountain tourism package compared to the prices of the sun and beach tourism package?" three categories were considered. Very high: maximum price. High: price above average, but not extreme. Normal: average or standard price. For the question "To what extent do you use the internet to plan the trip?" four categories were used. Never: absence of use. Sometimes: occasional or sporadic use. Normally: implies regular use or in most cases, but not always. Always: indicates use in 100% of cases, without exceptions.

### 2.3. Statistical Analysis

The data were processed, and a descriptive analysis was performed using Microsoft Excel and the statistical software SPSS (Statistical Package for the Social Sciences) version 25. Frequency tables were created for their interpretation.

## 3. Results

### 3.1. Information Sources Influencing Young People to Travel to a Tourist Destination

The information sources that primarily influence young people to travel to a tourist destination are websites 53.75%, social media advertising (Facebook, Instagram, etc.) 30.42%, and tourism magazines 8.75%, see Table 1.

**Table 1.** Information media influencing young people to travel to a destination

Information source	Frequency (n)	Percentage (%)
Websites	129	53.75
Advertising on social networks (Facebook, Instagram, etc.)	73	30.42
Tourism magazines	21	8.75
Radio	6	2.50
Recommendations from friends	5	2.08
Newspapers	5	2.08
Documentaries	1	0.42
<b>Total</b>	<b>240</b>	<b>100</b>

Source: Authors, 2025.

### 3.2. Access to Information about the Piura Tourist Destination

Regarding the ease of access to information about the Piura tourist destination, young people consider it very accessible 27.9%, fairly accessible 17.1%, moderately accessible 21.3%. Young people consider the access to information on hotel websites to be very accessible 32.1%, fairly accessible 16.7%, moderately accessible 26.3%, see Table 2.

**Table 2.** Ease of access to information about the Piura tourist destination

Information	Frequency (n)	Percentage (%)
Not accessible at all	42	17.5
Not accessible at all	39	16.3
Moderately accessible	51	21.3
Fairly accessible	41	17.1
Very accessible	67	27.9
Ease of access to information on hotel websites		
Information	Frequency (n)	Percentage (%)
Not accessible at all	25	10.4
Not very accessible	35	14.6
Moderately accessible	63	26.3
Fairly accessible	40	16.7
Very accessible	77	32.1
<b>Total</b>	<b>240</b>	<b>100.0</b>

Source: Authors, 2025.

Regarding the tourist destination, young people primarily seek information about the climate 25.4%, price 22.5%, landscape and leisure offerings 14.6%, and cultural offerings 7.1% of the tourist destination, see Table 3.

**Table 3.** Information that young people seek about the tourist destination

Information	Frequency (n)	Percentage (%)
Climate	61	25.4
Price	54	22.5
Landscape offer	35	14.6
Leisure offer	35	14.6
Cultural offer	17	7.1
Gastronomic offer	15	6.3
Other	23	9.6
<b>Total</b>	<b>240</b>	<b>100</b>

Source: Authors, 2025.

The proposals for improvement from the perspective of the tourists surveyed in this region are grouped into eight categories, see Table 4, and can be implemented to enhance the tourism offerings in the Piura destination.

**Table 4.** Proposals for improvement in the tourist destination Piura, from the perspective of young tourists

Categories	Proposals for improvement
Promotion and advertising	More publicity in media and social networks, national and international dissemination, marketing, offers and promotions, create informative websites, support tourism MYPES, involve the community in promotion, improve the marketing strategy.
Infrastructure and accessibility	Improve roads, signage, reconstruction of access roads, facilitate transport, invest in tourism infrastructure, improve basic services in tourist areas, ensure safe and adequate access to destinations.
Investment and economic support	Greater government investment in tourism, financing for tourism projects, economic support for entrepreneurs and communities, establishing alliances with private companies, avoiding budget cuts and guaranteeing their adequate use.
Public safety and preservation	Greater security for tourists, conservation policies, municipal programmes for the maintenance of tourist sites, greater cleanliness, combating corruption in the sector, transparency in the management of resources.
Sustainability and environmental care	Strategies against pollution, promotion of sustainable tourism, revaluation of natural and cultural spaces, awareness of the importance of responsible tourism.
Tourism development and diversification	Explore new tourist destinations, promote gastronomic tourism, design integrated tourist circuits, involve communities in tourism development, strengthen rural and cultural tourism.
Ease of access and prices	Affordable fares for national and international tourists, reduction of costs in tolls and entrance fees, facilitate weekly trips or discounts for groups, improve accessibility for tourism students.
Education and training	Training programmes for host communities, training for tourism entrepreneurs, integration of tourism in school education, improving tourism culture in the population.

Source: Authors, 2025.



### 3.4. Tourism Preferences of Young People

The majority of young people, 78.8%, do not have a second family residence for spending their tourism holidays, and only 21.3% have a second residence. Young people use the internet to plan their trip always 37.5%, sometimes 31.7%, normally 27.1%, among others, see Table 5. Most young people, 55%, travel or prefer to undertake a trip at a regional level, that is, they prefer domestic tourism at a regional level, 42.5% prefer a trip of national scope, and only 2.5% opt for international tourism.

**Table 5.** Use of the internet to plan a trip

Internet use	Frequency (n)	Percentage (%)
Always	90	37.5
Sometimes	76	31.7
Usually	65	27.1
Never	9	3.8
<b>Total</b>	<b>240</b>	<b>100.0</b>

Source: Authors, 2025.

The season of the year in which the majority of young people travel or prefer to travel is summer 89.2%, followed by spring 29.2%, winter 12.9%, and, with less frequency, autumn 7.5%. The type of tourism that most young people undertake or prefer to undertake is beach tourism 56.3%, mountain tourism, also known as adventure tourism, 17.1%, cultural tourism 15.4%, among others, see Table 6.

**Table 6.** Types of tourism that young people do or prefer to do

Type of tourism	Frequency (n)	Percentage (%)
Beach	135	56.3%
Mountain	41	17.1%
Cultural	37	15.4%
Rural tourism	24	10.0%
Gastronomic tourism	3	1.2%
<b>Total</b>	<b>240</b>	<b>100%</b>

Source: Authors, 2025.

The travel budget available to young people is mainly between 100 and 300 soles for 44.6% of respondents, while 32.5% have a budget ranging from 301 to 500 soles, 13.8% from 501 to 800 soles, and 9.2% have more than 801 soles available.

Young people consider the prices of mountain tourism packages to be very high (7.1%) or high (45.8%) compared to those of sun and beach tourism packages—that is, above average—while 47.1% consider them to be normal, reflecting an average cost.

The means of transport most preferred by young people when planning their trips are primarily the bus (42.5%), followed by the car (40.0%) and the aeroplane (9.6%), see Table 7.

**Table 7.** Means of transport preferred by young people for travelling

Means of transport	Frequency (n)	Percentage (%)
Bus	102	42.5
Bus	96	40.0
Air	23	9.6
Motorbike	13	5.4
Train	4	1.7
Ship	2	0.8
<b>Total</b>	<b>240</b>	<b>100</b>

Source: Authors, 2025.

The number of travel companions accompanying young people is most commonly between four and five individuals (35.0%), followed by more than six people (25.4%) and between two and three people (27.9%). Young people prefer trips lasting more than six days (33.8%), followed by two to three days (31.7%) and one day (21.7%), see Table 8.

The majority of young people (50.4%) undertake or prefer to undertake one trip per year, 40.0% prefer to travel more than three times a year, and 9.6% travel twice a year, respectively.

**Table 8.** Number of accompanying persons with whom the young people travel

Number of accompanying persons	Frequency (n)	Percentage (%)
1 person	28	11.7
2 to 3 persons	67	27.9
4 to 5 persons	84	35.0
More than 6 persons	61	25.4
Preference of trip duration for young people		
1 day	52	21.7
2 to 3 days	76	31.7
4 to 5 days	31	12.9
More than 6 days	81	33.8
<b>Total</b>	<b>240</b>	<b>100.0</b>

Source: Authors, 2025.

#### 4. Discussion and Conclusions

The findings of this study reveal the main information sources influencing young people when choosing a tourist destination, with websites being the most prominent, followed by social media. Moreover, coordinated action among all stakeholders in the tourism sector is required, since from the perspective of young people, access to information about the Piura tourist destination is rated as not accessible by 17.5%. Similarly, they consider hotel website information to be not accessible, highlighting the need to create content and promote visual culture within this population, which primarily seeks information regarding climate, prices, and tourism offerings in Piura.

The results show that 30.42 % of young people are influenced by social media advertising (Facebook, Instagram, etc.). According to Omena and Granado (2020), digital networks contribute to research contexts in communication and social sciences, as institutional connections foster a visual culture within higher education. This implies that tourism sector actors should draw on the findings of this study to promote a responsible and sustainable visual culture related to the tourist destination, and to support the production of infographics, promotional videos, murals, and other content showcasing Piura's attractions—enhancing quality, sustainability, and local competitiveness.

Suchánek (2020) argues that while professional artists may explore all fields of knowledge, the arts can also attract a new class of experts and critics—professionals without formal artistic training. The data obtained in this study allow both formally trained artists and professionals without artistic backgrounds to design representations of tourist destinations and to create authentic digital content targeting young people, a largely underserved market segment in the region. The findings indicate that 14.6% of young tourists seek information on the landscape and leisure offerings of the destination—an important insight for designing content featuring these symbolic representations.

Felczak (2020) proposes media strategies such as "edumotion"—a blend of education, promotion, and emotion—which involve knowledge-sharing strategies and paid promotional content that stimulate public engagement. Based on the present findings, it is recommended that tourism managers in the municipalities of the Piura region implement these strategies across radio and digital platforms to promote Piura as a tourist destination and facilitate access to tourism information. Promotional incentives should be developed in collaboration with the Chamber of Commerce and Tourism. Additionally, the use of neuromarketing techniques is encouraged to add value to digital products promoting the destination, generating engagement through effective visual design.



In both business and academic contexts, it is essential to promote digital competences to reach higher standards of visual literacy—enhancing visual and iconic interpretation and ensuring the effectiveness of communication aimed at the public (Solimine & Garcia-Quismondo, 2020). Furthermore, information and communication technologies (ICTs) have fostered new learning methods and new forms of interaction with knowledge content, allowing culture to be transmitted through digitally accessible imagery for all audiences (Friso & Liva, 2023). In this study, only 32.1% of young people found hotel website information in Piura to be very accessible, and 27.9% reported the same level of access to general information about the destination. Future studies are therefore needed to compare official website content with user-generated content, and to analyse search trends, behavioural patterns, and destination selection processes, particularly given the current scarcity of research focused on this population of young consumers.

We concur with Rahayu and Ellyanawati (2023) that managing social media for sales purposes requires a digital commitment—not only to promote, but to offer innovative products and attractive deals such as discounts, which distinguish a destination from its competitors. For this reason, small businesses are encouraged to adopt digital sales strategies in Piura, aligning with the improvement proposals suggested by the young tourists surveyed in this study.

The findings of this research are consistent with other authors (Bigat, 2024; Lampreia et al., 2024; Suparman et al., 2023; Xu et al., 2020), who underscore the importance of investing in tourism improvements such as promotion and advertising, enhancing infrastructure and accessibility, providing economic support for tourism project financing, improving public safety and preservation of tourism resources, and prioritising sustainability and environmental protection. These measures support the development and diversification of tourism in the region, while facilitating access and affordability, and reinforcing education and training for host communities.

We also support the conclusions of Robina-Ramírez et al. (2023), who emphasise the need for coordinated efforts between authorities and tourism managers, who must assess and address barriers or restrictions such as carrying capacity, transport schedules, travel costs, destination safety, accommodation types, language barriers, and access to healthcare services. The present study has identified the travel preferences of young people: 37.5% always use the internet to plan their trips and 31.7% sometimes use it; 89.2% prefer to travel in summer, and 56.3% choose beach tourism. Additionally, 60.8% travel by bus, among other preferences. These findings are highly relevant for local authorities aiming to address the needs of this population segment effectively.

The practical implications of this study focus on improving the tourism offering in Piura, echoing the observations of Arianto (2024), who suggests that online markets can use social media promotions to boost sales through various marketing strategies. Based on the findings, content can be created to encourage young people to travel in summer, particularly in organised groups with promotional travel packages. The cultural and natural attractions of Piura represent an invaluable yet underutilised potential, which should be preserved and leveraged. Tapping into this natural capital requires collaboration between public and private sectors in the region to enhance Piura's national and continental visibility. As Hill (2024) notes, the potential of photography and creative practices can be activated in educational environments and scaled up to broader levels, with content going viral (Liudmyla et al., 2024).

The study presents certain limitations, particularly regarding sample size, as not all participants completed the questionnaire in full. Therefore, the results cannot be fully generalised. Another limitation lies in the fact that not all digital platforms of hotels, travel agencies, restaurants and related services were analysed, as the research relied exclusively on information provided by young tourists.

In conclusion, the findings show that websites are the primary information source influencing young people's travel decisions. For this population, 17.5% rate destination information for Piura as not accessible, and 10.4% find hotel website information similarly inaccessible. Finally, the study identified the tourism preferences of young people, such as seeking information on climate, prices, and tourism and gastronomic offerings. Most young people always use the internet to plan their trips, prefer regional travel during the summer, and primarily choose beach tourism. Their travel budget tends to range from 100 to 300 soles, with the bus being the most commonly used mode of transport. Additionally, most travel with four or more companions, prefer trips lasting less than three days, and travel only once per

year. These findings are highly relevant for creating targeted content and fostering visual culture within this segment of the population.

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