# INVESTIGATING THE DETERMINANTS OF SOCIAL MEDIA TOURISTIC WEBSITE ATTRACTIVENESS IN ORDER FOR PEOPLE TO USE FOR PLANNING FUTURE TRIP

**ABSTRACT:** The technologies and functions of social media have significantly changed interaction on touristic websites (Llach *et al.,* 2013). These changes affect the perceived attractiveness of websites (Peng *et al.,* 2013). The determinants of attractive social media websites and corresponding online instruments remain under-investigated (Wirtz *et al.,* 2013). Therefore, this study explores and describes factors of website attractiveness in the context of touristic social media and its relevance for potential usage for people to plan trips. This study examines the role of travel reviews in the process of planning trips; identify factors which influence potential traveller's evaluations of touristic website and social media. For the area of social media, this study shows essential success-relevant factors from the user perspective. Accordingly, the results can serve as a starting point for other theoretical and empirical studies. The results of this study showed that virtual existence, published content and social networking positively influences social media attractiveness in the touristic context. Subsequently, social media attractiveness leads to people developing intentions to visit use websites to plan for trips.

**Key words:** Online content, social networking, tourism websites, virtual existence