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Impact of Media on Tourism Promotion and Satisfaction of Tourists

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ABSTRACT

The media plays a pivotal role in shaping perceptions, influencing travel decisions, and enhancing the overall experience of tourists. This study explores the impact of various media platforms—such as television, social media, travel blogs, online reviews, and digital advertisements—on tourism promotion and tourist satisfaction. In the digital age, media not only acts as a promotional tool but also serves as a source of real-time information and inspiration for potential travelers. The research highlights how visual storytelling, influencer marketing, and user-generated content contribute to the creation of attractive tourist destinations, increasing both footfall and engagement. Furthermore, the study examines the influence of media in setting expectations and how the alignment or misalignment of these expectations affects tourist satisfaction. Through surveys and secondary data analysis, the research identifies a positive correlation between effective media campaigns and higher tourist satisfaction levels. It also reveals that authentic, engaging, and informative media content leads to greater trust and a more fulfilling travel experience. The findings suggest that tourism boards and stakeholders should strategically invest in media outreach to enhance destination visibility and improve the satisfaction of visiting tourists. Ultimately, media emerges as a powerful tool in driving sustainable tourism development and enhancing the global tourism experience.