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**PhD Dissertation Defense**

Entitled

*THE INFLUENCE OF SOCIAL MEDIA IN RECOMMENDING TOURISM DESTINATIONS:  
A STUDY OF KUWAIT*

by

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Date & Venue

14:00

Thursday, 16 April 2020

Online

Abstract

Technology has played an essential role in both personal and business applications. In this context, the social media (SM) are considered to be among the most powerful communication platforms, with an impact on the supply and demand sides of tourism. The impact of SM on tourism have been studied and researched from various perspectives. Yet the volume of research suggests that few have studied the use of the SM to recommend tourism destinations in the GCC countries. Therefore, this dissertation intends to study the impact of SM on the intention to recommend tourism destinations based on users' post-travel attitude and behavior. Certain destination factors have been kept in mind when examining the role of SM on the intention to recommend a tourism destination. Three independent variables, two mediators, and one dependent variable were integrated and the eventual a framework of this study was tested by collecting empirical data from individuals who visited Kuwait and used SM. The data were collected from self-administered questionnaires distributed to a random sample of tourists (every fifth) of different nationalities. The results supported the hypotheses and showed new findings that may form a framework for future research. This dissertation links the role of SM to recommending a visit to Kuwait, whereas most studies have focused on variables other than SM. To conclude, the findings and justifications amplify knowledge and bring out both academic and managerial implications.

**Keywords:** Social Media, Tourism, Quality of Airport, Safety and Security, Destination image, Kuwait, NewKuwait.