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Subjective well-being, mobile social media and the enjoyment of tourism experience: a broaden-and-build perspective

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ABSTRACT

Drawing on the broaden-and-build theory of positive emotions, this study treats tourist pre-existing subjective well-being as an antecedent to the use of mobile social media (MSM) for sharing tourism experiences. The study further examines how the sharing influences tourism experience. Data were collected from a sample of 1084 consumers who have experience of using MSM for sharing tourism experiences. The results show that subjective well-being has a positive effect on sharing tourism experience on MSM, which further leads to the enjoyment of the digitalized tourism experience. The study provides important implications for tourism research and practice.

KEYWORDS

Subjective well-being; mobile social media; broaden-and-build theory; digitalized experience; tourism experience

1. Introduction

The impact of tourism experience on subjective well-being has received some research attention in tourism research (Dolnicar et al., 2012; Gilbert & Abdullah, 2004; McCabe & Johnson, 2013; Sirgy, 2019; Thal & Hudson, 2019; Uysal et al., 2016); however, research in this field is still in its relative infancy (Smith & Diekmann, 2017). More specifically, little research has addressed how subjective well-being influences tourism experiences in the digital era. Travelers can now easily share their travel experiences on mobile social media (MSM) (Kim et al., 2017), manage their self-presentation (Lyu, 2016; Stylianou-Lambert, 2012), or seek "authentic tourism experiences" (Xiang & Gretzel, 2010). MSM, such as WeChat and Instagram, have increasingly been used by tourists to share their travel experiences (Kim et al., 2017). The use of mobile technology and social media in travel and tourism has digitalized the tourist experience, which requires timely research attention (Trunfio & Della Lucia, 2019).

Sharing ones' travel story may benefit people psychologically (Gable et al., 2004). The act of posting travel and tourism texts, images, or short videos on social media could bring new meaningful factors to tourist experiences (Tse & Zhang, 2013; Wang et al., 2012). The use of social media can positively contribute to users' social capital (Dickinson et al., 2017) and consequently to their subjective well-being (Lee, 2016). However, little research attention has been paid to the role of tourist subjective well-being on fostering engagement with MSM, such as posting selfies, photos of destination sites, and videos of the tourism experience. Subjective well-being is a term that embraces aspects of physical, mental and social health and wellness, and it is often defined as a subjective belief or feeling of satisfaction with life or specific life domains (Diener, 2012; Nawijn, 2010; Smith & Diekmann, 2017). Research in psychology has indicated that subjective well-being is not just a positive outcome but also an antecedent of behaviors in various life domains (Diener, 2012), which should include the tourism domain.

This study thus attempts to narrow the above gap in the literature. Our model was developed based on the broaden-and-build theory of positive emotions (Fredrickson, 1998, 2001), a theory widely used in psychology. The theory suggests that positive emotions such as subjective well-being or life satisfaction can broaden an individual cognitive scope, and build one's resources, including physical, intellectual, social and psychological resources (Fredrickson, 1998, 2001). The importance of broaden-and-build theory has well been recognized in various subject areas, including organizational behavior, health psychology, occupational health, education, sport and many others. As argued by (Fredrickson, 1998), in addition to cognitive scope, positive emotions also help to broaden actions, including social behaviors such as social interaction, cooperation and collaboration. Studies have shown that positive emotions are linked to creativity, teamwork and collaboration, work engagement, job satisfaction (Diener et al., 2020). Following this theory, we argue that tourists with higher social subjective well-being are at a stable state of positive emotion. They tend to interpret the events and things around them at the destination in a positive way, and are sociable and engaged in social interactions, including sharing their tourism experience on their social media account. The sharing further enhances their enjoyment of the tourism experience, thus triggers the upward spirals of positive emotions. The developed model depicts the relationships between tourists' subjective well-being, travel experience sharing through mobile social media and, and enjoyment of tourism experience. We collected data from a sample of 1084 tourists who have used MSM to post their travel experiences participated in our survey and the results confirm our model and its hypotheses.

This study advances our understanding of subjective well-being and mobile social media on three fronts. First, it introduces the broaden-and-build theory of subjective well-being in studying mobile social media use in the tourism context. To the best of our knowledge, this is among the few studies that apply the broaden-and-build theory in examining subjective well-being and mobile social media use (Lin et al., 2017). Second, it advances our understanding of subjective well-being as an antecedent of the positive tourist experience, extending the social media and subjective well-being research to new field studies on the role played by users' pre-existing subjective well-being. Finally, the study reveals the positive effect of MSM usage on the enjoyment of the tourism experience.

2. Literature review and research hypotheses

2.1. Smartphones, social media, and sharing of tourism experiences

The advances of mobile technologies and the prevalence of social media significantly influence how people communicate and connect, how knowledge or information is disseminated, and how tourism experiences are shared. Mobile technologies increase the possibility of real-time experience sharing and encourage synchronic communication types (Litvin et al., 2008). Smartphones can mediate both the behavioral and psychological dimensions of the touristic experience by enhancing information search, processing, and sharing, by enabling a traveler to learn about new travel opportunities and get to know better a destination (Wang et al., 2012). MSM facilitates the sharing of tourism experience further, allowing tourists to post their real-time travel experiences easily and conveniently while they are on the go. Tourists share not only travel-related knowledge or information (e.g. attractions, prices, transportations), but also their emotions, imaginations, comments with regard to their tourism experience in forms of text contents, pictures, images, audios, and videos (Munar & Jacobsen, 2014; Xiang & Gretzel, 2010). These forms of user-generated content are more personal, and are often considered by their peers as more credible, useful and influential than the content provided by tourism organizations (Filieri, 2016).

Research exploring factors motivating tourists to share the experience online or on social media is flourishing (Dedeoğlu et al., 2020; Munar & Jacobsen, 2014; Sotiriadis Marios, 2017; Wu & Pearce, 2016). One of the widely used theories is the uses and gratification theory, which focuses on various social and psychological factors for using a certain media over others to gratify one's needs, including functional, social and hedonic needs. Empirical findings suggest that both intrinsic motivations such as personality, altruism, self-enhancement, enjoyment of sharing, and extrinsic motivations such as expected social benefits, rewards from organizations contribute to the posting on social media (Wu & Pearce, 2016). A recent study by Wong et al. (2020) shows that entertainment, scenery and interaction influence tourism

experience sharing, which further influences travel intention to visit other places. Li (2020) suggests that the motivations of tourists sharing photos on social media are status, recognition, information, disclosure and enjoyment. However, little is known about whether an individual's subjective well-being influences sharing tourism experiences on social media.

2.2. Tourism and subjective well-being

Subjective well-being has been studied across several disciplines including philosophy, psychology, social and medical sciences (Smith & Diekmann, 2017). Subjective well-being is often referred to as one's overall life satisfaction, or satisfaction with a specific domain of life (Cummins et al., 2003). Five central philosophical views of wellbeing have been developed: hedonic, life satisfaction, eudaimonic, desire fulfillment, and non-eudaimonic objective list (Smith & Diekmann, 2017). In travel & tourism research, the term "subjective well-being" is often used interchangeably with "life satisfaction" or "quality of life" (Uysal et al., 2016). Dolnicar et al. (2012) explicitly used "quality of life" and "life satisfaction" to refer to subjective well-being. Moreover, subjective well-being has also been described in terms of "happiness" or enjoyment of life (Nawijn et al., 2010). Similarly, Diener et al. (2009) used the term "happiness" to describe the high level of subjective well-being.

The literature on tourism and subjective well-being has been growing in recent years (Lv & Xie, 2017; Sirgy, 2019). This emerging literature identifies a number of factors that contribute to tourists' subjective well-being, such as the natural environment, social relationships, level of independence, and physical and psychological health (McCabe & Johnson, 2013). Earlier research indicates that wealth is correlated with happiness (Diener et al., 1985), and unemployment is associated with unhappy feelings in peoples' lives (Campbell et al., 1976). Later research shows that subjective well-being can be determined by intentional positive behaviors and cognitions, circumstantial factors, or even genetic factors (Lyubomirsky et al., 2005b).

Much research has been devoted to investigating the impact of tourism experiences and leisure activities on subjective well-being (Cheng & Lu, 2015; Smith & Diekmann, 2017). Empirical studies have shown that tourism experiences positively contribute to overall life satisfaction (Nawijn et al., 2010). Most research treats subjective well-being as the outcome variable with little research attention paid to subjective well-being's impact on tourism experience. For instance, Neal et al. (2004) examined the effect of tourism experience satisfaction on life satisfaction. Similarly, some studies (Gilbert & Abdullah, 2004; McCabe & Johnson, 2013) explored tourism's contribution to social tourist's subjective well-being and quality of life.

2.3. The broaden-and-build theory of positive emotions

The broaden-and-build theory (Fredrickson, 1998, 2001) argues that positive emotions, as opposed to negative, which bring direct and instant adaptive benefits in situations that threaten survival, help to broaden one's scope of cognition and activities. Fredrickson (2004) postulates that "positive emotions appear to broaden peoples' momentary thought-action repertoires and build their enduring personal resources". According to this theory, positive emotions contribute to the building-up of physical, intellectual, and social resources. People experiencing positive emotions have a broader set of ideas and behavioral options, because positive emotions enable flexible and creative thinking, which helps to increase work engagement, improve self-efficacy, and overcome adversity. An individual who is joyful may think he or she has a good job, better friendship, a happy family, a good appearance, and others. Following the broaden-and-build theory, we expected that people with higher subjective well-being also benefit from higher self-confidence, which will motivate them to share important aspects of their life, such as their travel experiences.

2.4. Hypotheses development

2.4.1. Subjective well-being

Subjective well-being is linked to the way people think, feel, and act in ways that help them to approach their goals (Elliot & Thrash, 2002). The state of positive emotion can influence the cognitive process, i.e. the way one perceives and responds to a variety of life situations (Lyubomirsky, 2001). People with a higher level of subjective well-being tend to interpret, perceive and remember life events more positively than those with low subjective well-being (Lyubomirsky & Tucker, 1998). Raila et al. (2015) show that people with high subjective well-being have an attentional

bias towards positive stimuli. They are more likely to appreciate positive, little and ordinary life events than unhappy people. When making decisions, they tend to make a "good enough" option, rather than seeking the best one (Schwartz et al., 2002).

Individuals with high subjective well-being are satisfied with their lives and tend to have more positive expectations about the future. They tend to be more sociable and engaged in social interactions (Fredrickson, 2004; Lyubomirsky et al., 2005a). Drawing from the broaden-and-build theory, Lin et al. (2017) posit and confirm that resident subjective well-being has a positive effect on value co-creation with tourists. However, from the tourist perspective, although the benefits of tourism for tourist subjective well-being have been well documented, research on the influence of tourist subjective well-being on tourist experience and behavior is somewhat limited (Vada et al., 2020). Existing studies show that subjective well-being has positive effects on destination attachment (Aitken & Campelo, 2011; Scannell & Gifford, 2017), revisit intention (Kim et al., 2015; Lin, 2014), and supporting poverty alleviation activities (Pearce, 2012). Reitsamer and Brunner-Sperdin (2017) show that tourist subjective well-being is positively related to engagement in spreading positive words of mouth. According to the broaden-and-build theory, positive emotions not only broaden the cognitive scope, but also action repertoire, including social interactions. In other words, happy individuals tend to be more sociable. In today's digital era, social interactions are increasingly mediated through social media. Therefore, we expect that people with higher subjective well-being are more likely to share their tourism experience on MSM. Thus:

Hypothesis 1: Subjective well-being is positively related to sharing tourism experience on MSM.

2.4.2. Sharing tourism experience on mobile social media

The MSM provides new media for tourists to share their real-time experiences at the touch of a screen. Tourists share not only knowledge-related aspects such as attractions, prices and weather conditions, but also experience-related aspects like emotions, imagination, and associations about the travel. Information and communication in social media may lead to new meanings and interpretations of the tourism experience (Kim & Tussyadiah, 2013). Through sharing their stories on social media, the tourists act as their own experience

co-creators with the audiences of their social media (Kim & Fesenmaier, 2017). Wang and Fesenmaier (2004) show that participation in an online travel community has a positive effect on perceived social benefits. Wang et al. (2012) indicate that sharing activities on social media also contributes to valuable tourism experiences. Furthermore, research has established that enjoyment is a key determinant of consumers' motivation to engage with social media (Li, 2020; Wong et al., 2020; Wu & Pearce, 2016).

Following the broaden-and-build theory, personal resources that were built through broadened thinking and activities could further enhance positive emotions, thus resulting in an upward spiral effect (Fredrickson & Joiner, 2002). Applying the theory to our context, tourists who are satisfied with their life could enjoy traveling more through their broadened tourism activities, including the sharing of photos, videos and stories about their travel on MSM. Thus:

Hypothesis 2: Sharing tourism experience on MSM is positively related to tourism experience enjoyment.

As discussed earlier, people with a high level of subjective well-being have an attentional bias towards positive stimuli (Raila et al., 2015) and tend to interpret life events in a more positive manner (Lyubomirsky & Tucker, 1998). In other words, they are more appreciative of many little and ordinary moments in tourism activities, as a result, they have a greater enjoyment of their tourism experience. Thus,

Hypothesis 3: Subjective well-being is positively related to tourism experience enjoyment.

The upward spiral effect of positive emotions (Fredrickson, 2004) indicates tourists with high-level subjective well-being tend to be more active on social media, sharing their moments of tourism experience (H1), and the act of sharing further enhance their tourism experience enjoyment (H2). This chain relationship suggests that sharing tourism experience on MSM mediates subjective well-being and tourism experience enjoyment (Figure 1). Therefore,

Hypothesis 4: Sharing tourism experience on MSM performs a mediating role in the relationship between subjective well-being and tourism experience enjoyment.

3. Method

3.1. Sample and data collection

We employed a large commercial market research company to recruit participants through an online
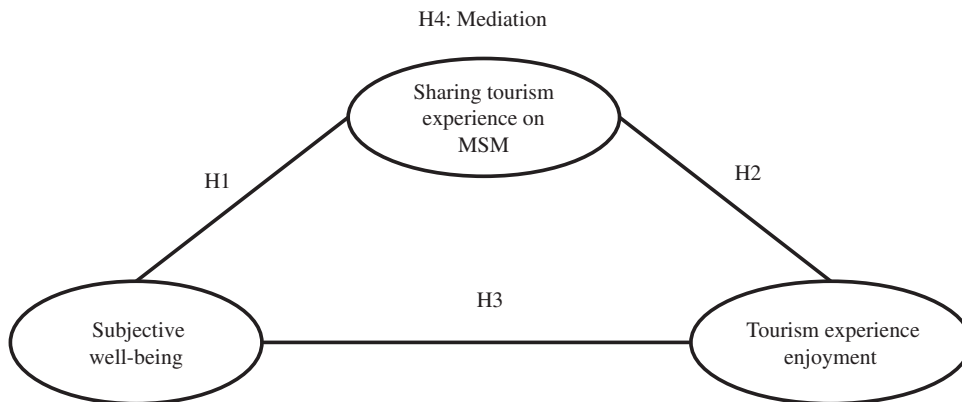
H4: Mediation

Figure 1. Tested model.

panel of leisure travelers in China. The online questionnaire was hosted on the website: www.sojump.com. The company has a large opt-in online panel consisting of over three million samples that are nationally representative. The panel is pre-recruited from search engines, online consumer forums and the company's partner websites. Clients can specify requirements for respondent recruitment, for example, a particular age, occupation, frontline workers, or managers. We specified that respondents must have recent experience of tourism and mobile social media.

The survey was self-administrated, and respondents were recruited through opt-in email, and social media platforms such as WeChat and QQ. Respondents were rewarded with a chance to a lucky draw or being paid by the market research company points that can be converted into shopping vouchers for use in major e-commerce platforms. The survey platform allows a potential respondent one-time-only access to the online questionnaire to avoid repetition. The quality of the sample and responses were double-checked by our researchers. The survey lasted for two weeks and we received 1084 valid responses.

The descriptive data of the sample were presented in Table 1. Most respondents aged under 35(75%). There is a nearly equal split between male and female respondents. Most of the respondents have a higher education degree (84%). The respondent's monthly incomes spread widely across the scale from up to 3000 Chinese yuan (CNY) to over 9000. Half of the respondents spent over 3 hours a day on MSM. Half of them have 100–200 WeChat friends, and the majority of respondents joined 5–10 WeChat groups (45%).

3.2. Construct measures

We used an online customer survey to collect data. All the construct measures were adapted from the extant literature. This study explores the social aspect of tourism, and subjective well-being is the central concern in social tourism studies. Therefore, we measured the construct of subjective well-being based on three items focusing on social relationships, which were adapted from McCabe and Johnson (2013). These items include: *Much of the time I spent with my family is enjoyable; I have many people who really care about me, and I have many friends to discuss intimate and personal matters.* We used three items to measure "sharing tourism experience", which were adapted from Munar and Jacobsen (2014): *I regularly post photos of my trips on MSM; I often share my travel experiences on MSM; I interact with friends about my travel experiences on MSM.* The 3 items measuring tourism experience enjoyment were adapted from Wang et al. (2014) and Kim and Tussyadiah (2013): *I gained a meaningful travel experience; My overall travel experience was a great one*, and *I enjoyed my holiday trip.* The measurement items of MSM sharing and positive experience were anchored on a seven-point scale (where 1 = strongly disagree; 7 = to strongly agree).

The specific MSM examined in this study WeChat, the most popular MSM app used by Chinese consumers. We started the survey with a screening question "In the last three months, did you ever post your personal travel and tourism-related information on WeChat, such as photos of a touristic site". Following broaden and build theory, we expected that people with higher subjective well-being will be more

Table 1. Descriptive data of the sample (n = 1084).

Variable	Frequency	Percentage
Age		
18–25	176	16.2
26–30	354	32.7
31–35	281	25.9
36–40	143	13.2
Over 40	130	12
Gender		
Male	559	51.6
Female	525	48.4
Education		
Lower than a degree	175	16.1
First degree	806	74.4
Master's degree and above	103	9.5
Monthly income (CNY)		
Up to 3000	146	13.5
3001–4000	153	14.1
4001–5000	181	16.7
5001–7000	237	21.9
7001–9000	226	20.8
Over 9000	141	13.0
Time spent on WeChat per day		
Less than 1 h	19	1.8
About 1 h	65	6.0
About 1.5 h	85	7.8
About 2 h	169	15.6
About 2.5 h	200	18.5
Over 3 h	546	50.4
Number of WeChat friends		
Less than 100	277	25.6
101–150	325	30.0
151–200	218	20.1
Over 200	264	24.4
Number of WeChat groups		
Less than 5	251	23.2
5–10	487	44.9
11–15	184	17.0
Over 15	162	15

active in smartphone use, have a larger number of WeChat friends, joining more WeChat groups, and spend more time using MSM on a typical day than those ranked low in subjective well-being. Therefore, in addition to the constructs in the hypothesized model, we also measured respondent's activeness in smartphone use, number of WeChat friends, number of WeChat groups, and the duration of WeChat use on a typical day. These variables were treated as controls in the model.

4. Results

The model was estimated using partial least squares structural equation modeling (PLS-SEM) with the aid of the statistical software SmartPLS 2.0 (Ringle et al., 2005). There are two steps in PLS-SEM estimation: First, the measurement model was evaluated to ensure the reliability and validity of construct

measures. Then the structural model was assessed to test the hypotheses.

4.1. Measurement model evaluation

To evaluate the measurement model, we conducted tests on reliability, convergent validity and discriminant validity. For the reliability test, researchers should examine the item loadings and a construct's Composite Reliability (CR). The commonly used criteria are that all items' loading on their respective construct should be higher than 0.7, and the CR of a construct should be over 0.7 (Bagozzi & Yi, 2012; Henseler et al., 2009). To establish a construct's convergent validity, one has to examine the construct's average variance extracted (AVE), which should be over 0.5 (Bagozzi & Yi, 2012). Table 2 shows the results which indicate that: all item loadings were higher than 0.7, CRs are higher than 0.7, and AVEs are higher than 0.5, thus all the above-mentioned criteria were met.

For the discriminant validity test, we followed the guidance set by Hair et al. (2011), by first examining the cross-loading t, and then conducted Fornell and Larcker (1981) test. The cross-loading results as shown in Table 2 confirmed that no item loaded higher on other constructs other than its own. Fornell and Larcker (1981) test compares the square root of each construct's AVE with the construct's correlations with others, and the former must be greater than any of the later ones. The results were presented in Table 3 which indicates that this criterion was also met.

4.2. Structural model evaluation

Before testing the hypotheses, we evaluate the structural model's explanatory power by examining the variance explained (R^2), and its predictive power by examining the cross-validated redundancy measure Q^2. According to Chin (1998), R^2 values of 0.19, 0.33, or 0.67 can be considered as weak, moderate, or substantial explanatory power respectively, and Q^2 above zero indicates good predictive power (Chin, 1998). Table 4 shows the value of R^2 of 26.9% and 38.1% for sharing tourism experience on MSM and tourism experience enjoyment respectively, indicating moderate explanatory power. Q^2 for constructs were greater than zero, showing good predictive power.

Table 4 also shows the hypothesis test results, which indicate that subjective well-being has a positive effect on MSM sharing (β = 0.18, p < 0.01), and

Table 2. Convergence validity and cross-loading.

	Subjective well-being	MSM sharing	Tourism experience enjoyment
AVE	*0.630*	*0.805*	*0.662*
Composite reliability	*0.836*	*0.925*	*0.855*
Subjective well-being 1	0.730	0.282	0.349
Subjective well-being 2	0.833	0.244	0.408
Subjective well-being 3	0.815	0.293	0.386
MSM sharing 1	0.298	0.904	0.449
MSM sharing 2	0.313	0.913	0.458
MSM sharing 3	0.313	0.875	0.438
Tourism experience enjoyment 1	0.425	0.393	0.815
Tourism experience enjoyment 2	0.369	0.389	0.800
Tourism experience enjoyment 3	0.378	0.438	0.826

tourism experience enjoyment ($\beta = 0.292$, $p < 0.01$), supporting H1 and H2. The results also indicate that sharing tourism experience on MSM positively influences tourism experience enjoyment ($\beta = 0.324$, $p < 0.01$), thus H3 was supported.

We ran a mediation analysis using the bootstrapping method with 5000 resamples to examine whether sharing tourism experience partially mediates the relationship between subjective well-being and enjoyment of tourism experiences. The results show that the indirect effect is 0.187, $t = 6.826$ (Bootstrapped Confidence Interval: 95% LL = 0.133, 95% UL = 0.241), indicating that there is a significant mediation effect, thus H4 was supported.

For the relationship between subjective well-being and the control variables, as expected, subjective well-being was significantly related to MSM activeness ($\beta = 0.437$, $p < 0.01$), the number of MSM friends ($\beta = 0.082$, $p < 0.01$), and the number of hours of MSM usage ($\beta = 0.225$, $p < 0.01$), but it was not significantly related to the number of MSM groups ($\beta = 0.017$, $p > 0.05$). In other words, people who are high in subjective well-being tend to be more active on MSM, have more MSM friends, and spend more time on MSM than those who are low in subjective well-being. However, subjective well-being does not have a significant effect on the MSM group number that one has.

Most of the control variables were significantly related to MSM sharing, including MSM use activeness ($\beta = 0.319$, $p < 0.01$), number of MSM friends ($\beta = 0.134$, $p < 0.01$), and the number of MSM groups ($\beta = 0.093$, $p < 0.01$), but the number of hours of MSM usage did not have a significant influence on MSM sharing ($\beta = 0.052$, $p > 0.05$). In contrast, only one of the control variables, MSM activeness has a significant effect on tourism experience enjoyment, and the remaining ones had no significant effect.

5. Discussion and conclusion

The main objective of this study was to examine the effect of subjective well-being on mobile social media use and tourism experience. Our study reveals that subjective well-being can drive positive tourism experiences, partially through the mediation of MSM sharing behavior. The study enriches tourism research by extending the broaden-and-build theory to examine the digitalized tourism experiences and tourist well-being. Tourists with higher subjective well-being tend to be more active in using MSM, they have a higher social capital on MSM, and spend more time on them. The study shows that tourist's pre-existing subjective well-being has a positive effect on using mobile social media to share tourism experiences. In other words, happier individuals (and tourists) tend to be more active on social media, and particularly in using their mobile phones to post their holiday photos, activities, or comments on social media. The sharing could further drive tourism experience enjoyment, showing an upward spiral effect of positive emotions (Fredrickson, 2004).

5.1. Theoretical contributions

This study makes three major theoretical contributions to the tourism and subjective well-being literature. First, we developed and tested our hypotheses using data collected from a large sample of consumers, by drawing upon the broaden-and-build theory of positive emotions (Fredrickson, 2004). This study is among the first to apply the broaden-and-build theory in studying subjective well-being, social media use and subsequent behavior in today's digital age. Our findings are consistent with the prediction of the theory, i.e. tourists who are in a

Table 3. Fornell and Larcker test.

	MSM sharing	Subjective well-being	Tourism experience enjoyment
MSM Sharing	0.897		
Subjective well-being	0.343	0.794	
Tourism experience enjoyment	0.500	0.481	0.814

Boldface numbers on the diagonal are the square root of the AVE.

positive emotional state tend to be interested in exploring their activities, as result, they enjoy more of their tourism experience. The results support the idea that tourist pre-existing subjective well-being contributes to digital social interactions during travel, which further promotes tourist satisfaction and well-being. The study highlights that digital social interactions mediate the relationship between subjective well-being and tourism enjoyment, indicating that subjective well-being has both direct and indirect effects on tourism experience outcomes. This has not been explored in the prior literature, the study thus extends the broaden-and-build theory to the context of digitally mediated tourism experience.

Second, this study further advances the literature on social media in tourism. The active use of MSM and sharing of tourism experience on MSM further drives tourism experience enjoyment along with tourist's pre-existing subjective well-being. In today's mobile digital era, social media and MSM are particularly relevant for tourists, as people are using smartphone and MSM anytime and anywhere, smartphone use and MSM use has spilled over from everyday life into tourism (Wang et al., 2014). This study is of significance because although there has been research on the use of smartphone for tourism purposes and its effect on touristic experiences (Wang et al., 2012; Xiang & Gretzel, 2010), sharing tourism experience in MSM has received limited attention (Vada et al., 2020). The findings are broadly in line with those by previous studies on the

positive effect of experiences sharing in other contexts, such as Gable et al. (2004) study in social psychology, Wang et al. (2012) study of tourist information needs, and Dickinson et al. (2017) study of tourist social capital. Nevertheless, there are negative effects of excessive use of smartphones and social media (Hughes & Burke, 2018), for example, Barasch et al. (2018) show that taking photos for the purpose of sharing on social media could negatively influence the enjoyment of the experience itself.

Third, the study extends social media use and subjective well-being research to a new field of study; namely on user's pre-existing subjective well-being as antecedents to a variety of tourist behavior. We contribute to the literature on the relationship between social media and wellbeing. Previous studies on the interaction between individuals and social media mainly focused on the negative effects that exposure to social media can have on young users' subjective well-being such as poorer sleep quality, lower self-esteem, increased anxiety and depression, lower appearance satisfaction and negative mood. By adopting the broaden-and-build theory, we open up a new field for social media and subjective well-being research by treating subjective well-being as an antecedent of a variety of behavioral and emotional variables. For example, future research addressing questions such as the following will generate fresh insights into subjective well-being and tourism: How does subjective well-being influence users' hedonic behavior? How does it influence users' online exploration activities? How does pre-

Table 4. Results.

	MSM sharing	Tourism experience enjoyment	MSM activeness	Friends	Groups	Hours
Explained variance (R^2)	*0.269*	*0.381*				
Prediction relevance (Q^2)	*0.214*	*0.246*				
Subjective well-being	0.180**	0.292**	0.437**	0.082**	0.017	0.225**
MSM sharing	–	0.324**				
Controls						
MSM activeness	0.319**	0.179**				
No. of Friends	0.134**	−0.013				
No. of Groups	0.093**	−0.004				
Hours of use	0.052	0.001				

existing subjective well-being influence the enjoyment of other digital experiences?

5.2. Managerial implications

The findings of this study have practical implications for tourism managers. First, tourism managers should be engaged with their customers and take steps to improve their subjective well-being much earlier than the customers' holiday begins. Tourism organizations could create conditions and services that are conducive to trigger tourist well-being feelings, which could directly influence tourist enjoyment of their tourism experiences, leading to a greater level of tourist satisfaction, thus triggering the upward-spiral effect. Moreover, happy tourists are more likely to engage in value co-creation and provide positive word-of-mouth communications. For example, hospitality establishments can select happy music and dance performances to create a positive mood in the environment, thus creating a unique and pleasant experience for the tourists.

Second, tourism managers need to consider creating environments, both physical and atmospheric, that facilitate their customers to create and share enjoyable moments of their tourism experiences, which will further enhance customer enjoyment of their holiday experiences, and result in an upward spiral effect of fun, enjoyment and further subjective well-being. In this regard, it is important for destination managers the use of destination hashtags that facilitate consumers' sharing of travel experiences on social media platforms like Twitter and Instagram. Furthermore, destination managers should engage with content produced by tourists through likes, comments and shares in order to increase their self-efficacy perception and enjoyment of tourist experiences.

5.3. Limitations and further research

Like all studies, this one has its limitations. First, this study is limited to self-report, cross-sectional data that cannot test cause and effect directly, and future research could test our hypotheses using time series data to draw a more complete conclusion. Second, although this study shows that sharing tourism experience on MSM has positive outcomes for tourists, the relationship between MSM use and experience enjoyment deserves further research, as the relationship might not be linear. Sharing on MSM

has a positive effect on experience enjoyment up to a certain extent, and overuse of smartphones or MSM could have negative effects on experience enjoyment (Barasch et al., 2018). Over a certain limit, the sharing may inhibit a full enjoyment of the experience itself, including rest and relaxation during a vacation (Smith & Diekmann, 2017), or it could reduce the social interactions with one's travel companion, other tourists, local hosts and residents, damaging the social experience of tourism. Further research could consider both the pros and cons of sharing tourism experience on MSM.

Disclosure statement

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