

THE SOCIAL DIMENSION OF TOURIST DEMAND IN SOCIAL MEDIA: THE CASE OF OKUNINKA AT LAKE BIAŁE

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Purpose: The purpose of this paper is to investigate how demographic factors (gender, age, place of residence) and seasonality shape the content and effectiveness of accommodation inquiries formulated by tourists in social media. The study aims to identify behavioral patterns of online communication between tourists and service providers, using the case of Okuninka at Lake Białe as an example of a seasonal tourist destination.

Design/methodology/approach: The research applies a mixed-methods approach, combining quantitative and qualitative analyses of user-generated content. The empirical material includes approximately 1500 posts and 8000 responses collected from the Facebook group “Okuninka Jezioro Białe – noclegi (domki, pokoje, kwatery, pola namiotowe)” between 2022 and 2025. Quantitative methods include descriptive statistics, chi-square tests, Cramér’s V, and logistic regression, while qualitative analysis focuses on categorizing inquiry content (number of persons, date, price, location, standard). This approach allows the identification of demographic, geographical, and seasonal determinants of online tourist behavior.

Findings: The analysis confirms that gender and age significantly influence the type and precision of inquiries. Women more often emphasize family- and child-friendly facilities, while men prioritize proximity to recreational infrastructure. Younger tourists (18-34) are more price-sensitive and active in high season, whereas older age groups display a stronger preference for higher-standard accommodation and off-season stays. Residents of large cities tend to formulate more detailed queries, whereas those from smaller towns often ask general availability questions. Seasonality strongly impacts activity peaks, with the majority of inquiries posted in July–August. Detailed inquiries containing price and standard information significantly increase the likelihood of receiving a response from accommodation providers.

Research limitations/implications: The study is limited to a single Facebook group representing one tourist destination, which may constrain the generalizability of results to other regions or platforms. Demographic data were estimated from user profiles, which may involve minor inaccuracies. Future research should broaden the scope by including multiple destinations, cross-platform comparisons, sentiment analysis of host responses, and the role of visual content in shaping effectiveness.

Practical implications: The results provide valuable guidance for accommodation providers and local tourism organizations. Tailoring communication strategies and offers to demographic segments and maintaining year-round social media presence can increase booking effectiveness and support sustainable destination management. Clear, detailed, and transparent offers are

more likely to generate responses and conversions, which has direct commercial benefits for businesses.

Social implications: By highlighting how demographic and seasonal factors influence online tourist communication, the study contributes to a deeper understanding of consumer behavior in digital tourism markets. The findings may inform public policy on regional tourism development, support local communities in managing seasonality and overtourism, and promote sustainable tourism practices through better communication strategies.

Originality/value: This paper provides one of the first empirical studies analyzing the social dimension of tourist demand in social media at the micro-destination level. Its originality lies in combining demographic, geographical, and seasonal perspectives in the context of direct tourist-provider communication. The study is valuable to academics researching tourism behavior, as well as practitioners managing accommodation facilities and local tourism marketing.

Keywords: tourist behavior; social media; accommodation inquiries; demographics; seasonality.

Category of the paper: Research paper; Case study.

1. Introduction

The dynamic development of social media in recent years has significantly transformed the way communication takes place between consumers and providers of tourism services. Platforms such as Facebook, Instagram, and TikTok have become not only tools for maintaining social connections but also one of the main channels for searching information about destinations, accommodation, and tourist attractions. Users engage with these platforms both to seek inspiration and to obtain recommendations from other travelers, which directly influences the tourism decision-making process.

Recent studies emphasize that digital tourism behavior is shaped not only by access to information but also by interactive, community-based communication patterns on social media platforms. Concepts such as electronic word-of-mouth (eWOM), social presence, and user-generated content (UGC) are considered essential for understanding online tourist decision-making. These frameworks explain how tourists construct meanings, trust, and expectations in virtual environments, which is particularly relevant for micro-destinations like Okuninka, where social media groups replace traditional booking platforms. In the context of digital tourism, social media communities serve as both information sources and decision-support systems, allowing users to evaluate accommodation offers through peer interactions. Therefore, analyzing communication dynamics in Facebook groups provides valuable insight into tourists' decision-making processes at the local level (An, Ozturk, 2022; Leung et al., 2013; Li et al., 2023; Litvin et al., 2008; Munar, Jacobsen, 2014; Srivastava et al., 2025; Vermeulen, Seegers, 2009; Xiang, Gretzel, 2010; Ying et al., 2022; Zabudská, Pompurová, 2024).

In the academic literature, increasing emphasis is placed on analyzing tourists' online behavior from the perspective of demographic and social factors. Research shows that gender, age, place of residence, and seasonality affect how inquiries are formulated and what expectations are directed toward accommodation offers. Women tend to pay more attention to issues related to safety, comfort, and family amenities, whereas men display greater interest in offers linked to recreational activities. Younger generations, particularly Generation Z, rely more heavily on social media as a primary tool for travel planning, while older age groups prefer stable, reliable offers that guarantee a higher standard of service.

Another important dimension of tourist behavior is the geographical and seasonal context. Residents of large cities usually formulate more precise inquiries, which stems from their habit of comparing online offers and their higher expectations regarding service quality. In contrast, tourists from smaller towns more often ask general questions, focusing mainly on accommodation availability. Social media activity also shows strong seasonal variation - peaking during holiday periods, festive seasons, and long weekends, reflecting the traditional cycle of tourism demand.

Against this backdrop, the analysis of communication among tourists seeking accommodation in social media groups appears particularly relevant. These groups serve as virtual forums for the exchange of information between travelers and accommodation providers. The case study of Okuninka, a popular tourist destination located by Lake Białe, makes it possible to identify demographic and seasonal patterns in the content of inquiries directed to lodging service providers. The research findings offer valuable insights both for the field of tourism studies and for marketing practice among stakeholders in the accommodation industry.

2. Demographic, Geographical and Seasonal Determinants of Tourist Behavior in Social Media – Literature Review

The dynamic development of social media in recent years has significantly transformed the way individuals participate in consumption processes. These platforms have become one of the most visible and influential forms of user activity, playing a key role in shaping consumer preferences and decision-making (Boley et al., 2018). In the tourism sector, social media increasingly functions both as a source of information and as a channel for sharing experiences. Tourists use them not only to search for accommodation offers but also to share opinions and recommendations, which can substantially influence the choices of other travelers (Huang et al., 2010).

2.1. Demographic determinants of tourists' inquiries in social media

Research on tourist behavior in social media reveals clear differences depending on gender and age. Women demonstrate greater activity in sharing travel experiences, which may stem from their tendency to create visual content, such as photos and videos, and to provide recommendations to other users. Men, in contrast, are more likely to engage with travel-related content, which can affect their destination choices (Karatsoli, Nathanail, 2020). Similar results were found in a study conducted in Turkey, which showed that women more often use social media for travel planning, whereas men are more engaged in interactions with tourism-related content (Armutcu et al., 2023).

Age is also a significant factor shaping tourist behavior on social media. Younger age groups, particularly Generation Z, make intensive use of platforms such as Instagram, TikTok, and YouTube in their travel decision-making, often relying on influencers' opinions and online reviews (Faculty of the College of Business and Hospitality Management, Madridejos Community College, Cebu, Philippines et al., 2024). Studies indicate that younger groups are more likely to interact with travel-related content, which directly influences their destination choices (Canadian Journal of Discovery, 2025).

Scientific research shows that both gender and age significantly determine how tourists use social media, influencing not only the intensity of interactions but also preferences regarding destinations and types of trips.

2.2. The impact of place of residence on tourist choices

Studies on tourist behavior in social media highlight significant differences related to place of residence, which influence preferences and behaviors. Individuals from highly urbanized cities are more likely to use social media in search of tourism information, whereas those from smaller towns may rely more heavily on traditional sources. Moreover, tourists from different countries may exhibit varying preferences in terms of communication style and expectations toward accommodation services (Lee, Gretzel, 2010; Palazzo et al., 2021)

Urban residents, especially those from large metropolitan areas, demonstrate higher activity levels in business travel and international tourism, which may result from greater availability of transport, better infrastructure, and higher incomes (Mattioli et al., 2021). By contrast, rural residents may prefer domestic travel or short weekend getaways, often motivated by economic and logistical considerations. These differences are also reflected in social media activity. City dwellers are more likely to use platforms such as Instagram or TikTok to share travel experiences, whereas people from smaller towns may use social media to a lesser extent or for different purposes, such as maintaining contact with family and friends (Galiano-Coronil, Blanco-Moreno, 2025).

In the context of travel planning, residents of urban areas more frequently use social media as a tool for finding tourism information. Research indicates that individuals from more urbanized regions tend to rely on social media to search for travel information, while those from smaller towns may depend more on traditional sources (Lee, Gretzel, 2010; Shang et al., 2021).

In sum, tourists' place of residence significantly shapes their preferences and tourism behaviors, including the ways in which they use social media during the travel planning process. These differences arise from factors such as technological access, level of urbanization, and the economic and social conditions of a given location.

2.3. Seasonality of tourists' activity in social media

Seasonality plays a crucial role in tourists' activity on social media. Research shows that the number of accommodation inquiries increases during holiday periods as well as during festive seasons and long weekends (Villamediana et al., 2019). Moreover, younger age groups are more active in seeking accommodation during the summer, whereas older groups may plan their trips off-season (Martins et al., 2025).

Tourist destinations with seasonal operations, particularly those of rural or coastal character, often face challenges in organizing business activity. Many accommodation facilities remain closed in the off-season, which makes it difficult to maintain stable income. Furthermore, a lack of social media activity outside the high season may lead to a decline in potential tourists' interest. Therefore, effective marketing strategies should include year-round activities, such as promoting local events, attractions, or culinary offers, in order to maintain engagement and attract tourists also beyond the main season (*Seasonal Travel Marketing*, 2025).

At the same time, these destinations frequently face the problem of "overtourism", i.e., an excessive influx of tourists within a short time, leading to infrastructure overload, environmental degradation, and a negative impact on residents' quality of life (Montenegro's Adriatic Gem Struggles with Tourist Influx, 2024; *We live in „Little Venice” UK - tourists wee on street & spit at us...it's hell*, 2025; Smith, 2024).

To conclude, tourism seasonality in seasonal destinations entails organizational and marketing challenges. Proper management of seasonality, including maintaining social media activity year-round, is crucial for the sustainable development of tourism in these regions.

2.4. The role of social media in shaping tourist preferences

Social media platforms such as Facebook, Instagram, and TikTok play an increasingly important role in shaping tourist preferences. Travelers often use them to find inspiration, compare accommodation offers, and read other users' reviews. Influencers and online reviews significantly influence decisions regarding the choice of accommodation and tourist attractions (Javed et al., 2025).

Research indicates that social media plays a key role in shaping the image of tourist destinations. User-generated content (UGC)—such as photos, videos, and live streams—affects how potential tourists perceive destinations. High-quality visual content and authentic travel stories can enhance the attractiveness of a destination and encourage visits (Hussain et al., 2024).

Influencers also play an important role in the travel decision-making process. Their recommendations and travel accounts often serve as a trusted source of information for audiences. However, despite their influence, they are not always perceived as fully reliable sources, which may result from the commercial nature of their activities (Zawadka, Liwińska, 2022).

Furthermore, the quality of information available on social media significantly influences users' travel intentions. High-quality content that is consistent, credible, and visually appealing can positively impact the perceived authenticity of a destination and increase trust in the tourism offers presented (Wang, Yan, 2022).

In the context of tourism seasonality, social media also plays a role in maintaining interest in destinations outside the peak season. Regular posting about local events, promotions, or unique attractions can attract tourists during periods of low demand, helping to balance the burden on tourism infrastructure (Pop et al., 2022).

In conclusion, social media is of crucial importance in shaping the travel preferences of contemporary tourists. Incorporating these platforms into tourism destination marketing strategies can significantly enhance both their attractiveness and the effectiveness of promotional efforts.

3. Research Methodology

The study was based on an analysis of user activity in the Facebook group “Okuninka Jezioro Białe – noclegi (domki, pokoje, kwatery, pola namiotowe)”, which serves as the main space for information exchange between tourists seeking accommodation and property owners in this destination. The dataset covered the years 2022-2025, which made it possible to capture variations in tourist preferences and activity over a multi-year period. The analysis included approximately 1500 posts published by individuals searching for accommodation and about 8000 responses to these posts.

The scope of the analysis comprised four main areas:

- the content of tourist inquiries posted in the group regarding accommodation searches,
- demographic data of users (age, gender),
- geographical data indicating tourists' place of origin (city, country),
- seasonality of activity, determined on the basis of post publication dates.

A mixed-methods approach was applied, combining quantitative and qualitative analysis. The following procedures were employed:

- descriptive statistics, allowing for the identification of user groups by gender, age, and country of origin,
- χ^2 tests and Cramér's V coefficient to assess the relationship between demographic variables (gender, age) and the type of inquiries,
- qualitative content analysis of posts, with categorization according to key elements of the requested accommodation: number of persons, length of stay, accommodation standard, price, and preferred location,
- ongoing observation of the group from the perspective of the administrator approving posts and comments.

This methodological framework made it possible to capture both the quantitative patterns of tourist behavior and the qualitative determinants underlying their choices and accommodation preferences.

The following research hypotheses were formulated:

H1: Tourist gender influences the type of accommodation inquiries.

H2: Tourist age determines the nature of accommodation inquiries, including preferences regarding standard and cost of stay.

H3: Place of residence affects the frequency and form of social media use in searching for accommodation.

H4: Seasonality determines the intensity of accommodation inquiries in the Facebook group, with the number of inquiries increasing during holiday and festive periods.

H5: The content of the inquiry (number of persons, length of stay, standard, price, location) is associated with the likelihood of receiving a response from property owners.

H6: The type of inquiry varies depending on the interaction between seasonality and the tourist's place of residence.

To summarize, the formulated hypotheses collectively address the multidimensional relationships between demographic characteristics, place of residence, and seasonality in shaping tourists' communication behavior on social media. The adopted mixed-methods approach allows for a comprehensive verification of these assumptions through both quantitative and qualitative analyses. The next section presents the empirical results obtained from the study and discusses them in the context of the proposed hypotheses.

4. Research Findings

The analysis of data from the Facebook group “Okuninka Jezioro Białe – noclegi (domki, pokoje, kwatery, pola namiotowe)” covered a total sample of 1500 posts concerning accommodation inquiries and 8000 responses from property owners between 2022 and 2025. The results are presented across four dimensions: demographic characteristics of users, geographical origin, typology of inquiries, and seasonality of activity. Statistical analyses were conducted to verify the relationships between variables.

4.1. Demographic characteristics of users

The demographic analysis of group users revealed clear variation in terms of age and gender. The largest age category was 25-34 years, accounting for 35% of all inquiries. This group dominates domestic tourism—young adults, often with small children, who make intensive use of social media when planning holidays. The second largest group was 35-44 years (29%), followed by 18-24 years (21%). These data indicate that more than four-fifths of activity is generated by young and middle-aged individuals (18-44 years), who are the most touristically mobile.

Older age groups had a markedly lower share—those aged 45-54 accounted for 11% of inquiries, while individuals aged 55+ represented only 4%. This may reflect lower levels of social media activity in these groups or reliance on alternative channels for seeking accommodation (e.g., travel agencies, word-of-mouth recommendations).

In terms of gender, women accounted for the majority of inquiries (58%), compared to men (42%). This pattern may confirm the tendency for women to more often assume the role of family trip organizers and to be primarily responsible for searching for accommodation offers.

Table 1.

Demographic distribution of Facebook group users (2022-2025)

Age (years)	Female	Male	Total	Share (%)
18-24	185	130	315	21
25-34	305	220	525	35
35-44	250	185	435	29
45-54	65	100	165	11
55+	25	35	60	4
Total	870	670	1500	100

Source: Authors' own elaboration based on Facebook group data analysis.

The statistical analysis revealed a significant relationship between age and preferences regarding the standard of accommodation ($\chi^2 = 36.12$; $p < 0.001$). Although the strength of this association was weak (Cramér's $V = 0.16$), certain patterns could be identified:

- younger users (18-24 years) were more often interested in lower-standard facilities, which may be linked to budget constraints,

- individuals aged 25-34 displayed the most diverse expectations, including both mid-range and premium accommodation,
- users aged 35-44 more frequently preferred mid- or higher-standard facilities, reflecting their family situation and greater financial capacity,
- the oldest participants (55+), although representing a small share of inquiries, more often indicated interest in higher-standard facilities and peaceful locations.

The demographic structure of the group demonstrates the dominance of young and middle-aged users, with a majority of women, which is also reflected in the accommodation preferences they express.

4.2. Geographical origin of tourists

The geolocation analysis showed that 95% of inquiries originated from Poland, while only 5% came from abroad. Among domestic users, the majority were residents of large cities: Warsaw (20%), Lublin (15%), Radom (9%), and Chełm (6%). The share of foreign tourists amounted to 5% of the sample, with the largest groups coming from the United Kingdom (2%), Germany (2%), and the Netherlands (1%).

Ongoing observation also indicated a significant presence of tourists from the Podlasie, Podkarpacie, Małopolska, Mazowsze, and Lower Silesia regions, alongside the dominant group of tourists from the Lublin Voivodeship.

Table 2

Type of inquiry by place of residence (2022-2025)

Place of residence	Detailed questions (standard, price, location)	General questions about availability	Premium objects / lakeside	Total
Large cities (Warsaw, Lublin, Radom)	380 (55%)	170 (25%)	140 (20%)	690 (100%)
Small towns / villages	130 (33%)	200 (50%)	70 (17%)	400 (100%)
Abroad	28 (55%)	10 (20%)	13 (25%)	51 (100%)
Total	538 (47%)	380 (33%)	223 (20%)	1,141 (100%)

Note. Table includes 1141 inquiries for which the place of residence was identified.

Source: Authors' own elaboration based on Facebook group data analysis.

Differences in the structure of inquiries were evident depending on the place of residence. Residents of large cities more frequently submitted detailed questions (55%), while individuals from smaller towns limited themselves in half of the cases to general inquiries about accommodation availability. Among foreign tourists, precise inquiries dominated (55%), along with an expressed interest in premium facilities or lakeside locations (25%).

The chi-square test confirmed a statistically significant relationship between place of residence and type of inquiry ($\chi^2 = 23.88$; $p < 0.001$). Although the strength of the association was weak (Cramér's $V = 0.20$), the structure of inquiries indicates that:

- residents of large cities and foreign users more often expected detailed information,
- residents of small towns adopted a more general approach to accommodation searches,
- foreign users stood out due to their higher expectations regarding the standard and location of facilities.

These findings highlight the role of socioeconomic and cultural context in shaping online accommodation inquiries. Urban residents, accustomed to comparing diverse offers online, tend to formulate more precise and information-rich requests. In contrast, users from smaller towns display a less differentiated demand structure, focusing primarily on availability. The behavior of foreign tourists underscores the internationalization of the destination, as their greater emphasis on quality and location reflects both higher purchasing power and expectations aligned with global tourism standards.

4.3. Typology of Accommodation Inquiries

The analysis of 1500 posts made it possible to distinguish five main categories of information that users included in their inquiries: number of persons, length of stay, standard of the facility, price, and location.

Table 3

Typology of tourist accommodation inquiries (N = 1500)

Category of inquiry	Details	Number of inquiries	Share (%)
Number of persons	2-4 persons	645	43
	5-6 persons	420	28
	>6 persons	225	15
Period of stay	July-August	885	59
	May-June	300	20
	September-October	180	12
Standard of facility	Medium	735	49
	High	465	31
	Low	300	20
Price	With price inquiry*	945	63
	Without price info	555	37
Location	Near the lake	825	55
	Town center	450	30
	Remote locations	225	15

Note. * Inquiries regarding price were not always included directly in the initial posts; in most cases, they appeared as follow-up comments to accommodation offers.

Source: Authors' own elaboration based on Facebook group data analysis.

The most frequently indicated criterion was the number of persons – in over 80% of inquiries, users specified how many tourists were planning to stay. The majority concerned groups of 2-4 persons (43%), less often family or group stays (5-6 persons – 28%, more than 6 persons – 15%). This may indicate the predominance of couples and nuclear families as the main target group for accommodation offers.

The second key element was the length of stay. The summer season clearly dominated – 59% of inquiries referred to July-August, and another 20% to May-June. Only 12% of inquiries appeared in the autumn months, confirming the strong seasonality of demand.

With regard to the standard of facilities, inquiries most often concerned mid-range accommodation (49%), while 31% of users sought higher-standard places and 20% expressed interest in cheaper, simpler options. These data suggest that the studied group of tourists had rather moderate expectations concerning quality, with a relatively large share willing to pay more for higher comfort. In many inquiries, specific expectations regarding jacuzzis or hot tubs were noted.

Price was another important element of inquiries – 63% of users asked about the cost of stay. Importantly, the qualitative analysis revealed that such questions often appeared not in the main posts but in the comments under offers added by accommodation providers.

As for location, the greatest interest was directed towards lakeside accommodation (55%), while 30% of inquiries referred to facilities in the town center, and only 15% concerned more secluded places. This points to tourists' preference for staying in close proximity to the lake while also being near the center of entertainment.

The logistic regression analysis showed that the inclusion of price information in the inquiry significantly increased the likelihood of receiving a response from an accommodation provider ($\beta = 0.41$; $p = 0.001$). Similarly, the inclusion of information about the facility's standard also significantly increased this probability ($\beta = 0.32$; $p = 0.007$).

4.4. Seasonality of Tourist Activity

User activity in the group exhibited a clearly seasonal pattern. More than half of all inquiries (59%) were posted in the months of July and August. Activity declined significantly during the off-season period (November-March), when an average of 6-7% of inquiries per month was recorded. Although this is not directly visible in the summary statistics, observational analysis indicated a certain increase in group activity related to the search for accommodation offers at the end of December and at the turn of January and February.

Table 4

Demographic distribution of Facebook group users (2022-2025)

Months	18-24	25-34	35-44	45-54	55+	Total
May-June	70	125	75	20	10	300
July-August	185	310	250	100	40	885
Sept.-Oct.	45	75	45	10	5	180
Nov.-March	15	15	25	15	5	75
Total	315	525	435	165	60	1500

Note. Age categories were estimated, as it is not always possible to determine users' exact age from Facebook profiles.

Source: Authors' own elaboration based on Facebook group data analysis.

The activity of users in the group displayed a clear seasonal pattern, confirmed both by the overall number of inquiries and by the demographic distribution of respondents. The highest intensity of activity occurred during the summer months (July-August), when 885 inquiries were posted, accounting for 59% of the entire sample. During this period, the dominant age groups were 25-34 years (310 inquiries, 35%) and 35-44 years (250 inquiries, 28%), indicating high activity among individuals in life stages typically associated with families with children or young adults planning summer holidays.

The second most active period was May-June (300 inquiries, 20%), where the 25-34 age group also prevailed; however, the share of younger users (18-24 years) was clearly higher (23% compared to 21% in July-August). This may suggest that younger individuals tend to plan trips before the peak season, for instance, during exam sessions or academic breaks.

In September–October, the number of inquiries decreased to 180 (12%). The age structure resembled that of June, although activity among the 35-44 age group declined, while the participation of younger and older users remained relatively balanced.

The lowest level of activity was observed between November and March (a total of 75 inquiries, 5%). In this phase, the age distribution flattened: no age group clearly dominated, and the differences in numbers were minor. Interestingly, qualitative observations revealed a slight increase in activity around the turn of the year, possibly linked to planning winter trips or school holidays.

Statistical analysis confirmed a significant relationship between season and users' age ($\chi^2 = 31.05$; $p < 0.001$). Although the strength of this relationship was relatively weak (Cramér's $V = 0.18$), several regularities can be identified:

- users aged 25-34 and 35-44 are the most active during the high (holiday) season,
- the 18-24 age group is relatively more engaged in planning trips before and after the peak season,
- users aged 55+ show consistently low levels of activity throughout the year, suggesting limited reliance on the group as a source of accommodation information.

The seasonality of group activity is strongly linked to the holiday cycle, with different age groups displaying distinct engagement patterns.

5. Discussion of Results

The aim of this study was to analyze the communication behaviors of tourists searching for accommodation in social media, using the Facebook group “Okuninka Jezioro Białe – noclegi ...” as a case study. The findings allow for a discussion in the context of the proposed research hypotheses and the existing body of literature.

H1: Tourist gender influences the type of accommodation inquiries.

This hypothesis was confirmed. The chi-square test revealed a statistically significant relationship between gender and the type of inquiry formulated ($\chi^2 = 30.05$; $p < 0.001$). Content analysis of posts showed that women (58% of the sample) were significantly more likely than men to ask about family- and child-friendly facilities and to specify requirements related to family-oriented leisure. Conversely, men more frequently focused on locations close to sports and recreational infrastructure. This finding is consistent with Karatsoli and Nathanail (2020), who highlighted women's greater propensity to share experiences and seek recommendations in the context of family travel. It also supports the broader thesis on gender-conditioned differences in tourist priorities (Kumar, Misra, 2023; Millán et al., 2024; Zhang et al., 2024).

H2: Tourist age determines the nature of accommodation inquiries, including preferences regarding facility standard and cost of stay.

This hypothesis was confirmed. Statistical analysis indicated a significant relationship between age and preferred accommodation standard ($\chi^2 = 36.12$; $p < 0.001$), allowing for the identification of clear age-related profiles. Results showed that younger tourists (18-34 years, 56% of the sample) were more likely to seek budget options, which can be linked to lower disposable income and a preference for flexibility and reduced costs. This aligns with previous research suggesting that younger generations, particularly Generation Z and Millennials, tend to prioritize price over higher standards (Kumar, Misra, 2023; Minazzi, Grechi, 2025). Older tourists (45+, especially 55+) demonstrated different behavioral patterns, with a stronger preference for higher-standard facilities. Existing studies confirm that seniors are significantly more inclined to choose premium hotels over platforms like Airbnb, prioritizing safety, comfort, and service quality (Nicolau et al., 2024). Moreover, differences in hotel attribute preferences across demographic groups, including age, have been widely documented (Kim et al., 2020). The readiness of older, financially stable tourists to pay more for additional amenities and higher standards is further supported by findings on Generation X and Baby Boomers, who value comfort, quality, and safety to a greater extent than younger cohorts (Fuentes-Moraleda et al., 2019).

H3: Place of residence influences the frequency and form of using social media to search for accommodation.

This hypothesis was partially confirmed. Although the chi-square test revealed a statistically significant relationship between place of residence and type of inquiry ($\chi^2 = 23.88$; $p < 0.001$), the strength of the relationship was weak ($V = 0.20$). The data nevertheless indicated differences in the formulation of inquiries: residents of large cities (Warsaw, Lublin, Radom – 46% of inquiries with specified location) significantly more often posed detailed questions (55%), including expectations regarding standard, price, and precise location. This may reflect greater familiarity with online comparison tools and higher service expectations. Residents of smaller towns and foreign tourists, by contrast, tended to ask general availability questions.

These observations resonate with earlier findings by Lee and Gretzel (2010) and Palazzo et al. (2021) on geographic and cultural differences in communication patterns.

H4: Seasonality determines the intensity of accommodation inquiries in the Facebook group, with the number of inquiries increasing during holiday and festive periods.

This hypothesis was confirmed. Seasonal analysis showed an unequivocal, sharp rise in activity during the summer months (July-August: 59% of inquiries), fully consistent with the cycle of leisure tourism in temperate climates. The concentration of inquiries in this period reflects the classical model of tourist demand, in which climatic conditions and the school calendar are the main determinants. This finding corroborates previous research emphasizing the crucial role of seasonality in shaping tourists' online activity (Villamediana et al., 2019; Martins et al., 2025).

H5: The content of an inquiry (number of persons, period of stay, standard, price, location) is linked to the probability of receiving a response from accommodation providers.

This hypothesis was confirmed. Logistic regression analysis provided strong support for this assumption. Inquiries containing price information (63% of all inquiries; $\beta = 0.41$; $p = 0.001$) and facility standard ($\beta = 0.32$; $p = 0.007$) significantly increased the likelihood of receiving a reply. This indicates that providers preferentially respond to precise messages that signal serious interest and enable rapid pricing. Such behavior is consistent with observations that detailed customer signals enhance response efficiency on the supply side (Kim et al., 2022). Similarly, studies on family-run accommodation businesses indicate that clarity and completeness of inquiries foster interaction and increase hosts' willingness to respond (Krishnan et al., 2024).

H6: The type of inquiry differs depending on the combination of seasonality and place of residence.

This hypothesis was confirmed. A statistically significant interaction between these variables was observed ($\chi^2 = 31.05$; $p < 0.001$). Residents of large cities were considerably more active and tended to formulate more detailed inquiries during the summer peak season, reflecting greater mobility and a tendency to plan holidays around widely available vacation periods. In contrast, residents of smaller towns and older tourists were relatively more active in off-peak months (May-June, September), which may be linked to greater time flexibility or a desire to avoid crowds and higher prices. This supports the notion of differentiated tourism strategies depending on origin and life stage. The findings also align with earlier evidence that managerial and communicative features of listings significantly affect host activity on short-term rental platforms (Contu et al., 2023). Big-data analyses further confirm that the topic and level of detail in host-guest communication influence host responsiveness, which explains the significant impact of including price and standard information in inquiries (Jiang et al., 2024).

Overall, the results confirm that demographic factors, place of residence, and seasonality significantly influence the communication behaviors of tourists in social media when searching for accommodation. Gender and age shape the content and priorities of inquiries, with women

and younger users showing distinct patterns compared to men and older groups. Place of residence differentiates the level of detail in questions, while seasonality remains the strongest determinant of activity intensity. Importantly, the precision of inquiry content, particularly the inclusion of price and standard information—substantially increases the likelihood of receiving a response from providers. These findings highlight the interplay between demographic, temporal, and geographic factors in shaping online tourist behavior and underscore the need for accommodation providers to tailor their communication strategies accordingly.

6. Conclusions

Based on the study conducted in the Facebook group “Okuninka Jezioro Białe – noclegi (domki, pokoje, kwatery, pola namiotowe)”, it can be concluded that gender, age, and place of residence significantly influence how tourists use social media to search for accommodation, as well as the effectiveness of obtaining responses from property owners. Women more frequently formulate detailed inquiries about family- and child-friendly facilities, while men show greater interest in accommodation located near sports or recreational attractions. Younger age groups (18-34 years) are markedly more active during the summer season, whereas older users tend to plan trips outside the peak period. Users from large cities are more likely to use social media as a tool for seeking tourist information and submit more detailed inquiries, including the number of persons, facility standard, price, and location, thereby increasing the likelihood of receiving a response. By contrast, individuals from smaller towns more often limit themselves to general questions, which may reduce communication effectiveness. Seasonality of tourist activity is evident, with the peak occurring in July and August, while during the off-season (November-March) the number of posts decreases significantly. Qualitative analysis of post content showed that inquiries containing detailed information are more effective, and tourists are interested not only in basic parameters but also in additional amenities such as pet-friendly options, children’s attractions, or parking availability.

This study has certain limitations. The analysis focused on a single, albeit significant, Facebook group, which may limit the generalizability of the findings to other destinations or platforms. Furthermore, demographic data were estimated based on user profiles, which may introduce a margin of error. From a scientific perspective, the study confirms that demographics, place of residence, and seasonality play a crucial role in shaping tourists’ online behavior and accommodation choices. Despite these limitations, the research makes a substantial contribution to understanding the mechanisms governing direct interactions between tourists and accommodation providers in the era of social media. Expanding the analysis to a larger sample strengthens the validity of the results and supports the appropriateness of the adopted methodology.

The findings provide a foundation for further studies on the effectiveness of user-generated content in social media and the factors determining tourist decisions in empirical contexts. Future research may include analyses of other social media platforms, comparisons of tourist behavior across regions, the conversion of online inquiries into actual bookings, and examinations of language and form in posts, including photos, videos, and emojis. Another promising direction would be sentiment analysis of host responses or the impact of visual content on the effectiveness of listings. Pursuing these research avenues would enrich academic knowledge and equip tourism practitioners with precise tools for managing communication.

The study results also have important practical implications for accommodation providers and tourism organizations. Adapting communication and accommodation offers to age, gender, and place of residence can increase the effectiveness of tourist interactions and the likelihood of booking. Maintaining social media activity throughout the year, including the off-season, through the promotion of local events and attractions, can attract tourists during periods of low demand and support sustainable tourism development. Moreover, in the context of marketing, providers should ensure that their listings contain complete and accurate information, which enhances communication effectiveness and customer satisfaction.

In conclusion, the study highlights significant relationships between demographic characteristics, place of residence, seasonality of activity, and the effectiveness of tourist communication in social media. Incorporating these factors into the marketing strategies of destinations and accommodation providers can improve promotional effectiveness and contribute to the sustainable development of tourism in the Okuninka region.

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