

You call it “sharing”, I call it “bragging”: Conceptualizing travel bragging from a dual perspective

Hongbo Liu
University of Surrey

Xiang (Robert) Li
Temple University

Follow this and additional works at: <https://scholarworks.umass.edu/ttra>

Liu, Hongbo and Li, Xiang (Robert), "You call it “sharing”, I call it “bragging”: Conceptualizing travel bragging from a dual perspective" (2020). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 50.

https://scholarworks.umass.edu/ttra/2020/research_papers/50

This Event is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

You call it “sharing”, I call it “bragging”:

Conceptualizing travel bragging from a dual perspective

Hongbo Liu¹, Xiang (Robert) Li²

1. School of Hospitality and Tourism Management, University of Surrey, Guildford, Surrey,
GU2 7XH, UK

2. Department of Tourism and Hospitality Management, Temple University, 1810 N. 13th
Street, Philadelphia, PA 19122, USA

Abstract

Travel bragging refers to showing off or boasting about travel experiences. Although travel bragging is increasingly ubiquitous on social media, this topic has been largely under-researched in academia. The present study aimed to explore travel bragging through a qualitative approach from both travel braggings' and audience's perspectives. Based on data from 30 semi-structured interviews, this study provided a systematic conceptualization of travel bragging, which included the definition of travel bragging, how to distinguish travel bragging from travel experience sharing, motivations of travel bragging, the influence of travel bragging on both travel braggings and their audience, as well as their coping strategies in response to the negative impacts of travel bragging. The conceptualization of travel bragging highlights the perception gaps between the travel braggings and the audience in identification of travel bragging, motivations of travel bragging and the emotional experiences of the audience. Further, this study contributes to the WOM (word of mouth) literature by uncovering the positive and negative influences of travel bragging and the underlying mechanisms. Managerially, this study generated important implications for destination marketing organizations, individuals, and policy makers related to travel bragging.

Key words: travel bragging, social media, conceptualization, perception gap, dual perspective