Social Media based Communication for Tourism

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Who am I?

- Educational Technologist / Scientist &
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- Researcher

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Today's Agenda

- Web 2.0
- Internet Statistics World vs Italy
- Social Media in Tourism
- Tourism 2.0
- Blogs
- Social Networks
- Facebook
- Twitter
- LinkedIn
- Pinterest
- What other tools we have…

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A Conversation ……

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Web 2.0

- … concept was produced by Tim O'Reilly for the first time.
- Web 2.0 technologies can be characterized as **participative** web controlling on **information construction** and **distribution** (Siemens & Tittenberger, 2009).
- Web 2.0 technologies provided a shift in focusing on information for people and their interactions.
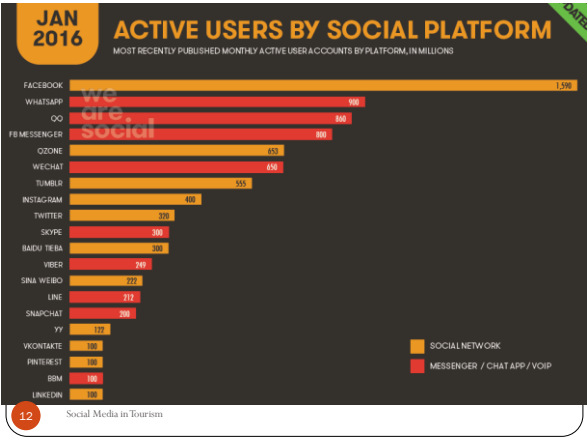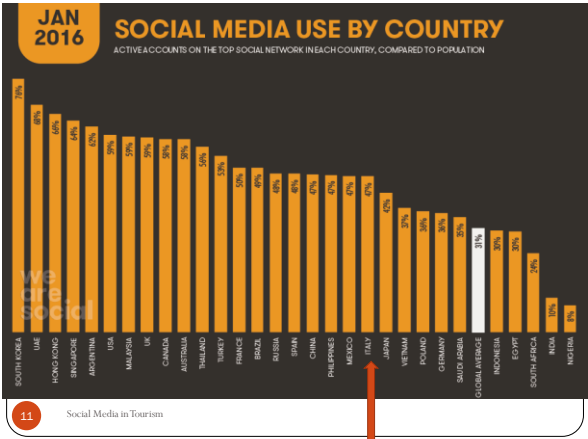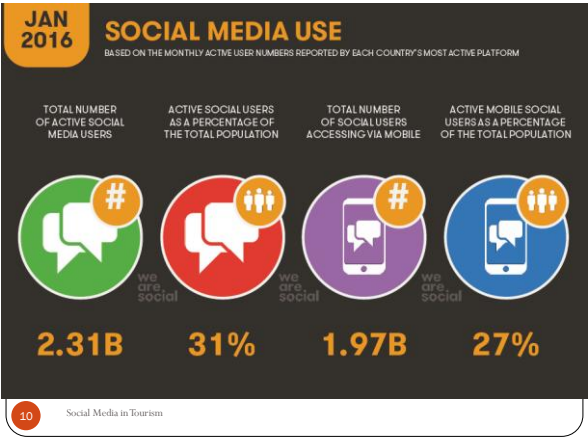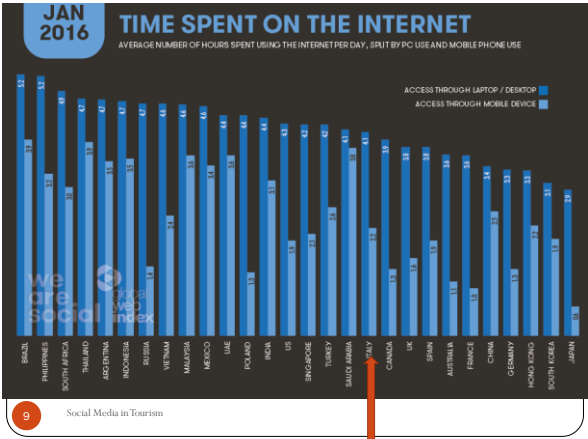
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Web 2.0

- Current lifelong learners contribute to creation and consumption of knowledge with their contributions to different Web 2.0 tools;

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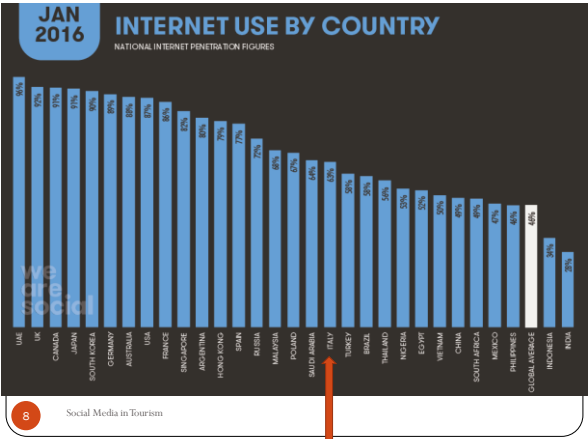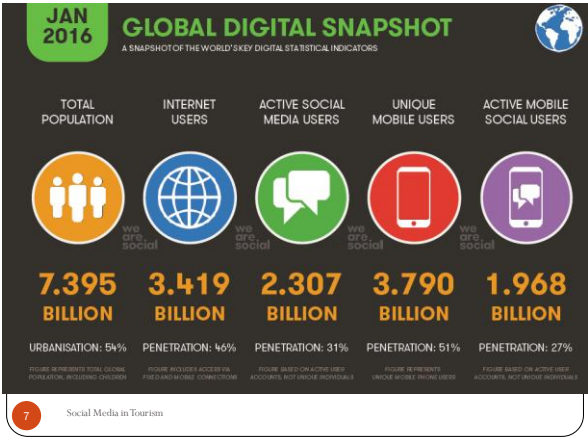
Social Media in Tourism

- Internet and social media especially makes possible a fast connection to the source of information, therefore due to the little time they have, people choose this form of information.
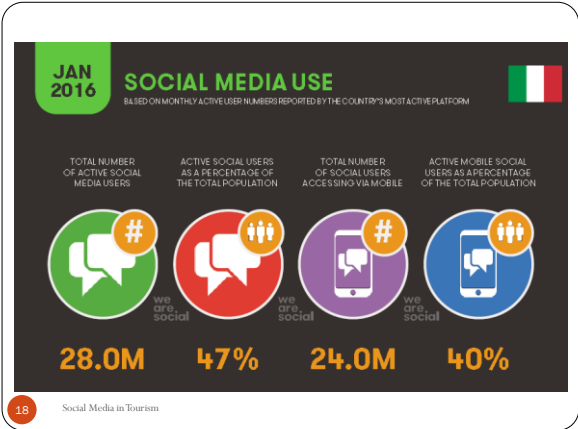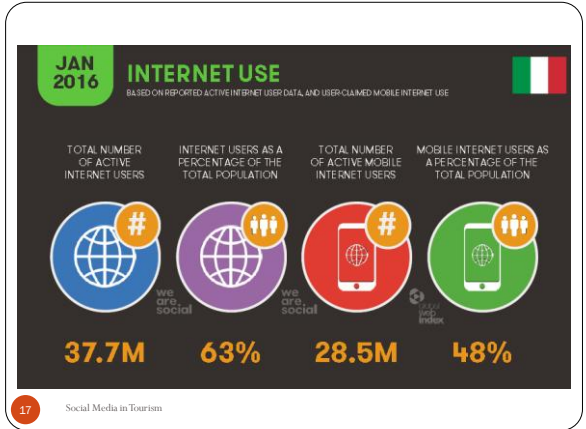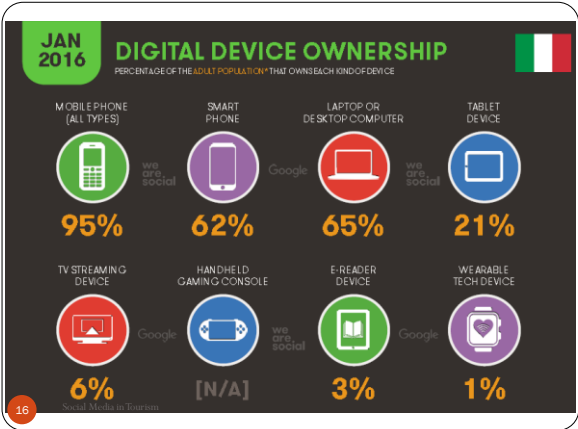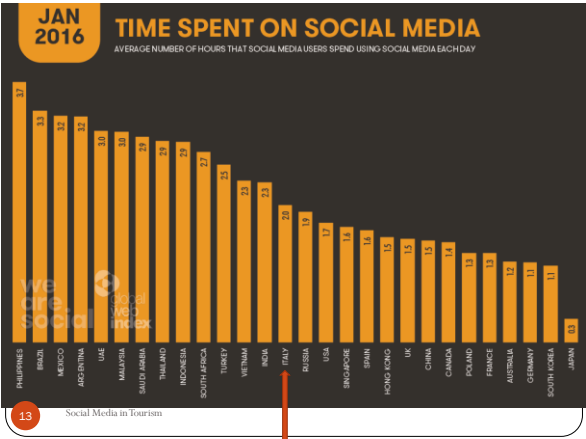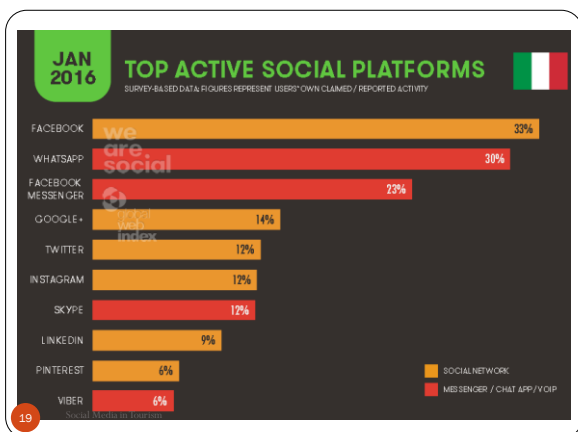- The tourism area makes no exception from the rule, as less and less people enter the buildings of specialized tourism agencies in search for the desired destination (Cheung, 2012).

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Social Media in Tourism

- Until recently, on site travel agents have been the most accessed link between consumers and touristic services providers, when planning for a touristic destination.
- However, changes in the communication and information processes caused by Internet expansion determined touristic services providers and consumers to interact online, directly, diminishing the role of the traditional onsite travel agencies.

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Social Media in Tourism

- The choice of online users in seearch for a touristic destination are influenced by the reliability, assurance, good deals and security offered by service providers.
- On the other hand, travel agencies may also influence consumer's choice by making visible through social media the added value of their expertise and experience (Cheyne et al, 2006).

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Social Media in Tourism

- The image of a company, the brand is build through and with the help of its employees, but mostly by the consumers.
- Thus, the influence of company's messages must be oriented towards employees and consumers.
- In online environment, through social media, messages to and from company to those targeted are very easy to transmit. However, these messages might be interpretable by various groups of users.
- Chances are that the messages reach their targeted audience, but chances are that messages are wrongly perceived and the discussions and opinions generated by them create a negative image to the company.

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Social Media in Tourism

- In tourism sector, social media is also present and companies involved in this sector present and promote their services online.
- In the last years, it was registered a change in tourists behavior, as before choosing a touristic destination they search online for more information.
- Social media is a powerful communication and information platform they may appeal to and the current research focuses on their trust in it.

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Travel 2.0

- Web 2.0 applications in the tourism sector have been named **Travel 2.0** applications by Philip C. Wolf (president and CEO of PhoCusWright, a leading consultancy firm in the tourism arena) and are creating, for the many time, a cultural change in the tourism world.
- Traditional operators are facing a new consumer, which can easily access information and easily share own views, comments and suggestions in an informal and collaborative way, increasing the value and influence power as determinants of choice for other consumers.

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Travel 2.0

- The Web is shifting from a business-to-consumer marketing to a peer-to-peer model for the sharing of information.
- All tourism businesses are thus facing the need to implement strategies and tools (websites or portals) based on user generated contents or, at least, to incorporate these new technologies to enrich their multimedia contents.
- Social media influenced by social networking is pressing suppliers and buyers who value more and more the opinions, reviews and referrals of fellow travelers.
- These information agents (Travel 2.0 users) represent a more reliable and trustworthy source than the suppliers themselves.

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TripAdvisor

- … is a website where most information posted is autonomously generated by its users.
- They post reviews, comments and ratings on a destination, a hotel, an attraction or any other tourism related 'object' or service.
- Furthermore, it is possible to add multimedia elements (photos and videos) or travel maps of previous trips or take part in discussion forums, web-based applications that allow users to post some material and discuss some specific topic.
- The forum's authors need to be registered; this entitles them to create a profile containing basic data (nickname, residence etc.).

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SWOT analysis of Kemi Tourism Ltd

		Positive	Negative
Internal factors		**STRENGTHS** • uniqueness of attractions • wide variety of services • established presence in the media • customer base • professional material ready for use in marketing communications	**WEAKNESSES** • resources • marketing • season dependence • profitability • lack of interest in social media
External factors		**OPPORTUNITIES** • rise in popularity of e-commerce, digital marketing and social media • cooperation with other organizations • growth in the tourism industry • feedback and product development	**THREATS** • world's economical state • competitors

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Blogs

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Most popular…

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Social Networks

Social Networking Websites

WORLD MAP OF SOCIAL NETWORKS
January 2016

Facebook   QZone   V Kontakte   Odnoklassniki
Twitter   Facenama

WORLD MAP OF SOCIAL NETWORKS
Ranked 2nd - January 2016

Instagram   Twitter   V Kontakte   Odnoklassniki
Linkedin   Facebook   Reddit
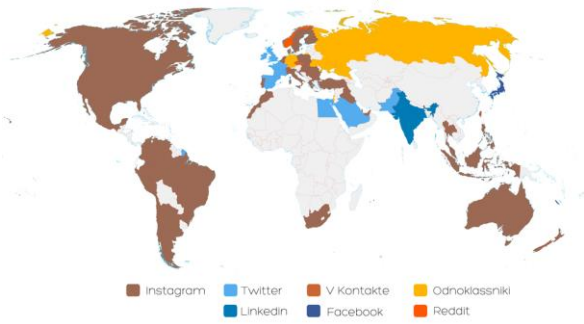
Facebook,

- … as found on 2004, has become one of the most leading social networking websites for the entire world population.
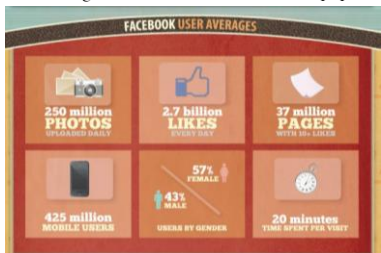
Twitter

Twitter in Tourism

- Twitter can also be used by businesses as it connects them to customers in real-time.
- Companies can use Twitter to quickly share information with people interested in their products and services, get real-time market intelligence and feedback, and build relationships with customers, partners and influential people.
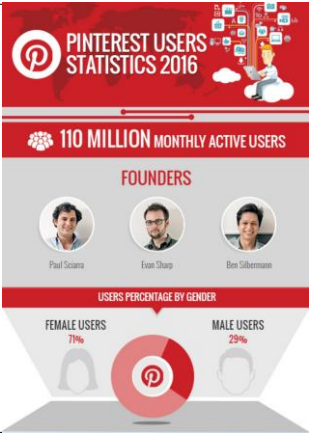
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LinkedIn

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## Pinterest

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Pinterest: A New Visual Social Media

- Pins are created by linking to visual images from online websites.
- Users create and curate content by choosing and organizing specific images from the Web and communicate with other users using up to 500 word character descriptions of their image.
- Pinterest contributes to what Wenger, McDermott and Snyder (2002) defined as a community of practice where "groups of people who share a concern, a set of problems, or a passion about a topic, deepen their knowledge and expertise in this area by interacting on an ongoing basis" (p.4).
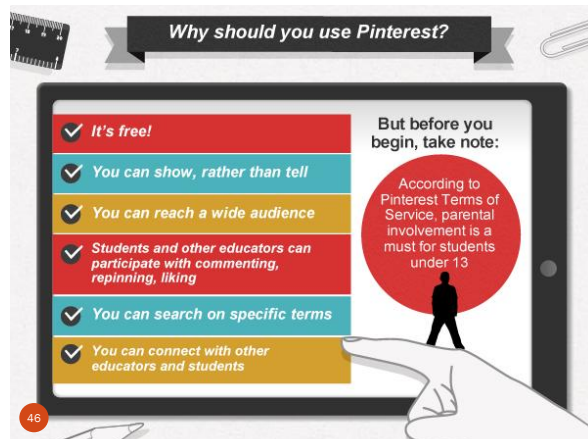
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What Else...

- **Youtube** (user-generated video content, including movie clips, TV clips, music videos, video blogging, short original videos, educational videos, etc…)
- **Vimeo** (creates more private video-sharing environment and has a special video school to create more efficient and better videos. Money can be earned by tips and by licensing your videos.)
- **SlideShare** (Creating slides and uploading on the web to make it available anywhere. It also supports documents, PDFs, videos and webinars. SlideShare also provides users the ability to rate, comment on, and share the uploaded content.)
- **Tumblr** (another microblogging site with more visual options – pay attention about adult content)

What Else...

- **Dropbox / GoogleDrive /…** (free services that let you bring your photos, docs, and videos anywhere and share them easily)
- **Webinar** (combination of web and seminar, meaning a presentation, lecture, or workshop that is transmitted over the Web. It allows video, audio, any kind of presentation tool and interaction with audience.)
- **Foursquare / Swarm** (is a location-based social networking website for mobile devices, such as smartphones. Users "check- in" at venues using a mobile website, text messaging or a device-specific application by selecting from a list of venues the application locates nearby.)

What Else...

- **Flickr** (Explore with Flickr's map feature to see what is happening all over the world. Use the Flickr slideshow feature as an alternative to PowerPoint or other presentation tools. Create virtual field trips. Creative writing assignment with individual pictures or storytelling with multiple pictures. Use Flickr's search feature to have your students collect photos of important monuments or symbols, then create a presentation on what and why those are important to history.)
- **StumbleUpon** (is a discovery engine (a form of web search engine – aka social bookmarking) that finds and recommends web content to its users. Its features allow users to discover and rate Web pages, photos, and videos that are personalized to their tastes and interests using peer-sourcing and social-networking principles.)

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What Else...

- **Podcast** (is a pre-recorded audio-video that's posted to a website and is made available for download so people can listen-watch to them on personal computers or mobile devices.)
- **Snapchat** (is uniquely positioned as "default delete" — meaning that all posts eventually are deleted after viewing or after 24 hours, whereas other popular social services by default make your posts available indefinitely.)

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THANK YOU VERY MUCH

GRAZIE MILLE

TEŞEKKÜRLER

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Contact Information

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- Skype; hasan_tinmaz
- Snapchat; hasan_tinmaz
- Foursquare / Swarm; hasan_tinmaz

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