

The Role and Importance of Social Media Marketing in The Tourism Sector

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Abstract

One of the most competitive fields of Service sector is tourism industry, which requires effective management of natural, financial and human resources existing in country. For developing tourism industry in any country is therefore important to provide relevant Infrastructure, improve service quality and increase of customer satisfaction. Social Media has revolutionized the lives of people within a decade of its introduction. It has gradually inculcated into our daily routine as a real time source of information related to every ongoing activity, including business, technology, current affairs, social life, travel, and more. Social Media has also expanded the reach of industries as now they can target consumers sitting miles away without even meeting them. Social networking websites are based on building virtual communities that allow tourists to express their needs, wants and values, online. Social media marketing then connects these tourists and audiences to businesses that share the same needs, wants, and values. Through social networking sites, tourism organisations can keep in touch with individual followers. This personal interaction can in still a feeling of loyalty into followers and potential tourists. Social media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered travel marketing.

Keywords: - Social media, E- commerce, online booking, Advertising.

Introduction

The Internet's ability to reach billions across the globe has given online word of mouth a powerful voice and far reach. The ability to rapidly change buying tourism service and tourist's acquisition and activity to a growing number of tourists is defined as an influence network. Social networking sites and blogs allow

followers to retweet or repost comments made by others about a service or a destination being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the tourism product and services is being put out there and is getting repeated, more traffic is brought to the tourism products and services.

Social networking websites are based on building virtual communities that allow tourists to express their needs, wants and values, online. Social media marketing then connects these tourists and audiences to businesses that share the same needs, wants, and values. Through social networking sites, tourism organisations can keep in touch with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential tourists. Also, by choosing whom to follow on these sites, tourism product and services can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective tourists might be interested in. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. An understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015. Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently. Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites.

Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones. Retailers use QR codes to facilitate consumer interaction with brands by linking the code to brand websites, promotions, product information, or any other mobile-enabled content. In addition, Real-time bidding use in the mobile advertising industry is high and rising because of its value for on-the-go web browsing.

In 2012, Newago, a provider of real time bidding in mobile advertising, reported a 37% increase in revenue each month. Adfonic, another mobile advertisement publishing platform, reported an increase of 22 billion ad requests that same year.

Mobile devices have become increasingly popular, where 5.7 billion people are using them worldwide, and this has played a role in the way consumers interact with media and has many further implications for TV ratings, advertising, mobile commerce and more. Mobile media consumption such as mobile audio streaming or mobile video are on the rise in the United States, more than 100 million users are projected to access online video content via mobile device. Mobile video revenue consists of pay-per-view downloads, advertising, and subscriptions. As of 2013, worldwide mobile phone Internet user penetration was 73.4%. In 2017, figures suggest that more than 90% of Internet users will access online content through their phones.

The Social media players brought changes in the operations of the promotions they are :-

Twitter: Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service. Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

Facebook: Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of "engagement" or clicks to Likes that link back to Facebook advertising. By 2014, Facebook had restricted the content published from businesses and brands' pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 "Likes") from 16% in 2012 down to 2% in February 2014.

LinkedIn: LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "Company Pages" similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their customers. Due to spread of spam mail sent to job seeker, leading companies

prefer to use LinkedIn for employee's recruitment instead using different a job portal. Additionally, companies have voiced a preference for the amount of information that can be gleaned from a LinkedIn profile, versus a limited email.

Whatsapp: WhatsApp was founded by Jan Koum and Brian Acton. WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls. Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. Whatsapp has a customer base of 1 billion people in over 180 countries. It is used to send personalised promotional messages to individual customers. It has plenty of advantages over SMS that includes ability to track how Message Broadcast Performs using blue tick option in Whatsapp. It allows sending messages to Do Not Disturb (DND) customers. Whatsapp is also used to send a series of bulk messages to their targeted customers using broadcast option. Companies started using this to a large extent because it is a cost effective promotional option and quick to spread a message. Still, Whatsapp doesn't allow businesses to place ads in their app.

Yelp: Yelp consists of a comprehensive online index of business profiles. Businesses are searchable by location, similar to Yellow Pages. The website is operational in seven different countries, including the United States and Canada. Business account holders are allowed to create, share, and edit business profiles. They may post information such as the business location, contact information, pictures, and service information. The website further allows individuals to write, post reviews about businesses, and rate them on a five-point scale. Messaging and talk features are further made available for general members of the website, serving to guide thoughts and opinions.

Instagram: In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. According to Scott Galloway, the founder of L2 and a professor of marketing at New York University's Stern School of Business, latest studies estimate that 93% of prestige brands have an active presence on Instagram and include it in their marketing mix.

When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers.

Many brands are now heavily using this mobile app to boost their marketing strategy. Instagram can be used to gain the necessary momentum needed to capture the attention of the market segment that has an interest in the product offering or services.

As Instagram is supported by Apple and android system, it can be easily accessed by smartphone users. Moreover, it can be accessed by the Internet as well. Thus, the marketers see it as a potential platform to expand their brands exposure to the public, especially the younger target group. On top of this, marketers do not only use social media for traditional Internet advertising, but they also encourage users to create attention for a certain brand.

This generally creates an opportunity for greater brand exposure. Furthermore, marketers are also using the platform to drive social shopping and inspire people to collect and share pictures of their favourite products. Many big names have already jumped on board: Starbucks, MTV, Nike, Marc Jacobs, and Red Bull are a few examples of multinationals that adopted the mobile photo app early.

Fashion blogger Danielle Bernstein, who goes by @weworewhat on Instagram, collaborated with Harper's Bazaar to do a piece on how brands are using Instagram to market their products, and how bloggers make money from it. Bernstein, who currently has one and a half million followers on Instagram, and whose "outfit of the day" photos on Snap chat get tens of thousands of screenshots, explained that for a lot of her sponsored posts, she must feature the brand in a certain number of posts, and often cannot wear a competitor's product in the same picture.

According to Harper's Bazaar, industry estimates say that brands are spending more than \$1 billion per year on consumer-generated advertising.

Founder of Instagram Kevin Systrom even went to Paris Fashion week, going to couture shows and meeting with designers to learn more about how style bloggers, editors, and designers are currently dominating much of the content on his application.

Instagram has proven itself a powerful platform for marketers to reach their customers and prospects through sharing pictures and brief messages. According to a study by Simply Measured, 71% of the world's largest brands are now using Instagram as a marketing channel.

For companies, Instagram can be used as a tool to connect and communicate with current and potential customers. The company can present a more personal picture of their brand, and by doing so the company conveys a better and true picture of itself.

The idea of Instagram pictures lies on on-the-go, a sense that the event is happening right now, and that adds another layer to the personal and accurate picture of the company. In fact, Thomas Rankin, co-founder and CEO of the program Dash Hudson, stated that when he approves a blogger's Instagram post before it is posted on the behalf of a brand his company represents, his only negative feedback is if it looks too posed. "It's not an editorial photo," he explained, "We're not trying to be a magazine. We're trying to create a moment."

Another option Instagram provides the opportunity for companies to reflect a true picture of the brand from the perspective of the customers, for instance, using the user-generated contents through the hashtags encouragement.

Other than the filters and hashtags functions, the Instagram's 15-second videos and the recently added ability to send private messages between users have opened new opportunities for brands to connect with customers in a new extent, further promoting effective marketing on Instagram.

Snap chat: Snap chat is a popular messaging and picture exchanging application that was created in 2011 by three students at Stanford University named Evan Spiegel, Bobby Murphy, and Reggie Brown. The application was first developed to allow users to message back and forth and to also send photographs that are only available from 1-10 seconds until they are no longer available. The app was an instant hit with social media members and today there are up to 158 million people using snap chat every single day. It is also estimated that Snap chat users are opening the application approximately 18 times per day, which means users are on the app for about 25-30 minutes per day.

YouTube: YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested, this is another advantage YouTube brings for advertisers.

Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos. YouTube also enable publishers to earn money through its YouTube Partner Program. Companies can pay YouTube for a special "channel" which promotes the company's products or services.

Social bookmarking sites

Websites such as Delicious, Digg, Slashdot, Diigo, Stumbleupon, trip advisor, quora, reddit are popular social bookmarking sites used in social media promotion. Each of these sites is dedicated to the collection, creation, and organization of links to other websites that users deem to be of good quality. This process is "crowd

sourced", allowing amateur social media network members to sort and prioritize links by relevance and general category. Due to the large user bases of these websites, any link from one of them to another, the smaller website may in a flash crowd, a sudden surge of interest in the target website.

In addition to user-generated promotion, these sites also offer advertisements within individual user communities and categories. Because ads can be placed in designated communities with a very specific target audience and demographic, they have far greater potential for traffic generation than ads selected simply through cookie and browser history. Additionally, some of these websites have also implemented measures to make ads more relevant to users by allowing users to vote on which ones will be shown on pages they frequent. The ability to redirect large volumes of web traffic and target specific, relevant audiences makes social bookmarking sites a valuable asset for social media marketers.

Blogs: Platforms like LinkedIn create an environment for companies and clients to connect online. Companies that recognize the need for information, originality and accessibility employ blogs to make their products popular and unique and ultimately reach out to consumers who are privy to social media. Studies from 2009 show that consumers view coverage in the media or from bloggers as being more neutral and credible than print advertisements, which are not thought of as free or independent. Blogs allow a product or company to provide longer descriptions of products or services, can include testimonials and can link to and from other social network and blog pages.

Blogs can be updated frequently and are promotional techniques for keeping customers, and also for acquiring followers and subscribers who can then be directed to social network pages. Online communities can enable a business to reach the clients of other businesses using the platform. To allow firms to measure their standing in the corporate world, sites enable employees to place evaluations of their companies. Some businesses opt out of integrating social media platforms into their traditional marketing regimen.

There are also specific corporate standards that apply when interacting online. To maintain an advantage in a business-consumer relationship, businesses have to be aware of four key assets that consumers maintain: information, involvement, community, and control.

Tumblr : Blogging website Tumblr first launched ad products on May 29, 2012. Rather than relying on simple banner ads, Tumblr requires advertisers to create a Tumblr blog so the content of those blogs can be featured on the site. In one year, four native ad formats were created on web and mobile, and had more than 100 brands advertising on Tumblr with 500 cumulative sponsored posts.

Ad formats: Sponsored mobile pPost – Advertisements (Advertisers' blog posts) will show up on user's Dashboard when the user is on a mobile device such as smartphones and tablets, allowing them to like, reblog, and share the sponsored post.

Sponsored web post – "Largest in-stream ad unit on the web" that catches the users' attention when looking at their Dashboard through their computer or laptop. It also allows the viewers to like, reblog, and share it.

Sponsored radar – Radar picks up exceptional posts from the whole Tumblr community based on their originality and creativity. It is placed on the right side next to the Dashboard, and it typically earns 120 million daily impressions. Sponsored radar allows advertisers to place their posts there to have an opportunity to earn new followers, reblogs, and likes.

Sponsored spotlight – Spotlight is a directory of some of the popular blogs throughout the community and a place where users can find new blogs to follow. Advertisers can choose one category out of fifty categories that they can have their blog listed on there.

These posts can be one or more of the following: images, photo sets, animated GIFs, video, audio, and text posts. For the users to differentiate the promoted posts to the regular users' posts, the promoted posts have a dollar symbol on the corner. On May 6, 2014, Tumblr announced customization and theming on mobile apps for brands to advertise.

Social media promotions impact tourism and hospitality sector

Social media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered travel marketing. From the way that travellers research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing from start to finish. Here are five ways tourism has been impacted.

1. Travel research transformed: The most profound effect that social media has had on the tourism industry to date is the democratization of online reviews. Today's travellers go online to research their future travel destinations and accommodations. When booking travel, 89% of millennial plan travel activities based on content posted by their peers online.

From social sharing sites such as Instagram to crowd-sourced review sites such as Trip Advisor, people are browsing the Internet for travel inspiration and validation from their peers. There, they can easily find other travellers' photos, check-ins, ratings and more. This easy-to-attain, real guest feedback serves to preview the

in-person experience that the destination has to offer from a viewpoint other than that of the brand. As you might assume, this social media content is tremendously accessible and influential, and it can serve to either put off potential guests or inspire them to book.

2. Rise in social sharing: People have always loved sharing photos and videos taken of their travels. What social media has done is to facilitate and expand people's ability to share travel experiences with a wider audience than ever before. Over 97% of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests.

This trend hasn't gone unnoticed. Many hotels and resorts have turned to running social contests and campaigns to ensure that they get some credit for their guests' social activity. Kimpton Hotels and Restaurants used guests' wedding photos instead of staged, professional photographs to market their wedding venues. The campaign encouraged guests to take photos, tag them with the hashtag #KimptonWeddings – and ultimately to create user-generated content for the brand that was free, authentic, and repurposed across its marketing channels.

3. Enhanced customer service: Customer service and satisfaction have also been transformed as a result of social media. The vast majority of brands have a social media presence that is being used to become aware of and, when necessary, to provide help to unsatisfied or confused customers. The companies that respond to complaints in a sincere and genuine manner develop a strong reputation among current and potential customers. American Airlines and JetBlue are particularly adept at addressing flight issues and providing a human touch to otherwise frustrating experiences.

When Twitter users contact a brand, more than half expect a response. If they are reaching out with a complaint, that number rises to almost 75%. Responding to complaints and questions helps to humanize your brand and to indicate to current and future customers that they are valued.

Additionally, customer success representatives should be intentional with their company's social media interactions. Social media can serve as a social listening tool to find out information about your guests. Are they visiting for an anniversary or a special occasion? Listening to customers through social media can help your brand create an exceptional experience that is sure to delight your guests.

4. Reshaping travel agencies: Social media has also had a major impact on the travel agency model. The availability of information and ease of self-service booking have forced travel agencies to adapt from a brick-and-mortar model to a more digital one. Travel agencies are not obsolete -- they are still responsible for 55% of all airline bookings, 77% of cruise bookings, and 73% of package bookings. But many agencies have shifted their focus from in-person to online experiences as they adapt to new technology and market trends.

Agents working with millennial travellers should take into account the generation's preference for experiences over materials. Instead of trying to upsell them on flight upgrades and lodging, consider presenting unique experiences guaranteed to create a lasting memory and to inspire a great Instagram post. While travel agencies may struggle to remain relevant as self-booking options increase, their advantage is that many travellers still prefer the personal touch.

5. Changing loyalty programs: As most marketers know, acquiring new customers is far more expensive than retaining existing ones. Loyalty programs have become a core piece of the travel business model, and social media has had a massive impact on how hotel loyalty programs are constructed. Many customers understand that the opinions that they share with their individual networks have tremendous influence. As a result, these guests feel entitled to compensation for the positive word-of-mouth marketing that they are doing for a brand. More than 25% of millennial that participate in loyalty programs are very likely to post about a brand in exchange for loyalty points.

With the availability of technologies that allow mention and hashtag tracking across social media channels, it is easier than ever for hotels to discover passionate guests and to reward them accordingly. Integrating social media sharing and posting can be worked into existing tier loyalty programs to encourage brand promotion across social media platforms. When loyal guests share the easy to redeem perks and benefits offered by a brand's loyalty programs on social media, other guests see that the benefits are attainable -- and desirable -- and they will be more incentivized to participate.

Social media has altered the landscape of marketing in the leisure and hospitality industry. Most travellers determine their travel plans based on reviews and social media shares, making online customer service a crucial part of building a positive brand reputation. The prevalence of social media has disrupted traditional customer service models -- for hotels and travel agencies alike. By curating positive reviews and encouraging social shares, hospitality brands can leverage social media to build positive brand awareness, increase brand loyalty, and display just how much their accommodations and activities have to offer.

Social Media Strategy: Social media allow destinations to contact visitors at relatively low cost and higher levels of efficiency that can be achieved with more traditional communication tools. If the destination wants to enforce on the highly competitive global tourism market, it must be distinguishable from the competition the destination will be successfully discernible with a well-developed communications strategy with the focus on social media. Since the social media are overcrowded and oversaturated with information, it is very difficult to attract attention – however some schemes seems to work better than others: novelty, chance to win, celebrity involvement, uniqueness, unexpectedness, competition, consonance or interesting graphical design.

Graham (2005) states that social media are anything where users can participate, create, and share content. Kaplan and Heinlein (2010) distinguish the following social media: blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Social media also include forums, ratings, reviews, social networking sites, micro-blogging sites, pod-casts and video-casts and photo sharing sites (FPRM, 2009). In the last years, social media functionality was commonly incorporated into mobile applications. It is not the unique function of web anymore; Smartphones are becoming the most important social media devices. The benefit of social media and their effectiveness to destinations can be seen especially in an increase in brand awareness, brand engagement, word of mouth, friends/liking, trust and social validation (Pergolino, Rothman, Miller & Miller, 2012; Királ'ová, 2014).

The success of a destination in terms of visitor satisfaction is a function of several interdependent components; this underscores the need for strategic and integrated planning, together with the selective use of specific tools and techniques. The development of a strategic tourism plan for a destination is an articulation of the strategic priorities and direction that have been identified by stakeholders for the planning, development, management and marketing of a destination and is essential for the long-term success and sustainability.

Basic purpose of the strategy is to increase destination competitiveness. The increased use and changes in technology hand in hand with the decrease of marketing budgets are forcing destinations to innovate their communications strategies as well. More and more destinations shift their traditional communications strategy based on radio, television, printed media and others towards internet and social media. The communications strategy is designed to help to destination communicate effectively. It can help destination increase awareness of the destination, achieve global publicity, strengthen the destination image as a favourite destination, target specific market, ensure understanding of what the destination does, change behaviour and perceptions where necessary, support the brand, increase the visitation numbers in social media channels, website and digital communication, engage effectively with stakeholders, and demonstrate destination's success.

The most used social media are Facebook; You tube; Google; Google Street View; Instagram; Twitter; Flickr; Tencent Weibo; Sina Weibo; Blogs; Foursquare; Yelp; Gowala (location-based social network launched in 2007 and closed in 2012); Android applications; Smartphone applications. Most of the studied campaigns were interactive, involving participants' creativity.

Participants were encouraged to use geo location tools, create augmented reality, play internet games, create quizzes, write guide books, blogs, articles, and stories, create postcards, photos, videos, travel and shopping plans.

Emotions play an important role in most of the studied campaigns.

They were used especially:

- To strengthen the romantic factor of the destination;
- To make visitors love the destination;
- To make visitors need the destination;
- To increase holiday bookings.

The emotions were connected to destinations by:

- stories
- rendezvous
- romance
- customized, cute characters (avatars)
- positive and negative referrals
- handing over the official tourist board channel to public
- Helping visitors to meet real destinations residents.

As most of the social media campaigns include a kind of competition, they also offer a prize to the winner/winners:

- A dream vacation/vacation packages
- A dream job
- Remake
- Publicity.

The benefits for the destinations can be summed up as follows:

- Return on investment
- Increase of the number of visitors;
- Increase of positive awareness;
- Increase of destination preference
- Awards;
- Publicity;
- Rise of website hits;
- Increase of number of website and Facebook referrals;

- Increase of number of Facebook fans
- User generated content acquisition of new ambassadors for the destination;
- Public relations.

Although launching a successful social media campaign in tourism seems easy, in fact, it is a complicated task. The high number of likes on Facebook does not necessarily mean high number of visitors. Though the revenue generation is only one benefit of social media campaign, the campaign impact on destinations revenue should be also measured. Destinations should be able to compare their social media growth to the arrival, the overnight stays, or both numbers and look for correlation. Multivariate testing that enable destinations to compare one group of visitors exposed to social media content with another that was exposed to different or no content can be also used for measuring (Etlinger, Owyang & Jones,2012).

Based on the studied campaigns, the success factors of the destination's social media campaign can be summarized as follows:

- in-depth understanding of social media
- allocation of resources for planning, production and promotion
- clear identification of goals based on analysis
- timing
- online and offline promotion of the campaign including advertising and strong public relations and innovation (focus on alternative social media channels)
- creativity (e. g. web buzz, virility, augmented reality, PC game, competition, mobile applications)
- focus on emotions and novel approach that uses a different tone of voice
- benefits to participants (e. g. prizes, publicity)
- provision of relevant information on the destination in all stages of visitor's decision making process before, during and after visit)
- visitor relationship and support services
- identification of destination's ambassadors
- continuous monitoring and assessment of all components of the campaign
- implementation of corrections if needed

Conclusion

Globalization and concentration of supply increases the level of competition that already requires new strategies of internet communications. In terms of the demands on financial resources and know-how are entry barriers of destinations via the internet relatively low. New business environment and new ways of doing business are the results of the availability and relatively low cost of internet. During its brief history, the internet transformed itself from static tool for digital publishing (one-to-many communication tool) to a fully interactive platform for collaboration (a tool to support many-to-many communication). Implementation of new media and technologies are crucial for survival. New media provides a less expensive approach to marketing for destinations and offers many opportunities for visitors' involvement in attracting potential visitors to destinations.

Social media as a tool of tourism marketing more and more convince destinations' marketers that they are an integral part of the marketing campaigns. By now, visitors do not trust advertising that focuses on the advantages and special features of the destinations.

