

**ADVANCES
IN TOURISM
MARKETING**

Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations

EDITORS
AHMET OZTURK
MURAT HANCER

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Advances in Tourism Marketing

Metin Kozak, Antónia Correia and Alan Fyall

The purpose of this series of cutting-edge research-informed edited books is to introduce the reader to a range of contemporary marketing phenomena in the domain of travel and tourism. Authored by leading academics in their fields of research interest, each book will bring together a selection of related themes with individual chapters contributing theoretical, methodological, policy-related and/or practical outcomes for the reader. Each book will be introduced and brought to a conclusion by the series editors who between them have many decades of research and publishing experience. The singular aim of this advanced series of scholarly texts is to stimulate and engage readers in the fast-changing, complex and increasingly interdisciplinary nature of tourism marketing, and serve as a catalyst for future intellectual, academic, and professional-driven research agendas. This series encourages critical, participatory and humanistic approaches to research and welcomes contributions from all over the world. In particular, the series welcomes contributions from a non-Western perspective as tourism becomes truly global in both its reach and impact.

Digital Marketing and Social Media Strategies for Tourism & Hospitality Organizations

Editors:

Ahmet B. Ozturk and Murat Hancer



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Preface

Digital marketing and social media have revolutionized all industries by changing consumer behavior and the ways the firms operate their businesses. The tourism and hospitality industries are no exception to this transformation. Most of the today's tourism and hospitality consumers are social travelers who spend significant numbers of hours in online search for places to visit and hotels to book. Digital marketing and online social media platforms have, therefore, become the cornerstones to marketing strategy and the most viable channels for reaching potential customers and communicating with current and past customers to build an effective relationship and loyalty. In this regard, investigating the current status of digital marketing and social media utilization by both travelers and service providers, and exploring future digital marketing and social media research trends are crucially important. This book has contributions devoted to investigating important facets of digital marketing and online social media in the tourism and hospitality industries.

This book is divided into two parts. Part 1 explores the functionality of social media, social media research trends and marketing activities through social media; part 2 deals with digital marketing strategies and applications. Each chapter concentrates on a specific facet of digital marketing and/or social media by offering valuable insights for industry professionals, academicians, and students who wants to excel in important aspects of digital marketing and social media in the tourism and hospitality industries. Summary of the chapters included in this timely book are discussed below.

Chapter 1, by Seza Zerman, mainly focuses on the definition and the functions of social media, and social media usage in the hospitality and tourism industries, together with the future directions of social media use in the field.

Chapter 2, by Marwa Al-Busaidi and Khaldoon Nusair, provides a comprehensive analysis of the current state of the literature by utilizing co-word network analysis and thematic keyword analysis of 275 social media related articles in hospitality and tourism journals between 2019-2020.

Chapter 3, by Faizan Ali, Abraham Terrah, Seden Dogan and Cihan Cobanoglu, examines how social media marketing activities (SMMA) performed by the hotels may develop social identification, trust, value, and loyalty towards the hotel.

Chapter 4, by Aysegul Gunduz Songur and Gozde Turktarhan, evaluates the role of social media marketing activities in the travel planning and decision-making process of today's travelers.

Chapter 5, by Ilke Basarangil, investigateds the impacts of the Instagram effect, Bandwagon effect, and Snob effect on the transformation of tourist behavior.

Chapter 6, by Alaattin Basoda, Seden Dogan and Cihan Cobanoglu, mainly aimes to explore how emoji presence on promotional social media images differentiates the effects of travelers' reactions on their behavioral intention.

Chapter 7, by Linchi Kwok, explores content marketing in the hospitality and tourism industries, assesses the significance of content marketing, and identifies effective content marketing strategies for hospitality and tourism businesses.

Based on the Expectation-Confirmation Theory by Oliver (1980), Chapter 8, by Liza Cobos, analyzes the factors that influence customers' satisfaction with hotel branded mobile applications. It examines the contextual factors to determine the impact of mobile applications' specific characteristics on customer satisfaction with the mobile applications.

Chapter 9, by Guntekin Simsek and Sule Kaya Unal, focuses on how database marketing and big data analytics are used in the tourism industry. More specifically, it first provides the definition of database marketing and big data analysis, and then discusses their importance and benefits for tourism establishments by providing examples from the tourism industry.

Chapter 10 by Ugur Tandogan examines digitalization of customer relationship management (CRM). More specifically, this chapter evaluates CRM activities through blockchain technology in the tourism industry.

Finally, Chapter 11 by Mark Baker and Arthur Huang determines how extended reality (XR) and gamification are evaluated in the destination marketing context and identified XR and gamification research opportunities for destination marketing scholars and practitioners.

In conclusion, we would like to thank the authors who contributed to the production of this essential and timely book. We believe the chapters included in this book offer useful and important information for tourism and hospitality researchers, students, and practitioners in the context of digital marketing and social media.

Ahmet B. Ozturk and Murat Hancer

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Ahmet B. Ozturk is an Associate Professor in the Rosen College of Hospitality Management at University of Central Florida. His research focuses on information technology adoption, digital marketing and social media, e-commerce, m-commerce, and destination marketing.

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