

1. Record Nr.	UNINA9910298517103321
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Titolo	Social Media Marketing in Tourism and Hospitality // by Roberta Minazzi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-05182-2
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (178 p.)
Disciplina	005.7 302.23 330 338.4791 658 658.8 658514
Soggetti	Tourism Management Industrial management Marketing Communication Sociology Computers Tourism Management Media Management Innovation/Technology Management Media Research Information Systems and Communication Service
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Foreword; Preface; Contents; 1 Information and Communication Technologies (ICTs) in Tourism: Concepts and Developments; Abstract; 1.1 ICTs Developments in Tourism; 1.2 From Web 1.0 to Web 3.0:

Concepts and Definitions; 1.3 Social Media Classification; 1.3.1 Collaborative Projects; 1.3.2 Virtual Communities; 1.3.2.1 Micro-Blogging: The Case of Twitter; 1.3.3 Content Communities; 1.3.3.1 Online Pinboards: The Case of Pinterest; 1.3.4 Social Network Sites; 1.3.4.1 Facebook Corporate Pages; 1.3.5 Virtual Games/Social Worlds; 1.4 The Development of Social Media in Tourism; References
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 4.1.1 The Role of Social Media in Travel Distribution 4.1.2 A Focus on Flash Sales and Social Couponing; 4.2 Social Media Approaches for Travel Companies; 4.2.1 A Focus on Customer Engagement; 4.2.2 Social Media Approaches; 4.3 New Ways of Interacting with Customers: From Information to Conversations; 4.3.1 Relationship Marketing; 4.3.2 Online Relationship Marketing; 4.3.3 Customer Relationship Management; 4.3.4 Electronic Customer Relationship Management in Tourism and Hospitality; 4.3.5 Social Media Customer Care; 4.4 Travelers' Engagement by Means of Social Media
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Sommario/riassunto

This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences. The book is divided into three parts, the first of which provides an overview of recent trends in social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the "digitization of word of mouth" via online networks. The second part analyzes the impacts that social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered

how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.
