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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Cover; EDITORIAL ADVISORY BOARD; Editorial; Trends affecting social media: implications for practitioners and researchers; Social media practices applied by city hotels: a comparative case study from Turkey; How hotel responses to online reviews differ by hotel rating: an exploratory study; Restaurant social media usage in China; Hotel Facebook marketing: an integrated model; Documenting business-to-consumer(B2C) communications on Facebook; An investigation of the persuasive effects of firm-consumer communication dyads using Facebook; Common themes across social media research
Sommario/riassunto	This ebook investigates the ways in which social media is currently impacting and will likely continue to effect the tourism and hospitality industry. The expansion of social media means that geography no longer isolates customers from other customers. User generated content on TripAdvisor is a powerful tool. Travelers use it to choose hotels or restaurants based on reviews by past customers. Employee communities are bringing employees of multinational companies together. Team members share best practices on sites like Hilton's H360 and Hilton builds a strong culture amongst its team members.