



World Conference on Technology, Innovation and Entrepreneurship

Marketing Efforts Related to Social Media Channels and Mobile Application Usage in Tourism: Case Study in Istanbul

M.Onur Gulbahar^a, Fazli Yildirim^{a*}

^a*Okan University, School of Applied Sciences, Tuzla, Istanbul 34959, Turkey*

Abstract

Many companies are following and adapting the technological developments in communication area, with high percentage usage ratios of web page and mobile applications based services, even as linking them on the social media channels. Besides, internet usage and social media has been appeared out as an important channel in every sector. Tourism sector is one of the top sectors in this sense and it is adapting these new social media channel and technological communication tools. Almost, every tourism companies in Turkey are updating themselves for catching the new wave. Impressively, internet framework covering the mobile communication is very powerful in Turkey relative to other emerging economies. Moreover, there are not sufficient data which examine the social media effect on the marketing power in Turkey. But, it has become a necessity to analyze social media's role in the manner of marketing and the effects on sales in tourism sector. Another question also appears: Which social media channel is preferred for the marketing efforts in Turkey or which channels are used by companies for CRM based efforts? Mainly, research, tries to examine the social media and electronic communication effect on marketing in tourism sector. Research method is based on qualitative method and data will be collected from hotel managers. Hotels will be selected from Istanbul Hotels in Turkey. The research will describe the framework of social media and electronic communication usage for the marketing purpose of tourism sector in Turkey that gives acceleration to tourism companies in the manner of benchmarking and road mapping for their future efforts.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of Istanbul Univeristy.

Keywords: Tourism; Social Media; CRM; Mobile Applications; Marketing

* Corresponding author: Tel.: +9-0216-677-1630; fax: +9-0216-677-1655.

E-mail address: onur.gulbahar@okan.edu.tr

1. Introduction

Marketing concepts and marketing trends are changing over time with the environmental effects. Usually, companies are adapting their selves to this change. In today's business life, companies are using new technology tools based on computer based automation systems with the support of web and mobile oriented applications in their business processes. Naturally, companies use these technological tools for their marketing based activities. At the same time, developments in communication within last decade, such as social media, shapes the way of marketing.

Social media can be defined as internet oriented applications which posts customer generated content which can be described as media impressions shaped by customers' experiences with easy sharing between the other consumers and archiving them on the channels (Blackshaw, 2006). Furthermore, social media creates differentiation on competition. For instance, Salesforce.com named company, which is the leader company in CRM (customer relationship management) automation systems, has taken the leadership in CRM by using their customers social media accounts for communicating and delivering marketing based services over web and mobile applications.

Mainly, tourism industry is known as information oriented (Sheldon, 1997; Wertner & Klein, 1999) and one of the top areas in this sense and it is adapting these new social media channel and technological communication tools. There are sufficient results which underline those tourism marketers should not ignore the effects of social media in distribution of travel oriented information (Xiang Z.; Gretzel U., 2010). Most of the companies in Turkey are trying to adapt these changes to create value for themselves for increasing their outputs. Tourism sector is one of the leading sectors in Turkey. Almost, every hospitality enterprises in Turkey are updating themselves for catching the new wave. Moreover, search engines, online travel sites, web sites and different technological platforms provides information exchange between online travelers and companies and builds "online tourism domains" (Xiang et al, 2008). In addition, internet framework covering the mobile communication is very powerful in Turkey relative to other emerging economies. Generally, new developments are implemented by international chain hotels in Turkey and small and medium hotels are trying to follow them with their marketing and technological processes. Certainly, in the future, internet oriented tourism will use customer integrated technologies more common which enables companies to interact with their customers interactively (Buhalis & Law, 2008).

There are not sufficient data which examine the social media effect on the marketing power in Turkey. But, it has become a necessity to analyze social media's role in the manner of marketing and the effects on sales in tourism sector. Another question also appears: Which social media channel is preferred for the marketing efforts in Turkey or which channels are used by companies for CRM based efforts? Mainly, research, tries to examine the social media and electronic communication effect on marketing in tourism sector. Besides, web based technologies and mobile applications are examined throughout the research.

2. Literature Review

When social media in hospitality is concerned, researches are mostly about the usage and perception of social media from the customers' viewpoint in different approaches. For instance, focusing on the internet search preferences and mobile device use of recent travelers, McCarthy et al. (2010) and Verma et al. (2012) find out that; business travelers follow their company's recommendation for a hotel and then use search engines or online travel agents to learn more about available hotels. On the contrary, recommendations of friends and colleagues are most important to leisure travelers, and then come travel-related websites, search engines, and OTAs (online travel agencies). In the decision process, travelers of all kinds turn more to brand website, OTAs, and TripAdvisor, later they tended to land on the brand websites or go to an OTA to book.

In their research, Leung et al. (2013) points out to the key role of social media in travel decisions. They realized that consumers generally used social media during the research phase of their travel planning process. When analyzing the effect of social media upon consumers' purchase decisions and hotels' top-line performance, Anderson (2012) says that the guest experience became the dominant factor in hotel selection, so review sites continue to be in

Download English Version:

<https://daneshyari.com/en/article/1110066>

Download Persian Version:

<https://daneshyari.com/article/1110066>

[Daneshyari.com](https://daneshyari.com)