Literature Review for Internet Marketing and Social Media in Tourism

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Abstract: Influence of information technology is considered as one of the phenomena that have revolutionized the rapid access to various information for all spheres of life. Nowadays, creating websites of companies of all Internet activities has made it possible for us to talk about effectiveness and efficient communication. It has also affected the changing of the marketing strategy process, especially in the tourism industry. We never mention the Internet and the forms of online communication, and the role and influence of social media in general. In the tourism industry, social media have a high impact because tourists from different countries can freely communicate and share past experiences of a tourist destination. Tourists visiting a tourist destination should travel to the tourist offer to the place where the offer is presented and the chance for clients to be dissatisfied are far greater than in the manufacturing industry. The main goal of this paper is the introduction of different authors' opinions regarding the definition and importance of the Internet and Social Media in the theoretical context.

Key words: Internet; Marketing; Social Media

1. Introduction

One of the most influential technologies in the development of tourism and its concepts is the Internet. The Internet has affected the change of customer behavior (tourists). Researches by various authors emphasize that thanks to technological development and the phenomenon of Internet, tourists who have previously searched at the tourist destinations on the Internet have spent more on a tourist destination than those who have received information from other sources. It is also offered the possibility of establishing direct contact with the bidders where consumers can

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interact with all the participants cooperating in providing a tourist package, this fact challenges the role of the intermediaries, but it offers the opportunity to personalize the demand (their product). Currently, there is a large increase in the number of customers making hotel bookings directly from websites (Bonn, Furr & Susskind, 1998; Luo, Feng & Cai, 2004; Jeong et al., 2003).

The studies show that all businesses of different activities emphasize the importance and impact of the Internet on their work, but from the affiliation of online business websites it has been seen that travel agents offer the best opportunity rates on their websites rather than other businesses (Tso & Laë, 2005). In his study Michale Porter has presented the role of competitive strategies for a company (1980), but various scholars have now been focused on the Internet marketing strategy and recommendations on how to create competitive Internet strategies. These recommendations have been presented in the studies of Murphy & Tan (2003), Sigala a & Wang (2003), Yu & Fesenmaier (2002). Rspectively, social media have become increasingly important in vacation planning. They are vital sources of information, provide access to the experiences of other travelers and enable confession as a post-travel activity that provides a sense of belonging to the virtual travel communities (Rashmi Gururaja, Impact of Social Media on Tourism and Hospitality) .

1.1. The Main Objectives of the Paper

The paper is focused on researching and presenting different authors and scholars' opinions on Internet marketing, and the Internet and social media connectivity with marketing in the theoretical context**.**

Research questions are:

1. Has the evolution of Internet marketing affected the tourism industry?

2. Is Social Media's influence on marketing increased?

The questions raised above serve to define the basics of this research.

Research objectives:

1. Presentation of the Internet connection with marketing in the tourism industry.

2. The role of marketing in social media.

2. Methodology

By reviewing the literature has been defined and analyzed relevant researches that are available in particular for the research topic. Basic resources used to access information include:

   • Sources from scientific journals;

   • Professional websites;

   • Use of libraries.

Primary sources used, analyzed and presented.

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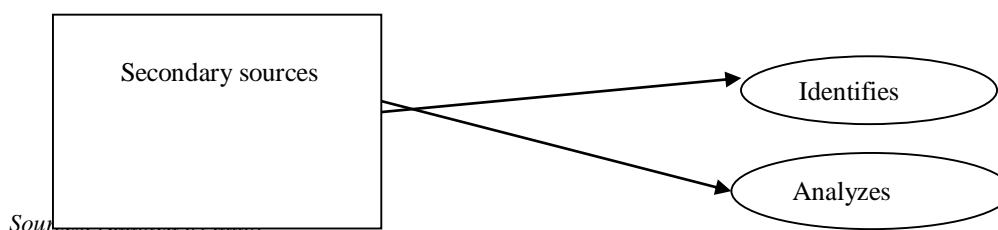
3. Literature Review on Internet Marketing in Tourism Industry

Thanks to the development of digital technology and the interactive communication that the Internet has provided, many companies have been enabled to develop marketing activities more efficiently and securely. In this way, digital technology has radically altered marketing in a positive way, enabling companies to take advantage: easily customizing their products based on customer needs, co-designing product with customers, high transparency of prices, efficient and secure distribution, a great impact on promotion by providing a new wave of communication tools and forms of promotion and the way how to perform exchange transactions (Palmer & McCole, 2000; Peattie, 1997; Hanson, 2000; Middleton, 2001).

Many Internet marketing authors and terms such as digital marketing, electronic marketing, and online marketing describe the use of technology as an attempt to provide marketing (Jarvinen et al., 2012, Omar, Ramayah, Lin, Mohamad & Marimuthu, 2011). The Internet has provided many opportunities and unique use for addressing the nature of tourism service vulnerabilities by transforming marketing variables to gain competitive advantage; Baloglu & Pekcan, (2006) while since 1997

the Internet application in the tourism/hotel industry has been used to carry out any marketing activities (Connolly et al., 1998).

In their research, Luna-Nevarez & Hyman (2012) analyzed the content of websites on the Internet, where tourism destinations were introduced to look at the impact of marketing activities that resulted in visual-designed information being simply tempting to attract potential consumers (tourist). The e-marketing application is B2B as a form of communication between the company and the company, in the case of tourism industry, the communication between hotels and tour operators Buhalis, (2003), but the factors that influence international B2B marketing have been reviewed by Eid & Treman (2004) and according to them the following five factors affecting Internet marketing that a company succeeds:

> ➢ Website/Internet webpage and its content;
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> ➢ Marketing Strategies;
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> ➢ Environmental factors/Circumstances;
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> ➢ Internal factors and
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> ➢ Factors related to global activities;

In an environment where competition prevails like never before, finding and retaining consumers is a major problem, therefore, for many businesses Internet application, especially in the tourism industry, is seen as a key to success, because it has made it possible to find and maintain a stable relationship with customers, Chaffey & Ellis -Chadwick, (2012). It has been offered to tourism comapnies, especially touristics destinations that in today's competitive environment are strengthened because tourists can obtain additional information on tourist destinations (Viet Hung Nguyen, Zhuochuan Wang (2011). Companies that integrate Internet into their overall strategy can create a unique and sustainable competitive advantage (Ritchie & Bridley, 2011).

In recent years, the tourism/hospitality industry has been creating its own name for online applications called "e-trips" referring to all business transactions related to travelling that are currently being carried out on Internet applications (Chaffey & Ellis-Chadwick, 2012). The Internet has triggered a revolution in tourism by becoming a leading channel in sales marketing Lee & Morrison, (2010) also has evolved in terms of providing and receiving information quickly and is considered an effective marketing tool that is able to reach tourists efficiently (Hoffman and Novak, 1996). How important is the Internet in the tourism industry and its use for

marketing and communication shows that today this industry is considered the second in terms of Internet application for business purposes (Sheldon, 1997) (McMillian & Hwang, 2002). Many industries through the Internet are able to distribute information about the tourist product throughout its lifecycle while it still needs to develop laws and standards for its use in commercial terms (Wang & Cheung, 2014). The Internet has a major impact as a source of information on tourism (Buhalis & Schertler, 2009).

According to Harrigan et al. (2012), "Internet-based marketing" can be defined as using the Internet and the relevant digital technologies to achieve marketing objectives and to support marketing in marketing activities such as supply chain management, establishing customer relationships and enhancing service quality (Harrigan et al., 2012).

The development of information and communication technologies allows the DMOs to include, analyze and utilize the personal data of each potential customer or client in order to know and analyze their tourism experiences (Camprubi et al., 2013; Jalilvand et al., 2012).

3.1. Marketing Information System (MIS)

MIS is an organized way of collecting, accessing, and continuously analyzing information that marketing managers are mostly based when making decisions.
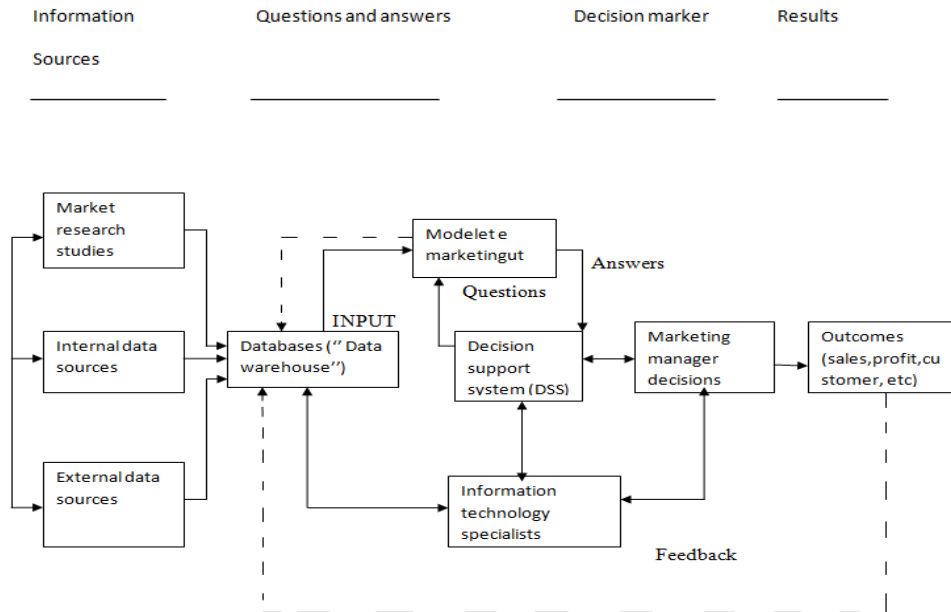
Figure 1. Elements of a Complete Marketing Information System

Source: Perreault & McCarthy, (2006)

Advances in information technology have brought fundamental improvements in the marketing information system. Now it is easy to set up and use a MIS system where data can be exchanged between remote computers. Managers have access to more information. The MIS system organizes information at the entrance to the data warehouse, it is a place where databases are saved so that they are available when needed. You may think of a data warehouse as a kind of electronic library, where all information is indexed extremely well. Companies which apply MIS often have information technology specialists who help managers get specialized reports and products from the warehouse. A Decision Supporting System (DSS) is a computer program that makes it easy for a marketing manager to use information when he/she makes decisions. A decision support system usually includes a search engine for a software program that helps a marketing manager to find the information he needs. A marketing model is the statement of the relationship between marketing variables (Perreault & McCarthy, 2006).

4. Literature Review for Social Media in the Tourism Industry

Social media is becoming increasingly important to hospitality and tourism businesses due to the invulnerability and experimental nature of tourism products and the reduction of technological barriers for travelers enabling them to contribute to the Internet. Social media has revived the oldest decision-making process that has spread before the emergence of mass media, when exchanging opinions among peers was the basis for making decisions to make a purchase (Pan, 2012). Weinberg (2009) has defined social media marketing as a process that empowers individuals to promote their websites, products or services through social networking sites and enter into a much larger community that may not have been available through traditional channels. In a simpler sense, social media marketing is the process where organizations use social media websites to build the official websites of their companies. Gordhamer (2009) speaks of social media marketing connectivity with marketing relationships where firms have to relocate from "trying to sell" to "link ties" with consumers. These social media marketing explanations lead us to the other side of marketing, where establishing relationships with potential customers is key to repetitive purchases and expanded and loyalist brand loyalty. Social Media is an innovative tool that organizations use to create a very strong public link with clients in virtual networks (Jan & Khan, 2014). Today's consumers have access to many different sources of information and experience, this is facilitated by other customer information and recommendations (Senecal & Nantel, 2004). This is an important point in how consumer involvement through social media is a key factor in marketing (Do-Hyung et al., 2007). Regardless of the size of a company or industry, social media marketing has become a mandatory element of a marketing company's strategy (Hanna al., 2011). Similarly, Hays et al. (2012) showed that social media can be used as a marketing tool for destinations for national tourism organizations. Social Media Marketing is marketing that focuses on people, not products (Diamond, 2008). Constantinides (2009) concludes that there are two main ways of social media as part of the marketing strategy: passive and active. Passive or listening engagement means using Web 2.0 applications as intelligence tools, as a source of consumer voice and market information; Active engagement, in turn, relates to the use of social media:

a) Public relations and direct marketing;

b) Engagement of online opinion leaders, key influences and personalities as a tool for customer impact;

c) Personalization of experience and consumer products;

d) Customer engagement as creator of product reviews, advertising concepts, and co-production tasks.

5. Conclusion

The role of the marketing department in profit making and non-profit making companies has a major impact on the functioning and development of the entire activity. Recently, it is considered as one of the most important department and at the highest level among all the other structures of a company. Activity through online communication tools influences the delivery of quick information especially to hospitality companies, booking facilities, cost savings, and faster access to potential customers. Frequent online purchases by consumers have boosted confidence in making decisions to make purchases that have a high level of spending and were previously considered a risk because many times there have been cases where consumers are not quite satisfied with the product if they never accepted the order. Being living in a world where everyone is employed and participating in many activities, Internet Marketing is considered a time management solved problem, based on this fact, it will have evolution and a great impact on every business activity.

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