

Contents

1	Information and Communication Technologies (ICTs) in Tourism: Concepts and Developments	1
1.1	ICTs Developments in Tourism	1
1.2	From Web 1.0 to Web 3.0: Concepts and Definitions	2
1.3	Social Media Classification	5
1.3.1	Collaborative Projects	7
1.3.2	Virtual Communities	8
1.3.3	Content Communities	11
1.3.4	Social Network Sites	12
1.3.5	Virtual Games/Social Worlds	14
1.4	The Development of Social Media in Tourism	15
	References	17
2	The Digitization of Word-of-Mouth	21
2.1	The Concept of Word-of-Mouth	21
2.2	Word-of-Mouth and Electronic Word-of-Mouth	22
2.3	Electronic Word-of-Mouth Outcomes	24
2.4	eWOM Biased Information	26
2.5	Dimensions for An Analysis of eWOM	29
2.5.1	The Message	29
2.5.2	The Communicator	32
2.5.3	The Receiver	33
2.6	Recommendation Framing	34
2.7	Credibility of User-Generated Content	35
2.7.1	Reviews, Rankings, and Ratings in the Tourism Sector: The TripAdvisor Experience	37
	References	40
3	Social Media Impacts on Travelers	47
3.1	Consumer Behavior in Tourism	47
3.2	The Travel Experience	52

3.3	Social Media Influence on Travelers' Planning Process	54
3.3.1	Pre-Trip Phase	54
3.3.2	During-Trip Phase	58
3.3.3	Post-Trip Phase	59
3.4	Sharing Travel Experiences on Social Media	60
3.4.1	Tourism Experience and Storytelling	60
3.4.2	The Dimensions of Co-Creation Through Technology	63
3.4.3	Motivations for Sharing Travel Experience	64
3.5	Social Media Users	65
3.5.1	Lurkers and Posters	65
3.5.2	Social Shoppers	68
3.5.3	Social Media Users Demographics	70
	References	71
4	Social Media Impacts on Travel Suppliers: Social Media Marketing	77
4.1	Recent Developments in the Travel Distribution System	77
4.1.1	The Role of Social Media in Travel Distribution	82
4.1.2	A Focus on Flash Sales and Social Couponing	84
4.2	Social Media Approaches for Travel Companies	87
4.2.1	A Focus on Customer Engagement	88
4.2.2	Social Media Approaches	90
4.3	New Ways of Interacting with Customers: From Information to Conversations	92
4.3.1	Relationship Marketing	92
4.3.2	Online Relationship Marketing	94
4.3.3	Customer Relationship Management	95
4.3.4	Electronic Customer Relationship Management in Tourism and Hospitality	96
4.3.5	Social Media Customer Care	98
4.4	Travelers' Engagement by Means of Social Media	100
4.4.1	Consumers' Engagement in Online Corporate Blogs	100
4.4.2	Well Begun Is Half Done: Give a Good Welcome	101
4.4.3	Engaging Content on Social Media	102
4.5	How to Manage Electronic Word-of-Mouth	107
4.5.1	A Focus on Online Travel Reviews: Reply or not to Reply?	112
4.6	Social Media and Communication	114
4.6.1	A Focus on Facebook Advertising Tools	115
4.7	Social Media Use Within Pricing and Revenue Management	116
	References	119

5 Mobile Social Media Marketing in Tourism	127
5.1 Mobile Technology Influence on Travelers	127
5.2 From Virtual Reality to Augmented Reality	128
5.3 Social Media and Mobile Media: Mobile Social Media.	130
5.4 Mobile Social Media Marketing in Tourism	132
References	134
6 Social Media Metrics and Analysis	137
6.1 Learning from Customers: “Big Data” and Customer Profiling Opportunities	137
6.1.1 The Evolution of Analytics: “Big Data”	139
6.1.2 Big Data Analytics	140
6.1.3 It is Not Only About Technology, It is About People	142
6.2 Social Media Metrics	143
6.2.1 Foundational Metrics	144
6.2.2 Business Value Metrics	145
6.2.3 Outcome Metrics	145
6.2.4 Counting Metrics	148
6.3 Sentiment Analysis	149
6.4 A Focus on Facebook Insights	151
6.5 Privacy Implications	160
References	161