

Social Media Applications for the Tourism and Hospitality Sector



Célia M.Q. Ramos, Cláudia Ribeiro de Almeida,
and Paula Odete Fernandes



Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector

Tourists frequently rely on social networks to provide information about a product or destination as a decision support tool to make adequate decisions in the process of planning a trip. In this digital environment, tourists share their travel experiences, impressions, emotions, special moments, and opinions about an assortment of tourist services like hotels, restaurants, airlines, and car rental services, all of which contribute to the online reputation of a tourist destination.

The **Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector** is a fundamental reference source that provides vital theoretical frameworks and the latest innovative empirical research findings of online social media in the tourism industry. While highlighting topics such as e-business, mobile marketing, and smart tourism, this publication explores user-generated content and the methods of mobile strategies. This book is ideally designed for tour developers, travel agents, restaurateurs, hotel management, tour directors, entrepreneurs, social media analysts, managers, industry professionals, academicians, researchers, and students.

Topics Covered

- Business Intelligence
- Business Performance
- Consumer Behaviors
- Customer Engagement
- Data Mining
- E-Business
- Global Business
- Influencers
- Mobile Marketing
- Smart Tourism



701 E. Chocolate Avenue
Hershey, PA 17033, USA
www.igi-global.com



Published in the United States of America by

IGI Global
Business Science Reference (an imprint of IGI Global)
701 E. Chocolate Avenue
Hershey PA, USA 17033
Tel: 717-533-8845
Fax: 717-533-8661
E-mail: cust@igi-global.com
Web site: <http://www.igi-global.com>

Copyright © 2020 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher. Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

Library of Congress Cataloging-in-Publication Data

Names: Ramos, Célia M. Q., editor. | Almeida, Cláudia Ribeiro de, 1971- editor. | Fernandes, Paula Odete, 1969- editor.

Title: Handbook of research on social media applications for the tourism and hospitality sector / Célia M.Q. Ramos, Cláudia Ribeiro de Almeida, and Paula Odete Fernandes, editors.

Description: Hershey, PA : Business Science Reference, 2020. | Includes bibliographical references and index. | Summary: "This book provides vital theoretical frameworks and the latest innovative empirical research findings of online social media in the tourism industry. It also explores user-generated content and the methods of mobile strategies"-- Provided by publisher.

Identifiers: LCCN 2019035767 (print) | LCCN 2019035768 (ebook) | ISBN 9781799819479 (hardback) | ISBN 9781799819486 (ebook)

Subjects: LCSH: Tourism--Marketing--Research. | Hospitality industry--Marketing--Research. | Social media. | User-generated content.

Classification: LCC G155.A1 H3554 2020 (print) | LCC G155.A1 (ebook) | DDC 659.19/91--dc23

LC record available at <https://lcn.loc.gov/2019035767>

LC ebook record available at <https://lcn.loc.gov/2019035768>

This book is published in the IGI Global book series *Advances in Hospitality, Tourism, and the Services Industry (AHTSI)* (ISSN: 2475-6547; eISSN: 2475-6555)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: eresources@igi-global.com.

Mazurek, Marica / <i>University of Zilina, Slovakia</i>	102
Moreira, Fernando / <i>Portucalense Infante D. Henrique University, Portugal</i>	270
Mwelwa, Victor Ronald / <i>Malawi Institute of Tourism, Malawi</i>	17
Nevola, Giuliana / <i>Federico II University of Naples, Italy</i>	82
Pacheco, Luís / <i>Portucalense Infante D. Henrique University, Portugal</i>	270
Pereira, Alexandra Matos / <i>ISLA – Instituto Politécnico de Gestão e Tecnologia, Portugal</i>	349
Perlasamy, Amuthalakshmi / <i>Madras School of Social Work, India</i>	82
Ramos, Célia M.Q. / <i>University of Algarve, Portugal</i>	66
Ribeiro de Almeida, Cláudia / <i>University of Algarve, Portugal</i>	66
Rodrigues, Ana Isabel / <i>Department of Management, Polytechnic Institute of Beja, Portugal</i>	309
Roque, Vitor / <i>Polytechnic of Guarda, Portugal</i>	252
Seabra, Raquel / <i>University of Aveiro, Portugal</i>	334
Sepe, Fabiana / <i>Federico II University of Naples, Italy</i>	82
Seyfi, Murat / <i>Gaziosmanpaşa University, Turkey</i>	149
Sousa, Bruno Barbosa / <i>Polytechnic Institute of Cávado and Ave, Portugal</i>	367
Teixeira, Leonor / <i>University of Aveiro, Portugal</i>	192
Teixeira, Pedro / <i>University of Aveiro, Portugal</i>	192
Umachandran, Krishnan / <i>NELCAST, India</i>	82
Vasconcelos Furtado, Julia / <i>University of Aveiro, Portugal</i>	136
Vaz, Roberto / <i>University of Porto, Portugal</i>	164
Vieira Filho, Lauro César / <i>University of Aveiro, Portugal</i>	136
Villamarín, Pablo de Carlos / <i>University of Vigo, Spain</i>	349

Chapter 6

Impacts of Social Media on Business Value and Performance

Valentina Della Corte

 <https://orcid.org/0000-0001-7113-3167>

University Federico II of Naples, Italy

Krishnan Umachandran

 <https://orcid.org/0000-0003-4934-4368>

NELCAST, India

Fabiana Sepe

Federico II University of Naples, Italy

Giuliana Nevola

Federico II University of Naples, Italy

Amuthalakshmi Periasamy

Madras School of Social Work, India

ABSTRACT

The aim of this chapter is to study the main impacts of social media on business value and performance. ICT can be a resource in resource-based perspective, becoming itself a possible source of competitive advantage (in terms of performance and value creation). A proactively tailored organization strategy can drive the people, processes, and systems, harmoniously pulling all the stakeholders in unison. Social media can bring in the commitment of the workforce and ensure involved, flexible, innovative working practices, improving the quality of work. When properly used, they can build organizations to more flexible structures, sharing services, competitiveness and interdependencies. The business processes can be harmonized by standard operating procedures, automated systems of agreed quality, prime up the competency development and facilitate clear career paths. Refining suppleness to work in tune to market demands and supplementing employee satisfaction can foster the development of individual accountability leading to leadership evolution.

INTRODUCTION

In the last years, Internet and web services have contributed to improve business performance. Internet offers the opportunity to create social spaces where individuals can communicate and share information and knowledge through the social media (SM). Properly, the use of social exploded into its most decisive phase in 2004 with the arrival of Web 2.0. More specifically, this term was coined by Dale Dougherty of US publishing company O'Reilly Media and it was first used for the highly influential Web 2.0 conference run by the company in 2004 (Brown, 2009).

The term SM has a variety of definitions. Boyd & Ellison (2007) conceive the SM as “web-based services that allow individuals to build a public or semi-public profile in a social space where there are other users with whom they share a connection, and their list of connections and those made by others within the system”. According to Kaplan & Haenlein (2010), SM refers to a group of applications based on the on-line connection of Internet networks where users can create and exchange contents. Berthon, Pitt, Plangger, and Shapiro (2012), consider SM as a series of both hardware and software technological innovations (Web 2.0) that facilitate creative online users’ in expensive content creation, interaction, and interoperability.

SM, thanks to the widespread coverage of the web, facilitates and accelerates conversations and exchange of information with respect to traditional media, which offers “read-only” contents to consumers, not allowing them to be active part of the promotional process.

The use of these channels encourages the online learning, the sharing information and cooperation. SM allows users to communicate and share contents without any need to be physically present. Specifically, the use of SM positively impacts on the internal organization and on the relationship between the company and its external scenario, as well. As for the stakeholders, a pivotal role is played by consumers involved in a process of value co-creation. In particular, the increasingly widespread of digital technologies, such as SM, have changed the consumer–producer relationship dramatically. The main reason is strictly tied to the fact that these technologies have empowered consumers to create, collaborate, produce and contribute to commercialization by considerably lowering the cost of value co-creation (Rayna, 2010). In the actual context of the sharing economy, the boundaries between consumers and firms have become very blurred (Lan, Ma, Zhu, Mangalagiu, & Thornton, 2017).

Companies are increasingly using SM for organizational purposes, such as gaining competitive advantage (Grafström & Falkman, 2017), and this type of use is attracting increasing numbers of leaders (Abrahamson, 1991; see also Spicer, 2018).

Companies use SM to increase their brand image and awareness. SM influences company brand by word of mouth that attracts consumers and influences their purchase decisions (Nisar & Whitehead, 2016).

SM favours firms to obtain information and to acquire new Technology Knowledge competence. Through SM, managers and employees communicate faster and they learn deeply (Ellison, Duggan, Ellison, Lampe, Lenhart, & Madden, 2015). Developing technology competencies favours the creation of a virtual learning community that improves firm performances. Technology knowledge can be improved by increasing the connection among firm stakeholders, as suppliers, customers, distributors and logistic providers. Huge connection enables firms to acquire new knowledge, innovative opportunities and to gain a competitive advantage.

18 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the product's webpage:
www.igi-global.com/chapter/impacts-of-social-media-on-business-value-and-performance/246372?camid=4v1

This title is available in Advances in Hospitality, Tourism, and the Services Industry, InfoSci-Books, InfoSci-Business and Management, Business, Administration, and Management, Communications, Social Science, and Healthcare, InfoSci-Media and Communications, InfoSci-Select, InfoSci-Business Knowledge Solutions – Books, InfoSci-Social Sciences Knowledge Solutions – Books, InfoSci-Select, InfoSci-Select. Recommend this product to your librarian:

www.igi-global.com/e-resources/library-recommendation/?id=132

Understanding the Role of CSR, Chinese Values, and Personality on the Relationship Between Consumers' Choice of Green Hotel and WOM in China

Jennifer H. Gao (2019). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 43-55).

www.igi-global.com/article/understanding-the-role-of-csr-chinese-values-and-personality-on-the-relationship-between-consumers-choice-of-green-hotel-and-wom-in-china/218908?camid=4v1a

Related Content

Tourism on the Azores and the Liberalization of the Air Space: An Analysis of the São Miguel-Based Stakeholders

Janine Viktoria Zsembera and Luisa Cagica Carvalho (2020). *Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry* (pp. 90-110).

www.igi-global.com/chapter/tourism-on-the-azores-and-the-liberalization-of-the-air-space/237367?camid=4v1a

Human Resource Management in Indian Hospitality Industry: Emerging Theoretical and Practical Aspects

Mohinder Chand Dhiman and Amit Kumar (2015). *International Tourism and Hospitality in the Digital Age* (pp. 259-275).

www.igi-global.com/chapter/human-resource-management-in-indian-hospitality-industry/130106?camid=4v1a

Implication of SASEC Tourism Initiatives on North Eastern States of India: A Descriptive Analysis – SASEC Tourism

Supriya Dam (2020). *Destination Management and Marketing: Breakthroughs in Research and Practice* (pp. 690-709).

www.igi-global.com/chapter/implication-of-sasec-tourism-initiatives-on-north-eastern-states-of-india/251072?camid=4v1a