



**FACTORS AFFECTING SOCIAL MEDIA MARKETING
FOR TOURISM IN MODERN WORLD**

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1. Introduction

1.1 Research Background

The Internet and online communication play a major role in social media. This is also the case of the tourism. Internet users who own any devices with internet connection (mobile phone, tablet, notebook, netbook, computer etc.) use daily different types of social media. They often search different photos and videos from far or nearby destinations, hotels, travel and tour agencies, restaurants, or looking for a variety of transport connections. (Minazzi, 2015)

Because of the big boom of social media in last decades, it is crucial for tourism service providers to use all kinds of social media in the most efficient way to approach more potential customers.

“Tourism is an example of the strong impact of globalization, especially when looking at the development of information technologies, communication, transport etc. As an example of rapid growth and its increasingly important role in the world market, tourism has a significant impact on other directly or indirectly related industries” (Čerović, 2015)

Tourism presents an important development potential. The constant comes out of the fact that tourism cross connects both sales of goods and services, such as accommodation, transport, entertainment, sales of agricultural products etc. An important fact is that tourism enables the consumer to come to the producer and not the other way around, so that even the smallest transaction becomes

part of the global economy. Every sale of goods or services to foreign tourists has a significant positive effect on small businesses, which otherwise would not be able to breach the global supply chains (UNCTAD, 2007)

One of the fundamental changes brought about by social media is the transformation of customers from passive receivers and consumers to active participants and co-creators of information, offerings and value.

The rise of crowdsourcing and collaborative commerce (or the so-called sharing economy) are only some examples of customers empowerment in the social media era (Egger et al. 2016)

“Information and interactions are at the core of tourism and hospitality experiences, and so, tourism is not an exception from such technology trends. On the contrary, social media advances and applications have been a major driving force defining and

Redefining the way that information and services related to tourism offerings and destinations are being communicated and delivered as well as the ways in which tourist select, evaluate, participate and define the image and identity of tourism businesses and destinations. Social media have provided the technological platforms but also an open marketplace for various tourism actors (i.e. consumers, suppliers, communities, partners, distributors etc.) to network, interact and exchange resources for creating value.” (Gretzel et al., 2018)

Fostering customer engagement and elevating it to co-creation is critically important as studies increasingly show that deep customer engagement can significantly affect customer loyalty, relationship quality, value, perceptions and

trust (Harrigan et al., 2017) In addition, as more research has been devoted to advantages of customer participation and engagement in value co-creation through social media (Dolan et al., 2016)

However, the use of Internet and other information communication technologies leads to a new era of tourism economy. Social media, as one of the most powerful online networking tools, has been integrated into a part of social and economic life in the real world. (Zeng, 2013) Social media includes also all types of social networking channels, blogs, wikis and forums which are located on some social media platforms. The people around the world can share their experiences and it might influence other people to visit the country which could be seen on some social platforms. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered travel marketing.

The last decade has seen a significant increase in the use of both social media and the general development of new technology worldwide. Social media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered travel marketing. From the way which travelers research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing from start to finish.

Social media, or Web 2.0. as it usually called, are fundamentally changing the way travellers and tourists search, find, read and trust, as well as collaboratively

produce information about tourism suppliers and tourism destinations. (Fuchs, 2017)

1.2 The problem to be investigated

The role of social media in tourism has been increasingly noted and researched as an emerging topic. Social media plays an increasingly important role in many aspects of tourism, especially in information search and decision-making consumer behaviour (FOTIS, 2015) which goes hand by hand with tourism promotion. All suppliers in tourism are focusing on the best practices for interacting with consumers via social media channels.

Due the last decade social media are enjoying a phenomenal success: Facebook, which is one of the biggest and strongest social networking platform, have reached 1.3 billion worldwide, more than 50% of which log in every day. Twitter, which is one of the biggest Facebook's competitors, hosted 225 million users who posted on 500 million tweets everyday. Over 1 billion users have visited YouTube platform each month, and have watched more than 6 billion hours of video.

"Within the tourism context, two thirds (67%) of US travellers seem to read reviews provided by other travellers during their travel related search process, while 15% of US adults write a hotel review after returning home from a trip. TripAdvisor, a travel review website, seems a clear leader among travel related social media. It serves more than 260 million unique users per month who seek advice about their travel plans among 150+ million travel reviews and opinions for more than 4 million businesses around the globe " (FOTIS, 2015)

The data from the year 2018 are actually even more impressive, because since 2014 the Facebook have grown their business portfolio for other companies like WhatsApp, Instagram, or Messenger. According to the newest statistic from the last quarter of 2018, Facebook have monthly 2.32 billion active users in average. (Fuchs, 2017)

"As per the context of this study, the significance of the tourism industry and especially its holiday trip segment is well documented. Tourism is one of the fastest growing economic sectors on a global basis, producing 9% of the world's GDP, and generating 6% (or \$1.4 trillion) of the world's exports (United Nations World Tourism Organization. In 2013 international tourist arrivals reached a record of 1087 million, with an average annual growth rate of 5.3% during the last five years. Travel for holidays, recreation, and other forms of leisure represent the largest share of all travel activity: In 2013, this form of travel represented 52% (or 568 million) of the total volume of international arrivals" (FOTIS, 2015)

1.3. The objective of the study

The aim of this study is to describe and summarize the fundamental factors which affecting social media marketing for tourism and explore the most efficient methods of social media marketing for different entities in tourism such as

travel agencies, accommodation and catering facilities, transport companies and all kinds of supplementary services providers. The whole study is divided to 2 parts.

In first part are generally described and explained principals of marketing and specifics of marketing for tourism. In the second part are defined types of social media that are currently trendy. This trendy social media are social blogs networks, virtual games and social worlds, and content communities. The last part of the first chapter deals with current trends in social media. (FOTIS, 2015) The last part emphasizes the social media marketing activities which are convenient for tourism, specifically focus on the main current social media - the social networks that currently have the most users. In the end of the third part is described the marketing activities for tourism in another types of social medias.

To better understand social media and their impacts on consumer behaviour it is considered necessary to present a brief historical background on the development and the implications of the web, as the concepts of social media and Web 2.0, although not identical, are closely related. (FOTIS, 2015, p. 28)

1.4 The Scope of Study

Several research methods will be used to meet the objectives of the work. At first is applied a documentary method for summarizing the development and the theoretical inclusion of social media. (Ahmed) Social media are the subjects for the analysis of their marketing potential. I would also analyze the impact of social media on the purchasing process of participants in tourism.

The study does not go in detail of all kinds of social media. The gist is to analyze the social networks which have currently the most users and at the same time are the most useful distribution channels for marketing activities of subjects of tourism. The reason for this restriction is mainly the scope of this work - if all social media are analyzed in detail, it would have a much wider range of work

and the analysis couldn't be deep, and the results would not correspond to reality.

The research analyzes the main social media marketing factors that influence all subjects of tourism, on the supply and the demand, and recommends which of them are the most important for usage in Tourism. Because the social media represent from the scientific point of view a very large topic. The gist of the study is not to examine the possible marketing use of all social media in the detail, so some of them are mentioned only marginally. The work is mainly focused on social networks that I consider as the most important because of the large numbers of users and the broad possibilities of usage. This media such as Facebook, Instagram or Twitter are largest social media with marketing potential not only in tourism but also across all other sectors.

1.5 Research Significance

Social media could be consider as a one of the most important marketing trends of this century, but for many firms and companies in tourism is correct usage still difficult. I chose marketing on social media for tourism as a topic of this work. Some companies and firms are often not sure, whether they spend their efforts on marketing on the social media. Many larger businesses don't know for what to focus on in social media marketing. (Kaplan, 2010) As I show in this study, success in social media marketing is highly dependent on sharing high quality content, which could be time-consuming activity. Therefore, choosing the right media is essential, especially some of social networks are for the marketing of tourism services more important than others and ineffective selection could waste money and time.

The crucial significance of this study is its complexity and specific targeting for chosen social networks. This research is the summarization and specification of similar researches which was previously published and also used for this study in the references.

1.6. Operational Definition of Terms

Social Media:

Communication channels which is different from traditional media such as newspapers or television. Social media are based on interaction between people. The key element is feedback from one user to another one, whether it could be in the form of comments, edition of original text or own content.

Marketing:

The means by which an organization communicates with its customers in a way that educates, informs, and builds a relationship over time. The marketing of the company is based on research. The basic elements of marketing are targeting, communications such as advertising, emailing and other activities in public relation. However, since the emergence of social media, marketing has increased focusing on customer relationship and building customer loyalty.

Tourism:

Tourism is a type of [traveling](#) which is realized in the leisure time for pleasure or also traveling for business, better known as business trips. Tourism includes

all the business usually connected with hospitality industry such as attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country.

The [World Tourism Organization](#) defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". (Organization, 1995)



2. Literature review

2.1 Social Media

(CAPAUNO, 2008) Victoria Bush defined the term social media at a conference where she promoted blogs and social media as "tools that provide simple use of collaborative workspace using different communication tools."

Another definition is given by Scott Krinsky, who social media is characterized as "Communication channels that are not targeting as traditional media. Social media are based on interaction between people. The key element is feedback from the audience whether it could be in the form of comments, editing original text or own content. " We can find a huge difference between traditional media and social media. On social media we can instantly respond the comments, what is impossible with traditional media. Definition of "Social media" is not stable, so we cannot choose one and mark it as exactly correct. The different characteristics between social and traditional media are obvious. I must also mention common aspects. Social media, as well as traditional media, are part of today's modern age and can influence the public opinion. (SCHEIL, 2019) We can describe several properties significant for social media. The first significant feature is their topicality. It also offers mass editing of content, which can be characterized as "commenting the content" that affects the views of other contributors. Social media are also socially validated. Users can post comments via blog, article, or videos which other users can mark as good or bad post. This content sharing is not only the videos and photos. Users can also share private information, stuff for work or their current feelings. (Meikle, 2016)

Ravindar (2018) stated the relationship between the social media and the tourism industry based and found that social media is fundamentally changing the way travelers and tourist search find, read, trust, and justify information related to tourism.

Madondo (2016), have highlighted the role of social media in promoting the tourism industry in South Africa. Research studies indicate that WhatsApp and Facebook as active social media platforms which has the highest numbers of users.

“While the Internet and World Wide Web have always been used to facilitate social interaction, the emergence and rapid diffusion of Web 2.0 functionalities during the first decade of the new millennium enabled an evolutionary leap forward in the social component of web use. This and falling costs for online data storage made it seisable for the first time to offer masses of Internet users access to an array of user-centric spaces they could populate with user – generated content, along with a correspondingly diverse set of opportunities for linking these spaces together to form virtual social networks.” (Obar, 2015)

SyharizadBinti et.al (2016) discussed the influence of social media as a marketing tool among the Enterprises (SMEs) in Malaysia was conducted. Suzanne Amaro et al (2016) argued in their study that, the traveler’s perception regarding the usage of social media among travelers and the study enumerates the clusters based on demographic and other travel-related characteristics. As said by Anja Pabel and Bruce Prideaux (2015), the least number of research studies were previously conducted on the usage of social media strategies. The

researchers have concluded that people are using social media for purchase evaluations and decisions.

2.2 Digital Marketing

Digital marketing communication is soliciting customers using digital marketing (web, social media, e - mailing.) through their own digital devices (mainly phone, tablet, computer) Long-term sales increasing volumes are online, with digital marketing. However, more crucial factor is the real volume of sales. The ROPO effect (a so-called purchase research online, offline), which many people seek information on goods on the Internet, but it gets in the store. This is happening directly to stores. Their strategy is to focus not only on the digital marketing online sales but also the provision of online information. You are growing penetration of the Internet, especially mobile, more accessible and more easily. As stated by Armstrong, and Kotler (2015. 469).

American Marketing Association defined Marketing as a activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association, 2019)

Dr Kotler explain marketing as a social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. (Philip T. Kotler, 2012) Other point of view could be read from Chartered Institute of Marketing, which explain that Digital Marketing is the

process for identifying, anticipating and satisfying customer requirements profitably. (C.I.M, 2015)

2.3 Tourism

Tourism is recognized as a major service industry which contributes to positive economic growth and also one of the largest service industries. According to the World Tourism Organization 2018 information, the remarkable contribution in the tourism sector is rising in GDP and employment opportunities. The importance of tourism, as an instrument of economic development, has been widely accepted. The positive impact generated by tourism industry encouraged various countries to focus their efforts to improve their tourism service (Chang et al., 2010). According to the World Tourism Organisation (WTO), during the year 2013, recorded more than 1.087 billion foreign tourists with a yearly increase of 4.6% and the US \$ 1075 billion tourism receipts with a yearly increase of 11.1%. The Tourism sector generation of Gross Domestic Product (GDP) is estimated to rise up to 10.5% by the end of the year 2018 (Padachi, 2009). Travel and Tourism industry is estimated that 255 million jobs with a growth rate of 9.2% were created in the year 2011. By 2022 it will become 328 million jobs worldwide (World Travel and Tourism Council, 2012).

Promotion of tourism services through social media marketing is different than traditional methods of marketing. Thus it requires different methods and strategies to achieve branding and positioning to influence and generate business through social media marketing (Gordhamer, 2009). Social media marketing communication for tourism is with the consumers who seek

information about the tourism, tourist places and other related information for decisions on tourism plans through the social communication channels such as Facebook, Twitter, Blogs, Forums at any time (Gordhamer, 2009). The increasing availability of high-speed internet enhanced social media marketing to reach the customers in information search and evaluation of the products and services through users reviews. Even though the tourism industry is facing challenges due to the improvements in ICT (Wang et al., 2007), this competition changes into healthier for the tourism industry.

Yuanfang Qian et al (2015) stated that in China very few studies were conducted in this area. The research explored the relevance of social media in search behavior online. Appropriate suggestions were provided on how to utilize personalized search results for the online tourists, and how to use the advantages of social media and how to enhance the tourism enterprises market competitiveness in the future network era

2.4 Specifics of tourism marketing

Tourism services are specific in coupled to a certain place (town, attractiveness), which has a capacity of sustainable attendance. As soon as this capacity is reached, it is necessary to regulate in order to maintain the quality of the environment for visitors and local people. Seasonality is another phenomenon which strongly influences tourism, particularly in tourism destinations with significantly different seasons. For this reason it is necessary to promote off-season occupation.

Another specific feature of services in tourism is their complexity, because the one service could be provided by more companies, and that's why the selection of business partners is very important. Significant specific is also substitution of destination's products, intermediaries and service suppliers. This is consumer behaviour when consumer makes decision between different coastal resorts and then choose the option if go with travel agency or individually, or whether the air company selects, etc. Consumer must be convinced that the product really brings him added value, otherwise the product is substituted.

Product differentiation and the market segmentation are the key success element for tourism marketing. The market segmentation helps to find the ideal target market for differentiated products. This is actually the gist of the digital marketing, which is used as a distribution channel to effectively address the packages to exact segments.

Although marketing is a very large topic, Kotler (Philip T. Kotler, 2012) it describe by three words: "meeting needs profitably." If the focus concentrates only on profit and customer needs are neglected, marketing doesn't work. On the other hand marketing cannot work at all, if marketing neglects the factor of profit. Therefore it is necessary to have this simple definition in mind. The marketing mix is tool for company how to achieve its marketing objectives. Basic version of marketing mix is known as 4P - product, price, place, promotion, but for tourism exist an extended version marketing consists of 8 P. **Product** - The product is the collection of services that have features and benefits.

Price - The price has to match the product, but good marketing makes the price seem more attractive

Promotion - The promotion gives details of the product and the price. The key characteristics of your travel marketing strategy are the method of communicating the information, the content of the promotion and the cost to the operator.

Place - Place refers to the location where the customer buys the collection of services. Ideally, the operator who sends out the promotion uses it to encourage the potential customer to visit the operator's location and complete the purchase attractive.

People - Since the product is a collection of services, the people who provide the services are a key to the success of the transaction. Operators must have top-level service to initially complete the sale and to encourage repeat customers

Partnership - Meaningful partnership between businesses in a destination can be driven by a common marketing efforts to reduce costs, on the contrary, common products increase sales.

Packiging - In tourism marketing the word *packaging* takes on a new meaning. Tourism packaging doesn't involve a physical package surrounding a product. Instead, packaging is the process of putting together, or bundling, the core tourist product with additional services desired by tourists. The package is then promoted to tourists, who can then easily purchase their desired travel experience.

Programing - One way to add value to the standard product and to distinguish a particular offering from competitors is to offer exclusive programming, a practice known as service marketing. Customers will purchase

a product that caters to their particular interests. Special programming can address such preferences and draw in additional customers.

Social media marketing is an essential part of marketing mix based in the promotion mix. **Advertising** is a form of promotion. It's a means of communication with the users of a product or service. **Sales Support** is encouraging beneficial short-term penetration for product buying. **Personal selling** is performance, when company use people (the sale force) to sell the product after meeting face-to- face with the customer and also support to build positive and stable relationships with customers.

Public relations is the way business and companies communicate with the public and media, for a purpose of building good perception of company and making its positive image. **Direct and digital marketing** targets on individual customers or customer's communities and expects rapid response and building long-term relationships. In many aspects of digital marketing and promotion is part of the other constituents of the marketing mix. E.g. Public relations via website or advertising on the Internet are suggested as a paid advertising.

3. Research Methodology Justification and Limitation

This paper is a documentary research. Even though the Documentary Research (DRM) approach is still a relevant research tool in academic settings, especially among the social scientists (Ahmed, 2010), its usability has always been undermined by the frontline academic researchers. The argument is often based on the fact that DRM does not cover research objectivity (numbers and figures analyses) like the quantitative method does. Lack of quantitative analysis of variables with statistical tools such as Structural Equation Modeling (SEM) and Statistical Package for the Social Sciences (SPSS) for example, has been the greatest weakness of DRM. However, the latter still remains a valid tool in academic discipline, mainly because it aids in literature review analysis, theoretical and conceptual formulations. Results from this study may be considered as tentative, and therefore lacks generalizability due to the method used. However, a further research into the subject matter may find the conceptual framework established in the study useful in other ways.

4. RESULTS - SOCIAL MEDIA FACTORS AFFECTING MARKETING FOR TOURISM

Social media environment is changing and the number of new formats which could be used in marketing is constantly growing. According to the Socialbakers, the live stream broadcast is the most popular marketing format which is using on the different platforms such as the Facebook, YouTube, Instagram or Twitter. The classic video format is also important, particularly on Facebook, which automatically running the native video when user is scrolling news feed (JULIAN, 2019)

Also in the tourism, the video is an appropriate means to prompt desire to visit destinations (Minazzi, 2015). Facebook, the trend setter of a new kind of content, has implemented 360° photo and also has introduced videos and live videos as a first social media platform. This is scientifically defined as 'immersive content', the content that involves the users, who can look around in the photos or videos. Immersive content with virtual reality are considered as the future direction of development which has great potential in tourism. (JULIAN, 2019)

Popular new age format is also well known 'Stories', the posts which could be seen only 24 hour. Stories are an ideal format for up-to-date information and communication actions undertaken in the exact day. This format is very convenient for application in tourism, the mostly in use on Instagram. In its creation it is necessary to approach them by different way than classical posts. Stories should show the actual and relevant content and should be stylized more playfully than classic posts.

A further trend across the social media and promotion is 'storytelling'. Storytelling is based on the truth that 'every journey is actually story'. Therefore traveller's follow-up posts from one trip can be considered as storytelling if they are not only informative and critical nature (i.e. tips and reviews). According to marketers the most efficient stories are told by locals who describe the habits and explain the context to their culture, or eventually explain the historical background of destinations (Minazzi, 2015). Interesting stories which are telling in a series of intriguing posts can more stick in the mind and inspire users to travel. A fusion of different formats (text, photo, video) gives better results than solitary posts.

However, not only stories make a content of good quality social media marketing. The high quality content is a cornerstone and the mother of success. Marketers have two options how to create the content on social networks: create a new or obtain already created (Kawasaki, 2014). The best way of the content creating is to combine both approaches, because it is necessary to add posts regularly in high frequency. Shared content may be obtained from the blogs, web sites or social networks. The obtain content is very convenient for using in tourisms because daily users add plenty of UCG (user-generated content) which is possible to efficiently use.. Other possibility is to facilitate the search by social bookmarking as Reddit or agregator reports.

The goal of social media marketing is straight monetization of spent efforts in the form of conversion or increase range of users which bring greater brand awareness and lead to an increase in sales. Although likes and comments are a good feedback on the quality of content, (KAWASAKI, 2014) suggests as the

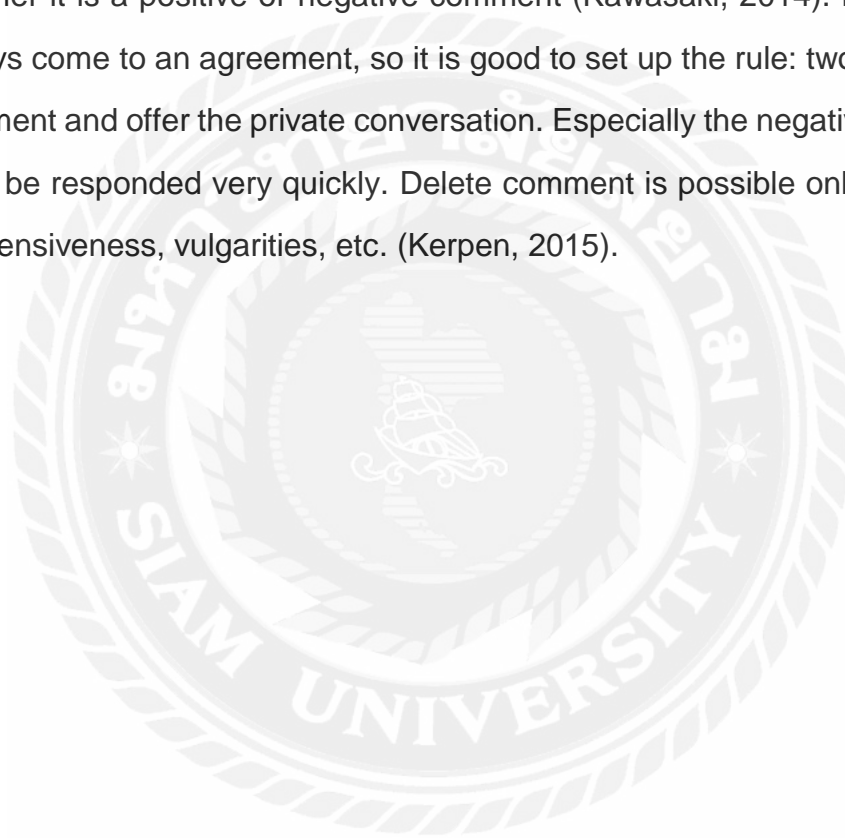
greatest achievement of posts if they are shared. It increases the share showing of the posts which content is worthy of attention.

The first impression is crucial on social media. That's why it is necessary to maintain actual information on profiles and make content consistently and visually attractive, to draw attention of consumers during the first few seconds. (KAWASAKI, 2014) One of the goals of social media marketing is to increase involvement of fans. MACARTHY (2015) suggests as one of the options to ask questions in the posts on Facebook, other option is to use the pictures for survey. According to Kerpen (2015) is necessary to ask questions, simply because it's better to have some reaction than no reaction. In addition, the company can learn from customer insight. According to Kawasaki (2014) and Macarthy (2015) the pictures and video have greater efficiency than text. MACARTHY (2015) mentions the storytelling, responding to the current holidays or presenting products by infographics. This may be used for the presentation of the touristic destination.

The principal of the sharing on the social media is the '80/20' rule. This means that 80 % of sharing content is not promoted directly (Macarthy, 2015). This rule wouldn't be necessary applied for touristy destinations, where each photo is a kind of promotion. Travel agencies and hotels should give priority to other than commercial active content which means practice more soft-selling than hard-selling communication methods. Kawasaki (2014) distinguishes four forms of valuable posts: information (news), the analysis (of a phenomenon or events), advice and entertainment. Each post should be at least one of the forms mentioned above. Not be only "necessary" post without internal values.

Other useful element is brevity and conciseness of the labels. Longer labels are preferable in own content than in obtained content.

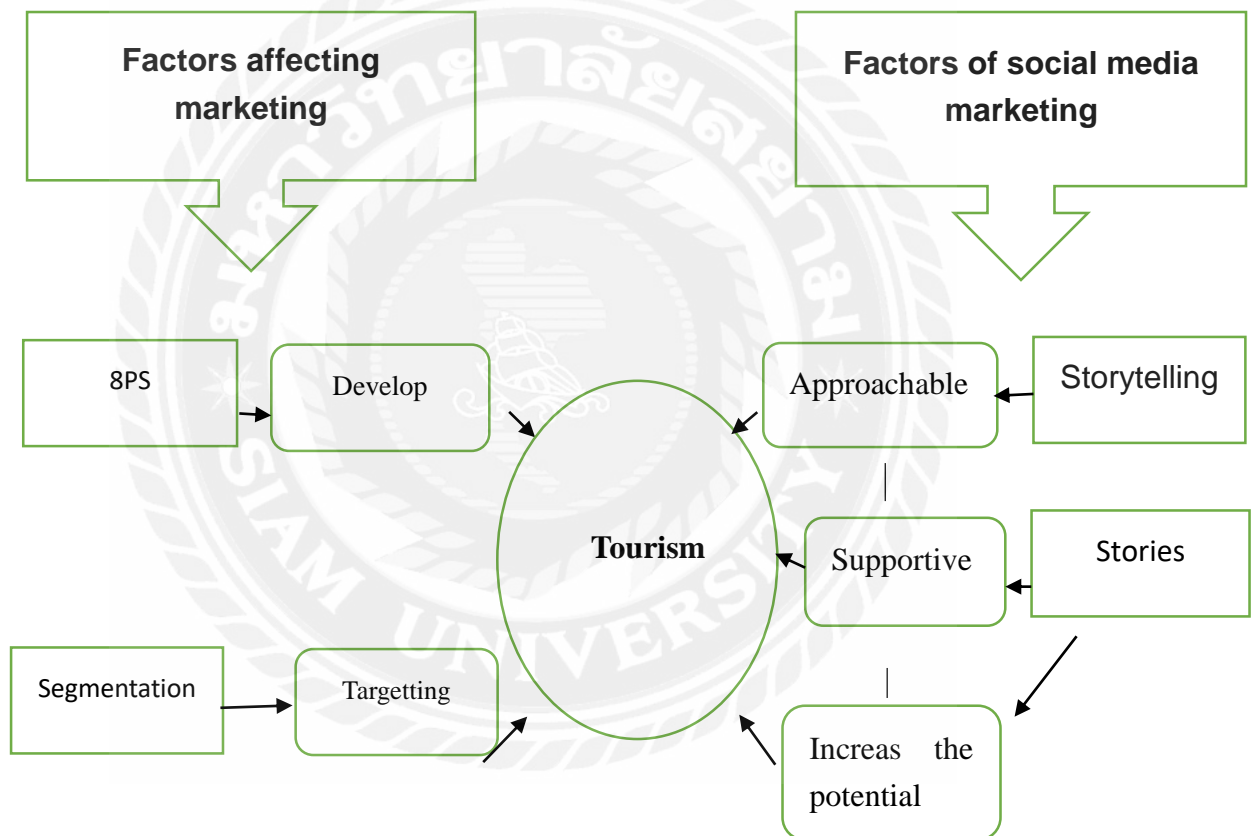
The next important issue have been particular comments on social media. For precise monitoring are necessary check own posts and also notifications. In view of the wide audience it is necessary to be always positive and polite, whether it is a positive or negative comment (Kawasaki, 2014). However, not always come to an agreement, so it is good to set up the rule: two response to comment and offer the private conversation. Especially the negative comments must be responded very quickly. Delete comment is possible only in the case of offensiveness, vulgarities, etc. (Kerpen, 2015).



5. Findings

Established framework

FIGURE 1. Social media factors affecting marketing of tourism services and trends affecting online marketing for tourism.



6. Conclusion

Primary target of this study was to find the most appropriate social media for marketing tourism services and identified effective ways of usage for social media marketing of tourism. In the chapter three was supplemented the theoretical framework of social media for tourism services and their characteristics. In the capture 3 of the study were explained Marketing mix and its specifics for tourism services with emphasis on promotion tactics and its use on social media, because of the undeniable impact of social media on the tourist consumer behaviour. In the capture 3 were explained the latest trends in the social media content and general principles for effective social media marketing.

By the documentary research was found that social media were a part of the whole shopping process and all stages of planning. Before the journey, the social media serves as an inspiration and source of information which are one of the factors of final consumer decision making. The influence of social media continues during the journey, because provide information and inspiration by the shared photos and comments. Thanks to the Internet data can travellers post the reviews or easily share content. As factors that affecting tourism marketing could be mentioned new formats 360° content such as photos, video or Stories, the stories that reached huge popularity mainly on the Instagram. The general marketing trend is storytelling

7. Recommendations

Most of the followed subjects of tourism are restaurants, specific attractions and destinations. Hotels and travel agencies have the worst position for getting new followers. It's important to remember that not all social networks are convenient for marketing tourism. Businesses should respect that and focus their efforts on social media marketing with the greatest potential for tourism. The subjects in tourism should apply immersive content with virtual reality, which is considered as the future direction of development which has great potential.

Marketers should have considered two options how to create the content on social networks: create a new or obtain already created. The best way of the content creating is to combine both approaches, because it is necessary to add posts regularly in high frequency. Shared content may be obtained from the blogs, web sites or social networks

The tourism should focus primarily on marketing activities on the three top social medias – Facebook, YouTube, Instagram, because there are the most users who are interested in travel and also the following undertakings here. All three media are very convenient for advertising.

For sharing organic content, companies should focus on Facebook and Instagram. Instagram users are inspired to select a destination by user's content, therefore subjects of tourism should support the campaign by the hashtags.

The subjects in tourism should use the 'storytelling'. Storytelling is based on the truth that 'every journey is actually story'. Therefore traveller's follow-up posts from one trip can be considered as storytelling if they are not only informative and critical nature (i.e. tips and reviews). For tourism, the most efficient stories are told by locals who describe the habits and explain the context to their culture.



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