Social Media Tourists
Social Media Tourists
Social Media Tourists

“Super experience, would choose again on next trip to Guilin”

Reviewed 2 days ago

We had a great experience at the Shangri-La Guilin. Staff is warm and welcoming, their travel desk helped us plan and book amazing tours of the Li River and also a city tour. There was a hiccup one morning when room service brought me a wrong order for breakfast – they were super apologetic and because there was no time …
Social Media Tourists
Fast Evolving SM

- Online social network
- Collaborative projects
- Blogs and microblogs
- Content communities
- Virtual worlds
  - Social
  - Gamification
- ......?
Social Media Tourists

TODAY ...

89% of pleasure travelers take photo (Lo, et al. 2011)

41% post their photographs online (Lo, et al. 2011)

81% receive travel advice through SM (Bilgihan, et al., 2014)

74% find it to be influential in their travel decision (Bilgihan, et al., 2014)

eWOM controls 43% information source effectiveness (Racherla, et al., 2013)

80% tourists use TripAdvisor (Vásquez, 2012)
2004-2014 SM Tourists

- Top 20 SM for destination search:
  - tripadvisor.com
  - virtualtourist.com
  - igougo.com
  - mytravelguide.com
  - yelp.com
  - meetup.com
  - travelpost.com
  - insiderpages.com
  - associatedcontent.com
  - yellowbot.com
  - myspace.com
  - gusto.com
  - outside.in
  - realtravel.com
  - tropix.com
  - pubcrawler.com
  - zagat.com
  - fodors.com
  - lonelyplanet.com
2004-2014 SM Tourists

Kim, et al., 2011; Lo, et al., 2011; Rong, et al., 2012; Wilson, et al., 2012
2004-2014 SM Tourists

“Super experience at this forum, would choose again in Guilin”

Xiang & Gretzel, 2010; Kwok & Yu, 2012
2004-2014 SM Tourists

- The increasing power of SM
  - Initial posts and eWOM
  - Information source effectiveness
  - Influences of SM reviews by content type
  - Most active cohort
- Behavioral differences in SM
  - Browsing, sharing and use of SM channels
- Importance and trust: Photos > Texts > Links
2004-2014 SM Tourists

• Dig into SM reviews
  – Review generating factors
    • E.g., Why tourists share and post? Why are tourists motivated to read?
  – Review content
    • E.g., Words that are most talked about
  – Review impacts
    • E.g. Negative v.s. Positive
    • E.g., residents’ v.s. travelers

Xiang & Gretzel, 2010
2015-2025 SM Tourists

- Trust and SM
- Outdated laws (Uber cases in the U.S.)
- Communication Challenges
- Role of tourism researchers

Social Media Networks
2015-2025 SM Tourists
Framing the Experience of SM Tourists

Diagram:
- Social Media Experience
  - Social Value
  - Functional Value
  - Emotional Value
  - Anticipatory
  - Experiential
  - Reflective
  - Needs of Belongings
  - Utilitarian Needs
  - Need of Hedonism
2015-2025 SM Tourists

- Demographics

- Buyer Behavioral Process

- Destination redefined

- Loyalty redefined

- Qualifiers and satisfiers
2015-2025 SM Tourists

Chapter 5

Needs Awareness
Information Search
Evaluating Alternatives
Purchase Decision
Post Purchase
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