Chapter 96
The Integration of Social Media Into Event Tourism

Cigdem Unurlu

 https://orcid.org/0000-0001-5653-6013
Trakya University, Turkey

ABSTRACT

The aim of this study is to discuss digital marketing applications in event tourism with conceptual developments, to present examples of digital marketing applications in event tourism, and to explain the principles of these two disciplines in a clear and interrelated manner for students and marketing experts. Prepared in the light of academic resources and contemporary marketing practices, in this chapter, the conceptual developments in the field as well as the change in event tourism are comprehensively discussed, and applications with digital infrastructure in event tourism have been explained, and event management and the integration of events on social media have been comprehensively discussed.

INTRODUCTION

With the effect of both globalization and technological developments, digital marketing has started to attract the attention of service providers more, and this situation has made consumers the dominators of the market. The development of digital marketing opportunities has transformed the communication between producers and consumers. The realization of traditional marketing efforts in digital media has forced businesses to be more creative and flexible in their marketing efforts and increased their sensitivity to consumers. In short, these digital opportunities have radically transformed the lifestyles of consumers and the way businesses carry out their work. In an increasingly online world, businesses have the opportunity to carry out their marketing events in digital media in a more creative and fun way. Today, digital media has turned into environments where tourists tell about their travel experiences and evaluate the touristic goods and services they have purchased. Therefore, the tourism sector, which brings together different business processes and has its own structural characteristics, has been significantly affected by digital transformation. In this sense, the pressure that digital developments will create on

the sector must be foreseen and managed. In event tourism, a separate digital transformation strategy should be created for each organization, and investments should be made in this direction. Because in digital marketing, as long as the specific motivations of events are not highlighted and personalized, digital opportunities can harm the nature of the events. In a world where consumers are mostly online for reasons such as obtaining information, researching, communicating and having fun, touristic events can be marketed more effectively. In short, explaining Web 2.0 applications, one of the stages of the Internet revolution, this study aims to evaluate the digital marketing strategies and digital marketing applications in event tourism. For this purpose, the concept of digital marketing and the digital marketing methods are discussed in the first part of the study. In the second part, event tourism is briefly described and digital marketing applications in event tourism are included.

BACKGROUND

The Concept of Digital Marketing

Digital marketing is also referred to as "online marketing", "internet marketing" or "web marketing" in the literature. Although the term digital marketing has gained popularity over time, the term "online marketing" appears to be more widely used in the United States, and similarly the term "web marketing" is more commonly used in Italy (Kaur & Sandhu, 2017; Erdoğan, 2020). While digital marketing can be described as the individualized format of mass marketing, it is actually the realization of traditional marketing mix elements in digital channels in a personalized way (Piñeiro-Otero & Martínez-Rolán, 2016). It provides unlimited possibilities and opportunities to personalize content. It is a user-focused marketing method where the interaction between producers and consumers is continuous and does not know any bounds in the spatial sense (Erdoğan, 2020). In a world that is increasingly online, producers can find unique possibilities with digital marketing opportunities. In digital marketing, there is a more flexible and adaptable marketing approach that combines all the online and offline activities of the producer, emphasizing the authentic values of the product. With the digital marketing opportunities, the 4P of marketing (product, price, promotion, place) has evolved into 5A (ask, advise, assess, assist and arrange) (Kurum, 2020). These digital marketing opportunities have some advantages including (Krishnan, 2019):

- Being cost-efficient,
- Being able to produce fast, reliable and traditional strategies,
- Increasing access opportunities,
- Providing high income for producers,
- A higher return on investment,
- Interactive communication with consumers,
- Allowing data analysis and being measurable,
- Increased consumer awareness.

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/the-integration-of-social-media-into-event-tourism/305424

Related Content

The Roles of Social Media Marketing and Brand Management in Global Marketing
Kijpokin Kasemsap (2018). *Social Media Marketing: Breakthroughs in Research and Practice (pp. 425-453).*
www.irma-international.org/chapter/the-roles-of-social-media-marketing-and-brand-management-in-global-marketing/203311

Towards Data Portability between Online Social Networks, a Conceptual Model of the Portable User Profile
Sarah Bouraga, Ivan Juretaand Stéphane Faulkner (2016). *International Journal of Virtual Communities and Social Networking (pp. 37-54).*
www.irma-international.org/article/towards-data-portability-between-online-social-networks-a-conceptual-model-of-the-portable-user-profile/161743

Designing Practice-Oriented Toolkits: A Retrospective Analysis of Communities, New Media and Social Practice
Demosthenes Akoumianakis (2009). *International Journal of Virtual Communities and Social Networking (pp. 50-72).*
www.irma-international.org/article/designing-practice-oriented-toolkits/37563

Navigating an Immersive Narratology: Factors to Explain the Reception of Fake News
Bradley E. Wiggins (2017). *International Journal of E-Politics (pp. 16-29).*
www.irma-international.org/article/navigating-an-immersive-narratology/186961

A Tool for Discourse Analysis and Visualization
Costin-Gabriel Chiruand Stefan Trausan-Matu (2013). *International Journal of Virtual Communities and Social Networking (pp. 55-71).*
www.irma-international.org/article/a-tool-for-discourse-analysis-and-visualization/96876