Smart Tourism as a Tool of Destination Promotion

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Tourism is an information-intensive industry.

The relationship between travel and technology is closer than ever.

Information Communication Technology allows individuals to easily contribute their thoughts, opinions, creations.

Need to understand the technological change & tourist behavior.

So, we...

Tourism is a information-intensive industry.

http://www.marketingcharts.com/wp/direct/online-channels-led-by-email-to-capture-more-marketing-dollars-next-year-25416/
Information Technological Progress

1970’s
- CRS

1980’s
- GDS

1990’s
- Internet

2000’s
- Social Media

Differences in the Way Organizations Have Interacted with Customers on the Web

Web 1.0
- "the mostly read-only Web"
- 250,000 sites

Web 2.0
- "the widely read-write Web"
- 80,000,000 sites

1996
- 45 million global users

2006
- 1 billion+ global users

Weblogs, Inc.

Sources:
- http://web20way.blogspot.kr/
- http://cafe.naver.com/retailing/2629
The Emergence of Social Media

Social Media and Tourism

Social Media Channels
- Participation
- Conversation
- Community
- Openness
- Connectedness

Traditional Media Channels
- Television
- Magazine
- Guidebook
- Radio

Shift

Institutional Control

Consumer Control

Social Media Channels vs. Traditional Media Channels

One-Way
- Observation
- Publishing

Two-Way
- Contribution
- Social Consumption
- Comments, trackbacks, FeedBack, etc.

Web 2.0 Platforms

http://web2.wsj2.com
http://travel-tech-trends.blogspot.kr/
A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (Kaplan and Haenlein, 2010).
Why Social Media?

1. Mobile
   • Top five uses of smartphones while traveling:

   - Take photos
   - Use map features
   - Search restaurants
   - Check in prior to flight
   - Search activities/attractions

http://www.wtmlondon.com/page.cfm/link=47
Why Social Media?

1. Increase use of Mobile

- By 2015, 9 out of 10 consumers will have a mobile subscription:
  - 30% have used mobile apps to find hotel deals
  - 46% check in to a location while on vacation
  - 70% update their Facebook status while on vacation
  - 72% post vacation photos on a social network while still on vacation
  - 85% use their smartphone while abroad

Source:
http://www.wtmlondon.com/page.cfm/link=47
Why Social Media?

2. Consumer Trust

• By 2015, 9 out of 10 consumers will have a mobile subscription:

- 92% Word-of-Mouth Recommendation
- 70% Consumer reviews
- 47% Traditional ads

http://www.wtmlondon.com/page.cfm/link=47
Many companies plan to increase their social media marketing budgets
Smart Tourism

- 87% of travelers used the internet for a bulk of their travel planning
- 46% of travelers post hotel review
- 76% post vacation photos to a SNS

Travel 2.0

e-WOM in tourism

http://lifethink.gr/social-medias-influence-travel-industry-infographic/
“The Seoul sizzling sweepstakes” promotion Campaign (2011.9)

- A month long promotion campaign
  - were handled via Facebook and Twitter
  - displayed a special feature on a different tourist attraction each day
  - ran special giveaways relating to that attraction in order to increase awareness and interest.
  - partnership with Seoul MICE Alliance members

https://www.facebook.com/miceseoul
“The Seoul sizzling sweepstakes” promotion Campaign (2011.9)

• **The Facts**
  
  - 700 participants
  
  - 25 participating local MICE-related businesses
  
  - 4,400 new Facebook ‘likes’ during event (950 percent growth)

• **Spin-off benefits**

  - General interest in the city’s tourism, culture and cuisine increased

https://www.facebook.com/miceseoul
Visit Korea 2.0: KTO Smartphone App

- Visit Korea 2.0 contains expanded travel content and information on Korea's tourist attractions, restaurants, accommodations, shops, and more.

- All listings have a map to assist travelers in navigation. Visit Korea 2.0 features increased user-friendliness by adding such convenient functions as links to Social Networking Services.

http://www.visitkorea.or.kr/enu/FU/FU_EN_15.jsp?cid=1697323
Tour Seoul: Mobile App

1. Featured Content

http://www.visitseoul.net/en/index.do?_method=main
Smart Tourism in Seoul

Tour Seoul: Mobile App

2. User-Friendly Features

- Intuitive User Interface
- Advanced Search
- Available in Five Language

3. Technical Features

- Augmented Reality [AR] Mode
- Find Driving Routes
- Find Public Transit Routes
- Find Walking Routes

http://www.visitseoul.net/en/index.do?_method=main
The official “Amazing Thailand” application

- The official “Amazing Thailand” application is powered by the Tourism Authority of Thailand (TAT).
- It provides travel information such as: Destination Guides, Events & Festivals, Shopping, Thai Food, About Thailand, etc.

- A country map highlighting all the cities and national parks.
- Complete city guides for the most important destinations, with sights, restaurants, things to do and a city map.
- Mini guides for less important destinations.

https://www.facebook.com/miceseoul
Smart Tourism in Thailand

“Amazing Thailand” application for Tourism Promotion

Tourism Thailand
Tourism Authority of Thailand

Amusing Thailand: Chang Mai is a free iPhone app that provides a unique experience. The app offers a variety of information about the city, including sightseeing, hotels, and local events. The app also has a feature that allows users to create their own itinerary.

Amazing Thailand Golf Paradise
Tourism Authority of Thailand

This app provides a complete golf guide (course, facilities, membership, fees, etc.). It includes all the information needed for golfers to plan their golfing trips in Thailand.

Thai Cuisine

Eating out in Thailand is a culinary adventure. From street food to fine dining, there is something for everyone.

TAT Contact Center

The TAT Contact Center provides information on all aspects of Thailand, from tourist attractions to cultural events. Users can contact the center via phone or online.

Amazing Thailand Honeymoon

Tourism Authority of Thailand

Honeymoon in Thailand: Plan your perfect beach wedding or a romantic getaway. The app offers information on top wedding venues, wedding photographers, and wedding planners.

SPEAK THAI

Thai language app

Thai language app: Thai is a fun language to learn and can open up a world of cultural experiences.

Chill in Ayutthaya

Tourism Authority of Thailand

Chill in Ayutthaya: Experience the tranquility of Ayutthaya, a UNESCO World Heritage Site.

Ratchaprasong - Heart of Bangkok

Tourism Authority of Thailand

Ratchaprasong: Experience the vibrant heart of Bangkok, where modernity meets tradition.

Taladrot: In the Heart of Bangkok, experience the vibrant night market culture.

Songkran

Thai New Year: Join the fun and experience the traditional Songkran festival.

Wait Phra 9 Wat

Tourism Authority of Thailand

Wait Phra 9 Wat: Discover the rich history and culture of Bangkok through guided tours.

http://mobile.tourismthailand.org/
Tourism Australia is big into social media with the largest Facebook page in Australia and destination page in the world with more than 3 million fans.
1. What types of social media does your destination utilize for promotion?

2. How effective are social media channels versus traditional media channels in attracting tourists to your destination?

3. What sort of information technology do you use to service tourists while visiting your destination?

4. Are there any special applications which information as a tour guide for travelers at tourist attractions?

5. How does your country prospect information technology for destination promotion?

6. What are the obstacles and challenges for taking advantage of social media in your tourism destination?