



Govern
de les Illes Balears



INVERTIM EN EL TEU FUTUR



Unió Europea
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Desarrollo Regional

INTO 2014 - Social Media & Tourism Industry Social Media strategies Dr. Ana Maria Munar

Social media provide new channels for the production and circulation of meaning in the tourism experience and imagination. These media can be regarded as a novel form of collective value creation. They provide a fast-evolving technological structure shaping tourism cultures on and offline.

In this presentation I introduce the fast evolving world of social media and discuss the role that digital media can play in defining not only what tourism is but what tourism could and should become. In particular, I present a detailed discussion of the strategies deployed by Destination Management Organizations and other tourism organizations. Based on both national and international examples, this presentation shows how the Web 2.0. impacts the value chain of tourism, commercial (supplier-end user) interactions and the role of intermediaries. It describes patterns of technology adoption of the industry, introduces best-practices and discusses the challenges that tourism organizations face when wanting to use social media for communication, promotion, or product development.

