



Govern
de les Illes Balears



INVERTIM EN EL TEU FUTUR



Unió Europea
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INTO 2014 - Social Media & Tourism Industry Workshop: The digital tourist

This workshop examines the digital tourist and how digital technologies transform tourist behavior, decision making and experiences. Tourists have entered into a special relationship with digital technologies. Technological tools are not passive objects; they carry affordances enabling as well as shaping tourist behavior. These ubiquitous and pervasive technologies fundamentally change tourists' social worlds and have the potential to enact new tourism realities. In this workshop we explore how a digitally enabled human has accessed the possibility to gain 'digital capital' and has become digital capital herself. This possibility entails gains in social reputation, cultural knowledge, emotional influence, and economic advantages. As such, the digital tourist can become a capital asset for tourist organizations and for other tourists.

Through the activities of this workshop we get a closer look at tourists' motives for contributions to social media sites and their willingness to share online content. It provides insights on technology adoption, transformations of tourism socio-cultural practices, hedonic aspects and utilitarian values of new media. Web users shape their identity, at personal and collective levels, through touristic imagination and activities which are shared as part of presentable digitized stories of their travels. Digital narration tell us something both on the experiences of subjects involved in tourism activities, on the collectivity of tourists as a whole and on the nature of tourism as a social phenomenon. Through reflexive digitized storytelling, tourists create and share narratives about emotional perceptions, understandings and embodiment of the tourism experience. Cyberspace tourists constitute new types of reference groups like communities of strangers that can contribute to the development of innovative tourism products and destinations.

