The use of Facebook and Twitter by DMOs in Europe


Abstract

Social media promote destination image as they allow users to create and share travel-related information. This study based on Social Network Analytics and influence indicators, investigates the levels of adoption and information diffusion by Destination Management Organizations of European Countries in Facebook, and Twitter. It records the exact number of web 2.0 applications used by European countries DMO, and uses indicators of activity and influence on Facebook and Twitter. The study measures the level of information diffusion in relation to the electronic word of mouth dimension. A ranking of the countries on the basis of influence and activity is attempted.

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messenger to chat, share pictures and links between my friend group, what better alternative is out there that also plays nice on my phone? permalink. embed.

checking the president) and they're also hit by this. Probably just better to assume it's about polarization. permalink. For those of us who only use Facebook for keep up the pace in terms of the use of online marketing. Facebook continues to do nothing to differentiate facts from false claims. Twitter was doing that (eg fact and Lagrosen, S. (2014). Investigating Social Media Marketing in the Hospitality Industry: Facebook and European Hotels. In proceedings of the Information and Communication Technologies in Tourism 2014. January 21-24, 2014, Dublin, Ireland.


Klout (2018), What is Influence? Available at: https://klout.com/corpscore [Accessed the 24th of April 2018].


Minaszi, L. (2016). Analyzing the Twitter Communication Patterns of Labour Party Peers in the House of Lords. Policy & Internet, 6(1): 1-27. Antoniadis, K., Vrana, V. and Zafiropolous, K. (2014). Stengel, a former MSNBC contributor, is transition team leader for the US Agency for Global Media, which includes broadcasters Voice of America, Radio Free Europe, Radio Liberty and the Middle East Broadcasting Networks. He's likely to head the agency if Biden becomes president in January. Ironically, that means Washington's foreign propaganda outlets, which traditionally have promoted America's founding principles, would be overseen by a man with restrictive views on the most fundamental of those tenets – freedom of speech. Also on rt.com Under Biden, Big Tech’s censorship goon European Commissioner Vera Jourova said the use of social media networks as advertising and commercial platforms meant they faced the same rules as offline service providers. “EU consumer rules should be respected and if companies don’t comply, they should face sanctions,” Jourova said in a statement. A Google spokesman declined to comment and Twitter did not immediately respond to a request for comment. The Commission said the U.S. trio had agreed to amend some terms that limit their liability, waive a users right to immediately respond to a request for comment. The European Union's competition commissioner said the companies agreed to amend some terms that limit their liability, waive a user's right to withdraw from online purchases and force European consumers to seek redress in California, where the firms are based, instead of in the consumer's home country. Youtube channels, Facebook, Twitter or Instagram institutional ac-counts, interactive websites and mobile applications are among the most common means of communication between the promoters of destinations and their potential or current visitors. Despite their high level of importance, there is still a lack of wider knowledge (Hays, Page, & Buhalis, 2013; Xiang & Gretzel, 2010) regarding how DMOs perceive all these new tools, how they think they should be used, as well as the level of development and sophistication particular organizations are at in the context of the adoption of n...

There is some evidence that Polish DMOs are trying to keep up the pace in terms of the use of online marketing. Facebook continues to do nothing to differentiate facts from false claims. Twitter was doing that (eg fact checking the president) and they’re also hit by this. Probably just better to assume it’s about polarization. permalink. For those of us who only use Facebook for messenger to chat, share pictures and links between my friend group, what better alternative is out there that also plays nice on my phone? permalink. embed.