Chapter 2
Web Revolution and Events:
Development and Progress

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ABSTRACT

In the globalizing world, the use of social media as a marketing tool has been frequently discussed in academic researchers in recent years. It is possible to examine that the usage of these social media channels in the management and marketing of tourism-related activities is increasing. From this perspective, social media is considered as an important marketing tool for event organizers in the event industry in terms of some aspect of event studies. Besides, it provides significant benefits for visitors about deciding whether they participate in an event or not. In this framework, the aim of this chapter is to build a conceptual framework for revealing relation between social media and events. This conceptual study indicated that social media is one of the important digital tools for customer engagement, online experiences, and promoting events. Managerial implications and future research recommendation presented.

INTRODUCTION

Due to the phenomenal growth in virtual environment, where geographical boundaries disappear, the interaction intense and simultaneous, the number of users reaches very high numbers and continues to increase day by day, traditional media presentations and implementations became inadequate and social media has started to become an important marketing medium for tourism industry. The most important purpose of promotion which is one of the important elements of the marketing mix is to communicate with potential and existing customers without the time and place constraints and to create a positive image in the minds of consumers (Barutçu, 2011). Today, social networks are considered as a very powerful new marketing channel to realize this aim of promotion and to make marketing activities more effective (Shih, 2009).

Digital-based applications for social media integration in activities are coherent with social media and designed specifically for the activities. The digital-based applications are easy, understandable, and fast. These favorable futures of the social media provide important advantages for event organizers for

reaching more potential participants. It is possible to list some of the most preferred digital applications in terms of social media integration in the activities as follows: QR code, rfid (radio frequency identification), tweet wall (twitter share wall), 360 selfie, prestagram (memory of Instagram), social break (hot drink vending machine with tweet), social goal (foosball table working with tweet), event-branded emojis and stickers, and social media walls for events. As the opportunities offered by social media increase, such practices used in events will develop and increase in number. In this respect, the fact that event management is a dynamic, creative and highly competitive business, it seems to continue to depend on the rapid development of technology and at the same time the power of social media. Therefore, the use of information and communication technology, which is widely used in the field of accommodation, transportation and food and beverage management, is also considered important for event management and marketing, especially in terms of reaching more participants through social media.

BACKGROUND OF THEORETICAL FRAMEWORK

Information and Communication Technologies

Information and communications technology provided set of applications for tourism industry. After the development of computer reservations systems (CRSs), global distribution systems (GDSs) emerging internet changed operational practices in all the industries (Buhalis, 2003; Buhalis and Law, 2008) as well as tourism industry which was highly influenced from a range of Web 1.0 to Web 4.0. Buhalis (1998) describes information technologies as a concept that expresses all the latest developments in computer, electronic and communication technologies that are used in obtaining, analyzing, storing, dissemination and implementation of information. Today, with the phenomenon of Tourism 4.0, deep-rooted innovations have emerged in tourism with the development of data mining, big data analysis, internet of things, cloud computing, intelligent technology and artificial intelligence concepts (Buhalis and Amaranggana, 2013). These developments in technology has great influence on tourism industry. Sari and Kozak (2005) define tourism as an information and global industry, suggesting that consumers buy products they can't touch or see with the help of information technologies, and that an effective communication network should be established with the help of information technologies. With an effectively established network, better service can be carried out both for tourists and practitioners. Thanks to the changes in information technologies, the establishment of central reservation and global distribution systems, the changes and developments that the Internet (from Web 1.0 to Web5) has undergone to date have brought about important changes in the production and management structure of the travel industry (Buhalis, 2003). For example, travel agencies are reorganizing their systems according to their customers' requirements and needs. With their websites, they are communicating with their customers interactively, so they can co-create experiences and individualized production together. Social media applications are also utilized for this co-creation in experience and production.

As rapid development of ICT infrastructure and software applications in the tourism and hospitality industry are crucial for tourism development, the information and communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry (Bethapudi, 2013). E-marketing, web site marketing strategy, digital marketing, social media marketing, viral marketing, e-Wom, search engine marketing, online marketing, mobile communication technologies are effectively used in business and destination marketing facilities such as hotels, accommodation firms, events companies etc. Parallel to

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