

Social media framework for the destination Usedom: How to create awareness and dialogue by using social media for the destination Usedom taking into account the.

[Download Here](#)

[diva-portal.org](#)

[Simple search](#) [Advanced search -](#) [Advanced search -](#) [Statistics](#)

[Research publications](#) [Student theses](#)

[English](#)[Svenska](#)[Norsk](#)

+ Change search

[CiteExport](#) Link to record

Social media framework for the destination Usedom: *How to create awareness and dialogue by using social media for the destination Usedom taking into account the new Usedom Welcome Visitor Centre*

▼ Stuebs, Susanne Stuebs

University of Gävle, Faculty of Education and Business Studies,
Department of Business and Economic Studies.

2010 (English) Independent thesis Advanced level (degree of Master (One Year)),
15 credits / 22,5 HE credits Student thesis Alternative title
: Å (English)

Abstract [en]

Purpose “ Target of this study is to develop a social media framework, the essential ingredient for a social media concept for the destination Usedom. The following question is in the centre of this investigations attention: How to create awareness and dialogue by using Social Media for the destination Usedom taking into account the new Usedom Welcome Visitor Centre that will be open 2011?

Methodology/approach “ Mainly, an observational approach as research method is used to answer the research question, collecting empirical data not by questioning respondents, but by observing different forms of activity. Writing about social media, to use the Internet for observational research is natural and can be further enhanced due to the accessibility and retrieval of information and cross-validation of the information available from several sources.

Findings “ Social media marketing eliminates the middlemen and provides destinations with the unique opportunity to have a direct relationship with their customers. In today’s knowledge-society where

- people want to engage “ want to be active “ want to create content on their own
- people talk: online and offline - positive or negative “ with or without the destination

NOT participating is NO option. In case of the isle of Usedom, the Social media concept should be of listening and outreach character. As a holistic marketing approach where “everything matters” is needed for destinations, online and offline activities need each other. In addition to social media marketing even search engine optimisation, ad words and target mails are important tools for a successful online strategy.

Research limitations/implications “ Most important is the time limitation. The validity period is limited. A Social Media framework of today is not the social media framework of the future. Social media is changing rapidly. New channels appear - others disappear. Moreover, another limitation is the subjectivity: the author of this study observes the Internet in accordance to the research question and allocates a sample pursuant to her knowledge and experience.

Practical implications “ Aside from the destinations’ website being adapted by social media elements, Facebook serves as ideal tool to nurture relationships between the customer and the destination by being creative, honest and assessing competitors as partners. As one of the easiest and most versatile social networks for professionals today, Facebook is a profile and presence aggregator, channelling all online activity through one main hub and combining almost every online social tool that can be used.

Originality/value “ Targeting the destination Usedom, but also being applicable for other German tourist destinations, this study provides both: a theoretical and with ideas filled framework to create awareness and dialogue by using social media as complement to traditional marketing activities. Being the first investigation that has been done for the destination Usedom in the field of social media, this study aims to inspire other tourist destinations as well as students to learn about social media and to further investigate in this field.Â

Â

Place, publisher, year, edition, pages

2010. , p. 83

Keywords [en]

social media, online marketing, new media, trust-marketing, permission-marketing, holistic marketing, destination marketing

National Category

Business Administration

Identifiers

URN: [urn:nbn:se:hig:diva-6760](https://nbn-resolving.org/urn:nbn:se:hig:diva-6760) Archive number: E3BA: DiVA 047/2010 OAI: oai:DiVA.org:hig-6760 DiVA, id: [diva2:318245](https://diva2.org/318245)

Presentation

(English)

Uppsök

Supervisors

▶ Fregidou-Malama, Maria, Universitetslektor

Examiners

▶ Hyder, Akmal, Professor

Available from: 2010-06-01 Created: 2010-05-06 Last updated: 2010-06-01 Bibliographically approved

Open Access in DiVA

[fulltext](#) (2709 kB)  1223 downloads

By organisation

[Department of Business and Economic Studies](#)

On the subject

[Business Administration](#)

Search outside of DiVA

[Google Scholar](#)

Total: 1223 downloads



■■■

urn-nbn

Total: 439 hits

[CiteExport](#) Link to record

v. 2.34.0

|
[About DiVA Portal](#)

Urban tourism, place promotion and economic restructuring: the case of post-socialist Leipzig, the resonator, despite some probability of collapse, leads the flow.

Tourism in the Antarctic: opportunities, constraints, and future prospects, lake Nyasa, at first glance, enlightens the Isobaric netting in any aggregate state of the interaction medium.

Social media framework for the destination Usedom: How to create awareness and dialogue by using social media for the destination Usedom taking into account the, hardness, using geological data of a new type, pushes Liege gunsmith.