

Social media: A new vehicle for destination marketing

Erekle Zurmukhtashvili

Nikoloz Kevkhishvili

The Master's thesis is presented according to the requirements of obtaining a master's degree in

Ilia State University

Program: Business Administration (Management)

Project coordinator: Rusudan Mamatsashvili PHD Candidate

Ilia State University

Tbilisi, 2015

Contents

Introduction	Error! Bookmark not defined.
Defining Social Media	Error! Bookmark not defined.
Some social media web-sites examples	Error! Bookmark not defined.
Benefits of using social media over traditional advertising	Error! Bookmark not defined.
Theoretical models of social media and marketing implications	Error! Bookmark not defined.
Background	Error! Bookmark not defined.
Macro-theories.....	Error! Bookmark not defined.
Defining destination marketing.....	Error! Bookmark not defined.
Stages of the development process	Error! Bookmark not defined.
Recent trends of travel industry	Error! Bookmark not defined.
Traveler’s road to decision	Error! Bookmark not defined.
Riding the social media wave: strategies of dmos to successfully engage in social media marketing...	Error! Bookmark not defined.
Top strategies.....	Error! Bookmark not defined.
Inspire and intercept.....	Error! Bookmark not defined.
Connect and engage.....	Error! Bookmark not defined.
Measure and optimize.....	Error! Bookmark not defined.
Tourism in Georgia	Error! Bookmark not defined.
Arrivals of non-resident visitors in Georgia	Error! Bookmark not defined.
Arrivals of non-resident visitors in Georgia by citizenship	Error! Bookmark not defined.
Purpose of visit in Georgia	Error! Bookmark not defined.
Marketing activities of Georgian national tourism administration.....	Error! Bookmark not defined.
Case study.....	Error! Bookmark not defined.
Baton Rouge - ROI comparison of advertising campaign in Facebook vs. Twitter.....	Error! Bookmark not defined.
Conclusion and recommendations	Error! Bookmark not defined.
References	Error! Bookmark not defined.