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**Book Review: Social Media Marketing in Tourism and Hospitality by
Roberta Minazzi
(Springer; 1st Edition (November 2014); Pages: 178)**

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Social Media Marketing in Tourism and Hospitality, authored by the renowned scholar Roberta Minazzi, makes a significant contribution to the growing body of research on the impact of social media in the tourism and hospitality industry. The book offers valuable insights into the implications of social media, focusing on two key themes of significant interest to academics and industry practitioners in the tourism and hospitality industry. These themes explore the evolving relationship between traditional marketing communication and word-of-mouth (WOM) in the context of social media growth, as well as the implications of social media for the financial valuation of brands (brand value). The book spans 178 pages in English and is organised into six chapters, comprehensively exploring these critical themes with relevant practical examples.

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INTRODUCTION

The rapid evolution of information and communication technology has significantly transformed the tourism and hospitality industry, reshaping the industry structure and business practices (Hu & Olivieri, 2021; Rather, 2025). A key driver of this change has been the rise of Web 2.0 technologies and applications, mainly social media and their pervasive connectivity (Jiménez et al., 2024). These innovations have fundamentally altered tourists' behaviors and expectations. Recent industry statistics reveal that social media increasingly influences tourists' purchase decisions, with nearly 70% of travelers seeking feedback from others before making a decision (Lin & Rasoolimanesh, 2024; Rather, 2025). Moreover, contemporary tourists are more receptive to personalised ads tailored to their profiles on social media platforms (Lin & Rasoolimanesh, 2024). Consequently, social media has become an invaluable tool for tourism and hospitality marketers, offering unique opportunities to engage with tourists and serve as a vital channel for customer care (Hu & Olivieri, 2021; Lin & Rasoolimanesh, 2024). As a result, a burgeoning body of research on the implications of social media for the tourism and hospitality industry has emerged over the past two decades.

OVERVIEW OF CHAPTERS

The book begins with a chapter exploring how rapid information and communication technology advancements have brought about profound changes in the tourism and hospitality sector, impacting customers and suppliers. Specifically, this chapter traces the evolution from Web 1.0 to Web 3.0, analysing key concepts and definitions related to the topic. Drawing on a comprehensive literature review, the chapter also offers a classification of social media, examining the main features of each type and providing specific examples of their applications within the tourism and hospitality industry.

Finally, the chapter discusses the key trends and research streams surrounding the role of social media in tourism and hospitality.

Given the rapid proliferation of information and communication technology, the traditional concept of WOM requires reevaluation and further study. In response to these changes, the second chapter examines the evolution from WOM to electronic WOM (eWOM), highlighting key dimensions relevant to analysing WOM. Particular emphasis is placed on credibility and the potential for biased information within these communication channels.

The next chapter explores the impact of social media on travelers' behavior by integrating decision-making studies and travel planning theories. It analyses the influence of social media at each stage of the travel planning process: before the trip (pre-trip), during the trip (during-trip), and after returning home (post-trip). The second part of the chapter focuses on sharing travel experiences, examining the motivations behind sharing, the dimensions of co-creation, and the key mediators of travel experiences. Finally, the chapter discusses social media users' demographics and roles, including lurkers, posters, and shoppers.

Building on the analysis of social media's impact on travelers' behavior in chapter three, the next chapter examines the effects of social media on travel suppliers. The author highlights the need to integrate conventional customer relationship management (CRM) approaches with new eCRM practices and communication strategies in response to the rise of social media. Additionally, the chapter explores how travel companies that effectively engage customers and prospects through social media can boost WOM, enhance their online reputation, and ultimately influence purchase behavior, supported by practical examples.

Chapter five explores how combining social media and mobile technologies has transformed communication and influenced every stage of travel planning behavior. In particular, the convergence of social media, virtual

reality, and physical spaces is shaping a new perspective on mobile social media (MSM). This chapter delves into the concept and classifications of MSM and its potential applications in the tourism and hospitality industry. The final section discusses strategies travel organisations can adopt to leverage these mobile marketing applications effectively.

As discussed in previous chapters, the advancement of information technology, the widespread adoption of social media, and the development of MSM have all contributed to the growing availability of vast amounts of structured and unstructured multimedia content about customers and prospects—referred to as "*big data*." The final chapter of this book focuses specifically on big data. It explores how travel organisations that can effectively gather, analyse, and interpret this information have the opportunity to enhance customer insights and, in turn, improve service differentiation and personalisation. By aligning with various target markets, these organisations can create a competitive advantage and boost financial and operational performance. A key issue addressed in this chapter is the identification of the most appropriate social media metrics to evaluate performance and, when combined with other measures, to support and strengthen business strategies.

EVALUATION AND CONCLUSION

This book offers a concise, well-written exploration of how many social media platforms and applications have recently transformed tourism and hospitality marketing strategies and travelers' behavior. A notable advantage of this book is that readers will find references for further reading at the end of each chapter. Throughout the book, readers are introduced to the latest trends and challenges shaping the interconnected fields of tourism, marketing, and technology management. One of the book's key strengths is its ability to present each chapter with clarity and critical insight, complemented by real-world examples.

While this book offers a wide range of context-driven, theoretically

rigorous content, some chapters lack methodological rigor and support from industry data, statistics, or case studies. As a result, the author sometimes appears as an authority whose claims are not fully substantiated, making specific arguments seem speculative or drawn from personal opinions. Additionally, the book is heavily focused on social media's nuances and potential benefits, often oversimplifying the complex challenges associated with its use in the tourism and hospitality industry. It also falls short of addressing the negative impacts of social media, leaving a gap in the overall analysis.

However, a single book cannot encompass the full spectrum of social media platforms and their impact on reshaping tourism and hospitality marketing strategies. Nonetheless, *Social Media Marketing in Tourism and Hospitality* makes a valuable contribution by highlighting the transformative role of social media in this field. With its systematic approach and clear writing style, the book is well-suited for undergraduate and postgraduate tourism and marketing students and scholars looking to stay current in this rapidly evolving business landscape. Additionally, the book is a valuable resource for industry professionals, offering insightful contributions for tourism and hospitality marketing practitioners. In conclusion, Roberta Minazzi deserves recognition for her exceptional effort in bringing this work to fruition.

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CONFLICT OF INTEREST

The author declares no conflicts of interest.

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