

Importance of technology and multimedia elements in tourism

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Abstrac: Advances in technology and the arrival of social networks as a new support to make companies known among their target audience, have revolutionized the tourism sector, offering them a new channel in which to carry out digital and segmented tourism marketing strategies. Tourism marketing is responsible for promoting and marketing all types of products and services to tourists, from accommodation and travel to restaurants and leisure activities. The key to tourism marketing is to present your products and services to customers in detail, generating a need in them through a communication that appeals to feelings. Videomarketing has undoubtedly become one of the most important tools for companies focused on the tourism sector. Thanks to it, they can connect with their potential customers and offer them a service they need when planning their summer or winter vacations. there are concrete data that support the relevance of videomarketing when it comes to promoting any tourism product. The objective of this study was to analyze the importance of technology and multimedia elements (videos) in tourism promotion and marketing. Technology and multimedia videos are fundamental for tourism promotion, most tourism segments should innovate in these tools.

Keywords: Tourism, videos, technology, economy, broadcasting, sales and purchases.

1. Introduction

The concept of multimedia is as old as human communication, since when we express ourselves in a normal chat we speak (sound), write (text), observe our interlocutor (video) and act with gestures and hand movements (animation). With the rise of multimedia applications for computers, this word became part of everyday language [1–4]. The term multimedia is also used to refer to any object or



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system that uses multiple physical or digital means of expression to present or communicate information. Hence the expression multimedia. The media can be varied, ranging from text and images, to animation, sound, video, etc. Electronic or other media that allow multimedia content to be stored and presented can also be described as multimedia. Multimedia is similar to the traditional use of mixed media in the visual arts, but with a broader scope [5–7].

The tourism sector is undoubtedly the perfect example of how the digitalization of the user has been able to transform a business model. The adaptation to the demand of an increasingly informed and demanding consumer, with a great capacity for influence and who lives at the click of a button, has led not only to a transformation in the processes and products offered, but also to the emergence of new business niches [8–10]. For the tourism sector, "the introduction of new technologies has generated benefits and has awakened innovation in the industry and its structure". The use of information and communication technologies in this sector has impacted strategic decisions and destination management systems. The World Tourism Organization argued that the use of new technologies has boosted interest in travel and has fostered consumer communication and easy access to exchange information and experiences. In addition, companies have been able to adapt to management formulas, benefiting through their digital tools and elaborating marketing processes [11,12].

Promotion, from the Latin *promotio*, is the action and effect of promoting (promoting a process or a thing, taking the initiative to do something, elevating someone to a higher position than he/she had). The term can be used to refer to activities that seek to publicize or increase the sales of something. The idea of tourism promotion, therefore, refers to the promotion of a place as a destination for tourists [13–15]. It is important to emphasize that the arrival of visitors to a city or a country generates economic income for that place: that is why tourism promotion is so important. The term "tourism promotion campaign" refers to the activities and undertakings carried out with the intention of making potential travelers aware of the attractions of a destination and making them decide to plan a visit. These campaigns try to publicize the natural, historical, cultural, etc. attractions of the destination [16–18].

Travel is an extremely subjective experience. Sharing that experience with others is the best possible way to get more interest and engagement. As a company, you want your customers to "live the experience" so that they become interested and want to book it [19,20]. In that case, videos become the best way to pique your customers' interest because they will make them more likely to respond to your services and offers. Whether it's an unforgettable place to eat, a place to see or an adventure to do, we all value the multi-faceted aspects of any tourist destination. For these reasons, for any travel and tourism-oriented company, video marketing plays an important role in communicating those experiences to the prospective traveler. Many people think that it takes a lot of money to create successful videos. However, there are many free video editing programs that allow you to create and cut your footage quickly and easily, and without having to spend money on it [21–24].

Until now, images were the main ally to sell a destination or accommodation. But tourism video marketing has been gaining importance to the point that precisely these videos are the best tool to attract travelers. In fact, Youtube, has already become the second most used search engine in the world, where the reproductions of travel-related videos have grown between 2014 and 2015 by 118%. It should also be noted that 45% of leisure tourists consult this type of platform before organizing their trip. Hence the importance of selling both destinations and accommodations through moving images that give a more real and dynamic perspective than photographs [5,25–27].

2. Technology and tourism

Technologies have changed the way we travel and new developments promise to make the experience even more exciting and interactive. Today no one doubts that technology and tourism are a perfect combo. This combination, moreover, greatly influences the way we travel: from what destination we choose for our vacations, to what we do when we are there and even in the post-adventure stage [28,29]. So much so that, according to a Google Travel study, 74% of leisure travelers plan their trips online, while only 13% already do so through travel agencies. Millennials have also had a lot to do with this paradigm shift. They are passionate about traveling and are true fans of new technologies. This combination has given rise to this new context in which social networks, apps, blogs... play an important role when it comes to planning a trip. And, at the same time, the industry, aware of this trend, has adapted its business model and its offers to attract all this audience [30,31].

As we reported in our report on trends in the tourism sector, the industry is undergoing a profound metamorphosis. There are many factors involved, but new technologies are undoubtedly one of the major players. Undoubtedly, the great protagonist of the new ways of traveling. The cell phone has become our tourist guide, travel agency, locator of the best restaurants, map, etc. It accompanies us during all stages of the purchasing process. In fact, according to TripAdvisor, 45% of users use their Smartphone for everything related to their vacations. This is why there is a need to adapt the company's communication and services to these devices [32,33].

Augmented reality or virtual reality has also crept into the world of tourism and, the truth is, it is a growing trend because of all the possibilities it offers. More and more companies are using it to show potential clients the inside of a cruise ship cabin or take them, for a few seconds, to the impressive Chinese wall. On the other hand, the Internet of Things is a technology that promises to bring great innovations to the tourism sector [34,35]. It consists of the incorporation of Internet-connected sensors inside physical objects such as vehicles, luggage, buildings... In fact, the Hotel Technological Institute (ITH) assured that the Internet of Things "is going to be the biggest transformation factor in the personalization of the customer experience in the coming years" [36–38].

When we talk about voice assistants, we all know Siri and Alexa, the Apple and Amazon voice assistants that attend to our needs: what will the weather be like today in my city, turn on the radio, open my email... Hotels are also starting to count on this "help" thanks to the creation of voice assistants created specifically for this environment. IBM recently launched Watson Assistant, an AI-powered assistant that creates a personalized and interactive experience for customers. This is an open technology that companies will be able to use and adapt to their needs. Thus, the assistant will not be called Watson but whatever the hotel determines [32,39,40].

Big Data has gained momentum in the last two decades, but the full potential of the tourism sector has not yet been exposed. However, many companies are already taking advantage of it. For example, there are hotels that use customer information to determine the most appropriate target for a campaign [29,41]. In other words, it explores its database to study spending, ratings, reason for travel, nationality... and crosses this information with public data from the countries of origin to determine the most suitable profile and achieve a higher success rate. In this way, they are able to

better segment their campaigns to increase their success and optimize investment. On the other hand, the blockchain is a technology that promises to transform the world as we know it today. Although it is mostly related to the world of finance, it also looks like it could have an impact on the tourism sector. Although there has not yet been much experimentation with it, it is believed that it could be useful for the identification of travelers at the airport, to ensure transparency in the opinion of tourists or easy and secure payments [19,42,43].

Technology in the tourism sector is making inroads with 5G networks. These promise much faster upload and download speeds, wider coverage and much more stable connections. Beyond being able to download content at 20 times faster speeds, 5G will allow the development and implementation of technologies that were limited by 4G. In other words, the connection between smart devices will be much more efficient and we will be able to really start enjoying, for example, the Internet of Things [44,45]. Immersive tourism, in which the traveler becomes the protagonist of the experience through technologies, will be possible. Thus, virtual reality, augmented reality or 360° video will become much more common and accessible [32,40,46].

3. Multimedia videos in tourism

Traveling means experiencing things you wouldn't otherwise get to know: going in search of those beautiful places that deserve a visit at least once in a lifetime, sharing with locals and immersing yourself in the culture of the place. However, we live in a society where if you don't share videos and photos with friends and family via social media, it feels like you haven't fully experienced it. In 2019, the world's population spent an average of 7 hours a week watching videos. This was an increase of almost 59% over the past three years [47–49]. This indicates that the demand for video is rising by leaps and bounds. In fact, when people are looking to travel to a destination or make a hotel reservation, they watch a video. Nearly 66% of people watch videos when thinking about taking a trip and 65% watch videos to find out which hotel to stay at. Videos are the most important thing and, if you have a travel and tourism company, we advise you to start dedicating more time to marketing [50–52].

In recent years we have seen how the travel industry has been integrating the use of video to help build better user relationships, educate and convert consumers, and improve customer satisfaction. From creative videos, customer testimonials and personalized product demonstrations, tourism video marketing will play a pivotal role in all stages of traveler in 2016. Most consumers say that watching product videos gives them more confidence in their pre-booking decision making. And is that online shopping is a risk, especially in the tourism industry, since it is not the same to purchase an item that can be returned, then to book a vacation. In addition, as a tourism company you must keep in mind that the consumer is an excellent vehicle to promote your products. Users love to share experiences and, even more, to consume them in video format. This helps the web, bookings and loyalty. Today, more than half of online searches are done on mobile devices. The hotel industry is already realizing the impact of mobile on the customer journey and the importance that video marketing will have as a strategy [13,53].

Data shows that audiovisual pieces generate a great return on investment and a positive impact on brands, generate more response than text, and users pay more attention to video before making a purchase process. 9 out of 10 Internet users watch videos of brands they like, 65% visit the website immediately, it causes greater emotions, is shared more, increases the CTR exponentially, increases conversions on landing pages by 80% and is increasing its growth. There are a multitude of positive

features that we report using video in our content marketing strategy. It is already a trend and it will be even more so to include it as part of the sales conversion funnel thanks to its authenticity [52,54].

The main platform on which promotional videos are used is YouTube. As the second most used search engine in the world, there is a huge audience to be shown to. In addition, you can target ads to the type of person that best fits your business [11,55]. Uploading videos to Instagram is also a way to do tourism promotions with video. There are many bloggers and brands that are succeeding in this network, promoting vacations with photos and videos that do not leave the public indifferent. Although it is no longer in the first ones, one option is to upload videos to Facebook, where people who use this social network still use it a lot. And, what is even better, content that impacts and captivates is shared a lot. So, by running an eye-catching campaign, users could help spread the video and extend the reach internationally. More and more brands are opting for video marketing, carrying out campaigns that transmit sensations such as familiarity, relaxation, enjoyment of the family... and other values with which users feel identified. And, in the end, that is exactly what works [56,57].

4. Conclusion

There are several advantages to using video for a tourism company's marketing campaign. For starters, it is affordable for any business, regardless of budget. You can start with a low budget and see if you are meeting your objectives in the short term. Users feel more identified with modest companies that record original videos and convey more than just a reason to book a vacation. With video it is easier to sell experiences and sensations, providing value and proximity, than in writing or with a banner. A video ad is more likely to be clicked on than a text or image ad. If the video marketing campaign is successful, it contributes to brand recognition and positioning. And if it goes viral, the exposure can be worldwide, which ensures that objectives are more easily achieved.

Tourism marketing seeks to promote the creation of a lasting relationship with customers, to differentiate itself from the competition in a context of high supply of tourism products and above all to build loyalty among customers who have already enjoyed your product. Thus, given the wide range of tourism products and services on offer, the different companies must focus a large part of their tourism marketing strategy on differentiating themselves from the competition, with a value proposal that is different from the conventional one, seeking to reach a specific public.

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Author's review:



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