Mobile Social Computing for Destination Marketing

Iis Tussyadiah
Temple University, USA
Background

• Development in mobile social network and context-based services;

• Location-based apps encourage the consumption of places;

• Social network influences mobility and tourism experience.
Location-based Apps

- Location-based services
- Social networking
- Social gaming

Encounters, Experiences, Consumption
The Stat: Foursquare

- 20 million+ users
- 2 billion+ check-ins, with millions more every day.

Foursquare Lab., April 2012
Destination Marketing on Location-based Apps

- Explore Chicago city badge

Windy City
From wolfing down Dat Donuts to strolling through Ping Tom Park to worshipping at the altar of MJ, you've traversed the City of Big Shoulders, checking in at five Chicago hotspots. And by hot, we mean gusty. They don't call it the Windy City for nothing.

Unlocked by Melodie on Sun Mar 18, 2012 at 2:35 PM at The Oriental Institute Museum in Chicago, IL.

On Location
Get ready for your close up! You've just earned the On Location badge by visiting five of Chicago's iconic movie locations.

Unlocked by Melodie on Mon Mar 19, 2012 at 2:01 PM at The Art Institute of Chicago in Chicago, IL.
Goals

• Explore the underlying **social behavior** supported by mobile social computing that influences tourists' **spatiotemporal mobility and experiences**,

• Provide strategic implications for **destination marketing**.
Foundation

- Location Literacy
- Territorial Behavior
- Social Contagion
Human Territoriality

• Laying claim to and defend a territory to affect, influence or control access, actions, and interactions.

• Territory establishes a framework of social life.

Hall, 1959; Rivano-Fischer, 1987; Sack, 1986; Soja, 1989

• Territorial production

Kärrholm, 2007
Tourism & Territoriality

- Touristic terroir;
  
  Hall & Mitchell, 2002

- Tourists' territorial claim through appropriation.
  
  Andereck, 1997
Technology & Territoriality

• Technology and **the definition of space**.

• Vocabulary of space for virtual environment.

• Spatial metaphor implies **spatial behavior**: exploration, settlement, virtual habitation.

• Mobile computing allows the **convergence** of material & virtual space.
Social Contagion

- Social network platform allows for social influence to flourish.

- Two routes to social contagion:
  - **Communication**: recommendation, WOM.
  - **Comparison**: displayed behavior, competition.

Leenders, 2002
Research Design

• Exploratory qualitative approach

• 5 moderated focus group discussions

• Open coding => axial coding

  Strauss and Corbin (1990), Creswell (1998)

• Member check
Social Influence

• **Social connection:**

  • Sharing & being well-connected

  • *Check-ins* to portray self-identity to like others

• **Social competition:**

  • Top of the "leaderboard"

  • *Check-ins* generate immediate social reactions & recognition
Social Influence

BADGES
How important are Foursquare badges?

- NOT IMPORTANT: 24%
- VERY IMPORTANT: 48%

BADGES
How likely are you to go to a Place to get a specific Foursquare Badge?

- NOT LIKELY: 23%
- VERY LIKELY: 58%

SPECIALS
How likely would a Foursquare Special influence your decision to go to a Place?

- NOT LIKELY: 23%
- VERY LIKELY: 40%
- NEUTRAL: 19%

TIPS
How important are Foursquare Tips when deciding to visit a Place?

- NOT IMPORTANT: 35%
- IMPORTANT: 28%
- VERY IMPORTANT: 17%
Territorial Production

- **Territorial marking** with *check-ins*
- Social control of resources
- New sociability
Territorial Production

• **Territorial claim** with *check-ins*: mayorship

• Territorial production through appropriation

• Territorial expansion
Territorial Production

- **Territorial defense** with check-ins: mayorship
- Reactions to threats of invasion
- Repeat consumption
- Loyalty behavior
Territorial Production

MAYORS
If you lose the title of Mayor, will you return to that Place more often to get your title back?

42% 34%
NOT LIKELY VERY LIKELY
Mobility

- Perceived needs to strategize mobility
- New mobility & patterns of consumption
- Privatization of territories
- Cities as networked experience-territories whereby tourists & residents alike compete to gain territorial control.
Destination Marketing

• Targeting variety behavior
• Rewarding check-ins
• City badges: bundling attractions
Ich bin ein Berliner Badge

Check in to 5 of the Berlin spots on this list to unlock the 'Ich bin ein Berliner' badge!

foursquare cities
75 items | Created Jan 6

Share with Friends  Share via Facebook  Share via Twitter

Foursquare cities
Destination Marketing

• Targeting loyalty behavior

• Keep the competition alive

• Celebrating "territorial control"
Further Implications

• Managerial: Tracking spatiotemporal movements & patterns of consumption

• Further research: mobile ethnography to examine tourists' territorial behavior
Thank You!

Questions & Comments?