

# **THE CHALLENGES OF SOCIAL MEDIA FOR TOURISM MARKETING**

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## **Abstract**

The paper deals with social media which are changing and reshaping the entire tourism marketing. In fact, Web 2.0 is having a huge impact on the tourism marketing. Social media are important in building public relations, support customers, build customer loyalty, attract new customers, doing marketing research and even get new ideas from the market. Development and the usage of social media in tourism is growing very fast and the term Travel 2.0 is already becoming common in travel and tourism marketing. The paper explains the reasons for that this and the opportunities that social media give to B2C marketing in tourism. Different social media for the tourism purposes, such as Facebook, Twitter, Digg, You Tube, are discussed in the paper. Their comparison shows their importance for specific target markets in tourism. Since it is a very new phenomenon in tourism, there is a lack of academic sources in this area of research and we try to fill this gap at least in small part. Examples of good practice of social media in tourism are explained.