Facebook as A Destination Marketing Tool : Evidence from Italian Regional Destination Management Organization (Mariani et al 2015)[1]
Re-segmenting a Gaming Destination Market: A Fresh Look at Mainland Chinese Tourists in Macau (Li et.al 2016)[2]
Event Innovation Induced Corporate Branding (Yang and Tang 2017)[3]

Author :
Sanitianing Anggraini

Marketing is the set activity, set of institution, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Asociation, 2013). One of the things that included in the scope of marketing is exchange both product and services. The industry that still currently developing is tourism which offers services. In this critical review is trying to elaborate the results of research related to tourism marketing.

The journals were discussed about tourism marketing in different ways. Tourism marketing is one of the topics in marketing science that is very interesting to be studied. Many of the researchers are trying to find novelty from this topic through different sides based on the phenomena that occur in the world. The fundamental in marketing science is focus on the customer satisfaction by looking at their behavior. Customer satisfaction can be seen from what they want and need everyday where it is difficult to achieve because the consumers never felt satisfied for a long time. However, this is a challenge for the companies to improve their performance by create new product through innovation. Innovation is a must-do things by the entrepreneurs to be able to survive in the industry including tourism.

The first research that has been taken by Mariani et.al (2015) were trying to give a wider range of things that are based tourism marketing. The researchers are trying to see the relationship between the technological development of the existing tourism industry. They have been seen that the rapid development of information technology also has its own impact in marketing. Moreover, it may capable of changing human activity and behavior. One of the things that greatly affect the behavior changes was impact of internet usage. The current consumer behavior depends heavily on internet services and features provided in social media such as facebook, youtube, twitter, etc. Mariani et. al (2015) argue that there was a considerable influence on tourism with the social media, especially facebook, that was one of the tools used in marketing. Facebook can help companies for promoting tourist destinations. The country that still has tourist attraction is Italy. Therefore the case study has been taken by researchers was the behavior of people in Italy using the facebook through the visual content (photos, videos) and posting status. The results of research conducted there were differences in the behavior of facebook users in two areas. This can provide a new insight for the company in determining the right promotional strategy based on their activities. It should be noted that the current facebook users has been decreasinh and consumers began to switch to another social media, that is twitter. In my humble opinion, there is a chance of research to examine the behavior of twitter users.

The topic that attracts the reader's attention is what being scrutinized by Li et.al (2016). The indutries that has been chosen for review was about gambling where it is still perceived

taboo especially in Indonesia. Besides, there are not all countries legalize this industry, otherwise, it has been able to provide substantial revenue for the country that have a policy to allowed this kind of industry. One of the famous tourist destination is Macau where not only providing culinary tour and other entertainment but also for those who love gambling. The researchers was trying to identify tourist behavior based on the purpose of they intention to come to Macau. Based on tourist destinations, they clustered the tourist into three goups such as freedom seeker, multipurpose seeker, and entertainment and gambling seeker linked to what the expect during a tour. Each of them has a different purpose and expectation when deciding to visit other places. Some of the things that has been used as an indicator of the expectations assessment of tourists were knowledge, relaxation, entertainment, and prestige. Then, the researchers tried to map out to see what, especially the gamblers, actually expected besides among others purposes. The findings show that there was a difference of expectations between each group of tourists. The tourist who connected as a multipurpose seekers were more interested relaxation things like doing shopping, enjoying food and beverage, and do not feel any objection to enjoying the nightlife that provides gambling facilities. This situation was different from the tourists who are included in the freedom seeker. They prefer having experience of using convenient transportation and delicious foods rather than gaming places. While the tourists who did deliberately come for gambling in addition not only looking for new gambling opportunity but also expect a convenience transportation. A new thing found from their behavior is that they are more selective and expect more of the types of the availability for food and beverage. During the review of this article, it still need to add more appropriate literature to the topic of study as it shows with other area s that have a gambling policy.

The tourism industry needs to be supported by innovation in order to survive in the existing competition. This issue has trying to be raised by Yang and Tang (2017). They were trying to combined and add knowledge from previous research results by incorporating innovation through technology. Hjalager (2010) argue that the service industries still need to be explored in terms of innovation which is not only concerned with new product but also services and delivery systems. Nevertheless this study focus to investigate how innovation may influence corporate branding. Although, even when looking at the title of this research is considered too strategic and outside the field of marketing but the findings still important to know and and has its own value in terms of marketing. Somehow, innovation can also affect the branding and positioning of a company because it is not only as the key to value enhancement but also potentially to build corporate loyalty.

The approach that has been taken was to relate the cognitive aspects of consumers in order to measure perceived event value and corporate image. The findings were trying to identified the difference between new and repeat customer through the impact of event innovation on corporate branding in tourism and hospitality industry at Macau, City of Dreams where this location becomes a favorite tourist destination. It has been turns out that the promotion conducted by the company using event venue gives more value for corporate image than traditional promotion such as advertising campaign adn press release. Consumers pay more attention to things that are emotional so that more into the long-term feelings and memories. There were two types of innovations as product and services innovation which has differentiation between them. Service innovation is more intangible, simultanous, heterogenity, and perishability. Besides, product innovation more closes to competitive advantages. Even

though these two things are different but equally can contribute in increasing perceived value. Zeithaml 1998 argue that perceived value as the consumer utility of a product based on what their perception of what they received and given. This concept can not be separated from price as quality which is an indicator of the tradeoff between perceived benefits and perceived value. The findings of this research that there is a significant impact felt by new and repeat customers through event innovation. The author find that with a high-value experiences must be more favorable to achieve company image and corporate loyalty. Then it is necessary to having advertising which can attract the attention of consumers by utilizing innovative technology. The event planner should be able to create some up-to date concept through spectacular stage supporting with lightning and audio effect. In addition, it is also necessary to maintain relationships with new customers by giving things they like and more showing their personalities through the product they use.

The continously development tourims and hospitality industry of social media give its own impact both for consumer and companies themselves. Besides, this must be concern both by researchers and practitioners to remain aware of the technological changes that occur in a sustainable conditions especially in providing company strategies considering the rapid development of technological innovation. The companies should continue to improve the their positioning through appropriate competitive strategies. However, the related research topics are still interesting and can provide appropriate knowledge and references in the face of today's highly dynamic competition. It is strongly recommended to conduct further research through limitation research that has been found from previous studies.

References

A.M. Fiore *et al.*(2005). *Effect of image interactivity technology on consumer responses toward the online retaile*r. Journal of Interactive Marketing

A. Bilgihan et al.(2016). Consumer perception of knowledge-sharing in travel-related online social networks. Tourism Management. Sage.

J.K. Ayeh et al. (2013). *Predicting the intention to use consumer-generated media for travel planning*. Tourism Management. Sage. Vol. 23. Issue 3.

Li, et al. (2016). *Re-segmenting a Gaming Destination Market: A Fresh Look at Mainland Chinese Tourists in Macau*. Journal of Vacation Marketing. Sage.

Mariani, et al. (2016). *Facebook as A Destination Marketing Tool : Evidence from Italian Regional Destination Management Organization*. Tourism Management. Sage. Pg 321-343.

Yang ang Tang. (2017). *Event Innovation Induced Corporate Branding*. Journal of Contemporary Hospitality Management. Sciencegate. Vol. 29. Pg 862-882