CREATIVE TOURISM IN DESTINATIONS VIA DIGITAL MARKETING

[1]METE SEZGIN, [2]OĞUZHAN PARLAK, [3]BURCU DEMIRCI, [4]OSMAN ÜNÜVAR

[1]Tourism Faculty, Selcuk University,Konya/Turkey,
[2]Institute of Social Sciences, Selcuk University, Konya/Turkey,
[3]Institute of Social Sciences, Selcuk University,Konya/Turkey,
[4]Seydişehir VSHE, NecmettinErbakan University, Konya/Turkey
E-mail: [1]metesezgin@hotmail.com, [2]oguzhan.parlak@yahoo.com, [3]dmrcbrcu@gmail.com, [4]osmanunuvar@konya.edu.tr

Abstract- Creative tourism emerged from cultural tourism, creating interesting activities in different destinations and other types of tourism, and active participation in these activities. With the development of technology and the increasing level of prosperity, the use of digital media in organizing or promoting different activities is a very important and easy method for creative tourists. They can make quick and effective decisions to choose the most suitable destination to travel by getting to know other tourists experiences that travel with the same purpose through digital environments. Creative tourists are thought to explore the destinations they will travel by using digital channels such as social media, internet browsers, or share their experiences about the destination where they have travelled. In this study, creative tourism and digital marketing concepts are introduced and mentioned the relationship between them. According to the research, it was determined that digital channels are important to promote creative destinations and it is foreseen that the creative tourism movement will develop in digital ways. As a result, the digital environment has been proposed to make creative tourism more suitable for the use of creative tourists and to take important steps in the promotion and marketing activities of creative tourism.

Keywords - Digital Marketing, Creative Tourism, Promote, Digital Channels

I.INTRODUCTION

With the internet age of the 20th century and the phrase “Stay Connected”, it has become a motto for many brands and has initiated a new era in human life. Nowadays, the development of technology has made permanent changes in the cultural structure of many societies that have changed our production, consumption and communication habits. Technological developments in many areas in the rapidly developing service industry have shown different developments in both the production of the service and the meeting with the consumers. Initial step of these developments, the communication, with the development of internet technologies, has created radical changes in the marketing strategies of companies' products and services. As people's consumption habits changed and the time spent on the Internet became a daily part of the individuals, the areas of influence and attention differed. Thus, the transformation of distribution channels such as advertising, promotion and campaign to internet started.

Tourism is one of the industries where traditional communication and media channels are used. Tourism is an abstract field as an industry that can use almost any distribution channel with its multifaceted activities. The fact that the marketing phenomenon has changed in the consumer focus created many different products in tourism and created an opportunity to diversify. The development of technology has a wide range of impacts in tourism and has made individual participation in tourism possible apart from mass tourism with the prominence of individuality. The disintegration of the people who want to evaluate their leisure time according to their personal development and interests has affected the participation process and type. While combining people's activities with small groups or with individual trips to destinations, they also aim at learning and application concepts in touristic visits. These tourists were divided into various areas of interest, such as artistic, cultural, educational, eating and drinking, etc. they showed interest in such areas. In tourism, such tourists are separated according to their interests and they want to strengthen their competitiveness with other destinations by highlighting their traditional features as a marketing element in their cities. Such tourists, who are called creative tourists, give importance to their personal development and their communication with their environment is also strong. Creative tourists who use social media and internet actively share their experiences both in their social life and they share it in their social profiles as photographic and video sources.

II. CONCEPT OF CREATIVITY AND CREATIVE TOURISM

Creativity concept; education, business, art etc. it can be defined as a cognitive ability that is interested in different grounds. A lot of research has been done on this concept for a long time, but a common opinion has not been reached. It is known that it is stated as“Kreativitaet, creativity” in Western languages. The word “creare”is used in meaning of to create and give birth in Latin. At the same time, this word also includes the nature of being a dynamic or moving process (Aslan, 2016: 15).

Creativity is also known as the ability to find and develop new ways of creating ideas and opportunities (Antonio et al., 2014: 252). Another definition of creativity; to produce a new result or to produce something new, it is about the pleasure or the sense of accomplishment that the brain receives during the process in which it explores something while it solves any problems. (Kahvecioglu, 2001: 16).
According to Richards and Wilson (2006: 1216-1218), creativity is practiced in various ways;

1. Creative glasses: In this approach, tourists are seen as glasses and passive consumption is available. Only monitoring activities are carried out.
2. Creative spaces: Settlement spaces where cultural creativity exists. Because of the lively atmosphere, it is a tourist attraction. They are attractively and visually appealing places.
3. Creative tourism: The basis of the movement is creative activity and drives, skill development and active participation.

III. CREATIVE CITY

Since the 1980s, some urban cultural policies have been positioned as an attraction for information industries and product development. One of the most important steps taken in this direction is the policies towards the creative cities. Governments have recognized the potential for urban development of culture and art in these years, and have contributed to the development of a new political language for the inclusion of cultural policies in the urban policy agenda. The developed policies are implemented in different ways in different cities. Whatever the difference between them, the cultural policy has ultimately become an integral part of the urban development policy (Grodach, 2017: 89). The creative city is spreading through public institutions that want to develop local businesses, host frequent visitors, and also make cities a trademark for the protection of the people living in the region. Long-term strategic plans are made for cities. Tourism stakeholders are attracting creative classes and international visitors by organizing events such as fairs, festivals and workshops to make cities a center of attraction (Yalçinkaya, 2018: 47).

IV. DIGITAL MARKETING

The term marketing refers to most people “a function specific to business firms". Marketing is seen as the task of finding and promoting buyers for their products. Its scope is product development, pricing, distribution and communication. Large-scale companies update their products and services to meet these needs by following the changing needs of customers and the development of new products (Kotler and Levy, 1969). The development of internet technology in the 20th century, the change in the communication habits of people with each other and the changing consumption habits of the companies have led to the creation and development of new distribution channels in reaching the existing and potential customers. In 2019, 57% of the world's population, which is about 7 billion people, uses internet via desktop and mobile devices and 3 billion people use active social media. These internet users interact with devices with an average of 6.5 hours of internet connection per day (Hootsuite, 2019).

According to Eley and Tilley (2009), online marketing can be defined as all of the Internet promotional activities, including e-mail. Search engine marketing is carried out in many ways, including e-mail marketing, display advertising, social media and affiliate marketing. Online marketing is termed by many authors in different ways, such as marketing, digital marketing, internet marketing or web-based marketing. Chaffey, Ellis Chadwick, Johnston and Mayer (2006) describe Internet marketing as “To achieve marketing targets by applying digital technologies.”

Nowadays, access to the information that is wandered or necessary is out of the traditional process. The process of searching for information that has become a visit to web sites from physical library visits has reached to our mobile phones from our desktop computers. This change in technology makes access to information possible in seconds. With the popularity of web addresses with the extension “.com”, which started in the World Wide Web in the 90s, almost every subject and purpose-specific websites were created and an unlimited live library experience was created.

People use the communication and communication tools on the internet as a basis for the purpose of accessing information, and have created an environment of informing and sharing information without going out of the resources provided by agencies in accessing the news. Today, companies tend to move away from traditional media channels and continue their business activities on the internet. Virtual stores have been one of the first examples of these activities and rapidly spreading the experience of opening a virtual store on the same day. In the promotion of the products in the stores, the internet environment was applied and various promotional activities started to be applied in the social traffic and internet channels.

V. CREATIVE TOURIST AND DIGITAL MARKETING

Motivation sources of creative tourists; the desire to learn and experience the original values of the region, the sense of curiosity and interest towards the culture,

beliefs and traditions of the people living in the region, the perception of being unique and different compared to other tourism types and the desire to interact with the local people living in the region. It is an attractive tourism type in terms of the third age group because of having enough free time. At the same time, families with children are known as a highly preferred type of tourism by individuals with high education levels and by local tourists (Güven, 2016: 61-68).

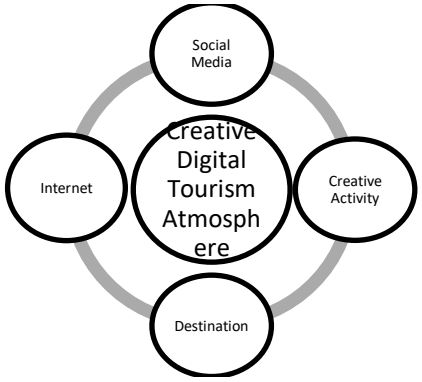


Figure 1, Creative Digital Tourism Atmosphere
Source: Edited by Researcher

The digital era, which has taken a step forward with the development of technology, has provided great advantages in terms of promotion and marketing. Tourists who make original and creative travels use digital platforms such as social media or search engine to share their travel experiences with other people or to learn about the experiences of others. This environment, which is formed by integration of tour, stick items, tourism destination and creative activities on the internet, can be called "Creative Digital Tourism Atmosphere". The elements of this atmosphere are evolving around the Internet, social media, creative influence and destination. Thanks to digital platforms, information is spreading rapidly and it is possible to reach a large number of people at the same time. For example, it is possible for people to have information about the image of a creative destination through a video of a dish, content that reflects the characteristics of the region, short promotional films, or travel sites with user comments. Over time, information on destinations is spreading on these platforms. The rapidly and dramatically growing contents in the digital environment create positive or negative impressions in the minds of the people over time.

UNESCO also benefited from digital channels while promoting the creative cities network. The official site of UNESCO provides a wide range of information about creative destinations. Thanks to the information about promotional films, destination stories, photographs of cities and destination activities of different regions, it is possible to have some information before traveling to the region. Getting information before visiting the region with a tendency to travel is also important in terms of making more informed and healthy decisions about travel.

VI. RESULT

Today we see that internet users are affected by a wide range of psychological and social factors. Digital media channels are shaping their campaigns and promotions according to the target market culture with the "Think globally, market locally" approach. In internet marketing, content is everything, and traditional cultural elements are often used to attract the attention of Internet users. As these items are frequently found in the field of creative tourism, it gains important to present the activity and identity specific to the region to the user in digital channels. As creative activities carry intensive cultural elements, this situation should be emphasized in digital marketing tools.

With the rapid development of technology, as in all areas, there has been a need for easy access to large audiences both in terms of travel and promotional marketing in the field of tourism. Environments that facilitate the work of both tourists and tourism operators have started to be considered necessary. In this way, mutual information exchange is possible as well as feedback from tourists about the destination. Thanks to feedback, good or bad sides of destinations are identified and improvements are made when necessary.

In the use of digital marketing in creative tourism, it is possible to spread many activities such as the authentic experiences of tourists, the unique cultural characteristics of the region, creative activities with active participation. In recent years, authentic and original content has been on the rise in order to be noticed in digital environments where everything is consumed quickly. People have always been innovative and have always tended to be different. Creative tourism is one of the original movements that can keep up with the digital age.

Activities that can be used to promote a creative destination in a digital environment are as follows;

- To highlight the attractiveness of the destination in a way to raise awareness on social media or to try to minimize the negative effects that may damage the image,
- Ensuring the recognition of the destination image with respect to social responsibility projects,
- To increase participation through concerts, festivals and events, and to reach a wide audience by making a sound in the media,
- Local governments allocate the necessary budget for promotion,

- Improvement of infrastructure, superstructure and transportation facilities,
- Considering the different needs of creative tourists and increasing the attractiveness of the destination,
- Organizing virtual tours to enable tourists to preview the region,
- To reach high audience by cooperating with popular people on social media,
- Trying to highlight the destination with its creative feature,
- As a follower of developing technology, trying to renew ourselves constantly,
- To be able to get information about user experiences in a short time by conducting surveys in digital environments.

The concept of creative tourism is a promising concept in recent years. Time-varying human needs, as in every other subject, has also been looking for new ways to travel. There is not a lot of research on creative tourism which is a new concept in the literature. With the extensive experience of tourist experiences, capacity and characteristics of destinations, the shortcomings in this area can be eliminated and it is possible to decide what can be done in terms of development.

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