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# Who likes facebook?

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# FACEBOOK ADOPTION AND IMPELMENTATION ACROSS SWISS TOURISM SECTORS

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- **Theoretical frame**
- **Research purpose & hypothesis**
- **Methodology**
- **Results**
- **Conclusion & future research**

User generated content (UGC) & Social Media (SM) are two related concepts.

SM lacks a formal definition (Xiang&Gretzel, 2010).

*For the purpose of this paper, SM can be considered as a group of Internet-based applications having, as their main characteristic, the capacity to build on the ideological and technological foundation of Web 2.0 by allowing the creation, and exchange of UGC (cf. [Kaplan & Haenlein, 2010, p. 61](#)).*

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- Different taxonomies for SM based on:
1. Kind of content: **Generalists** vs **Specialists** (Lim & Yoo, 2009)
  2. Type of interaction channels : **Internal** vs **external** (Shao, Dávila Rodriguez, & Gretzel, 2012)
  3. This is the classification adopted by this research

**Social Networks (SNs) are SMs' external channels**

## “Sharing”

the content with other people connected to the user by posting the message on their wall and or timeline



“Friending”:  
allowing the “liked” company to post updates in their news feed or send them messages



## Web 2.0 penetration studies between 2008 & 2012

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- In Hong Kong hospitality industry (Leung, Lee, & Law, 2011, 2012).
  1. Quick growth in penetration rate: 49% between Feb '10 and Aug '10.
  2. Significant differences in the diffusion pattern between independent and chain hotels
  3. By 2010, half of European DMO's have a presence in Facebook (Stankov, Lazić, & Dragičević, 2010).

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- In 2008, only 6/25 Top EU DMO's have direct connection to FB and 6/25 shared content with Youtube and Flickr.
  - By 2010, all have FB or Twitter presence. (Shao, Dávila Rodriguez, & Gretzel, 2012).

- O'Connor (2011a, 2011b) suggests a 4 stage process:
  1. **monitoring** the social space in order to track what customers are saying through which social channels.
  2. **establishing a presence** and activating a minimum account on those channels in order that customers can find the company.
  3. **interaction**; once the presence is established **generate the activity communication** that could be either **reactive** (answer in a systematic way comments that customers post to show the company is hearing them) or **proactive** (starting conversations to reach the company's community with information, comments and offers).
  4. **engagement** - the brand meets its fans and the company has the knowledge of what kinds of posts are relevant for its audience.

# Research purpose & hypothesis (I)

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- The aim of this research is to **measure the adoption of FB across tourism sectors** by measuring the presence of any FB feature on their corporate website and the timing of adoption of its corporative FB's pages.
- The study **does not investigate the stage of implementation of FB**, but it is expected that the analysis of the kind of FB activities offered in the corporate websites (“Sharing, Friending or both) and the measures of engagement such as the numbers of comments (“talking about”) **will provide insights** on the **kind of marketing approach to FB** that has been used across tourism sectors.

# Tourism sectors studied

Acronym	Sector	Source	Website age /n (URL)
DMO CH	Swiss DMOs	myswitzerland.ch	132/132
DMO AU	Austrian DMOs	(Klimek, Scaglione, Schegg, & Matos, 2012)	89/96
DMO GER	German DMOs	(Klimek, et al., 2012)	178/204
Rest CH	Swiss restaurants	Swisscom Directories	1812/1812
Cable CH	Swiss cable car companies	Seilbahnen Schweiz (seilbahnen.org)	190/190
Hotel Chain	International hotel chains	hotelsmag.com (July 2006)	262/262
TO Europe	European tour operators	etoea.org, european-travel-market.com	108/108
Hotel CH	Swiss hotels	(Scaglione, Johnson, & Trabichet, 2011)	1780/1780
TA CH	Swiss travel agencies	Schweizerischer Reisebüro-verband (www.srv.ch)	238/238
Total unique URLs			4789/4822

### Across tourism sectors:

- Adoption

H1) There are significant differences in the level of penetration of FB.

H2) There are significant differences in the timing of adoption of FB pages

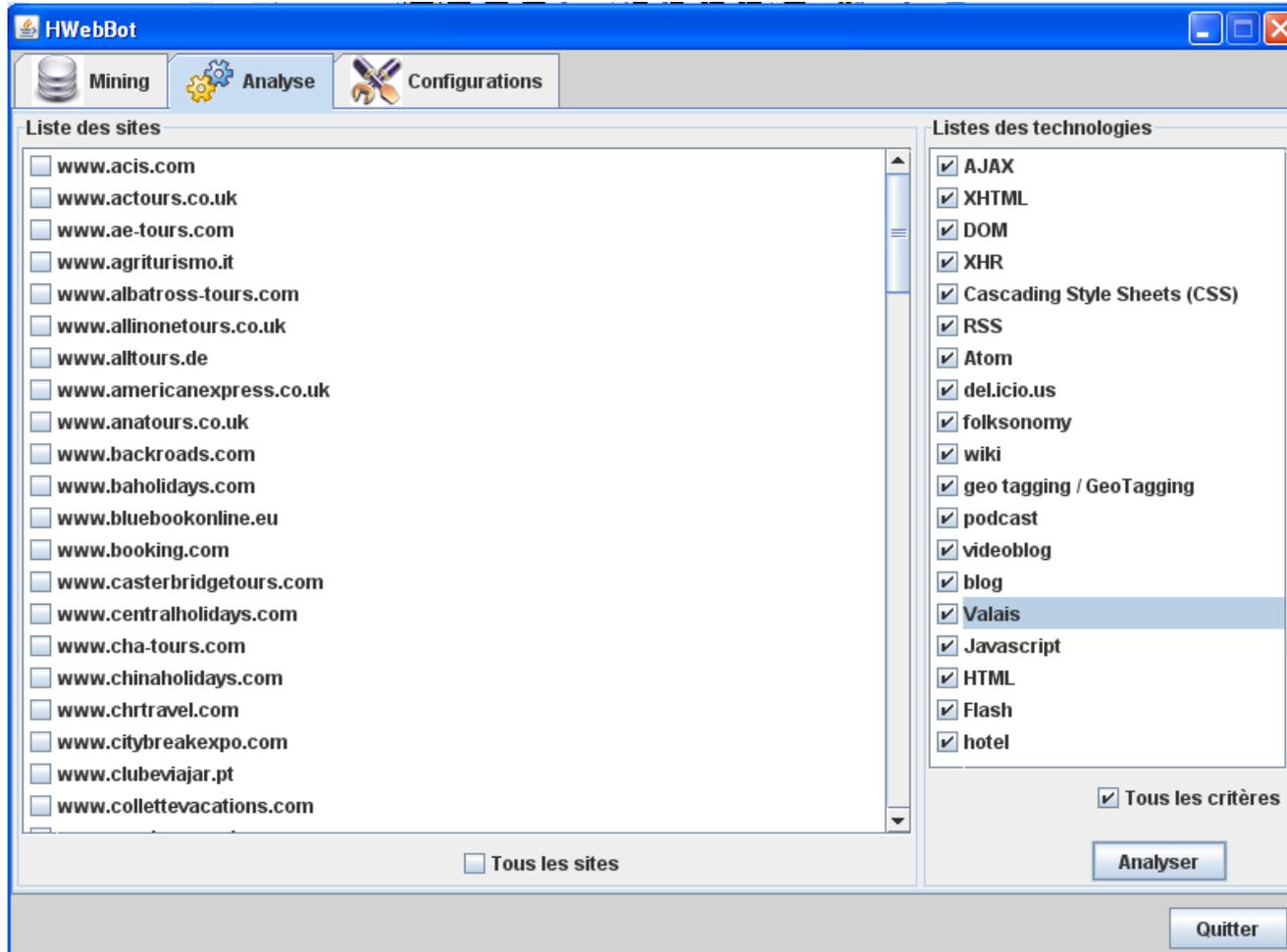
- Implementation

H3) There are significant differences in the kind of FB strategies (Sharing, Friending and both).

H4) There are significant differences in the level of FB on engagement measured by the number of “Talk about” and “Likes”

- A softbot (or web crawler) is a software application that runs automated tasks over the internet.
- A proprietary softbot (O'Rourke, Leclere, & Trabichet, 2012) processed all static and semi-dynamic HTML-pages, starting at the top URL and then following all links in that website, but ignoring links in graphics or behind dynamic scripting techniques.
- Then the softbot generated a report containing the counts for each criterion.

# Data acquisition via softbot



## Data acquisition via softbot

The screenshot shows the HWebBot application window with a blue title bar and three tabs: Mining, Analyse, and Configurations. The Configurations tab is active. The interface is divided into several sections:

- Ajouter un site internet:** A section for adding a new website. It contains a text input field labeled "URL du site internet" with the text "http://www." and a button labeled "Ajouter".
- Ajouter un critère:** A section for adding a new criterion. It contains a text input field labeled "Nom du critère", a text input field labeled "Mots-clés (sans espace, séparés par :)", and a button labeled "Ajouter".
- Supprimer un site internet:** A section for removing a website. It contains a dropdown menu with "http://www.acis.com" selected and a button labeled "Supprimer".
- Supprimer un critère:** A section for removing a criterion. It contains a dropdown menu with "AJAX" selected and a button labeled "Supprimer".

A "Quitter" button is located at the bottom right of the window.

Acronym	Sector	Source	Website age /n (URL)
DMO CH	Swiss DMOs	myswitzerland.ch	132/132
DMO AU	Austrian DMOs	(Klimek, Scaglione, Schegg, & Matos, 2012)	89/96
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## Adoption H1 penetration

Sector	n (URL)	FB adoption
Swiss DMOs	132	<b>44/132</b> <b>33%</b>
Austrian DMOs	96	<b>74/96</b> <b>77%</b>
German DMOs	204	33/204 16%
Swiss restaurants	1812	<i>106/1780</i> 9%
Swiss cable car companies	190	<b>40/190</b> <b>21%</b>
International hotel chains	262	<b>66/238</b> <b>28%</b>
European tour operators	108	<b>29/108</b> <b>27%</b>
Swiss hotels	1780	<i>186/1780</i> 11%
Swiss travel agencies	238	31/238 13%
	4822	672/4822 13.90%

The level of penetration of FB in overall sectors is almost 14%.

This penetration included any presence through the three different strategies whether they had a page or not.

$\chi^2$  test yields a p-value <0.001 (df=8) which shows a significant link between adoption and the nine sectors.

## Adoption H2

### timing

Sector	FB page age in months	
	N	Mean
cable CH	34	25
DMO CH	43	25
DMO AU	64	<b>31</b>
DMO GE	30	28
Hotel CH	166	22
Hotel Chain	63	<b>29</b>
Rest CH	136	21
TA CH	27	21
TO Europe	28	<b>31</b>
<b>TOTAL</b>	<b>591</b>	<b>24</b>
Df, anova statistics.		(8, 585)
p-value		<.0001

The organizations launched their FB page as **early as November 2007** and as **late as July 2012**.

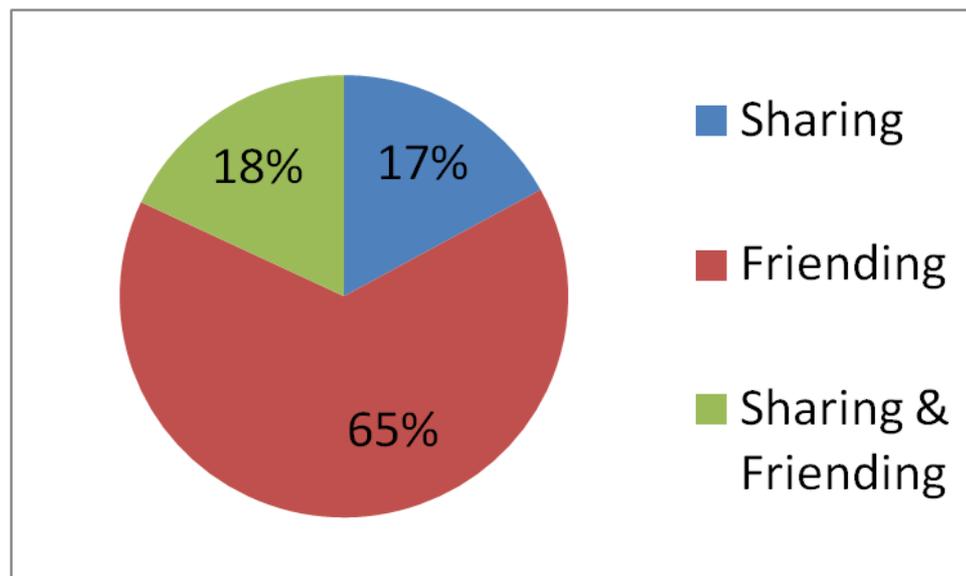
There is enough evidence that **supports the hypothesis** of the difference in timing in FB's page adoption across sector.

## IMPLEMENTATION

### H3 FB strategies

Sectors	Sharing	Friending	Sharing & Friending	Total
cable CH	8	19	12	39
DMO CH	6	<b>22</b>	14	42
DMO AU	17	43	14	74
DMO GE	4	22	6	32
Hotel CH	29	113	25	167
Hotel chain	8	50	6	64
Rest CH	27	97	23	147
TA CH	2	21	4	27
TO Europe	5	16	5	26
<b>Total</b>	<b>106</b>	<b>403</b>	<b>109</b>	<b>618</b>
<b>%</b>	<b>17</b>	<b>65</b>	<b>18</b>	<b>100</b>

The  $\chi^2$  test yields a p-value =0.088 (df=16), suggesting a **slight difference** in which sectors adopt a particular FB strategy



## IMPLEMENTATION

### H4 FB audience

Sector	Talk about		Likes	
	N	Mean	N	Mean
cable CH	30	174	34	4'429
DMO CH	43	2'190	44	8'327
DMO AU	60	1'514	72	9'291
DMO GE	30	404	32	2'726
Hotel CH	159	160	178	3'733
Hotel Chain	65	978	67	<b>32'053</b>
Rest CH	114	64	148	1'232
TA CH	21	27	28	1'198
TO Europe	27	14'257	29	<b>80'260</b>
<b>TOTAL</b>	<b>549</b>	<b>1246.1</b>	<b>632</b>	<b>10'488.3</b> 4
Df, anova statisics.		(8,540)		(8,623)
p-value		<.0001		<.0001

**Local sectors** like Swiss Travel agencies, restaurants, hotels, and cable cars **show significantly lower means** than the whole sample for the **“Talk about” measure**.

For the **“Likes”**, **hotel chains are significantly higher** than the mean sample whereas the **opposite** is the case for **Swiss Travel agencies, Swiss restaurants, German DMOs and Swiss hotels**.

- **Adoption**

H1) There are significant differences in the level of penetration of FB.

H2) There are significant differences in the timing of adoption of FB pages

Internationalization or size may play a role in the adoption process, this is in line with the findings about the adoption of websites in previous research [Scaglione, Ismail, Trabichet, & Murphy, 2010](#); [Scaglione, et al., 2011](#); [Scaglione, Schegg, Steiner, & Murphy, 2004](#))

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- **Implementation**

H3) There are **significant differences** in the **kind of FB strategies** (Sharing, Friending and both).

H4) There are **significant differences** in the **level of FB on engagement** measured by the number of **“Talk about”** and **“Likes”**

- **Implementation**

H3) There are significant differences in the kind of FB strategies (Sharing, Friending and both).

**1/6 companies** preferred the offer in the website either **only sharing or both** (sharing and friending)

**4/6** only **preferred friending**

**Why?** Probably, the number of followers/fans is a compressive measure for transmitting to stakeholders and upper managers.

## • Implementation

H4) There are significant differences in the level of FB on engagement measured by the number of “Talk about” and “Likes”.

- The average of **followers/fan** for hotels chains and European tour operators outperform other sectors
- The number of **“talk about”/comments** is still higher for European Tour Operators followed by Swiss and Austrian DMOs and hotels chains follow them with an average level that is not significantly different from the overall sample.

In line with the findings by O’Connor (2011a) who claims that international hotel chains have a low level of engagement. Research shows that are **other sectors are more successful at engaging with customers.**

- The **originality of this research** is that, from an extended data base, the dimension of penetration and implementation of FB across different sectors in the industry are clearly shown.
- The **main limitations of the research** is the lack of analysis possible of the different steps in the SM implementation (as outlined by O'Connor ([2011a](#), [2011b](#)) along with the link between the different strategies (Sharing, Friending or both) and the engagement level.

**These issues could provide the major focus for future research also international comparisons**

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# Thank you for your attention