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Impact of Social Networks on the Oral Advertising of Tourists

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Introduction

Social networks are referred to databases whose primary goals are to set up and serve, establish communication and social interactions through their networks, share their interests and experiences. Social network users, through their activity in these networks, encounter a variety of information in different formats and contents (Jenkin, 2010). Basically, tourists need information about the destinations to choose their destination. They constantly collect information from the mass media, including TV, satellite, and internet. Tourists prefer to receive a significant portion of their information from sources, including relatives, friends, acquaintances, and others (Suvrey et al., 2014). Social networks can act as oral advertising and increase the credibility of shared information, because they create the ability to create two-way communication among users. Users of these networks, by sharing their experiences, travel to different places in order to

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persuade tourists (Jenkin, 2010) and by influencing behavioral variables, can attract tourists to diverse destinations.

Materials and Methods

The present research is a descriptive-survey in nature. The statistical population of this study is the tourists visited Babolsar in spring and summer of 2017. Data were collected using a questionnaire and available sampling method. In order to evaluate the content validity, consultation with twenty of the experts was carried out and it was ensured that the questionnaire had the necessary validity. The alpha-chronbach for all variables was higher than 0.7, indicating the reliability of the questionnaire. To analyze the data, the structural equation modeling was used with SPSS22 technique.

Discussion and Results

Facebook, Telegram and Instagram have been able to influence a lot on the feelings and attraction of tourists, so that in these three networks, a significant level of 99% is observed. In the section devoted to other networks due to the variety of existing networks, this part has a significant 95% level, which has been influenced by both WhatsApp and Imo networks to a large extent, but the Twitter and YouTube networks did not have a significant impact. This is due to the poor performance and inadequacy of these networks within the country. Advertising and information disseminated through social networks can play a very important role in tourism destinations. The use of smart methods in social networks in the field of tourism can provide useful information about the specific region to tourists and accordingly multiply the chance of success in emotional marketing. The results of this research in the first hypothesis section are approximated with the results of Garsouse & Chen (2000), Krestetter and Chou (2004), Mangold & Faulds (2009), Monar (2012), Jalilvand et al (2012), Akbari et al (1394), Peydaii et al (1395) and it is only different in the studied environment and the partial criteria.

Conclusions

The results of this study indicate that the use of social networks is a fundamental way of creating new views in the future and attracting tourists through oral presentations. Satisfied tourists can be influenced by the use of social media to improve the tourism status of a destination. In this way, some people can share their experiences of travel and destination by photo or video, and even short-hand manuscripts, with other tourists who are in the decision-making stage or at the destination stage, and can benefit from the experience they have gained. In the present study, this effect was studied with the role of mediator of emotion and the

quality of brand relationships. According to the results and analyzes performed in this research, the role of emotions and emotional variables in the transmission of oral speeches is evident. The emotional factors give the recipient a better understanding of the subject. Regarding the results of this research and many studies conducted in the field of oral advertising, the researchers believe that oral verbal statements have positive and proper results and negative oral statements have led to inappropriate results in the business category and attracting customers. So this should be under the control of tourism managers and should be managed as far as possible in this area.

Keywords: social networks, oral advertising, quality of amateur relationships, emotions.

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