

Chatzigeorgiou, Chryssoula; Christou, Evangelos

Conference Paper — Published Version

Social media in tourism marketing: Travellers' attitudes and encounters

Suggested Citation: Chatzigeorgiou, Chryssoula; Christou, Evangelos (2019) : Social media in tourism marketing: Travellers' attitudes and encounters, In: Christou, E. Alexandris, K. Fotiadis, A. (Ed.): TOURMAN 2019 Conference Proceedings, Thessaloniki, Greece, 24-27 October, 2019, ISBN 978-960-287-159-1, International Hellenic University, Thessaloniki, pp. 164-173, <https://mpira.ub.uni-muenchen.de/id/eprint/98793>

This Version is available at:

<https://hdl.handle.net/10419/215794>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by-nc-nd/4.0/>

Social media in tourism marketing: Travellers' attitudes and encounters

Chryssoula Chatzigeorgiou

International Hellenic University, Greece
(cchatzigeorgiou@ihu.gr)

Evangelos Christou

International Hellenic University, Greece
(echristou@ihu.gr)

Some rights reserved.

Except otherwise noted, this work is licensed under: <https://creativecommons.org/licenses/by-nc-nd/4.0>

A previous version of this paper was published in: TOURMAN 2019 Conference Proceedings, Thessaloniki, Greece, 24-27 October 2019, pp. 164-173.

Licensed under: <https://creativecommons.org/licenses/by-nc-nd/4.0>

Abstract: *This paper presents a study that explores consumers' experiences with technology-assisted service encounters by investigating the applicability of Mick and Fournier's paradoxes of technology adoption to the social media as distribution channel in tourism scenario. In-depth interviews were conducted to explore consumers' experiences when using social media distribution services and the results were compared to those of Mick and Fournier. The findings are similar, suggesting that when consumers adopt online technology like social media, they can simultaneously develop positive and negative attitudes. The findings of this study also suggest that the nature of some of the paradoxes experienced by consumers may depend on the industry (tourism in this study) and the technology (social media in this study) being investigated.*

Keywords: *adoption of technological innovations, social media, distribution channels, consumer attitudes, tourism marketing*

JEL Classification: *L83, M1, O14, Z33*

1 INTRODUCTION

Various approaches that consumers adopt to evaluate their service delivery outcomes significantly influence their satisfaction and/or dissatisfaction with a particular service encounter and their overall views of a firm's service quality (Lehtinen & Lehtinen, 1982; Gronroos, 1998; Yang & Jun, 2002; Chami, & Kaminyoge, 2019). Existing literature suggests that when evaluating the service delivery process, personal contact is the most significant determinant of customer satisfaction and/or dissatisfaction because customers cannot clearly distinguish the service they receive from the employees who provide it (Schneider & Bowen, 1985; Parasuraman, Zeithaml & Berry, 1988; Fotiadis & Williams, 2018; Mavragani et al., 2019). This suggests that a change in the series of actions that reduces human contact would result in a change in how consumers evaluate the service encounter (Gronroos, 1984; Zeithaml, Parasuraman & Berry 1990; Gilbert & Powell-Perry, 2003; Christou & Nella, 2010, 2012, 2014, 2016).

Recent technological advances have resulted in significant changes in how some service organisations deliver their services. In particular, services that were traditionally delivered through personal contact between an organisation's employees and its customers can now often be delivered online through social media with minimal direct contact between the two parties (Spyridou, 2017). It appears likely that this change in the service delivery process has resulted in a change in the way consumers evaluate their service encounters (Zeithaml, 2002). Researchers have begun to explore the impact of online applications like social media on service delivery processes with the general consensus being that more research is necessary for a greater understanding (Dabholkar, 1994; Bitner, Brown & Meuter, 2000; Christou & Kassianidis, 2002a, 2002b, 2005, 2010; Christou, 1999; 2002, 2003, 2005, 2006, 2007; 2011, 2010, 2013; 2015; Triantafyllou et al., 2011; Murphy, 2019).

The overall objective of the study reported here is to explore consumers' experiences with social media service encounters in the tourism industry and in particular in the tourism distribution channels' sector. This industry sector was selected because online technological innovations have significantly changed how tourism organisations like hotels and airlines deliver their services, providing consumers with online access through social media to reservations and purchases of a wide variety of tourism products (like airline tickets, hotel accommodation, transfer services, etc).

2 BACKGROUND THEORY

Various studies have explored how consumers adopt technology (Wilkie, 1994; Barczak, Ellen & Pilling, 1997; Swanson, Kopecky & Tucker, 1997; Wiefels, 1997; Aggarwal, Chaj & Wilemon, 1998; Dover, 1998; Williams & Tao 1998; Otto & Chung, 2000; Christou & Kassianidis, 2002a; Huang & Law, 2003; Pirnar et al., 2019). These studies can be classified into four categories based on their overall perspectives. The first category includes studies that address the stages consumers go through from awareness of the new technology's existence to adoption (Aggarwal, Chaj & Wilemon, 1998; Williams & Tao 1998; Otto & Chung, 2000; Misirlis et al., 2018). The second category involves studies that explore the amount of time that elapses between the inception and the adoption of new technology (Wilkie, 1994; Wiefels, 1997; Zafiropoulos et al., 2015). The third category consists of theories that focus on the impact of consumers' characteristics and stage in life cycle when adopting technology (Swanson, Kopecky & Tucker, 1997; Barczak, Ellen & Pilling, 1997; Valachis et al., 2008, 2009; Christou & Kassianidis, 2002b; Vlastic et al., 2019). Finally, there are theories that address the nature of the technology being adopted (Wiefels, 1997; Dover, 1998; Frambach, Barkema & Wedel, 1998; Huang & Law, 2003; Chatzigeorgiou, 2017). All these theories emphasise consumers' behaviours leading to the adoption of new technology; for the purposes of the study reported here, social media as distribution channels in tourism are considered a new technology for consumers.

Mick and Fournier's (1998) theory of technology adoption is the most pertinent to this study as it focuses on consumers' behaviours and attitudes once they have adopted a technology. Mick and Fournier (1998) studied consumers' perceptions of technology and the development of their attitudes once they had adopted a technology. Their data collection was a two-stage process done through in-depth interviews with 29 households. During the first stage they interviewed 16 informants seeking information on their general attitudes towards technology. During the second stage they interviewed 13 informants 24 hours, six to eight weeks and six to eight months after buying and using their new technologies. The authors found that consumers experience resulted to eight paradoxes of technology: control/chaos, freedom/enslavement, new/obsolete, competence/incompetence, efficiency/inefficiency, fulfils/creates needs, assimilation/isolation and engaging/disengaging. These paradoxes are briefly discussed below.

The control/chaos paradox was found to be the most prevalent among their informants. The finding was that technology evokes feelings of control when it dictates consumers' activities and feelings of chaos when it interferes with their activities resulting in confusion. Feelings of freedom are experienced when technology provides minimal restrictions and independence (Christou & Sigala, 2000, 2001, 2002, 2007; Rowley, 2002). By comparison enslavement results when activities are restricted by dependence on technology.

The new/obsolete paradox was found to result from new knowledge and innovations generated by science that constantly supersede previous existing knowledge. This is the case where continuous technological innovations constantly make existing technologies obsolete. Technology also evokes feelings of competence and incompetence. Competence results when consumers understand how a particular technology works and incompetence results when they are ignorant of how to use a particular technology (Yang & Fang, 2004; Chatzigeorgiou & Christou, 2016).

Technology can be considered efficient when tasks can be completed in less time and with less effort. However, inefficiency may result when the same tasks require more time and effort, such as when the technology does not work like it is expected to (Long & Mellon, 2004). Mick and Fournier's (1998) informants stated that technology can fulfil some needs, but it can also identify unrealised needs. The fulfils/creates needs paradox appeared to be subtle and was discussed in relation to the ownership and use of computers. For instance, some informants indicated that the computers they own fulfil various needs whilst others felt the need to own computers and/or acquire the knowledge to utilise them.

Technology can also result in human separation and/or human togetherness (Fjermestad & Romano, 2003). It facilitates assimilation when consumers engage in activities such as watching sports and movies on television and communicating through the use of telephones and computers. By comparison, isolation results when the time consumers spend watching television and playing video games erodes the time that they spend socialising. Mick and Fournier (1998) also found that the use of technology could be engaging and/or disengaging. It is engaging when it facilitates the flow of activities and disengaging when it leads to disruption and passivity (Mick and Fournier 1998, p. 126).

Mick and Fournier's (1998) study addressed the use of technologies such as computers, answering machines, caller identification kits and video cameras. These are products that consumers typically purchase and own for leisure-related outcomes. This study investigates the generalizability of Mick and Fournier's (1998) eight paradoxes to the tourism industry. The emphasis is on the use of social media as distribution channels by hotels and airlines, i.e. on forms of online technology that are often not owned by the consumer and that are used to facilitate commercial transactions (for buying travel products and services) rather than leisure pastimes (Legohérel, Fischer-Lokou & Gueguen, 2000; Chatzigeorgiou et al., 2019).

With the introduction of online travel services, as well as of tourism services through social media like Facebook, Instagram and Twitter, hotels and airlines are able to anticipate to changes in consumers' shopping behaviour and examine

socio-demographic profiles of consumers (Go, Van Rekom & Teunissen, 1999; Nella et al., 2000; Bedard 2000; Zafiroopoulos et al., 2015). For instance, the mounting average age of consumers will increase the need for more convenience in tourism and hospitality shopping. E-commerce in travel services through social media provides this convenience by enabling consumers to make hotel reservations and order airline tickets from home, and either having the tickets or vouchers subsequently delivered to the home or receiving an electronic confirmation of the reservation. Furthermore, the number of consumers experiencing time pressure is growing for many reasons; electronic travel shopping service through social media provides consumers with the opportunity to save time by making visits to a traditional travel agent redundant (Marcusen, 2001; Avdimiotis & Christou, 2004; Chatzigeorgiou & Simeli, 2017).

3 RESEARCH METHODOLOGY

The sample consisted of 36 Facebook users was selected as informants from the population of Thessaloniki in Greece who currently use social media for online travel purchases via a snowballing technique. Researchers recommend the use of snowballing when sampling frames and information on the target populations are unavailable (Minichiello, Aroni, Timewell & Alexander, 1995; Sarantakos, 1998; Eaton & Christou, 1997; Revilla Hernández et al., 2016), as was the case in this study. The snowballing process began by asking postgraduate students at a Tourism Management Program to introduce the researchers to consumers who use Facebook as a distribution channel for hotel and airline services. These informants were in turn asked to introduce the researcher to other users of social media travel services.

Even though snowballing provides access to members of the targeted population it increases the risk of non-representative samples because the characteristics of the resulting sample may be different from those of the target population (Strangor, 1998; Sarantakos, 1998). Thus, although the resulting sample provided valuable insights into consumers' experiences with social media tourism distribution services, it is not representative of the targeted population and its small size means that the results are not easily generalizable. Instead, the objective was to provide initial insights into an area of consumer travel behaviour that has received little attention in the past. The results provide a starting point for future validating research.

Collection of data was done through semi-structured in-depth interviews, which are ideal in scenarios such as this where the available secondary data is limited and it is necessary to probe interviewees to gain a thorough understanding of their behaviours and attitudes (Denzin & Lincoln, 1994; Fontana & Frey, 1994; Minichiello et al., 1995; Lyons & Branston, 2006). The interviews were conducted using a funnelling approach so as to establish rapport between the interviewer and the interviewees (Kidder et al., 1986; Fontana & Frey, 1994; Minichiello et al., 1995). Thus, interviews began with a general discussion of the interviewees' overall attitudes towards social media and online shopping, followed by questions relating specifically to the use of Facebook as a travel distribution channel and informants' experiences when using it.

All in-depth interviews were tape-recorded and transcribed with the resulting data imported into NUDIST (Non-Numerical Unstructured Data Information Searching, Indexing and Theorizing) software. NUDIST was selected as it facilitates analysis by allowing easy identification and classification of themes (Dermetzopoulos et al., 2009; Weitzman & Miles, 1995). The data were analysed using line-by-line coding in order to identify and note emerging themes and categories regarding the use Facebook for tourism distribution services (Strauss, 1990; Huberman & Miles, 1994). Some of the codes were developed deductively on the basis of Mick and Fournier's (1998) paradoxes of technology adoption (Miles & Huberman, 1984; Strauss, 1990) while others were developed inductively based upon the issues raised by interviewees.

4 FINDINGS, ANALYSIS AND DISCUSSION

4.1 Control Vs Chaos

Mick and Fournier's (1998) informants indicated that they experience feelings of control when technology seems to direct their affairs and chaos when it seems to disrupt their activities. The interviewees to this study alluded to this paradox. They indicated that using social media as distribution channels for hotel and airline services makes them feel like they are in control because they can conduct many transactions at their convenience. However, chaos can result when they cannot initiate or successfully complete a transaction:

Control - Nikos: *Hotels and airlines let you do what you want to do. You can pay, can make reservations, buy an airline ticket, or try and book hotel accommodation.*

Chaos - Nikos: *The biggest disdain is when you go there (to a hotel's or airline's Facebook page) and it is not working or some of its facilities have been shut down... all of a sudden you have to deal with not being able to complete your transaction and you do not know what to do.*

The interviewees reported feelings of control when there are minimal restrictions and they can conduct any of their travel planning transactions with the use of online technology. Once they are accustomed to conducting their own transactions chaos can result when they expect to use the online technology through Facebook, and it is unavailable. The meaning of control appears to differ between the studies. Mick and Fournier's (1998) informants suggested that technology controls them, directing them and their activities. Their informants gave an example of a computer that could wake them up and answering machines that needed constant checking (Mick & Fournier, 1998). The interviewees to this study indicated that by using online technology through social media they could control their own travel planning activities. Specifically, they can conduct their transactions

with the hotel or airline when, where and how they choose. The significance of control is consistent with existing literature which suggests that the more control consumers feel they have during the service encounter the more positive their attitudes (Bateson, 1985; Dabholkar, 1996; Sigala, 2003; Christou et al., 2004).

4.2 Freedom Vs Enslavement

In this study the perception of control was related to that of freedom. The interviewees indicated that online technology through social media gives them freedom to conduct their travel planning transactions whenever and wherever they choose. They can buy airline tickets, book hotel accommodation and perform other transactions at their own convenience. In years gone by consumers could only find travel information and buy travel products and services during office hours when their travel agents' shops were open. Online technology through Facebook evokes feelings of freedom because it has reduced these restrictions by allowing consumers to perform travel planning transactions at their convenience.

Freedom - Fotini: *You can buy an airline ticket by using social media without having to go to the agent or the airline's website, and without having to wait to queues. If you do online reservations, you can monitor the status of your request through the Internet whenever you like.*

However, some interviewees indicated that though they do most of their travel transactions electronically there are limits to what they can achieve. In particular, they discussed restrictions imposed on the number of transactions and the nature of transactions they can conduct.

Enslavement - George: *I mean for simple services it works. But if you have a particular question it is not very good because sometimes, they have limited services on social media.*

Enslavement - Aphroditi: *They say you are allowed 2 airline tickets without commission. That is what I do.*

The perceptions of enslavement appear to differ between the two studies. Mick and Fournier's (1998) informants indicated that technology results in feelings of enslavement when they become dependent on it, indicating that they feel like slaves to technology. Interviewees in the present study alluded to feelings of enslavement as a result of the limitations of online reservations and buying through social media, such as limitations on complex travel itineraries and the limitations that result from the nature of the online reservations.

4.3 New Vs Obsolete

Continuous technological innovations constantly make existing technologies obsolete. In the scenario examined here, this would result from an increase in new online technologies through social media that make existing ones obsolete. Some informants made reference to this paradox, referring to the rate at which hotels' and airlines' electronic services are changing and the implications for customers having to continually learn new online procedures.

Achilleas: *I started using telephone reservations and ticketing, and by the time I got accustomed to them I was getting pushed into online bookings and electronic tickets; now, I fell that I am pushed to getting used to deal with social media for my transactions with hotels and airlines.*

One informant conceived of a situation in the future where a small device (like artificial intelligence spectacles) will be owned by consumers that facilitates all travel purchasing activities. Many other informants visualised that all near-future transactions with hotels and airlines will be performed over their smart watches (w-commerce).

Niki: *Well, next all these services will be available through your smart watch, that can allow you to do all your travel shopping from any place without even the need to use a smart phone.*

While some interviewees noted the tendency for online hotels' and airlines' technologies to change over time, the new/obsolete paradox was not as salient to the interviewees in this study as for those in Mick and Fournier's study. The difference may result from the nature of the technologies being discussed in both studies. Mick and Fournier's informants discussed products such as computers, music records, and answering machines that are normally purchased for recreational use and become regularly outdated. Interviewees to this study discussed online travel technology through social media, which is used for service delivery processes. Hotels and airlines purchase the software necessary for the service delivery process through social media and it is therefore likely that the technological innovation and their obsolescence would have a greater impact on the hotels and airlines than on consumers.

4.4 Competence Vs Incompetence

The interviewees indicated they feel competent when they feel they have the ability to complete their own online transactions successfully through social media. However, their ignorance of how some electronic air ticket and check-in modes work and their inability to comprehend the full capabilities of some online hotel reservations' modes can make them feel incompetent.

Competence - Eleftheria: *I find online ticketing (through airlines' social media) easy to use. I have also mastered the electronic check-in system, which is good. I even use the seat selection service and I have had no problems with it.*

Incompetence - Apostolos: *So, I visited that e-ticketing service and I thought I do not know how to do this, I know that you can buy and issue an electronic ticket through social media, but I do not know how... I do not always trust myself with services through Facebook because I am not totally familiar with them.*

Mick and Fournier's informants made reference to technologies that are normally accompanied by operational manuals. They indicated that after using the manuals if they understood how and why a technology works like it does, they felt competent. If they still did not understand how the particular technology works, they felt incompetent. Hotel and airline distribution channels through social media for reservations and purchasing modes have no equivalent to operational manuals that can assist consumers

with their transactions. Thus, consumers who require assistance with the different online travel service modes have to directly access the hotels and airlines, and cannot make effective use of social media services. This perceived lack of resources and training may influence consumers' feelings of incompetence.

4.5 Efficiency Vs Inefficiency

The use of technology may result in some tasks taking less time and effort. It can also result in inefficiency when tasks require more time and effort:

Efficiency - Panagiotis: *(Ticketing through social media for air travel) is straight forward straight through. You are not waiting for somebody to pick up the phone, and you are not listening to music.*

Inefficiency - Ioanna: *For me I just hate to waste my time. It is just aimless sitting there on the smartphone screen with a website giving you orders like "press this button here, click this link after that, etc".*

This paradox was discussed relative to transactions through social media and transactions conducted in travel agents' stores with human travel consultants; online transactions through Facebook were generally felt by interviewees to be more efficient than dealing with an employee. Electronic travel transactions are considered efficient when consumers can perform their requests and complete their transactions without going through numerous visual cues and "steps" provided by the hotel's or the airline's social media website, and without visiting a travel agent's bricks-and-mortar store. However, these transactions are perceived to sometimes result in inefficiency when consumers have to follow each of the cues/steps provided by both booking/purchasing modes in order to perform their transactions or when the failure of an electronic booking/purchasing mode results in the consumer having to visit a travel agent's outlet.

4.6 Fulfils Vs Creates

Mick and Fournier found this paradox to be subtle and only discussed in relation to the ownership and use of computers. Some of their informants indicated that the computers they own help fulfil various needs, whilst others felt pressure to own computers and/or acquire the knowledge required to utilise them. Similarly, the interviewees in this study indicated that online hotels' and airlines' technology through social media has led to the fulfilment of many of their travel needs, such as the easy booking of hotel accommodation and paperless airline tickets. However, for some interviewees the advent of electronic travel services through Facebook has resulted in the identification of previously unrealised needs. Examples of such needs are the desire to own latest models of smartphones and the need to learn and understand how to conduct electronic travel transactions through social media.

Fulfils needs - Antonis: *I find social smartphones are good. They are very good when I want to buy an airline ticket at any time of the day, seven days a week.*

Creates needs - Anestis: *I would like to do it (online travel services through social media). But I haven't got a good smartphone.*

The most salient need amongst the interviewees that related to this paradox seemed to be the need to own and/or understand how to use social media through mobile devices. They implied that if they owned latest models of mobile devices and fully understood how they work and how to use them, they would be more inclined to tourism distribution channels through social media.

4.7 Assimilation Vs Isolation

The interviewees made no direct or implicit references to travel services through social media fostering human togetherness, however they indicated that it can result in isolation. Forman and Sriram (1991) state that for lonely consumers the purpose of shopping is not only to gain goods and services but also to gain and maintain social contacts. Similarly, some interviewees enjoyed personal interaction with travel consultants, viewing their travel shopping activities as social events. For these interviewees, online travel services through Facebook are creating isolation by destroying their interaction and relationships with travel agents' or hotels' personnel.

Rena: *I want the service at the travel agent's store. I want the local travel agent. I want to go to a travel consultant who knows me and who has helped me before. They have closed the travel agents' stores that bring in the trade to all these shops.*

The quote suggests that the traditional travel shopping methods encouraged human togetherness as a result of the interactions between customers and travel agents' staff and interaction of consumers at shopping centres. The quote implies that electronic travel services through social media facilitate isolation because it leads to the closure of the brick and mortar travel agents consequently reducing the traffic in shopping and business centres.

4.8 Engaging Vs Disengaging

Mick and Fournier found that technology is engaging when it facilitates certain tasks and disengaging when it results in confusion and chaos. Online travel services through Facebook are engaging when they facilitate the flow of activities such as easy access to accommodation reservations, airline tickets issuing and electronic check-ins. However, it is disengaging when the electronic travel service mode does not facilitate the transactions required by the respondent.

Engaging - Kostas: *I think the biggest benefit of it is that you have got access to not just the hotel or airline but to all other companies offering travel products, like tour guides, cruising and car rental. You can access their offers and make up your own holiday package.*

Disengaging - Andreas: *The most annoying thing I have had on social media is something happened to my security certificate on my computer. It meant wasting all that time and starting from scratch again.*

Mick and Fournier found this paradox to be hypothetical, stating that it is a noteworthy paradox even though their informants rarely alluded to it. The paradox was more prevalent in this study with informants suggesting that they are motivated to use online travel services technology through social media because it facilitates their travelling; it allows them to perform all their travel purchases. The difference in perception of this paradox may be a result of the technologies being discussed. The processual (as opposed to recreational) use of hotels' and airlines' technologies may lead consumers to place particular emphasis on their engaging aspects.

5 CONCLUSIONS AND SUGGESTIONS

The research reported in this paper sought to explore consumers' experiences with technology-assisted service encounters by investigating the applicability of Mick and Fournier's paradoxes of technology adoption to social media as distribution channels in tourism.

The findings support those of existing research which suggests that consumers can develop multiple attitudes towards certain source elements, resulting in existence of contradictory views and attitudes (Kidder et al., 1986; Minichiello et al., 1995; Mick & Fournier, 1998; Schneider & Currim, 2001; Gretzel, et al., 2012; Sigala & Christou, 2002, 2003, 2006, 2014; Nair & George, 2016). In terms of Mick and Fournier's paradoxes, the findings of this study indicate that when consumers use social media technology assisted service encounters for hotels' and airlines' services they are most likely to experience control/chaos, freedom/enslavement, competence/incompetence, efficiency/ inefficiency, engaging/disengaging, assimilation/isolation paradoxes and least likely to experience the new/obsolete paradox.

While most of the discussions of the paradoxes were similar between the two studies, there were areas of difference in the control/chaos, freedom/enslavement, new/obsolete and engaging/ disengaging paradoxes. It appears likely that a central cause of these differences was the types of technologies investigated. In terms of the new/obsolete paradox, while consumers can own computers and mobile devices like smartphones and tablets, they typically own these items for purposes beyond electronic travel shopping through social media. They are not responsible for the hotels' and airlines' software programs that require constant innovation. As such, the notions of new and obsolete appear to have less relevance to users of electronic travel services through social media.

In regard to the control/chaos paradox, perceptions of control differed markedly between the two studies. Mick and Fournier's informants indicated that technology is powerful, and it controls them and directs their activities. The interviewees of this study suggested that hotels' and airlines' social media technology gives them the power to control their travel shopping activities. In terms of the freedom/enslavement paradox, Mick and Fournier's informants indicated that they sometimes feel like slaves to technology, while the interviewees in this study did not feel the same way. Instead, they felt that their activities are limited by the nature of the tourism distribution channels' technologies. Finally, Mick and Fournier did not find the engaging/disengaging as paradox prevalent as it was in this study. This again may be because of the products used in their analyses.

This study has several limitations. The generalisability of these findings is limited by the small sample of 36 interviewees used. It is not known the extent to which factors such as the nature of the technology selected and the demographic characteristics of those sampled influenced the interpretation. Further research is required to assess the extent to which these findings are representative of Greeks in general and the applicability of these paradoxes to social media technology-assisted service encounters in other industries and in other countries.

REFERENCES

- Aggarwal P., Chaj M. and Wilemon D. (1998) Barriers to the adoption of really-new products and the role of surrogate buyers. *Journal of Consumer Marketing*, Vol. 15(4), 432-451.
- Barczak G., Ellen P.S. and Pilling B.K. (1997) Developing typologies of consumer motives for use of technologically based banking services. *Journal of Business Research*, Vol. 38(1), 131-139.
- Bateson J.E.G. (1985) Self-Service customer: An exploratory study. *Journal of Retailing*, Vol. 61(3), 49-76.
- Bedard F. (2000) Tomorrow's Travel Agency. In Fesenmaier D.R., Klein S. and Buhalis D. (Eds.) *Information and Communication Technologies in Tourism 2000* (58-67). Wien: Springer-Verlag.
- Bitner M.J., Brown S.W. and Meuter M.L. (2000) Technology infusion in service encounters. *Academy of Marketing Science Journal*, Vol. 28(1), 138-149.
- Chenini, A. & Touaiti, M. (2018). Building Destination Loyalty Using Tourist Satisfaction and Destination Image: A Holistic Conceptual Framework. *Journal of Tourism, Heritage & Services Marketing*, 4(2), 37-43. <http://doi.org/10.5281/zenodo.1490491>.
- Chatzigeorgiou, C. (2017). Modelling the impact of social media influencers on behavioural intentions of millennials: The case of tourism in rural areas in Greece. *Journal of Tourism, Heritage & Services Marketing*, 3(2), 25-29. <http://doi.org/10.5281/zenodo.1209125>

- Chatzigeorgiou, C., Christou, E., Kassianidis, P. & Sigala, M. (2009). Customer Satisfaction in Agrotourism services: How do we turn a satisfied customer into a repeated one? Proceedings of the 4th International Scientific Conference, Planning for the future learning from the past: Contemporary developments in Tourism, Travel & Hospitality, Rhodes, 3-5 April, 2009.
- Chatzigeorgiou, C., Christou, E. & Simeli, I. (2017). Delegate satisfaction from conference service quality and its impact on future behavioural intentions. Published in: 5th International Conference on Contemporary Marketing Issues ICCMI, June 21-23, 2017 Thessaloniki, Greece (21 July 2017): pp. 532-544.
- Christou, E. (1999). Hospitality management education in Greece: overview and qualitative assessment. *Tourism Management*, Vol. 20 No. 6, pp. 683-91.
- Christou, E. (2002). A total quality approach for excellence in tertiary tourism education: The TEEQ model. Proceedings of the International Scientific Conference Rethinking of Education and Training for Tourism, University of Zagreb, Zagreb, Croatia, 135-147.
- Christou, E. (2004). The impact of trust on brand loyalty: evidence from the hospitality industry. *Tourist Scientific Review*, 1(1), 63-74.
- Christou, E. (2007). Tourist destinations as brands: The impact of destination image and reputation on visitor loyalty in Keller, P., & Bieger, T. (Eds.). *Productivity in tourism: Fundamentals and concepts for achieving growth and competitiveness* (pp. 57-67). Berlin: Erich Schmidt Verlag GmbH & Co.
- Christou, E. (2009). Advertising mass tourism destinations: Mediterranean brand confusion. Paper presented at International CHRIE Conference, Massachusetts, July 2009.
- Christou, E. (2010). Relationship Marketing Practices for Retention of Corporate Customers in Hospitality Contract Catering. *Tourism & Hospitality Management*, Vol. 16, No. 1, pp.1-10. Available at SSRN: <https://ssrn.com/abstract=2066590>.
- Christou, E. (2010). Investigating attitudes towards mobile commerce for travel products. *Tourism: An International Interdisciplinary Journal*, 58(1): 7-18.
- Christou, E. (2011). Exploring the impact of visitor satisfaction on loyalty towards a specific destination. *Acta Turistica*, Vol.23, No.1, pp.1-25.
- Christou, E. (2013). Exploring brand confusion through hotel adverts. *Tourism: An International Multidisciplinary Journal of Tourism*, Vol.8, No.3, pp.151-163.
- Christou, E. (2015). Branding social media in the travel industry. *Social and Behavioral Sciences*, Vol. 175, pp 607-614. <https://doi.org/10.1016/j.sbspro.2015.01.12>
- Christou, E. (2016). Social media monitoring: A practical case example of city destinations, *Social Media in Travel, Tourism and Hospitality*, Routledge, pp. 315-334.
- Christou, E. and Chatzigeorgiou, C. (2019). Experiential Learning Through Industrial Placement in Hospitality Education: The Meat in the Sandwich. *Journal of Contemporary Education Theory & Research*, Vol. 3, No. 2, pp. 34-41.
- Christou, E. and Chatzigeorgiou, C. (2019). Industrial placement in hospitality management education: Students' experiences and development of skills. Published in: ICOMEU 2019 Conference Proceedings, International Conference on Management of Educational Units. Thessaloniki: Greece (1 December 2019): pp. 157-164.
- Christou, E. and Karamanidis, I. (1999). Enhancing competitiveness in the hospitality industry: Revisiting Porter's generic competitive strategies in Greece, *The Tourist Review*, Vol. 54 No. 1, pp. 42-50. <https://doi.org/10.1108/eb058295>.
- Christou, E. & Karamanidis, I. (1999a) Hospitality management competencies revisited: industry and graduates contemporary perspectives. Joint IAHMS/CHME/EuroCHRIE Conference Proceedings, Guildford: University of Surrey, 1, 52-68.
- Christou, E., Karamanidis, I., Mavrodontis, T. & Sigala, M. (2003). Sustainable development in tourism management curricula: An international paradigm. *International Scientific Conference: Sustainable Tourism Development and Environment*, University of Aegean, Chios, Greece.
- Christou, E. and Kassianidis, P. (2002a) Consumer's perceptions and adoption of online buying for travel products. *Journal of Travel & Tourism Marketing*, Vol. 12(4), 93-108.
- Christou E. & Kassianidis P. (2005). Persuasion Effectiveness of Alternative Types of Internet Advertising for Hotels: A Cross-Cultural Study. In: Frew A.J. (eds) *Information and Communication Technologies in Tourism 2005*. Springer, Vienna.
- Christou, E. & Kassianidis, P. (2008). Brand confusion through advertising: The case of airlines and hotels. *Journal of Tourism & Hospitality Management*, Vol.14, No.2., pp.97-121.
- Christou, E. & Kassianidis, P. (2010). Adoption of mobile commerce in the air travel sector: A qualitative survey of attitudes. *TURIZAM*, Vol. 14, No. 1, pp.41-52.
- Christou, E., Kilipiris, F., Karamanidis, I., Vasilevska, C., Marinovski, N. & Andreeski, J. (2000). Strategic academic co-operation in tourism education through tempus-phare projects: The case of Ohrid. *The Tourist Review*, Vol. 55 No. 1, pp. 59-74. <https://doi.org/10.1108/eb058329>.
- Christou, E. & Nella, A. (2010). A review of wine tourism research from 1995 to 2010: Analysis of 110 contributions. *Journal of Hospitality & Tourism*, 8(1), 112-123.
- Christou, E., & Nella, A. (2010). Proposing an alternative service quality measurement scale for wine tourism experiences. *EuroChrie 2010, Conference Proceedings*, October 25-28, Amsterdam.
- Christou, E. and Nella, A. (2012). Web 2.0 and networks in wine tourism: The case studies of greatwinecapitals.com and wineandhospitalitynetwork.com. In *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*. M. Sigala, E. Christou and Gretzel, U. (Eds). Surrey, UK: Ashgate Publishing, pp.11-24.

- Christou, E. & Sigala, M. (2000). Exploiting Multimedia for Effective Hospitality Education. EuroCHRIE Spring Conference Proceedings. Dublin, Ireland: Dublin Institute of Technology.
- Christou, E. & Sigala, M. (2000). Issues that Influence the Use of Multimedia in Hospitality Education in Europe: An Empirical Approach. EuroCHRIE Spring Conference 2000, Dublin Institute of Technology, Dublin, Ireland, 18–19 May.
- Christou, E. S. and Sigala, M. (2001). Professional development in hospitality and tourism education: a strategy for the 21st Century. *International Journal of Tourism Research*, 3: 328–330.
- Christou, E., & Sigala, M. (2003). Internationalization of the tourism & hospitality curriculum: A comparative study in Greece and Great Britain. *The Proceedings of 2003 EuroCHRIE Congress*, pp. 20-23.
- Dabholkar P.A. (1994) Incorporating choice into an attitudinal framework: Analysing models of mental comparison processes. *Journal of Consumer Research*, Vol. 21(2), 100-116.
- Dabholkar P.A. (1996) Consumer evaluations of new technology-based self-service options: An investigation to alternative models of service quality. *International Journal of Research In Marketing*, Vol. 13(2), 29-51.
- Denzin N. and Lincoln Y.S. (1994) *Handbook of Qualitative Research*. Thousand Oaks: Sage Publications.
- Dermetzopoulos, A., Bonarou, C., & Christou, E. (2009). Military service, destination image and repeat visitation on a Greek border island. *Tourismos: An International Multidisciplinary Journal of Tourism* 4(3): 127–147.
- Dover P.A. (1988) The effect of technology selection on consumer adoption on in-home computerised banking. *International Journal of Bank Marketing*, Vol. 6(2), 3-17.
- Eaton, J. & Christou, E. (1997). Hospitality management competencies for graduate trainees: employers' views. *Journal of European Business Education*, 7(1), 60-68.
- Fjermestad J. and Romano N. (2003) Electronic customer relationship management: revisiting the general principles of usability and resistance – an integrative implementation framework. *Business Process Management Journal*, Vol. 9(3), 572 -591.
- Fontana A. and Frey J.H. (1994) *Interviewing: The Art of Science*. Thousand Oaks: Sage Publications.
- Forman A.M. and Sriram V. (1991) The depersonalisation of retailing: Its impact on the lonely customer. *Journal of Retailing*, Vol. 67(2), 226-243.
- Fotiadis, A. & Williams, R.B. (2018). "TiCoSa" a 3d matrix conceptual model to investigate visitors' perceptions in an athletic event. *Journal of Tourism, Heritage & Services Marketing*, 4(2), 32–36. <http://doi.org/10.5281/zenodo.1490450>.
- Frambach R., Barkema H., and Wedel M. (1998) Adoption of a service innovation in the business market: testing variables. *Journal of Business Research*, Vol. 41(1), 161-174.
- Fu, J. & Kapiki, S.T. (2016). Reengineering knowledge for e-tourism and hospitality curricula. *Journal of Tourism, Heritage & Services Marketing*, 2(2), 23–32. <http://doi.org/10.5281/zenodo.376345>.
- Gilbert D. and Powell-Perry G. (2003) Exploring developments in web-based relationship marketing within the hotel industry. *Journal of Hospitality & Leisure Marketing*, Vol. 10(3/4), 5-24.
- Go F., J. Van Rekom and Teunissen W. (1999) Improving the position of business travel agencies: coping with the information challenge. *Information Technology & Tourism*, Vol. 2(1), 32-41.
- Gretzel, U., Sigala, M. and Christou, E. (2012). Social Media Change the Name of the Game in the Tourism and Hospitality Industries, *The European Financial Review*, 20 October, available at: <http://www.europeanfinancialreview.com/?p=1340>.
- Gronroos C. (1984) A service quality model and its marketing implications. *European Journal of Marketing*, Vol. 18(4) 327-342.
- Gronroos C. (1998) Marketing services: The case of a missing product. *Journal of Business & Industrial Marketing*, Vol. 13(4/5), 461-477.
- Huang T. and Law R. (2003) Modelling and Comparing Internet Marketing. In Frew A. (Ed.) *Information and Communication Technologies in Tourism 2003* (77-86). Wien: Springer-Verlag.
- Huberman A. and Miles M.B. (1994) *Qualitative Data Management and Analysis Methods*. Thousand Oaks: Sage Publications.
- Kyratsis, P., Chatzigeorgiou, C., Tsagkaris, A. & Dinopoulou, V. (2010). Failure mode and effect analysis (FMEA) implementation in conference tourism services. *The Cyprus Journal of Sciences; Nicosia* Vol. 8: 119-131.
- Kidder L.H., Judd C.M. and Smith E.R. (1986) *Research Methods in Social Relations*. New York: Holt, Rinehart and Winston, Inc.
- Legoherel P., Fischer-Lokou J., and Gueguen N. (2000) Selling tourism on the Internet: analysis of the balance of power between seller and consumer during information exchange and negotiation. *Journal of Travel & Tourism Marketing*, Vol. 9(3), 49-64.
- Lehtinen U. and Lehtinen J.R. (1982) *Service Quality: A Study of Quality Dimension*. Helsinki, Finland: Helsinki Service Management Institute.
- Long M. and Mellon C. (2004) Exploring the determinants of retail service quality on the Internet. *Journal of Services Marketing*, Vol. 18(1), 78 – 90.
- Lyons, A. & Branston, C. (2006). Cross cultural change, adjustment and culture shock: UK to USA. *Tourism: An International Interdisciplinary Journal*, 54(4), 355-365.
- Ma, E.J., Duan, B., Shu, L.M., & Arcodia, C. (2017). Chinese visitors at Australia wineries: Preferences, motivations, and barriers. *Journal of Tourism, Heritage & Services Marketing*, 3(1), 3–8, <http://doi.org/10.5281/zenodo.401062>.
- Marcusen C.H. (2001) Internet sales of travel and tourism services in the European market 1998-2000 - a method of tracking trends by focusing on major on-line marketers. *Information Technology & Tourism*, Vol. 4(1), 23-31.

- Martins, M. (2018). Tourism Planning and Tourismphobia: An Analysis of the Strategic Tourism Plan of Barcelona 2010-2015. *Journal of Tourism, Heritage & Services Marketing*, 4(1), 3–7. <http://doi.org/10.5281/zenodo.1247519>.
- Mavragani, E., Nikolaidou, P. & Theodoraki, E. (2019). Traveler segmentation through Social Media for intercultural marketing purposes: The case of Halkidiki. *Journal of Tourism, Heritage & Services Marketing*, 5(1), 15–23. <http://doi.org/10.5281/zenodo.2641011>.
- Mick G.D. and Fournier S. (1998) Paradoxes of technology: consumer cognizances emotions and coping strategies. *Journal of Consumer Research*, Vol. 25(3), 123-142.
- Miles M.B. and Huberman A.M. (1984) *Qualitative Data Analysis: A Sourcebook of New Methods*. London: Sage Publications.
- Minichiello V., Aroni R., Timewell E. and Alexander L. (1995) *In-Depth Interviewing*. Melbourne: Longman.
- Misirlis, M., Lekakos, G. & Vlachopoulou, M. (2018). Associating Facebook Measurable Activities with Personality Traits: A Fuzzy Sets Approach. *Journal of Tourism, Heritage & Services Marketing*, 4(2), 10–16. <http://doi.org/10.5281/zenodo.1490360>
- Murphy, D. (2019). Increasing clicks through advanced targeting: Applying the third-party seal model to airline advertising. *Journal of Tourism, Heritage & Services Marketing*, 5(1), 24–30. <http://doi.org/10.5281/zenodo.2641244>.
- Nair, R. & George, B.P. (2016). E-learning adoption in hospitality education: An analysis with special focus on Singapore. *Journal of Tourism, Heritage & Services Marketing*, 2(1), 3–13. <http://doi.org/10.5281/zenodo.376329>.
- Nella, A. & Christou, E., (2010). “Investigating the effects of consumer experience tourism on brand equity and market outcomes: an application in the wine industry”, International CHRIE 2010 Conference, Puerto Rico, July 2010.
- Nella, A. & Christou, E. (2014) Linking Service Quality at the Cellar Door with Brand Equity Building, *Journal of Hospitality Marketing & Management*, 23:7, 699-721, DOI: 10.1080/19368623.2014.891959.
- Parasuraman A., Zeithaml V.A. and Berry L.L. (1988) SERVQUAL; A multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, Vol. 64(1), 24-45.
- Pinar, I., Kurtural, S. & Tutuncuoglu, M. (2019). Festivals and destination marketing: An application from Izmir City. *Journal of Tourism, Heritage & Services Marketing*, 5(1), 9–14. <http://doi.org/10.5281/zenodo.2640987>.
- Revilla Hernández, M., Santana Talavera, A. & Parra López, E. (2016). Effects of co-creation in a tourism destination brand image through twitter. *Journal of Tourism, Heritage & Services Marketing*, 2(2), 3–10. <http://doi.org/10.5281/zenodo.376341>.
- Rowley J. (2002) Reflections on customer knowledge management in e-business. *Quantitative Market Research: An International Journal*, Vol. 5(2), 268 – 280.
- Sarantakos S. (1998) *Social Research*. South Yarra: Macmillan Education.
- Samy, H. (2016). Exploring Factors that Influence Domestic Tourists' Satisfaction with Budget Hotel Services in Egypt. *Journal of Tourism, Heritage & Services Marketing*, 2(2), 17–22. <http://doi.org/10.5281/zenodo.376344>.
- Schneider B. and Bowen D.E. (1985) Employee and customer perceptions of service in banks: Replication and extension. *Journal of Applied Psychology*, Vol. 70(3), 423-433.
- Schneider L.G. and I.S. Currim (2001) Consumer purchase behaviors associated with active and passive deal proneness. *International Journal of Research in Marketing* Vol. 18(2), 205-222.
- Sigala, M., & Christou, E. (2002). Using the Internet for complementing and enhancing the teaching of tourism and hospitality education: evidence from Europe. In K.W. Wober, A.F. Frew & M. Hitz (Eds.), *ICT in Tourism 2002*, (pp. 109-119). Wien: Springer-Verlag.
- Sigala, M. & Christou, E. (2003). Enhancing and Complementing the Instruction of Tourism and Hospitality Courses Through the Use of On-line Educational Tools, *Journal of Hospitality & Tourism Education*, 15:1, 6-15, DOI: 10.1080/10963758.2003.10696755
- Sigala, M. & Christou, E. (2007). Exploiting Web 2.0 in open and distance education: Developing personalised and collaborative learning environments. In A. Lionarakis (ed.), *Proceedings of the 4th International Conference on Open and Distance Learning-ICODL 2007* (pp.181-195). Athens: Propombos.
- Sigala, M., Christou, E. & Baum, T. (2002). The impact of low cost airlines on business travel. *Proceedings of Aiest Conference* (Vol. 44, pp. 313-334), Salvador-Bahia, Brazil.
- Sotiriadis, M. & Shen, S. (2017). The contribution of partnership and branding to destination management in a globalized context: The case of the UNWTO Silk Road Programme. *Journal of Tourism, Heritage & Services Marketing*, 3(2), 8–16. <http://doi.org/10.5281/zenodo.1209121>.
- Spyridou, A. (2017). Perceived Service Quality and Customer Revisiting Intention: The Case of "all you can eat" Asian Restaurants in Southern Taiwan. *Journal of Tourism, Heritage & Services Marketing*, 3(2), 30–38. <http://doi.org/10.5281/zenodo.1209129>.
- Stangor C. (1998) *Research Methods for the Behavioural Sciences*. Boston: Houghton Mifflin Publications.
- Strauss A. and Corbin J. (1990) *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*. London: Sage Publications.
- Swanson C.E., Kopecky K.J. and Tucker A. (1997) Technology adoption over the lifecycle and the aggregate technological process. *Southern Economic Journal*, Vol. 63(4), 872-887.
- Valachis, I., Christou, E., Maroudas, L., & Sigala, M. (2008). Assessment of training quality in hospitality industry: an exploratory model. In 26th EUROCHRIE Congress “Building a Legacy, Living the Dream”.

- Valachis, I., Christou, E., Sigala, M. and Maroudas, L. (2009). Developing human resources' skills and knowledge in tourism and hospitality industry through the determination of quality of training program. *Tourism and Hospitality Management*, 15(1), pp.61-72.
- Vlasic, D., Poldrugovac, K. & Jankovic, S. (2019). The Competitive pricing in marina business: Exploring relative price position and price fluctuation. *Journal of Tourism, Heritage & Services Marketing*, 5(1), 3–8. <http://doi.org/10.5281/zenodo.2640935>.
- Volgger, M., Pechlaner, H. & Pichler, S. (2017). The practice of destination governance: A comparative analysis of key dimensions and underlying concepts. *Journal of Tourism, Heritage & Services Marketing*, 3(1), 18–24. <http://doi.org/10.5281/zenodo.401371>.
- Weitzman E.A. and Miles M.B. (1995) *Computer Programs for Qualitative Data Analysis: A Software Resource Book*. Thousand Oaks: Sage Publications.
- Wiefels P. (1997) Change marketing tactics as buyer attitudes shift. *Marketing News*, Vol. 31(12), 10-12.
- Wilkie W.C. (1994) *Consumer Behaviour*. New York: John Wiley and Sons.
- Williams L. and Tan K. (1998) Information technology adoption models to predict AE1 software implementation. *Journal of Business Logistics*, Vol. 19(1), 5-16.
- Yang Z. and Jun M. (2002) Consumer perception of e-service quality: from Internet purchaser and non-purchaser perspectives, *Journal of Business Strategies*, Vol. 19(1), 19-41.
- Yang Z. and Fang X. (2004) Online service quality dimensions and their relations with satisfaction. *International Journal of Service Industry Management*, Vol. 15(3), 302-326.
- Zafiroopoulos, K., Vrana, V. & Antoniadis, K. (2015). Use of twitter and Facebook by top European museums. *Journal of Tourism, Heritage & Services Marketing*, 1(1), 16–24. <http://doi.org/10.5281/zenodo.376326>.
- Zeithaml V. (2002) Service quality in e-channels. *Managing Service Quality*, Vol. 12(3), 135-138.
- Zeithaml V.A., Parasuraman A. and Berry L.L. (1990) *Delivering Quality Services*. New York: The Free Press.
-