

# Journal of Marketing Vistas

Volume 3, No 2, July-December 2013

Special Issue on  
**E-Marketing and Digital Marketing Developments**

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A Case of Classification**

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in Victoria's (Australia) Wine Tourism Industry**

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# Marketing and Digital Functions in Greek Rural Agribusiness: A Case of Classification

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## Abstract

*Marketing is considered as a core activity of an enterprise. With the Internet becoming a viable alternative marketing channel, many service components have been transformed to digital services. An increasing number of agribusinesses are looking to the Internet as a marketing, management, service, and coordination tool.*

*This paper aims to classify the corporate websites of the rural enterprises, using cluster analysis, in groups according to their marketing and digital functions in their corporate websites. According to the findings, the rural enterprises can be distinguished in two groups "more organized" enterprises and "less organized" enterprises. Finally, we identify and describe the optimum group of rural agribusiness to be used as a model with enhanced marketing and digital functions.*

## Keywords

*Marketing, Digital Functions, Agribusiness, Rural Enterprises, Internet, Corporate Website, Cluster Analysis*

## Introduction

Marketing is considered as a core activity (Basahel and Irani, 2009) of an enterprise. With the Internet becoming a viable alternative marketing channel and business exploiting the power of digital networks, many service components have been transformed to digital services (Rust and Kannan, 2002). Nowadays, Information and Communication Technology (ICT) has introduced the convergence of digital services - broadband

network infrastructure - wireless technologies and mobile services. This confluence resulted in a combination of devices, products, tools, services and technologies with enhanced social network abilities that are greatly recognized 24/7, almost globally in all sectors of human life (Andreopoulou, 2012). New goods and services are required in business models as well as in technology in rural areas aiming to green development challenge (Tsekouropoulos et al., 2012).

# Tweet Me a Drink: The Use of Social Media in Victoria's (Australia) Wine Tourism Industry

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## **Abstract**

*Recently, traditional promotional methods used by wineries have expanded to encompass online marketing activities. Among the various options, social media, offer a free, cheap and instant way of communication to a target audience, on both a local and international scale. Specifically, Facebook and Twitter are now globally recognised as the pre-eminent tools that dominate the social media network. However, using these web tools does not necessarily guarantee a return on investment.*

*The objective of this study is to investigate the extent, purpose and use of Facebook and Twitter in the Victorian wine tourism industry. In doing so, a content analysis was applied to analyse Victorian winery websites, assess their commonalities and ascertain their level of involvement in embracing social network tools. The nature of such an activity and their effectiveness from a marketing perspective was investigated by joining their social network and monitoring their 'tweets' and 'posting'.*

*Content analysis confirmed the emerging trend of using social media in the wine tourism industry in Victoria. Moreover, the perceived benefits that social media provide to boost visitation in the Victorian wine region are also discussed and recommendations in their future use of social media as an e-marketing strategy are suggested.*

## **Keywords**

*Wine Tourism, Social Media, Wineries*

## **Introduction**

Consumption of wine is a multifaceted experience which is strongly related to social interaction and culture (Charters 2006). Since

the 1990s, wine tourism constitutes a growing form of leisure, as well as an emerging field of academic research (Alebaki and Iakovidou 2011). From a consumers' perspective, wine

# Discovering Marketing Rules for the Tourist Sector in Visitor Service Quality Surveys

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## Abstract

*Advances in information technology nowadays offer to marketers intelligent tools which are able to transform all sorts of data into useful knowledge. Well known methods for discovering knowledge in primary data and applying them to solve marketing problems can be roughly categorized in two large families, data mining and statistical data analysis.*

*In this paper, methods from both categories were applied on primary survey data in order to reveal the strengths and weaknesses of each approach for marketing decision support. The problem considered was to improve the positioning and the perceived quality of hotels, by relating tourist characteristics with their perceptions and satisfaction attributes.*

*The aim was to extract hidden knowledge from standard service quality surveys and to provide it in the form of rules to support the marketer in his decision making. Initially, data from a questionnaire-based survey on expectations and satisfaction of tourists from their hotels were analyzed using multidimensional factor analysis, followed by a knowledge modeling process, which resulted in a rule-set suitable for decisions in hotel positioning.*

*The next step was to apply association rule mining and decision tree methods to the same dataset, resulting in a new set of rules. It was found that the two approaches produced complementary knowledge, which revealed different aspects of the underlying trends that could be consolidated and increase the effectiveness of marketing decisions.*

## Keywords

*Marketing Decision Support, Multidimensional Data Analysis, Data Mining, Knowledge Extraction, Rule-Based Systems, Hotel Service Quality Analysis.*

## Introduction

Questionnaire-based surveys are one of the most important sources of information for marketing and business planning. Advances in information technology nowadays offer

to marketers analytic tools which enable them to dig into all sorts of market survey data and discover hidden information and useful knowledge, applicable to more effective marketing planning. The most

# Social Media as a Marketing Tool for Tourism Destinations: The Case of Greek Municipalities

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## **Abstract**

*Current trends in global tourism including the emergence of new tourism destinations, the intense competition, the change in the motivations and preferences of tourists, as well as the continuing economic crisis have forced tourism destinations to seek more innovative marketing strategies, towards achieving a competitive advantage. Destination Marketing Organizations (DMOs) have to rethink and redefine their marketing strategies, in order to meet such challenges.*

*On the other hand, social media are gaining prominence, as a cost effective marketing tool with high returns. In this respect, the aim of this paper is to investigate the use of social media among 325 municipalities in Greece for destination marketing purposes. The results of this study show that Greek municipalities just begin to recognize the added value of this new marketing trend, since social media exploitation is still very limited, by their promotion departments.*

*Findings of this study are useful to industry practitioners and academic researchers interested in the use of emerging technologies and applications for destination marketing purposes. Finally, this paper elaborates on the implications of the findings which are effectively discussed, as well as on directions for future research.*

## **Keywords**

*Social Media Marketing, Tourism, Destination Marketing Organizations, Municipalities, Facebook, Greece.*