



Digital Channels of Communication in the Promotion Function of a Tourist Destination – Tripadvisor Campaign Example of the Federation of Bosnia and Herzegovina

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Abstract: *Interactions and networking of social media in the tourism sector have experienced a very large expansion. This is certainly supported by the fact that the vast majority of today's tourists, through social networks - digital channels, search for, obtain and analyze information based on which they make decisions about choosing a destination, but also share and exchange information about their impressions and experiences with others in already visited destinations. These were the main motives of the key actors in the Federation of Bosnia and Herzegovina who, at the instigation of the USAID Tourism Bosnia and Herzegovina Project, embarked on the first comprehensive digital campaign on social networks, the campaign of their chosen tourist destinations, in order to finally get out of the media "darkness", given that Bosnia and Herzegovina tourist destinations were not visible at all and were not adequately represented on the world tourist map. The campaign was realized on the world's largest tourist platform TripAdvisor. Before the start of the campaign, the main objectives were set, the duration of the campaign was determined, the target markets were identified and the content was prepared in the form of attractive images, videos and promotional articles in four languages.*

1. INTRODUCTION

The world as we know it today is extremely dynamic, and changes are very frequent and significant. Technological progress and processes of globalization, among other things, provided the basis for the smooth development of new and different communication platforms.

The success of designing and positioning a tourist destination is a challenge that stands in the way of anyone who deals, first and foremost, with destination marketing. An adequate answer to this challenge can be found, among other things, in the proper management of the process, the focus of which will be the tourist. The correct connection of this process with digital platforms of social media represents the continuous work of defining the vision and mission and setting goals in order to properly shape the strategy of promotion or destination marketing.

However, in crises, such as the COVID-19 pandemic, hardly any of the stakeholders of the tourism sector at the global level had an adequate response. What could have been done was to try to take actions as soon as possible that would result in the recovery of the tourism industry.

Aware of the power of Internet marketing, digital communication channels of social media, the key actors of the tourism industry of the Federation of Bosnia and Herzegovina decided to launch a promotional campaign on TripAdvisor.

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The facts that Bosnia and Herzegovina, when it comes to the tourism industry, has not done similar promotional activities until now, and that in Bosnia and Herzegovina, there is almost no scientific approach or study of modern methods of image and brand creation based on strategic processes of integrated marketing communication for promotion and even branding tourist destinations, were an additional motive for launching this campaign.

On the other hand, looking at the global tourism industry, the demand for tourism products before the COVID-19 pandemic was continuously increasing. However, the competition between tourist destinations on the national and regional levels was "getting tougher" every day.

Integrated marketing communication in all its forms implies a continuous process of communication between the destination and the emitting tourist market. The goal is to stimulate tourists in the direction of taking action - choosing a certain tourist destination as their destination in the first place through advertising. Furthermore, the goal is to create or modify the image of tourist destinations. Image in this context plays the role of a distinguishing feature of a substitute destination.

Marketing efforts in creating or modifying the image of a tourist destination are not only the result of the actions of those who promote partial products of a certain number of different manufacturers. On the contrary, they are the result of the actions of certain tourist institutions that are in charge of the promotion of a particular destination. There is no doubt that there is a permanent connection between the form of integrated marketing communication with attention, interest, creation of a favorable environment, and encouragement to purchase as the basic functions of the marketing communication process. Observing them as a whole, all forms of integrated marketing communication have a common goal - creating a positive opinion, preferences and purchasing a product or service, but also a direct influence in the destination branding process.

Therefore, this campaign under the slogan "Bosnia and Herzegovina the most exciting destination in the world" on TripAdvisor was primarily aimed at the recovery of the Federation of Bosnia and Herzegovina tourist market after COVID-19, but also an attempt to create a new image of Bosnia and Herzegovina, as well as the beginning of the process of branding its tourist destinations.

This paper will briefly present this campaign and its results, and point out the importance of digital communication channels in the tourism industry, especially when it comes to promotional activities aimed at increasing market coverage, increasing income and influencing the positive image and branding process of destinations.

2. OVERVIEW OF THEORETICAL AND RESEARCH KNOWLEDGE ABOUT ADVERTISING AND DIGITAL CHANNELS - SOCIAL MEDIA

2.1. Advertising

What is common to almost all definitions, i.e. the basic characteristics that determine advertising in more detail are: advertising is a paid form of marketing communication, impersonal presentation is present, it is a presentation of ideas, products and services and the sender of the message is known. Advertising is truly a dominant form of marketing communication, and at the same time, the largest part of the marketing budget is allocated to it. With it, consumers are informed about services or products, companies, tourist destinations, etc. At the same time, advertising tries to initiate changes in consumer behavior, tries to convince them that it

is necessary to take action (purchase) and, finally, tries to remind them of the product/service in terms of both its existence and the basic characteristics of the product/service itself, all to encourage repeat purchases. Advertising goals must be clearly defined and set before certain marketer activities in the communication-advertising process, in order to achieve the most efficient results. A good basis for setting advertising goals was defined for the first time in 1961 in a model called DAGMAR (Tihl et al., 2006). DAGMAR is an acronym for "Defining Advertising Goals for Measured Advertising Results". This model suggests that good advertising goals should be: specific and measurable, determined by the target market, the time specified, aimed at building a brand and set to indicate the degree of change in demand.

Stimulating primary or selective demand, advertising products or institutions, and creating direct (actions) or indirect effects (preferences, opinions, attitudes) are the goals of advertising stated by almost all authors.

When it comes to the classification of goals, for this work, we will single out the part of Kotler's classification that refers to the category *to inform*. These goals, among others, according to Kotler (2001), are aimed at informing the market about a new product/service, advertising the function of the product/service, describing available services, correcting wrong impressions, reducing customer fears, and building an image.

Advertising goals can also be understood as different psychological reactions that marketers try to achieve in a desired period in different ways.

Stimulating attention - individuals are exposed to a large number of advertisements every day, which affects their ability and desire to respond equally to all. Therefore, one of the first goals of advertising is to stimulate or attract attention.

Impact on perception - perception is the process of receiving, processing and storing stimulants that build an image or impression about a product or service (Kesić, 2003). Depending on a series of formed psychological variables, beliefs, attitudes, values, personal characteristics, etc., the process of acceptance and processing of marketing communication stimulants depends. Once marketers discover ways of the perception process of individuals that affects the creation of an image about a service or a tourist destination, they move to the stage of creating ads following these findings. The fact is that many tourist services are not bought for their useful properties, but for their psychological meaning for tourists. Many tourists associate the use of certain services with the opinion they have about themselves, and by using certain services they nurture their image.

Impact on retention is based on a learning process, which results from the fact that ad repetition is a key role in a successful advertising campaign. Therefore, it is necessary to establish the number of repetitions with which it wants to achieve retention of the advertised content at the desired level and the breaking point where the repetition begins to have a negative effect on the retention of the advertised content. It is difficult to determine these two levels because retention depends on many factors such as type of service, the content of the message, choice of media, strength of motive, and even the tourists themselves.

Creating a positive attitude precedes the final goal of advertising (purchase), and as such represents an important goal of the advertiser, because an attitude once created is difficult to change. Attitude represents permanent systems of positive or negative evaluation, feelings and

tendencies to take action for or against, in relation to different objects and situations (Krech et al., 1962). Advertising can occasionally influence a change in attitude, strengthen an existing attitude in a positive or negative direction, and form a new attitude, which is characteristic of the introduction of new services to the market.

Influence on shopping represents the action phase. The ultimate goal of advertising is for the client to buy a service, and based on usage and expectations, to achieve a certain level of satisfaction that will influence the creation of an attitude, and complete rejection or acceptance of the advertised service.

Research shows that creative advertising messages can often be more important than the amount of money spent. Therefore, advertising is successful if its message attracts attention and is sent. To achieve this, the messages must be well planned, they must be more creative, imaginative, fun, innovative and ultimately more useful for tourists. The effect of the message itself depends on what is said and how it is said, and each message can be conveyed in one of the following styles: clip from life, lifestyle, imagination, atmosphere or picture, musical, symbol of personality, technical expertise, scientific evidence, witness testimony (Kotler et al., 2010).

One of the phases of advertising management is the choice of media, which, in turn, consists of several steps: decisions on influence, reach, frequency and continuity, selection within the main types of media, selection of specific media carriers and decision on the selection of dates. Reach or coverage refers to the number of different people or households that are exposed to advertising during a certain period (e.g. a month). Frequency refers to how many times a person or household is exposed to a message in a specific media in a certain period. Continuity represents the period in which the propaganda message is broadcast.

When planning the media, the reach, frequency and influence of the main types of media must be known (Bevanda, 2013). The task of the media planner is to select the best specific media carriers within general media types. If advertising is planned in magazines, for example, the media planner must study how many copies the magazine is published in, what are the costs of ads of different sizes, make a choice of colors and places where the ad will appear, and finally how often the ad will appear. Planners must decide which transmitters have the greatest range, frequency and impact for the money invested. For this purpose, they develop sophisticated efficiency measurements, and use them in mathematical models, all to reach the best media mix.

The process of managing advertising ends with the phase of measuring campaign effectiveness. Measuring the effectiveness of an advertising campaign is most often carried out using various testing methods. The communication and sales effects of advertising can also be measured. However, most often attempts are made to measure communication effects, i.e. the impact of an advertising campaign on familiarity, knowledge of products or services, preference, etc. Advertising can be tested in any of its stages, from the initial concept to the fully completed ad, and before or after the broadcast of the message through the media.

As a rule, the sales effects of advertising are more difficult to measure than the communication effects. There are two basic ways of measuring the sales effects of advertising: comparative (comparing past sales with past advertising costs) and experimental. Advertising certainly attracts a lot of public attention because of its undeniable power to influence public opinion or, for that matter, lifestyle.

2.2. Digital Channels – Social Media

Digital channels (media) of communication are essentially only those media that transmit messages via a digital signal. There is almost no space, business, scientific, cultural, sports or any other, in which digital channels cannot be applied, and their significance and potential are truly enormous.

Considering the pronounced competitiveness among tourist destinations, digital communication channels are becoming more and more popular, more acceptable and more often used in tourism as well. The reason for this is their increasingly important role in planning the marketing activities of tourist destinations, considering that they offer their users the opportunity to, for example, find inspiration and advice in just a few clicks, and thus visualize the destination and find all the necessary information for the trip (Anđelić & Grmuša, 2017).

Web 2.0 appeared in 2004 as the first concept of interactive two-way communication. The concept of Web 2.0 is defined as "a set of economic, social and technological trends that together form the basis of the new generation of the Internet, a much more mature, distinctive medium characterized by user participation, openness and connectivity through the network" (Musser & O'Reilly 2006, according to Barišić, 2017). Its appearance "marked the transition from static to user websites, that is, to websites that can be edited by end users" (Lukačić, 2008). The concept of Web 2.0 was created in such a way that it allows users to create their content and have the possibility of feedback. One of the biggest advantages of this concept is "the merging of desktop applications and traditional web pages, which enables users to interact, personalize pages, collaborate and exchange information" (Lukačić, 2008).

It can be said that social networks are as old as human communities. However, studying their development helps in understanding how and how fast the world around us is changing. (Dhingra & Mudgal, 2019).

Before the occurrence of social media, there were only those media that today are called traditional media. Certainly, there are many definitions of social media, but what they all have in common is that they represent a combination of technology and social interaction to create value together (Vulić, 2011). Social media are media of social interaction, which imply the use of digital (often also mobile) technologies and Internet applications to exchange or create information. They are also a form of mass media and are used for interactive, informative, educational and promotional purposes. The development of social media has created many new possibilities on a global level, of which two-way communications and the use of generated content stand out. Social media can be classified into several groups.

Social networks are used as the main platforms for social networking, suitable for mutual user interactions, among which Facebook, LinkedIn and Twitter stand out. Media sharing networks allow users to share photos and videos and broadcast live videos - Instagram, YouTube and TikTok. Users use discussion forums, including Reddit, Quora, and Digg, to share, discuss, and find opinions. Pinterest and FlipBoard are examples of networks for sharing multimedia content, tagging and saving it. There are also publishing and blogging networks that allow users to discover, publish and comment on content online, including WordPress, Tumblr and Medium. Also popular are customer review networks that help users find, view, and share information/reviews about products and services, restaurants, and travel destinations, including Yelp, Zomato, and TripAdvisor. There are three basic reasons why social media should be used in tourism, targeting, measurability and accessibility, and low prices (Stojković, 2013).

Targeting provides opportunities to reach your target audience more easily, and promotion is done according to market segmentation. Regardless, of whether the target audience is a retiree, family, student, single, or couple, everyone can be on social networks. Based on measurability and statistics, it is possible to review the results of the activities, which are completely free. It is also possible to use paid promotion, which is certainly much more favorable than other forms of promotion.

The tourism industry is one of the largest industries in the world that uses social media in the branding process. Social media enable easier and simpler access to the target audience and are recognized as one of the key tools in tourism marketing.

Advertising is one of the ways to present a finished tourist destination among the target audience, which as a controlled method of placing information in the media is paid for by an identified customer and is "the most convincing selling message addressed to real potential buyers of products or services at the lowest possible price" (Tomić, 2016).

To strengthen the destination brand and stimulate sales, tourism organizations use different advertising channels. However, advertising on platforms like TripAdvisor can very quickly encourage the booking of accommodation, transportation, hotels or the entire trip. It is usually aimed at the exact target audience and is displayed at the moment when the audience searches for the offer. In addition, it is possible to track the number of clicks and views of ads, as well as the number of reservations. The advantages of this type of advertising are a clear target audience, the right time and, of course, the right place.

Research conducted by Crowel et al. (2014) and Miguéns et al. (2008), but also Google Travel Study (2014) showed that social media are important in tourists' decision-making and that they have an influence on their decisions and on choosing a tourist destination.

In the process of choosing a tourist destination, six stages are recognized - *recognition of the need, search for information, evaluation of alternatives, purchase, stay in the destination and return of tourists from the destination*, and during the entire process tourists use social media (Barišić, 2017).

The realization of a need is identified when a potential tourist has a still unsatisfied need triggered by internal (discomfort, fatigue, striving for new experiences and events) and external stimulants (social media) (Barišić, 2017). In this context, Jim Lecinski from Google introduces the term Zero Moment of Truth (ZMOT) which identifies the moment in which a person becomes aware of a certain product/service or destination through social media, and this has an impact on his attitude and is often perceived as an inspiration for further the search for new information about the product/service (Barišić, 2017).

The next stage of the process of choosing a tourist destination is the search for information. People, on social media, can find numerous tools for searching for information, and they can use different social media as sources of information. However, the problem of the credibility of information and sources arises here, and this creates the need to use other sources of information, but also to analyze the information according to one's own experience.

The next stage is the evaluation of alternatives. This is the phase where the available alternatives are compared, after collecting all the necessary information, to make a decision. Recommendations and reviews that can be found on platforms such as Booking.com, TripAdvisor, Airbnb,

etc. have a very significant influence here. On these platforms, they value destinations and attractions and activities in the destination, but also prices, locations, cleanliness, staff, Wi-Fi, etc. Furthermore, in the purchase phase, a person makes a purchase decision. The decision depends on the motives of the trip, reviews and recommendations from the previous phase also have a significant impact.

In the phase of staying in the destination, social media have multiple roles. During the stay in the destination, tourist information is searched, communication takes place with family and friends, and travel experiences are shared.

Finally, in the last phase of returning from the destination, people returning from the trip share their knowledge, experiences, emotions and others on social media through photos, videos and textual content.

Another study conducted by Cox et al. (2009) and Ayeh et al. (2012) (according to Nemeč Rudež & Vodeb, 2015) divide the decision-making process into three phases: before, during and after the trip. Gretzel et al. (2007) (according to Nemeč Rudež & Vodeb, 2015) found that TripAdvisor users (from the USA) mainly use social media at the beginning of the travel process to get ideas and then narrow down the choice of destination. Their use of social media is the least during travel. Also, Cox et al. (2009) (according to Nemeč Rudež & Vodeb, 2015) in their research proved in the example of Australia that social media are mostly used before traveling.

On the other hand, Fotis et al. (2012) (according to Nemeč Rudež & Vodeb, 2015) investigated the use of social media during the travel process among residents of 12 former republics of the Soviet Union and found that they use it mainly after the trip. The authors believe that the differences in results between their research and that of Cox et al. (2012) are "more obvious when comparing distant national cultures" (according to Nemeč Rudež & Vodeb, 2015).

TripAdvisor certainly bears the epithet of the world's largest platform when it comes to travel. According to TripAdvisor research from 2020, they provide an easier and better trip for 460 million tourists every month. TripAdvisor is a platform with more than 830 million reviews about almost 8.6 million accommodation units, restaurants, and airlines and cruises. On a monthly level, the number of their users rises to an average of 460 million users.

The basis of TripAdvisor is user-generated content that aims to provide users with feedback about hotels, restaurants and tourist attractions. In this way, in a short time, it has turned into a user-generated social media platform. A mobile application was also created to make it easier to search for destinations, given that their research showed that 42% of tourists use mobile phones to plan or book a trip. Likewise, ratings, reviews and recommendations can be very significant performance indicators. User-generated content is one of the main tools used to evaluate tourist services. Its key advantage is direct contact between the organization and the user, where all reviews can be monitored and answered on time. TripAdvisor is certainly the largest tourist digital platform in the world, but also one of the leaders in encouraging the tourism industry to create better and higher-quality tourist services.

Research conducted in 2008 (Miguéns et al., 2008) showed that user-generated content makes TripAdvisor the most successful tourism social media site. Published reviews that are not paid for and have no propaganda purpose, are real experiences of other tourists, which is why they are

important for all those planning a trip (Stojković, 2013). On TripAdvisor, you can find not only positive experiences but also negative ones, such as unkindness of staff, poor quality of food and drinks, bad Wi-Fi, poor cleanliness, etc. "Every hotel, hostel, apartment, house, restaurant, club, or store that is on TripAdvisor is aware of their existence in the viral world and is doing their best to meet all the expectations of their guests who would leave the best possible review about them, bearing in mind that these same reviews will be read by a large number of potential guests.

TripAdvisor launched the Traveler Network in 2007, which enables "users to add acquaintances to their travel maps by connecting to previously existing sources (e.g. e-mail addresses, other blogs, etc.) (Miguéns et al., 2008). However, the main difference between TripAdvisor and other social media such as Facebook and LinkedIn is that users come to it to share travel experiences, not to socialize with others (Miguéns et al., 2008). Its biggest advantage is that service providers are in direct contact with users, which makes it easier for them to follow every review, whether positive or negative and react to it in time (Stojković, 2013).

In this regard, loss of credibility is the greatest danger considering that users create content, which is why editors are additionally employed to review content and examine user claims (Stojković, 2013). Regardless of the possibility of fake reviews, research has shown that 87% of tourists use TripAdvisor and similar platforms before making a travel decision and 95% of them are influenced by published reviews (Stojković, 2013). TripAdvisor goes beyond the traditional channels of information about the destination and presents new challenges and dilemmas to marketers of tourist destinations (Munar et al., 2013). He introduced numerous novelties to the tourist market, due to which his commercial value was recognized (Munar, 2011). As many as 83% of tourists believe that reviews from it are confidential, which gives them confidence when making travel-related decisions. "It has a strong impact on every step of the booking process. Everything starts with inspiration and continues through planning, booking and various stages after the trip" (Gašparac, 2016). It represents a kind of database of different opinions and experiences of tourists from almost all world destinations, which users rely on when choosing a tourist destination. This is exactly why tourist destinations around the world have recognized their importance and the benefits they get from TripAdvisor.

Users on social networks can influence image creation and destination selection by expressing their own opinion about a specific product, service and tourist destination (Markić et al., 2018). The Internet and social networks have become word of mouth, and social media posts, regardless of whether they are positive or negative, influence the creation of an image of a certain destination (Markić et al., 2018). Tourist destinations should be present on the Internet if they want to be desirable to tourists. Namely, successful communication on social media is one of the most important business tools of any tourist destination that contributes to achieving better business results (Đurić, 2018), and in addition to service users, they also influence the creation of the destination's image (Markić et al., 2018). "The image of a tourist destination is a set of all the impressions and perceptions that an individual creates about a certain destination, and building the image of a tourist destination is not possible without a tourist brand that gives additional value to every product and service" (Markić et al., 2018). When building the image of a tourist brand, the specific properties that the brand has on consumer behavior can be used, namely: cognitive, which includes a set of beliefs and attitudes that an individual has towards a certain tourist destination based on certain facts; effective, which relate to feelings and motives related to a certain tourist destination, and conative (attempted), that is, "a component of the action that arises after the evaluation and assessment of the tourist destination, in which the first two components are used" (Markić et al., 2018). During the complex and long-term process of building a

tourist brand, it is necessary to determine the values that can most attract the attention of tourists, such as the name of the destination, natural and cultural resources, indigenous products, indigenous gastronomy, etc. (Markić et al., 2018). Given the numerous advantages, social media is the most important communication tool used to build the image of tourist destinations. Everyone involved in tourism improves their business in this way because many tourists make decisions about choosing a tourist destination based on social media

3. TRIPADVISOR CAMPAIGN EXAMPLE OF THE FEDERATION OF BOSNIA AND HERZEGOVINA

3.1. Summary of Campaign Performance

The results of the first and largest international promotional campaign on TripAdvisor, which aimed to improve and increase the attractiveness of Bosnia and Herzegovina on the international market, focusing on key and priority source markets, are indeed higher than expected.

The campaign successfully achieved the set goals, while at the same time surpassing TripAdvisor's benchmarks for similar campaigns, which is proof of the enormous tourism potential of the country.

Launched on January 21, 2022, and completed on April 15, 2022, the campaign aimed to raise awareness of Bosnia and Herzegovina as an attractive, appealing and diverse year-round destination for which 15 million impressions were expected. To achieve this, the innovative campaign used different tactics combined with attractive and engaging visual content that showcases some of what the country has to offer, prioritizing destinations within the FBiH. The sponsored campaign operated in the areas of 5 key markets, i.e. countries; Austria, Germany, Turkey, Serbia and Croatia and was aimed at travelers interested in cultural heritage, outdoor and adventure travel.

The campaign managed to achieve impressive results, and the key results of the campaign are:

- 16 million impressions, which exceeds the set goal of 15 million impressions, exceeding the goal of 1 million impressions shows great interest in the displayed BH content;
- 25,000 clicks on ad content, showing great attention to destinations;
- A click-through rate (CTR) of 0.18%, which exceeded TripAdvisor's global CTR average of 0.15% was achieved by carefully crafting promotional videos and the right messages that were appealing to visitors;
- 43% video completion rate, a 200% higher video completion rate compared to TripAdvisor's global average of 20% achieved by creatively developing experiential promotional videos showcasing different travel offers;
- An engagement rate of 9.54% which exceeded TripAdvisor's global engagement rate of 1.5%, showing that users had a fantastic interaction with the said content;
- 99 seconds dwell time, 300% more dwell time than TripAdvisor's global benchmark of 30 seconds, which also shows that users had a fantastic interaction with the said content.

There is a huge increase in interest in Bosnia and Herzegovina tourist destinations among users who were exposed to the campaign. Exposed users consumed significantly more content than unexposed users. In particular, there is a great increase in interest in tourist destinations in Bosnia and Herzegovina. The campaign attracted a lot of attention for Bosnia and Herzegovina as a whole.

3.2. Promotional Campaign Strategy

The campaign promoted the destinations and attractions of Bosnia and Herzegovina through its regions aimed at the TripAdvisor audience in numerous practical and inspiring ways to more easily reach the set goals.

The target markets were the markets of Austria, Germany, Turkey, Serbia and Croatia. The target audience was the audience interested in outdoor tourism, adventure travel and gastronomy.

The formats and placements on TripAdvisor were High Impacts research videos of selected destinations. Other social media such as Facebook and Instagram were also used.

Destination stations (a section of a website accessed by clicking on a hyperlink on another website, usually the home page of a website) featured 15 points of interest where a branded journey and live examples were used, all in three languages.

Platform performance:

- Facebook: 1.27 million impressions, 18% post-engagement, 0.36% CTR, video completion rate 46.46% and
- Instagram: 2.4 million impressions, 18.75% post-engagement, 0.12% CTR, video completion rate 43.05%.

The following two tables will show part of the results of the campaign that relate to individual reactions of the target audience from Austria, Germany and Turkey.

Table 1. Data on the reactions of the target audience of Austria, Germany and Turkey to given performances

	Reach	Impressions	Post reactions	Posting comment	Post shares
Austria	840,948	1,078,243	824	35	71
Germany	1,196,061	1,327,758	902	35	47
Turkey	1,179,836	1,278,590	474	4	32
In total	3,216,845	3,684,591	2,200	74	150

Source: Authors, as reported by TripAdvisor

Table 2. Data on the reactions of the target audience of Austria, Germany and Turkey to given performances

	Post engagement	Post engagement rate	Clicks	CTR	Video views	Video completion rate
Austria	178,918	16.59%	2,898	0.27%	985,198	47.47%
Germany	275,549	20.75%	2,759	0.21%	1,224,369	45.90%
Turkey	228,269	17.85%	1,788	0.14%	1,056,227	39.14%
In total	682,736	18.53%	7,445	0.20%	3,265,794	44.17%

Source: Authors, as reported by TripAdvisor

In Table 1 data on the reactions of the target audience of Austria, Germany and Turkey to the performances are given: retrieval, impressions, reactions to the post, publication of comments and sharing of posts are given. In Table 2 data on the reactions of the target audience of Austria, Germany and Turkey to the performance: post engagement, post engagement rate, clicks, CTR, video view and video completion rate are provided.

CPM stands for the abbreviation "cost per mille", that is, it implies a form of payment where the calculation unit is 1,000 banner impressions. So, when someone tells you that CPM = €100, it means that you pay €100 for 1,000 banner impressions, or €0.10 for 1 banner impression. CPM marketing is the most popular form of advertising in the entire region. It is most often used in branding and awareness campaigns. The first impression of the banner is the first step that will present the product to the user (if it is display advertising) and if that banner/product is interesting, it will produce a click that will allow the potential client to get to know the product even better. In the end, this may result in the purchase of the advertised product. CPM advertising is extremely effective in the case of branding campaigns. Branding campaigns are short-term campaigns (15-45 days). Such a campaign will enable a large immediate reach or coverage of users. It is recommended that CPM campaigns are purchased through specialized networks or marketing agencies specialized in digital advertising. The following table will provide some details about the CPM of this campaign.

Table 3 provides an overview of sizes by types of banners, boosts, research videos and horizons that were placed on the TripAdvisor platform by impressions, clicks and CTR percentage.

Table 3. Sizes

	Impressions	Clicks	CTR
300x250	3,185,469	1,853	0.06%
300x600	179,603	199	0.11%
320x50	4,137,958	5,122	0.12%
728x90	987,260	370	0.04%
Boost	1,516,026	1,265	0.08%
Research video	7,391,707	13,639	0.18%
Horizon	981,221	993	0.10%
Grand Total	18,379,244	23,441	0.13%

Source: Authors, as reported by TripAdvisor

Table 4. IPS occurrences per server

	Sum of Ad server impressions	Sum of Ad server clicks	CTR
Germany	8,966,753	13,136	0.15%
Turkey	5,392,255	6,431	0.12%
Austria	2,535,323	2,774	0.11%
Serbia	743,410	535	0.07%
Croatia	741,503	565	0.08%

Source: Authors, as reported by TripAdvisor

In Table 4 IPS - impressions per server, is given an overview of the total number of ad server impressions, the number of ad server clicks, and the CTR in percentages by targeted markets such as Germany, Turkey, Austria, Serbia and Croatia.

Table 5. Themes

	Impressions	Clicks	CTR
Set 1	5,913,823	7,672	0.13%
Set 2	4,990,557	5,106	0.10%
Set 3	7,474,864	10,663	0.14%
Total	18,379,244	23,441	0.13%

Source: Authors, as reported by TripAdvisor

In Table 5 of the topic, an overview of impressions, clicks and CTR in percentages by topic on the three sets is given.

The Bosnia and Herzegovina destination page on TripAdvisor has featured content that is inspiring, informative and easy to consume. This unique destination included:

- Inspirational photography of the destination;
- Community-generated content;
- Selected branded guides that encourage destination thinking;
- Personalized points of interest recommendations.

A fantastic engagement rate of 9.54% and a great dwell time of 99s compares to 25-30s on TripAdvisor's benchmark.

Bosnia & Herzegovina Branded Guides is built as the ultimate travel planning tool that helps and inspires travelers to plan their perfect trip. Travel guides are a great platform to encourage exploration and bring to life the country's magnificent experiences. Outdoor attractions, off-the-beaten-track attractions and all the amazing places to visit in 5 key regions are highlighted - including the safety messages that are still so important to our community.

Table 6. Branded trips

Travel search title	Uniques	Pageviews	Average dwell time (s)	Engagement rate
Bosna Hersek'te mutlaka görülməsi gereken yerler	3,151.00	3,582.00	64.71	1.07%
Bosnia and Herzegovina's must sees	920.00	1,140.00	68.09	4.77%
Top-Attraktionen in Bosnien und Herzegowina	10,181.00	11,287.00	77.77	0.85%
In total	14,252.00	16,009.00	73.91	1.15%

Source: Authors, as reported by TripAdvisor

Table 6 Branded trips, shows the number of users, page views, average dwell time and engagement rate by name or branded trip.

The summary can be seen in Table 7 which shows campaign impact results and Media Effectiveness Index (MEI).

Table 7. Campaign Impact and Media Effectiveness Index (MEI)

Metric	Unexposed	Exposed	Growth
Page Views	2.7	4.9	81%
Clicks per user	2.8	5.1	82%
POI views	1.7	3.5	105%
Accommodation views	7.4	10.2	38%
Attraction views	5.9	10.8	83%
Restaurant views	1.5	3.5	133%

Source: Authors, as reported by TripAdvisor

A huge increase in engagement behavior was observed among users who were exposed to the campaign.

Exposed users consume significantly more content than unexposed users. In general, the campaign stimulated a lot of attention towards Bosnia and Herzegovina.

Below is a brief overview of some statistical data for the tourist market of Bosnia and Herzegovina. All data are official data of the Agency for Statistics of Bosnia and Herzegovina.

Table 8. Number of overnight stays and arrivals in the period January - August 2021

Issue market	Arrivals	Nights
Austria	10,142	21,584
Croatia	29,173	68,199
Germany	15,384	38,978
Serbia	60,452	131,789
Turkey	10,759	23,164
In total	125,910	283,714

Source: Authors, according to the Agency for Statistics of Bosnia and Herzegovina

Table 8 presents the number of overnight stays and arrivals in Bosnia and Herzegovina in the period January - August 2021 from the five broadcast markets where the TripAdvisor campaign was made.

Table 9. Number of overnight stays and arrivals in the period January - August 2022

Issue market	Arrivals	Nights
Austria	20,257	41,470
Croatia	79,987	177,787
Germany	32,761	72,963
Serbia	95,900	205,507
Turkey	38,825	63,194
In total	267,730	560,921

Source: Authors, according to the Agency for Statistics of Bosnia and Herzegovina

Table 9 presents the number of overnight stays and arrivals in Bosnia and Herzegovina in the period January - August 2022 from the five broadcast markets where the TripAdvisor campaign was made.

From the above data, it should be noted that for the same period of 2021/2022, the number of arrivals in Bosnia and Herzegovina from the five targeted broadcast markets where the TripAdvisor campaign was conducted increased by 112.64%, the number of overnight stays by 97.71%.

4. CONCLUSION

Adequately connecting the processes related to destination marketing, creating an image and creating a destination brand with digital social media platforms is a continuous task of defining the vision and mission and setting goals to be able to properly form strategies that will be the most effective tool for achieving the set goals.

Fully aware of the power of Internet marketing, digital communication channels of social media, the key actors of the tourism industry of the Federation of Bosnia and Herzegovina are launching a promotional campaign on TripAdvisor. Taking into account the facts that Bosnia and Herzegovina, in terms of the tourism sector, has not done similar promotional activities until now and that the demand for tourism products before the COVID-19 pandemic was continuously increasing, and the COVID pandemic practically brought the tourism sector to its knees, there was no doubt whether this campaign should be launched in general.

By launching this campaign on TripAdvisor, the key actors in the Federation of Bosnia and Herzegovina were undoubtedly aware that there is a permanent connection between the form of integrated marketing communication with attention, interest, creating a favorable environment, and encouraging shopping as the basic functions of the marketing communication process.

Therefore, together with the USAID tourism team and experts from TripAdvisor, a specific promotional performance strategy was created. In this way, they observed this performance as a whole, which, in addition to the post-pandemic recovery, also had a common goal - creating a positive opinion, preferences and buying a product or service, but also a direct influence in the process of branding Bosnia and Herzegovina as a tourist destination.

The results of the first and largest international promotional campaign on TripAdvisor, which aimed to improve and increase the attractiveness of Bosnia and Herzegovina on the international market, focusing on key and priority source markets, are indeed higher than expected. The campaign successfully achieved the set goals, while at the same time surpassing TripAdvisor's benchmarks for similar campaigns, which is proof of the enormous tourism potential of the country. The sponsored campaign operated in the areas of 5 key markets, i.e. countries; Austria, Germany, Turkey, Serbia and Croatia and was aimed at travelers interested in cultural heritage, outdoor and adventure travel. The campaign managed to achieve impressive results, which are primarily reflected in the huge increase in interest in Bosnia and Herzegovina tourist destinations among the users who were exposed to the campaign. Exposed users consumed significantly more content than unexposed users. In particular, there is a great increase in interest in tourist destinations in Bosnia and Herzegovina. The campaign stimulated a lot of attention towards Bosnia and Herzegovina as a whole.

Taking into account the tourism statistics in Bosnia and Herzegovina, which we have presented in part in this paper, it can be concluded that the promotional campaign on the TripAdvisor digital platform was a "complete hit", exceeding all the set goals and generating very good financial results both for the real tourism sector and for the government sector, that is, budgets in Bosnia and Herzegovina.

Certainly, social media have become one of the most important sources of information in recent years. Today, social media is not only used to share personal experiences, photo experiences, videos, opinions, and reviews but also to get a huge amount of information about tourist destinations that can be visited. Social media acts as a communication tool that users rely on when making decisions before, during and after the trip. These are, however, arguments that undoubtedly indicate that social media is becoming a very powerful tool and that its influence on the tourism industry will continue to grow.

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