Crowdworking: Is It Beneficial in Destination Marketing?

by Sri Hartono

Crowdworking: Is It Beneficial in Destination Marketing?

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Abstract—With social media, the opportunities to promote the destination and its amenities online are virtually endless. Crowdworking in tourism industry defines as tourism destination that employ digital natives to tagging photograph and review their experience in visiting destination to their social media with tagging accounts, hastag, communities and people. This research is purposed to develop more understanding about crowdworking and provide answers to how crowdfunding benefit for tourism industry. The result show that Crowdworking create an engagement of digital strategy and the digitally natives to promote the destination trough social media content and this holds an enormous potential for the tourism industry. The more like and subscribe they got means their content has been viewed by a lot of people, and this means the information about tourist destinations in their content has been widespread and will have an impact on increasing the number of tourist visits. The good review noticed by netizen will make good reputation of the destination and will lead to intention tourist to visit. This paper shown the importance of crowdworking and how it can transform the value chain of tourism organisations.

Keywords: crowdworking, intention to visit, tourism marketing

I. INTRODUCTION

The industrial world 4.0 has force the organizations to have sufficient intelligence which is able to understand the complexity situation that occurs [1]; have a high adaptability to change [2]; adequate thinking systems ability to see inter-affection (closeness) in a larger system [3], high learning abilities [4], and highly innovativeness [5]. Basically every competing tourism destination has a desire to be superior to its competitors [6]. Destination management must apply a competitive strategy to develop its destination and to survive in the competition of the tourism service industry [7]. Tourism Business is a business that sells services. Good customer service comes from a work environment that creates more value [8].

Social media become popular and its users gain more power as the authority of marketers and institutions declines. In relation to tourism, marketers and institutions have no longer their ultimate control over the image of their destination or product [9]. Digital tools facilitate the integration of the following five functional properties: information representation, collaboration, communication, interactivity, and transactions [10].

As part of this transformation, tourism destination has increasingly been digitising their destination and making them accessible online to the public [11]. This digitisation allows mobility states, and a new type of resources [12]. Internet has become an important part in tourism, it postulates a positive relationship between Internet use and Tourism development [12]. The internet technologies and social networks rapid development possibly enhance new ways of collaborative work mechanisms to emerge Outsourcing and crowdsourcing became a powerful competitive strategy, reduce costs and spread the wings of tourism marketing.

Nowadays we can witness all sorts of businesses applying crowdsourcing mechanisms to their work and disrupting old business [13]. The term "crowdsourcing" was defined as a mechanism through which firms can out-source work outside the firm to the individuals with the use of the internet [14]. So many Research has their own perception and definitions of crowdsourcing Due to this diverse use of the term and different perspectives on the subject some activities that are being viewed as crowdsourcing by one researcher could not be seen as such by others [13]. Crowdsourcing define as a distributed problem-solving production model that leverages the collective intelligence of online communities to serve specific organizational [13].

Since this digitalization era, there are more ways to promote Tourism, a crowdworking platform is provide a cheap, fast, highly responsive, and highly digitalized skill resources. They provide simple and communicate destination contents in the social media [15]. Crowdworkers should provide minimal but crucial information to those people with high Internet use or Internet addiction and those who love to surf the social media in getting information about the destination. The success of the crowdsourcing platform largely depends on the participation of diverse and large crowd, so the most important thing in this platform was the worker's motivation [13].

This article aimed to answer the big question of worker's motivation in crowdsourcing, the platform or task features which can facilitate their continuous engagement and its benefit in tourism industry.

Crowdsourcing is the act of outsourcing in a large and online environment, but instead to a networked group of individuals, help to solve the firm's problems, motivated to participate in the work effort for a multitude of motivations

[15]. Crowd sourcing takes advantage of intrinsic motivation of the participants, the crowd diversity, web technology, engaged community to overcome the challenges in digitalization era [15].

Crowdworkers allow the firms to reduce the amount of time and budget to bring their new features, products or tourism services of their tourism destination to the market [16].

Crowdworkers use the social media and mobile phones to obtain judgement of from diverse populations [17]. Crowdworkers in tourism were required to view images in high resolutions and uploaded with good review in their social media and include the hashtag for the destination and the travelling communities in social media as much as possible Tourism marketing strategy can bring competitive advantage to a destination [18]. Sustainable organization / competitive advantage is the result that is provided by human resources that are scarce, valuable and unique; customer relations, and systems that provide organizations with a position for ongoing competition [19]. Tourism marketing strategy is the basic thinking of creating a competitive strategy starts with how the business will be developed, what exactly is the goal and what policies will be needed to achieve that goal [20].

The leisure era turns the tourism destination marketing pattern from print media such as pamphlet, leaflet and books, into a testimony content in social media [21]. Attention now turns to exploring the effect of overt and covert communication of discourses of sustainability on destination knowledge and experience in a visiting a tourism destination [9]. Tourism destination marketing in digital is often manifested in a YouTube or social media content which material consist of pleasure, experience, and satisfaction feeling of visiting a tourism destination [22].

Tourism destination marketing is the activity of a tourism destination in creating, communicating, delivering and exchanging all offers that have value to customers and by providing benefits and remaining accountable to society at large [21]. Tourism destination marketing management is all tourism destination activities in selecting target markets, obtaining, maintaining and growing selected customers by creating, delivering and communicating all offers that can satisfy customers also better than competitors [19]. Tourism marketing is systematic and coordinated execution of tourism business policy whether private or state owned to achieve the optimal satisfaction of the identifiable costumers group needs and to achieve sustainability competitive advantage [22].

Intention to visit is defined as the behavior shown by tourism in searching, visit, explore, enjoy, evaluate and spend on products and services issued by a tourism destination [23]. Intention to visit is all activities, actions, as well as the psychological processes that drive people visit, spending money and time, explore the destination and enjoy the amenities produced by the destination [24]. Intention to visit is all activities, actions, and the psychological processes that drive these actions before visiting, enjoying and exploring a destination, using amenities and accommodation or evaluating their products [25].
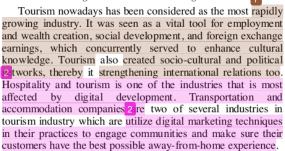
II. RESEARCH METHODS

This study uses qualitative research methods, because the purpose of this study is to determine the effect of crowdworking on revisit intention and sustainable tourism marketing through depth interview, survey and literature review. The independent variable is crowdworking, and the independent are revisit intention and sustainable tourism marketing. The population in this study were tourism industry in Semarang regency, "Chimory and Saloka".

III. RESULTS

This exploratory research is conducted on crowdworkingas a problem that have not been investigated clearly and there is not much information available on it. The purpose of conducting this research is to develop more understanding about crowdworkingand provide answers to how crowdfunding benefit for tourism industry.

A. Crowdworking and Tourism Marketing

Tourism nowadays has been considered as the most rapidly growing industry. It was seen as a vital tool for employment and wealth creation, social development, and foreign exchange earnings, which concurrently served to enhance cultural knowledge. Tourism also created socio-cultural and political networks, thereby it strengthening international relations too. Hospitality and tourism is one of the industries that is most affected by digital development. Transportation and accommodation companies are two of several industries in tourism industry which are utilize digital marketing techniques in their practices to engage communities and make sure their customers have the best possible away-from-home experience.

Social media has changed the tourism and hospitality industry marketing concept. Most tourists determine their travel plans based on reviews and comments on social media. Online media is become the most important key in building good reputation for a tourism destination, it has disrupted the traditional marketing model for tourism industry. With social media, tourism industry players can utilize to build public awareness in increasing tourist behavior, to enhance the tourist visit rate.

The disparately consumption of digital from what it used to be is nowadays people use it for making money. The use of mobile devices is on the rise; people can do anything with their phone. In tourism industry, people can use their gadget to book their airplane tickets and hotel rooms, choose tourism destination by the reviews on social media. It can be said that the opportunities to promote the destination and its amenities online are virtually endless.

Crowdworking is becoming increasingly popular. How the model works and why it could revolutionize the working world? While some people see it as a new phenomenon, others see is as an existing potential for a fundamental change in the tourism marketing strategy. *Crowdworking* is the newest member of the set. The term *crowdsourcing* is a combination of *crowd* and *outsourcing*. It refers to websites that employ people to undertake mainly low-level repetitive tasks such as data entry, ranking URLs on Google, transcribing recordings or

tagging photographs. Crowdworking sites have been criticised for low pay, no security of employment and no appeal if a worker feels he has been unfairly treated [14].

Crowdworking in tourism industry defines as tourism destination that employ famous people (selebgram, youtuber, blogger and public figures) to tagging photographs and review their experience in visiting destination. But nowadays not only famous people participate in crowdworking, digital natives – the youth fluent in using technology are take part in uploading their testimony and experience visiting a destination to their social media with tagging accounts, hashtag, communities and people [14].

The original idea behind crowdsourcing was voluntary collaboration but nowadays people participate for cash rewards. It called crowdworkers. Crowdworking is aimed to creating an engagements of social media and the digitally natives to promote the destination trough social media contents. It's critical that the tourism industry players stay abreast of the latest trends and that they incorporate the most recent technology into the digital marketing strategy.

People believe that the best time of the year can be pricey – not only financially; but searching for the best hotel, the nicest restaurant, the most exciting destinations can also be time consuming and stressful. In this flurry conditions people prefer to see the destination review to decide their visit. This digital marketing initiatives, being able to rely on experiences that others are glad to share with people on the Internet providing a recommendation for a restaurant, travel reports, photo series, and this holds an enormous potential for the tourism industry.

B. Crowdworking and Tourist Intention to Visit

Crowdworking allow organizations to flexibly scale their workforce and hire for a low price labor [15]. Two of the main issues with crowd work are (1) how to secure quality and (2) how to provide incentives for workers to stimulate best performance [15]. Linking monetary incentives to the crowd workers lead to high performance [15]. But in some case, money only leads to more effort and content quantity while quality is not affected [13]. Most of these digital natives are more interesting in how many like(s) do they have. More like means more followers, and it will make more money than the incentives that they got from the destination. More like and subscribe they got means their content has been viewed by a lot of people, and this means the information about tourist destinations in their content has been widespread and will have an impact on increasing the number of tourist visits.

Crowdworking includes advice that customers give to other customers by writing product reviews or uploading information to the content uploaded [15]. It can also help the destination to identify any observable changes in market demand and any other trend of tourism attractiveness. crowdworking is useful in improving customer service; answer and provide solutions to their demands, where customers can share feedback and ideas and make suggestions about existing or new products [15]' It also extend customer participation and engagement with the destination, these will certainly benefit for increasing the tourism re visit intention [23]. The good review noticed by netizen will make good reputation of the destination. A tourist destination with a good reputation will be considered more credible and reliable compared to destinations with a bad reputation. This reputation will lead to intention tourist to visit.

IV. DISCUSSION

A. Effect of Burnout on Turnover Intention

The results of statistical tests show that burnout has a negative and significant effect on turnover intention, this means increasing employee burnout will encourage an increase in turnover intention. The results of this study reinforce previous research which states that burnout has a positive influence on turnover intention.

Employees who experience high work losses will feel tired and dizzy when working so that they are more emotionally and physically sensitive and ultimately feel unable to carry out their work. This will have an impact on reducing job satisfaction and turnover intention [15]

Employees with high burnout have a correlation with low job satisfaction [16], this is understandable because physically and emotionally exhausting conditions make people unhappy with their work. The low job satisfaction will ultimately make employees have the intention to leave, because one consequence of job dissatisfaction is leaving [4].

Future studies need to examine further about the factors that can influence burnout. The results of the study show that burnout is not influenced by one single factor, but is influenced by various factors such as differences in work characteristics with individual characteristics [17] besides that it can also be influenced by the existence of work overload and unsupportive work environment [12]. The organization can make several efforts to reduce errors by restructuring employee workload so that there is no overload that can cause work losses [17].

B. Effect of Employee Engagement on Turnover Intention

Statistical test results show that employee engagement has a negative and significant influence on turnover intention, this means that with increased employee engagement will decrease turnover intention, or vice versa if employee engagement decreases employee turnover intention will increase. The findings of this study confirm the results of previous studies which showed a significant influence between employee engagement on turnover intention.

Employees with high engagement will not feel easily pressured by various job demands, instead they feel challenged to show their capacity, besides employees with high engagement levels will be emotionally bound to make him think again when leaving the company [15]. Employees who are bound to employees have an awareness of the purpose of their role to provide services so that employees will provide all their best abilities. Employees who have high engangement will feel comfortable in the work environment, thereby reducing the desire to move [5].

V. CONCLUSION

The major reason hospitality and tourism companies are so successful at adapting digital marketing strategies is because

they carefully analyze how people interact with surrounding environments while travelling. These insights help them recognize existing customer needs and give travelers what they want to create the "wow" effect and ensure repeat sales [23]. Hospitality and tourism is one of the industries that is most affected by digital development. With social media, tourism industry players can utilize to build public awareness in increasing tourist behavior, to enhance the tourist visit rate [23].

"The world is on your fingertips", means that people can see the world through their own finger and smartphones, that is the opportunities to promote the destination and its amenities online are virtually endless.

Crowdworking in tourism industry defines as tourism destination that employ digital natives to tagging photographs and review their experience in visiting destination to their social media with tagging accounts, hashtag, communities and people [14]. Crowdworking create an engagements of digital strategy and the digitally natives to promote the destination trough social media content and this holds an enormous potential for the tourism industry.

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The existing literature on the crowdworking concept is very limited. This research adds a novel contribution to crowdworking literature and evaluates it and its impact as a source of the transformation of the tourism value chain. This paper creates a new frame of analysis, considering certain empirical applications of crowdworking techniques and opening new areas of research. This work, finally, is of practical importance for practitioners and executives of tourist firms who wants to apply the platform. This paper has shown the importance of crowdworking and how it can transform the value chain of tourism organizations. We are aware that this is an exploratory study and that these transformations need further consideration. Therefore, future research should test the theoretical topics examined on an empirical basis.

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