

MULTIPLE PLATFORM IN TRANSFORMATIVE PUBLIC RELATIONS, CULTURAL AND TOURISM

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Edited By

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Preface by

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(Chairwoman of 1st AICCON)

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PREFACE

The rapid growth of internet use and the use of smartphones today has an impact on the digital technology-based tourism industry revolution. People and businesses connect, exchange and execute transactions in ways never before imagined. The combination of digital platforms, user-generated content and feedback, social media integration, global positioning services, and the use of big data and artificial intelligence, have transformed the way people experience, consume and share information. Public Relations, cultural and tourism are some cases and examples of their growth in many digital base strategies to survive the challenge in disruptive era.

The online travel agency market share increased to IDR 3 trillion in 2015 and is projected to grow 28 percent to IDR 10 trillion in 2020. Digital technology in tourism is used to facilitate tourists in doing seamless customer experience in searching look, book, and pay for tour services. Not only marketing, culture and tourism are also effective with public relations strategies.

Public Relations initially emphasized the function of Public Relations in press agency activities and publicity. Stepping on the modern era, the function of Public Relations has grown to not only focus on these two things but also focus on the process of engagement and relationship building with the public. In the past, Public Relations faced the public only physically, but now it also has to deal with the public digitally or the so-called invisible public. All this happens because we are entering a new era called Disruption Era.

Disruption Era is an era where everything happens randomly, both positive and negative things can become viral in just seconds. Public Relations 4.0 is the era where artificial intelligent and big data era are present. The impact of this phenomenon has not been felt at this time. However, Public Relations must always be aware of this situation. Public Relations is not competing with cross-country public relations, now competing with artificial intelligent and robots and preventing immediate disruptive innovations.

Disruptive innovation is an innovation that helps create new markets, disrupt or damage existing markets, and ultimately replace the previous technology. Disruptive innovation develops a product or service in a way that is not marketable, generally by creating different types of consumers in new markets and lowering prices in old markets. This era makes it easy for anyone to do anything in cyberspace so easily, but it can also be dangerous. Although it initially sounded bad, disruption era was actually an innovation. This era brings the public to all forms of convenience.

The Landscape of Public Relations has changed, where threats faced are no longer only in the real world but also occur in a digital world that cannot be avoided. When conventional methods no longer apply in this era, the most appropriate step is to follow the innovations and changes that occur. This situation makes it clear that Public Relations is no longer limited to initial functions that only refer to press agents and publicity but also must have a strategy in mastering online media in the process of engagement and relationship building with the public. Along with the development of the function of Public Relations, the challenges it faces are increasingly developing.

Era 4.0 is a combination of PR and marketing on the same platform, which involves a digital revolution and technology in it. For example, someone's profile can be seen from the digital track record of what they do in online media and become a big data, so to compare themselves as a public relations with good quality, use social media are wise, friendly and polite because the digital track record is very difficult to remove, and will stick forever in influencing one's image and branding. A good PR must innovate the branding strategy. Brand strategy is needed to build a brand identity that can eventually create name recognition. That is, wherever people call the brand name that is carried, people immediately know what the brand is like and how.

Not all innovation is technological. Although digital transformation has reached the tourism industry in earnest and is gradually changing jobs and customer relations, it is important to understand that technology is not an end, but a means, and that tourism is an individual experience, often shared on- and offline.

In the world of tourism, one issue that has been simplified is travelling itself. The sharing economy has given rise to platforms, which

has undergone exponential growth in services, profits, and number of users. In this context, we need to consider how humans are evolving in the context of a society deeply impacted by technology and, at the same time, how we, the business world, and, consequently, markets all work.

Tourism, as one of the world's transversal economic sectors, has been both witness to and protagonist of these changes. For both public and private tourism entities, ICT has offered indispensable and very powerful tools for Communication, management, logistics, distribution and marketing. It has brought about a digital tourist that is more autonomous, hyper-connected and increasingly demanding, expecting personalized customer service.

One key to understanding this whole change is that technology permeates the reasoning and experiential part of the brain much more powerfully and markedly in the new generations. In the current era of digital evolution, generations understand their environment and the tourism experience differently: some people live in the moment, interacting with all five senses at an individual level, others share it with their close friends and family, and still others do all that and also share it on social media in real time.

This book covers the entire spectrum of cultural and digital tourism and presents the latest findings, examples and cases, highlighting innovations for the tourism industry from both an academic and a practical point of view. The book invites readers to discover ongoing developments and recent trends in fields like heritage and museum management; sports tourism; tourism economics and policy; e-PR, e-marketing and e-business; and many other fields, making it of value to researchers in tourism management, practitioners and policymakers alike. The authors have conducted a literature review and research in presenting their writings.

Culture + tourism + digital Public Relations are three interesting combinations to examine, especially the tourism sector in Asia which is growing so rapidly and becoming one of the country's constant foreign exchange earnings. As an outcome of 1st AICCON, we produced book chapter written by academics and researchers in the field of communication science. Hopefully what is conveyed by the author can enrich the field of communication science studies, specially cultural, tourism and Public Relations fields. As a closing, this era will

require us to change or become extinct, because disruption will lead to the digitization of the system including tourism and culture and its public relations strategy. With the advent of technological application innovations. this book is expected to be able to produce ideas and actions that can make acceleration in preserving and advancing culture in Asia.

Palembang, November, 12th, 2018

Rahma Santhi Zinaida
Chairwoman of 1st AICCON

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