

# Impact of Social Media in Rebuild Destination Image

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**Abstract:** *The growth in the use of social media allied with increasing ownership levels of smart phones indicates that destination marketing organizations of small regional destinations need to pay greater attention to social media and its delivery systems including smart phones. Implications are discussed for managers and stakeholders of small regional destinations, who may find this study valuable in guiding their future social media marketing effort. Social media play a significant role both on the demand and on the supply side of tourism allowing destinations to interact directly with visitors via various internet platforms and monitor and react on visitors' opinions and evaluations of services. The paper defines how social media and communications can be utilized for the destination image rebuilding. It summarizes the main characteristics of social media with implication to destination communication strategy and it deals with changes in visitor's behaviour affecting the destination image. The main objective of the paper is to show that social media as a tool that can help destinations image rebuilding and to remain competitive.*

**Keywords:** Social Media

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