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**DIGITAL BRANDING OF WELLNESS
DESTINATION: THE CASE OF THE ESTONIA**

Master thesis

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This Master thesis has been compiled independently. All works by other authors used while compiling the thesis as well as principles and data from literary and other sources have been referred to.



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INTRODUCTION

This research examines the possible improvement of some approaches, i.e., strategic marketing and digital marketing, and to suggest a conceptual framework to improve effectiveness in the field of promoting wellness tourism destinations by using social media channels. The outcome of this conceptual framework subsidizes and play important role to improve effectiveness and performance of activities of destination marketing organizations in Estonia by approving an integrated approach planted on well-recognized theories.

Destination must design strategy that covers the whole kind of tourism activities, from visit to site to surrounding concerns as well as seasonal issues and understanding to native culture (Buhalis & Amaranggana, 2015, p 377). The social media is considered one of the most used tools to communicate with the potential customers the invention of social media has made the distance between consumers and companies closer by enabling personal interaction (Yan, 2011, p. 688). Around 500 companies are already using some form of social media to connect with consumers and these are increasingly relying on social media to learn more about brands (Naylor, Lamberton, & West, 2012, p. 105). Furthermore, it is obvious that the competitiveness between countries or cities as tourist destinations increase, and each of them is trying to promote their own image (Baker & Cameron, 2008, p. 79). Thus, companies need to keep pace with all sorts of communication channels, including social media (Tsimonis & Dimitriadis, 2014, p. 328).

There is lack of differentiating tourist images in Baltic countries, (Estonia, Latvia and Lithuania) these countries known as similar with their capital city or nationality, difficult to know the difference among the states (Smith, 2015, p. 376). Currently, European destinations are the leader in spa and wellness, with Switzerland and France being the beloved destinations of the rich, extremely competing European destinations are Austria, Italy, Spain, Croatia, Turkey and so on, have been positively providing wellness services and products and having some comparative advantages (Koncul, 2012, p. 526). Eastern

European countries, like the Baltic states or the Czech Republic, which have a widespread spa custom, which is a rapidly growing spa tourism destinations (Voigt, 2010, p. 311).

As a bigger picture, the wellness tourism sector is comparatively brand new in several countries, administration, government and policy makers have no time to build up the essential procedures and structures (Katkeviciute, 2016, p. 9). Therefore, the problems of this thesis are lack of interest from policy-makers and lack of skilled human resources in health industry also an insufficient number of qualified experts measure the potential effect of objects and activities on human health and well-being in Estonia (Lai et al., 2013, p. 67, 142). The main weaknesses of the Estonian tourism are administration and marketing, deficiency of economies of scale, financial limitations, and lack of quality standards, as well as seasonality.

On the other side, nature tourism industry has similar issues which is also part of tourism industry like wellness and spa industry, they have lack of resources for instance funds for general marketing, event managements and to become member of tourism organizations (Roosild, 2017, p. 61). This thesis will high light the lack of marketing to promote services in Estonia, and the best platform for to promote services is social media. Nevertheless, since last few years, organizations and corporations adopted digital media over traditional marketing for couple of reasons (Vladimirskaaia, 2018, p. 6). In this condition writing this research is necessary to promote Estonian wellness and spa industry as well as it will encourage wellness service providers to invest in their employees in highly professional way. The problem of this thesis is lack of marketing of Estonia as a wellness destination. Estonia has a lot of potential in Wellness tourism. The government authorities will redesign the policy which will be beneficial for the wellness, spa and health services providers. All this process will start when there is good marketing plan to promote a destination. Tourism outline differences between ideals and realities, few tourism destinations are unaware regarding sustainability, insufficient framework to handle problems. (Font & McCabe, 2017, p: 871)

Therefore, the goal of the thesis is to find out which social media channels are the best and later on give suggestions to wellness service providers about how to attract people all over the world and promote Estonia as a wellness destination on social media platform.

This thesis will be helpful for the marketing manager in the wellness industry, the outcome of this research will help to recognise visitor motivation, gratification and state of comfort in broader and better ways. The results of this thesis will help the managers to understand how people from different parts of the world see Estonia and which channels are most useful in order to understand the role wellness plays in destination choice, and service and industry development. After that to suggest social media marketing ideas to promote Estonia as a wellness destination and attract more visitors. There is a lack of research in terms of wellness and spa marketing on social media, However, this study will help to fill this gap and to identify the role of the social media marketing to promote Estonian as a wellness destination.

This analysis is done with the help of the following research questions:

1. How social media could help to leverage the marketing strategies to promote Estonia as a Wellness destination (branding strategies)?
2. What are the current trends on social media, which will help to promote Estonia as a wellness destination?

This thesis research has divided into two main parts, first part is consisting of theoretical framework in the field of destination branding and social media and second one is empirical research part. In this thesis the empirical part present logical explanation to the matters stated. This section of the thesis also provides the vital linked information for the empirical analysis. In the end author will suggests for future research, attached resume and appendixes.

To analyse the incorporation of marketing strategies as a branding tool is significant to improving effectiveness and efficiency in spa and wellness tourism destination marketing.

1. LITERATURE REVIEW

1.1. Branding wellness on social media platforms

The following part deals to clear the concepts of wellness. This chapter provides detail the diverse dimensions of wellness, holistic concept of wellness and studies the present condition of the wellness tourism industry and wellness tourism destinations around the world. Finally, definitions of marketing, marketing tourism destinations, and current marketing trends to promote destinations.

Well-being is an evaluation of an individual's quality of life allowing to his own selected, principles. Well-being can generally be referring to the characteristics of wellness, though quality of the life is typically related to an evaluative attitude to well-being. (Anttiroiko, 2018, p. 14), also the words wellbeing and wellness are found in an extensive variety of research for instance, social sciences, food marketing, business and finance as well as everyday social discussion. Wellness and wellbeing also adopted in contexts which circle emotional, mental and physical health and wider mystical features of natural life gratification for instance peace of mind. In the health practice, these two words (wellness and wellbeing) are also adopted far and wide and alternatively. (McMahon, Williams & Tapsell, 2010, p: 282)

According to McMahon, Williams and Tapsell (2010, p. 282), wellbeing and wellness are fundamentally challenging conceptions from the time when those terms are being adopted on a regular basis. The denotation of wellbeing and wellness appears to typify this; they could be a quite subjective relay on the situation in which they are applied.

There are diverse sorts of wellness for instance Alpine wellness, Indian wellness, coastal wellness, et cetera. The fact is that, most of them do not consider that "the most competitive wellness tourism destination is one that creates wellbeing not only for the tourists, but also for its residents while safeguarding a healthy environment" (Voigt &

Pforr, 2014, p. 302). In addition, although most of the wellness tourism destinations consider about dimensions of wellness, they might not be considering the holistic concept of wellness. The wider meaning of health is also holistic wellbeing. (Ahtiainen, 2014, p: 23)

There are different types of dimensions of wellness, most important dimensions are listed and defined as follow:

Physical Wellness: It's related to maintaining and taking actions to spend a healthy lifestyle in our daily life for instance, doing exercises, sleep well, eating healthy to keep us physically active.

Emotional Wellness: The emotionally well person is able to show, control and manage the feelings, for example: anger, fear, happiness and sadness. Emotionally well person have high self-esteem, a sense of humour, and a positive body image.

Spiritual Wellness: The spiritually well person has belief in some natural forces of the universe, belief in social values and ethics. For instance: worship, meditation.

Social Wellness: The socially well person don't feel any hesitation to interact with people or strangers feel connected and maintain positive relationship with community or surrounding. For example: social work, donating money or clothes to needy people.

Occupational Wellness: The occupationally well person has ability to maintain life balance between family, leisure & work, give their skills and talents to work in effective and efficient way.

Intellectual Wellness: The intellectually well person gives much preference to skills, education and long-lasting learning. they involved in activities that enhance their knowledge, foster critical thinking and expand world views. for instance: higher education abroad. (Leslie T. Foster, 2010, p: 11-18)

Destination management organizations (DMOs) came into being because of the need to mount a coordinated effort for planning, developing and marketing tourism destinations. (Morrison, 2013)

The basic wellness framework (Table 1) requires highly skilled professionals of the staffs, world class quality service, pool and jacuzzi, sauna, gym, fitness, diet (Težak, Saftić, & Peršurić, 2011, p.1924).

Table 1. Wellness Basic Framework

Natural Agents	Physical Activity	Anti-stress Programs	Curing Therapy	Beauty Programs
Air, Aromatic herbs, Sea, Sun, Water	Jogging, Hiking, targeted exercises, aerobic exercises, thalassotherapy, Trekking, walking	Aromatherapy, Autogenetic training, Baths, Massages, Thalassotherapy, Sauna, Water treatments, Yoga	Diagnostic procedures, Diet, Therapeutic treatments, post-operative treatments, Rehabilitation, Psychotherapy.	Anti-cellulite treatments, Cosmetic treatments, Surgeries, Manicure, Pedicure.

Source: Težak et al., 2011, p. 1924

In terms of tourism product development, Chaisawat's (2006, p. 4–5) suggested a clear understanding of policy and planning. Chaisawat's model is directly connected and crucial for wellness and spa industry because wellness and spa is part of hospitality and tourism industry. In Chaisawat's model which shows several components, these are political and legal factors, world and regional associations and forums in tourism, social and cultural factors, economic and the last one is technological factors. According to Chaisawat, policies and planning elements exist to fulfil international and domestic tourists and local people's needs and wants of the demand factors. These needs and wants of demand elements involve accommodation, attractions and activities, other tourist services, and further infrastructure. To draw attention is known as 'demand factors', marketing plays a connector role between needs and target customers. (Chaisawat, 2006)

Chaisawat's (2006) further provides an example of Thailand Policy and planning department under the Ministry of Tourism and Sports during 2003–2006, it is quite clear that the plan and policy has its directions particularly in terms of product development towards the sustainable tourism development also trying to consider Thailand to be the dominant network of tourism development between the nearby countries. Other major factors that provide support to the rise the number of tourists' comings to Thailand were forceful tourism promotions and mass marketing.

To forecast the travel behaviour and understanding of travel motivation both play the vital part in tourism marketing, which may create demand and support tourists in decision-making (Van Vuuren & Slabbert, 2011, p. 295). The main purposes of marketing are to develop and provide upmost customer gratification in a profitable way by crating long term associations with clients. Marketing is not considered an abandoned work, it is an idea that is required every business. (Alecú, 2018, p. 224)

According to Kotler and Armstrong (2010, p. 29) marketing as a way by which organizations generate value for clients and create active and long-term customer relationships to get in return value from customers.

Last few years, the field of marketing has shifted from a basic product management approach to psychical product is in focus, on the way to brand management approach. In this path, emblematic and sentimental scopes are additional to the product that may make individual different from others product created to fulfil the similar need. Therefore, extensive recognition and competitive brand image are significant for the customer for acknowledgment of the brand. (Steinlein, 2014, p. 8)

Marketing provide the unique meaning to the business. The marketing department should focus on strong marketing, direct sales promotions, refining brand image and the quality of the service and becoming a customer expert though technology. (Jintana & Mori, 2019) The competition is rapidly increasing day by day and everyone trying to attract more and more customers, which is a serious issue for business. Therefore, there is a huge moved to marketing. (Cooper, Fletcher, Fyall, Gilbert, & Wanhill, 2008, p. 511)

The development of marketing in the wellness business is like all other industries. The purpose for the marketing in the wellness business is the growing of number of the customers who are in need of wellness services and the high level of competitions.

Marketing mix is a collection of number of features which is made into a workable program to make a whole. Marketing mix comprises of several elements that influences marketing efforts. The basic marketing mix comprises the four P's of marketing (product, price, place, promotion). Further three P's (people, physical evidence, process) were advanced added to the basic 4 P's to form the extended marketing P's. The 4P's of

marketing are most important to understand because they were widely used and accepted by marketing professionals. (Koljonen, 2016, p. 20) Furthermore, marketing mix concept tools organization used to continue in a practical situation. Those organization controlled the concept. (Al Badi, 2018). Marketing mix helps to creating brand equity: brand image, supplying strength, publicizing and cost (Yoo et al., as cited in Abril & Rodriguez-Cánovas, 2016, p. 169).

According to Cooper et al. (2008, p. 565), preparing accurate marketing mix strategies need a lot of planning, business management make sure that the marketing mix applied is flexible to adjust to the future change in marketplace. It is pretty challenging to balance for marketing mix in organization. Spa and wellness industry should apply numerous factors which make them different from others when designing Marketing mix.

According to Dann and Dann (2011, p. 4), E-marketing is any sort of marketing actions, which contains some method of communicating technology for its implementation. which mean its outcome of modern technology to the earliest ways of marketing.

The combination of two words social and media create a new term known as social media, which literally mean starting of communication between two individuals on mutual importance, a collection of people, and media is a platform, where people interchange ideas, contents. (Icha & Agwu, 2016, p. 1)

Social media marketing is a way of any direct or indirect marketing, which is cause of creating awareness, identity and represent the idea of a business or a product with the help of social web tools, for instance: content writing, blogging, social networking. (Helanen, 2017, p. 6)

The services of social media are mostly available without any cost; however, the only cost organizations have to bear is to pay the employees, one who is responsible for designing and executing social media marketing strategies and plans. On the other hand,

marketing on traditions ways, for instance, Television, newspaper and media can be costly. (Mattila & Salman, 2018, p. 4)

Few years ago, the ways of companies marketing communication with customers was though regular or traditional channels, for instance, television, print and radio. Since last few years social media and online marketing has advanced the method of business and the customers interaction. Before that, there was no any channels for the customers to communication back. Currently, it is much easier to get feedback instantly. Currently, it is the quickest and affordable is to gather response as does not required any physical appearance to present the feedback. (Tamang, 2018, p. 17)

Also, some businesses are creating content for their loyal customers, they can give reply about the content instantly, asking queries and feedback by comments and appreciate if they like it or not. with the support of social media, several diverse channels and function which can be apply by the marketing managers. For instance, networking, sharing information, viral communication, comments and reporting, reviewing, rating, surveying as well as entertaining. (Helanen, 2017, pp. 6–7)

The increasing number of users on social media channels are meant to get the attention of more customers with the help of active communications, top brands have started designing e-business into their marketing strategies for example: viral advertising/marketing, buzz marketing, as well as social media marketing have turned into new dominant marketing tools on Web 2.0 adopting social media platforms, for instance, Facebook, Twitter, and Instagram to generate buzz or word-of-mouth promotion. (Ozuem & Bowen, 2016, p. 2)

Brands are using social media to promote themselves, social data has become a huge business because brands like PepsiCo, Warner Brothers to study customers' feelings toward them. According to social media analysis company Brand Watch's Chief executive officer "we're at the bottom of the foothills in terms of the kind of global demand for social data" (Kotler & Armstrong, 2016, p. 121).

Miletsky (2010), divided Social media marketing into three elements (p. 81):

Public relations: The extra news created and shared via online groups, this method use to spread it faster and find a target market. It is important that the information provided to the customers must be based on reality to maintain trust, value, and honesty toward the company.

Marketing content generation: referring to content, like videos, images, blogs, tutorials and other should be intended to get the reader's attention.

Viral advertisement/messaging: In this section have entertaining messages (videos, images, text, etc.) surprising games, to encourage users to share the information with the help of social media networks, users can also pass the information to others who are not on social media but using emails etc. The output of these activities is, in a shortage of time millions of people get the message and relevant information.

A social media marketer should include these three elements into a marketing plan, to have knowledge of the customer; to figure out what an individual interested in, their behaviour etc.

The usage of social media in marketing is rising in popularity constantly. In the last few years back 93% of marketers realized that social media is an essential marketing channel; however, in the year 2013, that similar number was 83%. (Kusinitz, as cited in Noor, 2017, p. 13) Social media is one of the quickest platforms whereby one will get brand visible to a large number of audience as well as attract new and prospective customers (DeMers, as cited in Noor, 2017, p. 13).

At some points digital branding is replaced by digital communication, the reason for that is branding shows a bigger picture, stronger and interrelated to the business strategy and brand planning (Bäck et al., 2018, p. 4). Digital marketing can be defined as “a projection of conventional marketing, its tools and strategies, on Internet” (Piñeiro-Otero & Martínez-Rolán, 2016, p. 38)

The charisma of the business is digital branding, development of the services and products designed with collection of comprehensive experiences that an individual has with specific brand, which take in things in the same manner with visual identity, but now also includes much more important and influential touchpoints such as social media interactions and online reviews. (Rowles, 2018, p.1) The touchpoints can be defined as,

a customer touchpoint is any sort of information which move from supplier to customers or vice versa. (Rawson, Duncan, & Jones, 2013, p. 25)

Is it significant to highlight the personality branding in this research, because personality branding play very important role, Brand personality is defined as a series of individual character which linked with a brand. Aaker (as cited in Parks, 2018, p. 2) defined that, the brand personality is the set of individual aspect linked with a brand. Aaker (as cited in Parks, 2018, p. 2) compared brand personality contrast with human qualities.

Aaker (as cited in Filkovskaia, 2017, p.11) further advanced the range of brand personality practically within human aspects that consist of following five elements: Sincerity, Excitement, Competence, Sophistication, and Ruggedness (Figure 1).

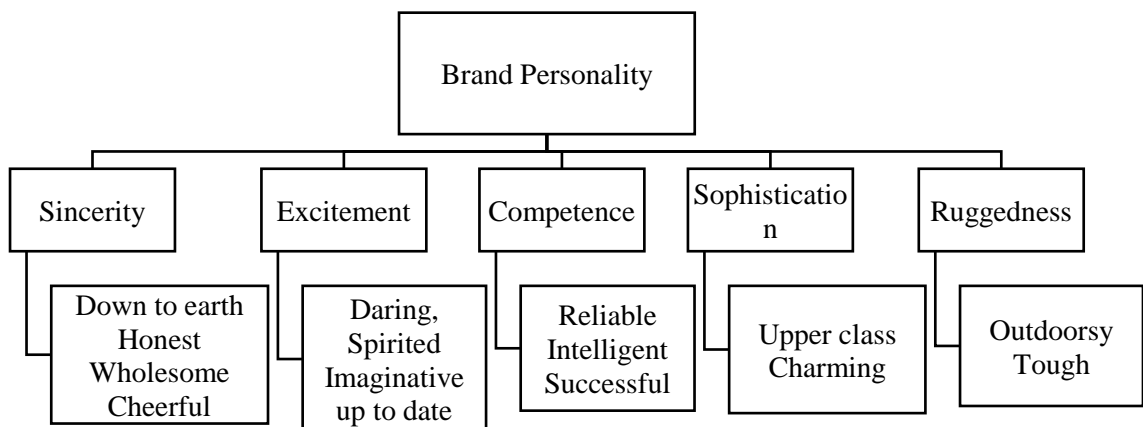


Figure 1. A brand personality framework. Source: Aaker as cited in Filkovskaia, 2017, p.11

The conceptual model of destination competitiveness was suggested by Ritchie and Crouch, the ground of that model is comparative and competitive advantage concept. Based on destination's assets endowments and facilities to strengthen the resources, the model identifies destination attractiveness. the impact of macro-environmental forces for instances: finance, people and society, terrorism, etc. also competitive micro-environmental factors (labor, distribution channels and suppliers etc), which influence the working of the tourism structure connected directly with destination. the model categorized into five important part, these are the conceptual factors of destination competitiveness. The sum of destination competitiveness attributes, which identifies in the model are thirty-six. (Crouch, 2008, p:2)

Followed by Ritchie and Crouch, Sheldon and Park (2009) designed the idea of destination competitive and sustainability to be more suitable in the wellness tourism situation. (Konu, Tuohino and Björk, 2019, p: 13)

Furthermore, Sheldon and Park (2009) explained that, without the base aspects and assets for wellness tourism it is essential to analyse them, because it would not be feasible to evolve the roadmap for wellness products, it all goes smoothly, if destination explain the fundamental framework and ensure access to the zone.



Figure 2. A model of sustainable wellbeing destination - Sheldon & Park, 2009, p: 14. (compiled by the author).

In above mention a model of sustainable wellness destination figure, wellbeing destination development and management related to human resources, training, education, networks of actors and quality programs. Wellness destination policy and planning refer to strategic planning, vision, goals, policies network collaborations monitoring and evaluation. Core wellbeing resources and attractions mean unique wellbeing destination features for instance, natural and cultural resources, traditional healing / therapeutic / wellness / wellbeing resources. Supporting wellbeing resources and factors mean infrastructure, superstructure, hospitality, destination atmosphere (a sense of place). (Sheldon & Park, 2009, p: 14)

1.2. The History of Wellness and Spa

Hippocrates, the renowned philosopher, Hellenistic physician and believer of natural ways of healing, considered that “Water is the best” (as cited in Smith & Puczkó, 2013, p. 22).

At the beginning of the 70s the very first time, the concept of wellness was introduced. However, in the last one and half decades that concept has had an increasing reputation. It is generally grounded in the fact that its core lies in the person’s awareness regarding active lifestyle and the way one’s selecting to achieve the finest level of wellbeing. The current wellness notion originates from the backgrounds in the USA and Western Europe, nevertheless, its basic values initiated with the earliest nations of Asia, Egypt, Greece, and Rome. (Kazandzhieva, 2014, p. 2)

The eighteenth and nineteenth periods were a wonderful era of spas in Europe. In nearly every state, tourist resorts raised up around springs and providing the pattern for advanced development in specific tourism urban landscapes. Truly spas created the regulations to build towns on providing leisure facilities for tourists attracted by nature. (Frost & Laing, 2017, p. 14)

According to Erfurt-Cooper & Cooper (2009, p. 3) spa history is probably more far older than in Europe to the Greek and Roman. In America use of thermal and mineral spring’s culture thousands of years old to the indigenous peoples of the Americas. The Indus valley civilization, China and Japan and the Polynesian people in the Asia Pacific areas, they used to of using the waters or bathing for a solution of health and leisure reasons.

After the Second World War and with the rise in welfare, spa treatment became available for the common man in many European countries, mainly owing to reimbursement by state medical systems. new activities and treatments were presented, and balneology, hydrotherapy, and physiotherapy experienced the main advancement. Earlier to the 1980s, Spa internationally recognized as an industry. Every continent had exclusive places and distinctiveness dedicated completely relaxing mind, body and soul. (Ellis, 2008, p. 69) In the nineteenth century, the market for European spas had developed

especially in Germany; the bourgeoisie was keen to reproduce the etiquettes and customs of royalty and nobility (Frost & Laing, 2017, p. 14).

The rise of welfare and spa treatments became very common for the public in most European states right after the end of the Second World War. Generally owed to recompense by state medical systems. (van Tubergen & van der Linden, 2002, p. 688)

In the northern European countries especially in Baltic countries (Estonia, Latvia, and Lithuania) they have an extended repetition of tourism related to health and wellness, which is closer to Scandinavian countries like Finland and Sweden, Russia and central and eastern Europe. Furthermore, there are numerous classic thermal baths, therapy centers, spas and sanatoria, most of them are situated near the Baltics sea coastline (Smith & Puczkó, 2014, p. 58).

1.3. Destination Branding

In the last two decay, branding has appeared to develop top importance for the organization. It is considered one of the greatest treasured in the form of intangible assets that a company holds. (Keller & Lehmann, 2006, p. 740).

The American Marketing Association (as cited in Heding, Knnudtzen, & Bjerre, 2009) defined brand as “A name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services to differentiate it from competitors” (p. 9). Brands promote identities and try to build beauty, promise, and provide uniqueness (Bastos & Levy, 2012, p. 347). To survive in the world of the business and set the higher prices, it depends on reputation of a brand. when the customer acknowledged the and value and worth of the product, customers will be glad to pay any cost for that product. once the customer gets the value, then money is not an issue anymore. an excellent brand will support the business, when business get hard. If the brand has good reputation, then it is an easy way to present fresh products and services to the customers, because of the trust and secure in the brand. It also influences the partners to put their efforts harder and smartly, it gives them motivation and inspiring as they are the unit of the success of the brand. (Vaara, 2017, pp. 6–7)

In today’s world destination branding has developed into the most dominant and well-known tool to get the attention of people by offering offers though promotions and advertisements, where there’s every organization want to dominate others, products resemblance and changeable products and exchangeability in tourism markets. There’s are numerous destinations who are popularizing same aspects, for instances promoting welcoming people, stunning views, vivid beaches, blue seas. (Ekinici, Sirakaya-Turk, & Baloglu, 2007, p. 433)

The essence of brand notion has been studied in order to get the most advance and broad knowledge of the subject. This is the fundamental understanding of the branding features, which will be beneficial to take this research into the next level. Thus, it seems realistic to take the idea of digital branding into broadly examine the phenomena. In conclusion, it is important (from marketing point of view) that to have completely understand of wellness tourist’s activities, needs and desire also it is vital to consider designing products

and services which create benefits to fulfil the expectations of branding of wellness destination.

It is important to shed light on the destination's basic concepts; destinations are the focal point of the tourism business. From the point of view of the tourist the selection of destination is based on what it has to offer, is the motivation of their travel decisions. Destinations are boundlessly diverse in both sorts and scales. At one point a destination may be a whole country. Tourists mark an extensive variety of places as a destination. (Hsu, Killion, Brown, Gross, & Huang, 2008, p. 398)

A destination is a place which offers mixture and varieties of tourism products and services, which are consumed under a brand title of the destination (Buhalis, 2000, p. 97).

Tourism is an extremely competitive industry and tourism services and products are readily changeable. The destination offers a wide range of characteristics that contribute to tourists' choices to make the journey the best travel experience. While one feature maybe the main reason for the visit, effectively destination marketing takes account of the combination of features and their inter-relationships all of which contribute to the tourist experience. The combination of features comprises the destination mix. (Hsu et al., 2008, p. 399).

Destinations offered wide ranges of facilities to make a reputation of the location. Some facilities are in a grouping with infrastructure services, provide the simple needs to both visitors and local residents. Some services or facilities are mainly focused on visitors. For instance, Accommodation possibly will consist of a wide range of hotels and motels, bed and breakfast operations, caravan service and so on. It also contains internal and external entertaining activities, wide spaces and parkland, outlets and restaurants. (Hsu et al., 2008, p. 399)

The attractiveness of events by the side of a destination can boost visitors' pleasure with life and happiness (Kruger, Saayman, & Ellis, 2014, p. 649). Some built attractions are enchanting because they are connected with the destination's olden times. The difference between natural and built attractions is not well defined and plentiful destinations offer attractions that have both natural and artificial components. (Hsu et al., 2008, p. 402)

Tourism infrastructure is considered the foundation of tourism development, and a base for practice and effective use of destination resources. Infrastructure destinations include basic services for tourists, for instance, water supply, power (electricity) and waste throwing away that are as well part of infrastructure accessible to local residents (Jovanović & Ilić, 2016, p. 289).

Transportation is a component of the destination mix in two senses. First, transport related to how tourists reach the destination, a fundamental consideration in developing a destination marketing strategy. Second, once they have reached the intended destination, transport is important in providing access to the attractions offered there. (Hsu et al., 2008, p. 403)

In destination infrastructure, development of transportation services counts most important in order to reach tourist destination for visitors. When the tourists reach the destination, it will increase the effectiveness of human resources at the destination. (Jovanović & Ilić, 2016, p. 289)

Hospitality services are provided by the local community, which is hosting and providing personal services. It is very attractive for tourists to enjoy the local culture and lifestyles. It is also important to educate the local people must recognise the value and benefits of tourism. (Morrison, 2013)

In conclusion, to understand the concepts of destination marketing, it is important to know the idea of the marketing mix. Its study shows, that destination mix is an industry of various commercial sectors, each of which plays a role of the complete experience that tourists appreciate while visiting the destination.

1.4. Social Media Channels

As it discussed above that the usage of social media in marketing is rising in popularity constantly. The social media is having most of the features of brand and customer relationship. Social media is customer's design media because of it functioning in two directions assembling among business and clients. Some customers feel glad to be part of their views and involvements within a brand, as well as they want to be heard.

The one of the important tools of social media is to be adopted for the ambition of direct and digital marketing. In order to communicate with regular and prospectus customers to create authentic as well as long term relationship though countless of platforms. The purpose of the ground of social media channels are classify within blogs, social networking websites, content writer and so on. every section of the group is accountable for certain sort of digital entertainment. (Rumiantceva, 2019, p. 10)

Facebook, Youtube and Instagram through these medium of social media, a better communication connection with the regular clients can be shaped, not just only exchange of information. Communication with the guests and continuous sharing of knowledge, and information through the medium of social media (Instagram), which leading to next step of durable customer trustworthiness and delivers regular desires for a re-visit. (Renner, 2018).

The gathering and bulletin boards are the channels of interchanging data related to a topic or theme. In the last content amount show adapted type of applications. Which are hybrids and greater wants of a user. (Rumiantceva, 2019, p.13).

There are several social media platforms, for example Facebook, Twitter, Instagram, snapchat, VKontakte, and so on. According to the results of this thesis survey, which shows that, the representatives of social media networking platforms are Instagram and Facebook. The user of facebook can used facebook without any cost it is for interact any individual in any part of the world by just creating an account on it. Facebook run on smart phone and on computer as well however Instagram is a smart mobile based application created for images and video sharing within a community. (Rumiantceva, 2019, p. 13).

Instagram is a free application that able you to share pictures and videos (Nummila, 2015, p. 14). Kevin Systrom and Mike Krieger announced the free social networking service, today it is known as Instagram (as cited in Nummila, 2015, p. 11) 2010. Instagram is a platform, which helps users from increasing their circle of friends by expressing their thoughts and opinions via the formation of various digital content. From marketing point of view, marketing tools used in Instagram is to reinforce associations with existing customers and attracts prospects between over a billion Instagram users.

The content creation and sharing process on the Instagram have following functionalities. photo and video publication, instagram TV, Instagram stories, Instagram stories highlights, and live video. the content groups show the picture of themed sites oriented on a unique target group. (Rumiantceva, 2019, p.14).

Since last few years, number of Instagram's end users has gone up speedily, there were currently one hundred fifty million active monthly users and in December 2014. Instagram hits more than three hundred million verified users (Dinh, 2018, p. 30) It is estimated that instagram followers has fifty-eight percentage more active than facebook also the number of the brands are approx. three times double than facebook. The pure marketing of Instagram hits more than 115% (Vaara, 2017, p. 17).

The users of Instagram have an account as well as newsfeed. a user or business who has created an account on Instagram profile will be found with the nickname or business or organization name in front of. If someone follow the exact account on Instagram is known as follower and the number of followers is one of the measurements of the flying colours of an Instagram account. The maximum limit to follow is up to 7500 profiles. Instagram is application which is available on App store and play store (iOS and Android devices), as a same time it is possible to watched though the websites. (Vaara, 2017, p. 9)

Instagram motivated users to generate content with the help of smartphone cameras as by taking images and uploading short clips, which users can upload directly from the any device for instance, tablets or smart phone. Currently, it is not possible to use application on personal computers or laptop. Furthermore, users can add hashtags by using sign #, make some key words also possible to add current place. (Nhat nguyen, 2018).

Instagram currently have 40 million images which and using, uploading on a daily basis and millions of comments are made per minutes. which progressively make famous in visual messaging in the digital story world (Seyfi, Eyfi, & Soydas, 2017, p. 47).

In conclusion, Instagram is considered one of the best applications for creating brands. Instagram blogs are most important and are linked with journals with the purpose of to express feelings with a in the form of story by special functions for instance: images file, storing sound and mini clips. In this competitive era, business can play a part by leveraging the brand attributes by using Instagram and give tough time to the business competitors. To successfully accomplish a brand on Instagram the business has to completely manage it. (Nummila, 2015, p. 14)

Facebook is a free social media platform which used to interconnect with individuals and public by sharing experience by using own account (Rumiantceva, 2019, p. 13). The Facebook on social media takes a leading position, associated to marketing and promotion of products or services,

One of the most popular and largest social media platforms is Facebook with over 1.71 billion active users also approximately 50 million functioning small business pages. This is the reason it is most popular and important marketing platforms for companies as compare to traditional websites. Business websites also using facebook where business can like and share with the large number of users on facebook platform. (Önder, Gunter, & Gindl, 2019, p. 1)

Facebook is the best platform for marketing and promotion because of huge number of Facebook users. It is suitable for any kind of organization or business whether its small or big. To make it work efficiently, Facebook time by time developing and updating, which is best for any kind of business to update strategies for online promotion and advertisements. (Vo Dai, 2016).

Facebook is one of the main social media platforms and well-known for free platform for free marketing for your brand in order to give awareness to the target audiences. Facebook also offer paid advertisement, which is effective to do marketing on geographical areas for instance, specific continents, towns or nations. Paid ads can target selected continents,

countries, or even individual cities. Facebook is captivating marketing channel to reach consumers of all age especially youngsters, and mostly impressive for growing and new business that do not have enough marketing budget. (Noor, 2017, p. 15).

In the end, Facebook also let on users to communicate as well as stream live video on the website or messenger. This can be open for general public or privately.

The YouTube is a video sharing platform where users can see, like, share, comment as well as upload the videos. (Renner, 2018, p. 71). This video sharing channel owned by Google. YouTube offer numerous aspects to registered users, they can also upload, comments, like the videos as well as subscribe the channels. however, users who didn't sign in or unregistered can still able to see the videos. YouTube also provide service to run conferences and share live videos and manage paid advertisements on YouTube platform. (Noor, 2017, p. 26).

In 2017 worldwide users of YouTube had hits approx.: 1.50 billion, it is estimated that users of YouTube are predictable to maximize to 1.90 billion until 2021. YouTube is second social media platform followed by Facebook, the number of active users of Facebook are 2.2 billion. Benchmarking of Facebook and YouTube is not relevant, because both are dissimilar by their core features, however now Facebook users can enjoy advertisements in video form. (Viertola, 2018, p. 10)

On the other hand, the major expertise of YouTube is which separate YouTube from others like vimeo and dailymotion they are having same services as YouTube, and some social media channels have video content on their webpage. The data of videos on YouTube provide opportunity to the users to find easily relevant content videos compare to above mention social media platforms (e.g.: Facebook and Instagram) also compare to old style methods of marketing for example printed media, radio and television. YouTube is an immense video platform, which can be used for various purposes, for instance, marketing products and services, virtual learning, fun and games, music and art and so on. Youtube is a wide platform and it is continuously developing. (Rodriguez, 2017, p. 14)

The YouTube is a platform which bring together thousands of brands in one umbrella by connects them by their right audiences (Zaitceva, 2018, p. 25). The users of YouTube are working collaboratively with brands to introduce their products and services in their videos. This is scenario the business targeted those influencer marketing and use YouTube users as a brand representative for their company's social media marketing strategy. (Viertola, 2018, p. 10). YouTubers would be more influential as compare to several marketing channels. Youtube viewers were extra excited to be appreciated to hear YouTube's suggestions and ideas related to various states in life. Furthermore, there to be some people, who are curious about latest products and services, or want some advice related to latest and trendy gadgets or fashion, YouTube is the best choice. (Lepistö & Vähäyylkkä, 2017, p. 26).

The twitter is a social media platform use for microblogging, it is a platform where users post short messages or information with total amounts of 140 words, these words posts by users known as tweets, these tweets posts can get attention of large number of audiences by using hashtags. tweets posting is basic function, in addition users can like, comments and share images and it is also possible to share information from other website on own profile, for instance, paste link. Twitter is also famous for exclusively valuable in spreading news and real-time data quicker and to the greater number of audiences. (Noor, 2017, p. 25)

Twitter is allowing its user to apply outstanding colours and contrast, fonts settings, stylish design, simply understandable signs and symbols and exciting pattern. The purpose is to engage the users on twitter by sharing questions and by carrying out viewpoint and consideration on a specific matter. To keep the users engaged and updated retweeting is popular and simple way. (Summanen, 2016, p. 14)

Once user response to someone's tweet, user's followers can also see, the only way not to see that, user might be sent message via twitter's private message. These public and private structures allow and strengthen discussion among users and followers. (Summanen, 2016, p. 14).

2. ESTONIA AS A WELLNESS TOURISM DESTINATION

2.1. Wellness tourism in Estonia

Wellness tourism involves extensive assortment of diverse activities for instance, meditation, thermal baths, yoga and so on. After achieving freedom in 1991, the tourism industry is recognized significant sector of Baltic states of Estonia, Latvia and Lithuania (Cottrell & Cottrell, 2015).

Estonian resort holds all ancient coasts towns Tallinn/Kadriorg, Haapsalu, and Pärnu. The primary bathing for common people developed nearby Tallinn at Kadriorg, in 1813. The royal family were connected to palace and park. In the territory of neighbouring, a bathing founding were created. Wittenau summer estate by Georg Witte together with bathing salon additional in the future. All of these together things together established the utmost favourite leisure and entertaining place for the visitors and guests in the Tallinn. (Nerman & Jagodin, as cited in Kask & Hinsberg, 2012, p. 55)

Estonia believe that they have maximum number of wellness spa hotels per capita as compare to any other country of the world (Cottrell & Cottrell, 2015, p. 322). The most important resources regarding wellness tourism in Estonia is, the services providing in Estonia most focused on characteristically and classical remedial with therapeutic mud and the sea. Nevertheless, the most important Estonian health destination, not only for Estonian but also for neighbouring countries like Russia, Latvia, Finland and Sweden is Pärnu. (Smith & Puczkó, 2009, p. 144)

Pärnu is one of the most well-known destination in the Estonia. It is estimated that around 23 percentage of visitors who came from abroad as well as local tourists had used the services of spa and wellness resorts in 2015 during the summer time. Approximately, 305,000 tourists in Pärnu stopover in health resorts. Majority of the tourists (fifty-five

percentage) were from other countries, most of the tourists came from Finland. (Katkeviciute, 2016, p. 15)

Due to maximum number of spa hotels per capita in Estonia, presently they are using “Health Republic” as slogan for Estonia’s two centuries of spa culture. Since 1820s Pärnu, Kuressare and Narva these are the cities which known as wellness and health resorts since long time.

The therapeutic mud been using for various health issues which includes beauty and relation in Estonia. the scientific investigation is being undertaking on mud to explore, to discover more benefits of mud. (Smith, 2016, p. 6)

Furthermore, wellness related activities are not only popular in Estonia but also surrounding countries, for instance, Finland. For Finns, Estonia is attractive and popular destination for wellness and spa. (Tooman & Müristaja, 2014, p. 106).

2.2. Research Methodology

In this research the secondary data is consisting of current data study by researchers who were not associated with the data gathering originally. Secondary data might be considered to repeat or further spreading the research or to address fresh research questions that were not connected with the earlier analysis of the data. Some data have access to the common people; some are restricted to registered users. (Greenhoot & Dowsett, 2012, p. 5)

Secondary data and analysis are beneficial at all phases of the marketing research process. Nevertheless, it is mainly valuable at the problem description and empirical research design stages. In some cases, if done comprehensively, secondary data collection can figure out the research problem at hand without requiring more expensive phases of primary data collection. (Shukla, 2008, p. 30)

The secondary research of the thesis comprised the scholar's, previous working understandings as well as the knowledge gained throughout the research. For this secondary data, the primary tool was websites for example Google. Most of the work related to secondary research had been finished online data. The reason behind that is it is the fastest way to get information as well as has a large data collection which is easy to access.

Primary data are originated from the research for the specific purpose of addressing the problem at hand (Shukla, 2008, p. 32). Which mean the purpose of primary data is gathering of first-hand information from the individual, who works in the tourism and marketing of research and in some way are connected with the research topic. For example, marketing manager in wellness hotel.

The “new” data generated by the researcher, who is in charge of the design of the research and the collection, analysing and reporting the data. That new data gathered from the primary resources over questionnaire, interviews or observations to discover solutions connected to a specific research project. (Blaikie, 2003, p. 18)

The author notion was to collect data and information from wellness hotels and travelers, in this regards, all forty-seven wellness service providers have been selected from all over Estonia. The name of wellness service providers was available on different websites related to Estonian tourism. The author sent interview questions (twice) via email to a marketing representative and similar post of the hotel as well as wellness service providers. However, no one provide any response.

The method used to communicate with Marketing managers and Spa managers in order to get primary for this research was through email, Skype and face to face interview. The benefits of using these methods of data gathering are that it presents a vivid picture, accurate detailed data from specialists in the field of wellness. The reason for choosing a structured interview is to make sure that the response from the interviewee is important to this study and stays within the range of the research topic and answer honestly. Also, these research questions were designed to allow the interviewee to openly express their opinions and thoughts on the research questions. The author arises with questions earlier and while working on the literature review, as articles and publications provided an outline of the exploration of the thesis statement higher the researcher went about the subject the more questions came up.

On 20th of the December 2018, the author sent a mail to the wellness service providers and requested for an interview according to their choice, for example, type the answers on word file attached in the email, Skype call interview or face to face to visit. Majority of the hotel's managers said they are quite busy and on most of them were on the winter vacation to give time for the interview.

This chapter also focuses on the research methods that were used during this master thesis, the preparation process as well as the target group.

Methodology indicates the actions used to collect and interpret data on a specific topic. It is used to point out directly to the action or tools – the methods – a researcher uses. (Smith, 2010, p. 18)

The word research indicates the systematic process comprising of enunciating the problem, gathering the proofs and facts, analysing the details in order to find conclusions

in the form of solutions or generalizations some theoretical formulation. (Kothari, 2004)
There are various methods to gather facts and figures, among the most useful in thesis qualitative and quantitative method.

This thesis research was also completed in the form of an online survey joining together with quantitative and qualitative research methods. Qualitative method is the collection of data technique involves interview or data analysis (for instance categorizing data) that creates or uses non-numerical data.

Quantitative is mostly used as a substitute for any data collection technique for instance questionnaire or data analysis procedure (for instance graphs or statistics) that creates or uses numerical data. (Saunders, Lewis, & Thornhill, 2007, p. 145)

Research methods have been identified and it involves both quantitative and qualitative method. The survey was open for common public on several social media groups, where social media group members from all over the world participated in the survey.

The Survey was posted randomly on different groups on 25th of December 2018, till 04th of January 2019, so far received 205 respondents answers their opinion towards Estonia as a branding destination on social media. The people who answer the survey questions were also shown selected pictures of Estonia and requested to show a preference for one of them. The author believes that images can be delightful as well as an engaging way to draw attention from respondents to get their opinions. It is quite straightforward to use images and ask an individual to select their choice.

Therefore, the purpose of the survey was to figure out which images the respondents felt the most attractive in order to connect this knowledge to the identification of momentous segmentation opportunities.

The survey of this thesis was divided into several parts. Section one gives information about the researcher, study, the university where this report is going to be submitted and estimated time to complete this whole process of the survey.

The second part is to get to know the travel history of respondents. How many times an individual trip in a year? There was also a free space to specify the name or names of the

countries, where he or she had visited in a year. Another question in the second section was about the motivation factor which motivates an individual to visit a destination abroad. The options were living in a new experience, spending time with family/friends, beach and sun activities, relaxing, fun and recreations, and practicing a sport. As it is mention above, according to Hsu et al. (2008, p. 399). Destinations offered wide ranges of facilities to make a reputation of the location. In this sense, these questions were created to get to know respondents' choice about a destination. The third question was open, to get to know the respondent's dream destination. The last question was about activities respondents as travellers prefer the most at the destination? The options was Sports (Cycling, Golf, Motorsports), Summer activities (beach, cruises, canoeing, fishing), Winter activities (Ice-Skating on Forest Lakes, Ice Fishing Experience, Tour to Husky Park and Dog-Sled ride), Cultural activities (visiting museums and festivals, sightseeing), Wellness activities (spa, sauna, massage, meditation), Gastronomic activities (tastings, cooking lessons).

The third section was about social media to get to know which channels are the most popular. which social media networks do you use most? The options were Facebook, Instagram, Youtube, VK, and the last question was about brand content which attracts you on social media, for instance: good sense of humour, information must be authentic, original, relevant, simple and high quality. From these characteristics, respondents have to select the most important brand content.

Previous studies have been done on this section, which shows that social media users follow brands which keep them updated about products and designs of the brands as well as give them chance to get information regarding discounts, campaigns, and some kind of surprises. Also, some other reasons to follow brands, to get informed about the brands by reading users comments/feedback, emotional connection towards the brand, attracted by followers in millions and family and friends' followings the brands. (Gümüő, 2017, p. 4)

The fourth section provides information to understand how respondent's perception about Estonia. The questions were if you think about Estonia as a Wellness destination? How you explain Estonia in your own word? After these two questions, respondents were displayed few images of Estonia and asked to point out the ones they believe is the most

interesting. Pictures consist of Christmas market in Tallinn, old town and Ariel view of Tallinn, green nature, bathtub, Võru county smoke sauna, Parnu beach, and spa therapies.

Furthermore, this section continues with questions related to images to get to know, what comes in respondent's mind, after having seen these images, how would they describe Estonia as a tourist destination? Respondents had free choice to express their feelings about Estonia in open answer.

Even further, the researcher believes it is most essential to know from respondents if they heard from any sources about Estonia as a wellness destination for instance: local travel agencies, social media channels, friends and family or they don't know about it, that Estonia is well known as a wellness destination, also important to know would they consider choosing Estonia as your next wellness destination?

The last part of the survey was to understand the participants' demographically; this includes age range, gender, education level, nationality and country of residence.

Nevertheless, with the support of google form, it is an effective tool and made survey task stress-free to collect the great number of information within an outstandingly shortened time, the result of online survey not only save the time also rapid and straightforward to scrutinize because of auto programmed in data input and control.

The Google Forms were used due to fast, reliable and easy sharing. The questionnaires were published in the social media channels for instance Facebook groups, VK and sent via email. All the questionnaires were categories.

2.3. Data Analysis

The questionnaires were sent to wellness service providers all over the Estonia, however they didn't response. I called to few hotels to give answers the questionnaires, however most of them said, they don't have time and not interested in any questionnaires for research thesis. Therefore, author decided to review their social media channels, for the purpose to suggest a conceptual framework to further improve effectiveness in the field of promoting wellness tourism destinations digitally.

The author found there are several social media websites that allow visitors to give feedback about a wellness service as well as rate them. After data collection, data analysis was carried out. Similar method of data collection, data analysing, and tool was used in Hassan (2017) study. It made the process of analysing great amounts of versatile quantitative information effective, flexible, and smooth.

However, the author found survey is the greatest way and quickest way to the best results. On other hand, survey results of this thesis were also conducted in the way of an online survey merging together quantitative and qualitative research approaches. The survey was shared on numerous Facebook groups, more than 200 respondents were requested to evaluate their attitudes towards Estonian as a wellness destination.

In total, 209 respondents took part in the survey. However, about the gender only 198 people answered about it. About 145 (73.2%) of the respondents were female, and 53 (26.8%) were male.

Figure 2 illustrates the age distribution of respondents. Most of the respondents were between the ages of 17 and 34, with the age groups of 18–24, and 35–44 also representing a significant share. based on the findings of the literature review, it can be concluded that in terms of gender and age this is equally correct representation social media users.

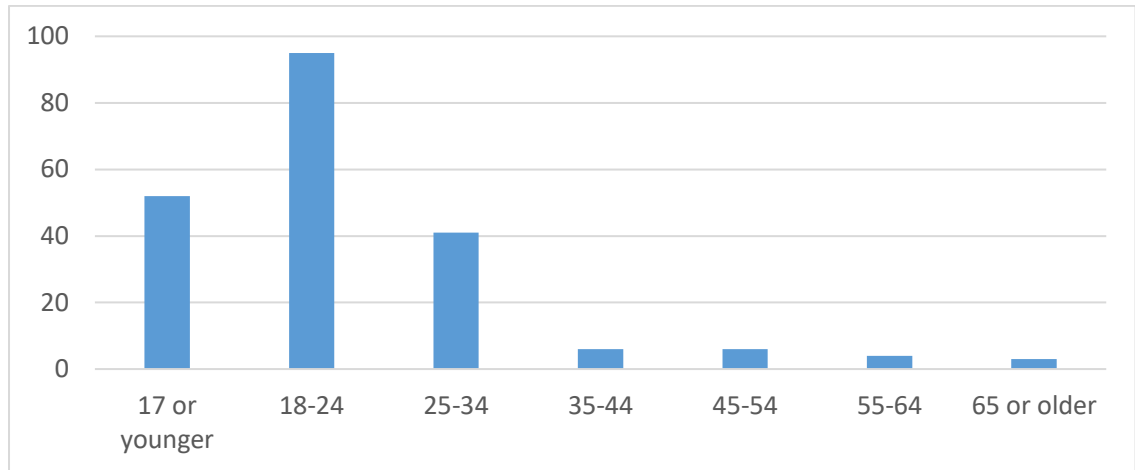


Figure 2. Illustrates the age distribution of respondents

Approximately 68 respondent's selected bachelor's degree as their highest completed level of education, 55 respondents completed their secondary school, 30 respondent's recorded Baccalaureate degree holders, and 35 respondents completed their master's degree. These respondents were from different part of the world who submitted the answers. (Figure 3)

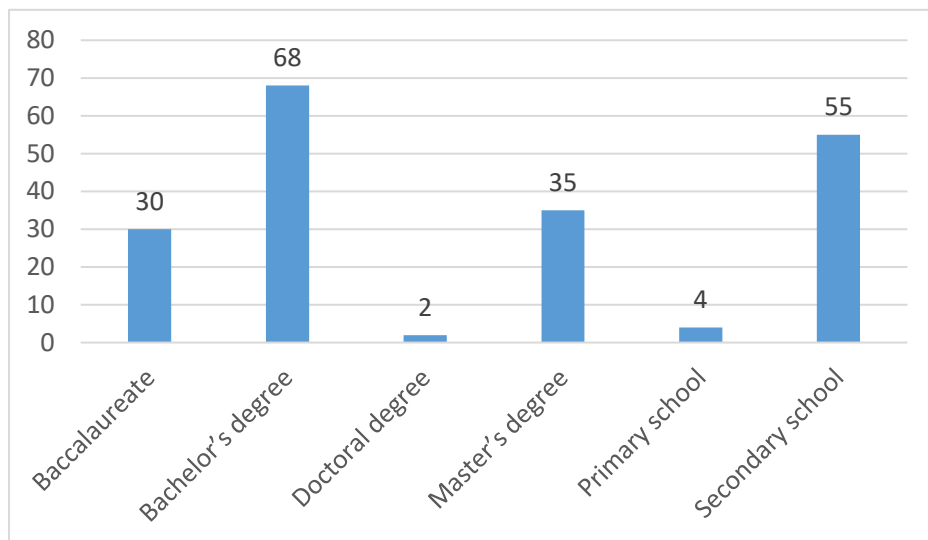


Figure 3. Respondent's Education

The opening part of the survey had the objective of exploring the subjects' previous travel experiences as well as respondents' overall attitudes towards holiday destinations well as the leisure time they interested in. Respondents were asked to answer how many times in a year they have gone on a holiday (abroad) (Figure 4).

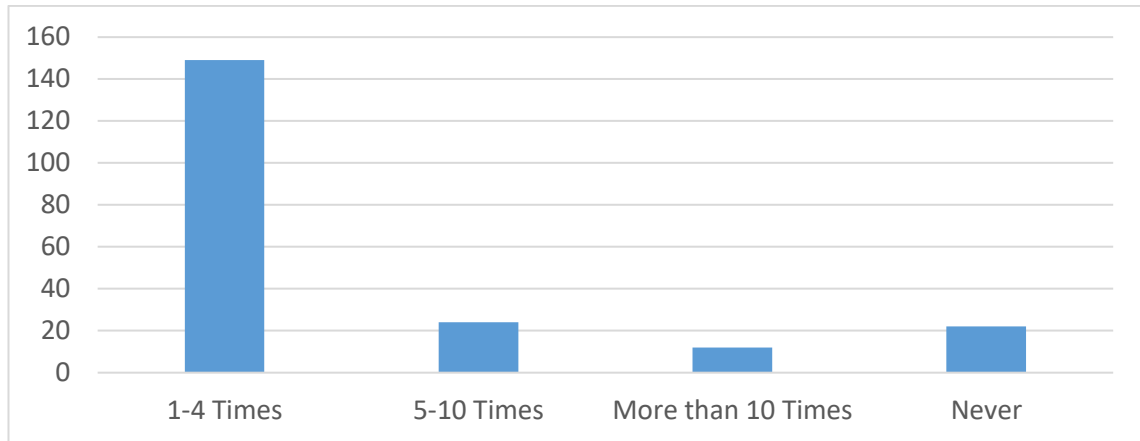


Figure 4. Times gone on a holiday (in the year)

In this survey there were also shown images of different part of Estonia and requested to specify preference for one of them. For instance: question no. 9 which one of the images draws your attention the most? Option A. was Christmas market in Tallinn, Option B. Kaali Meteorite Crater, C. Tallinn city, D. Tallinn old town. Second question was about motivation to selection of a holiday destination. Majority of the respondents prefer living new experience is main motivating for selecting a destination for holiday. The second-high response was about spending time with family and friends. (Figure 5)

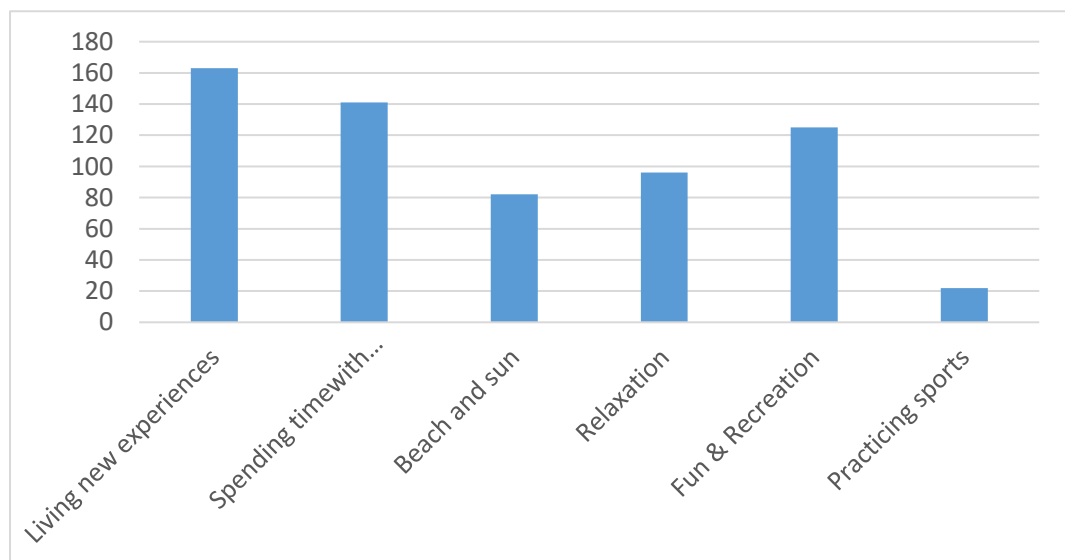


Figure 5. Motivation for selecting a holiday destination

Respondents were asked one is their dreams holiday destination, the answers from recorded from 197 respondents were recorded. The survey questions were planned to be

as fair minded as possible yet vivid to reach validity for the research. sharing the link to the survey on social media confirmed that all subjects had at least some kind of experience with social networks.

Moreover, as the examination method was in the type of an online survey, there was minimum control over the condition in which the participants responded the questions also there was no way of confirming that all responses were based on truth, or even if the respondents accepted the questions in the intended way.

In this survey, participants were requested to answer about dream holiday destination, where they would like to go for holidays. The survey results show that, participants holiday destinations are Australia on the top, followed by Japan, United States of America, Iceland, New Zealand, Brazil, Caribbean Island. The participants dream destinations are mostly far away from Estonia.

In social media section of survey, the respondents were asked to answer questions related to social media usage, in order to examine the usage of social media by the respondents. In this section, respondents were asked to select about social media channels which they be keen on and spend time most. Majority of the respondents selected Instagram as a most liked social media platform. the Facebook which was the second most liked or used social media channel and YouTube was third most liked. This results also shows that Facebook, twitter and YouTube are popular among men under the age of 18–35 and females mostly interesting in Facebook, Instagram and snapchat. Google+ and Snapchat was equally popular among; most of its users were under 30 years old.

In the same section, next question was asked from respondents about one of the characteristics do you consider as the most important for brand content on social media? The evaluation of various brand content characteristics from total of 208 respondent recorded response for that question, the most followed brands must have to be Authentic about 32 percentage respondents select this option followed by Original 22 percentage, Informative 15 percentage and 13 percent respondents selected Relevant. which shows that information provided on social media channels must be Authentic or trustworthy. There were no important connections among content preferences and users of specific

and all, Estonia's as a holiday destination required a strong marketing to promote the true meaning to Estonia to the world.

On the other side, when respondents were asked about if they heard from any sources that Estonia is known as a wellness destination? Approx. 160 the respondents had recorded response which shows that majority of respondents Don't know about that. This number was quite impressive as compare to family/friends which was about 30, followed by the number of social media channels 14, and local travel agencies only 8 respondents (Figure 7).

Hence, it is proved that social media channels are not very active to promote Estonian as a wellness destination.

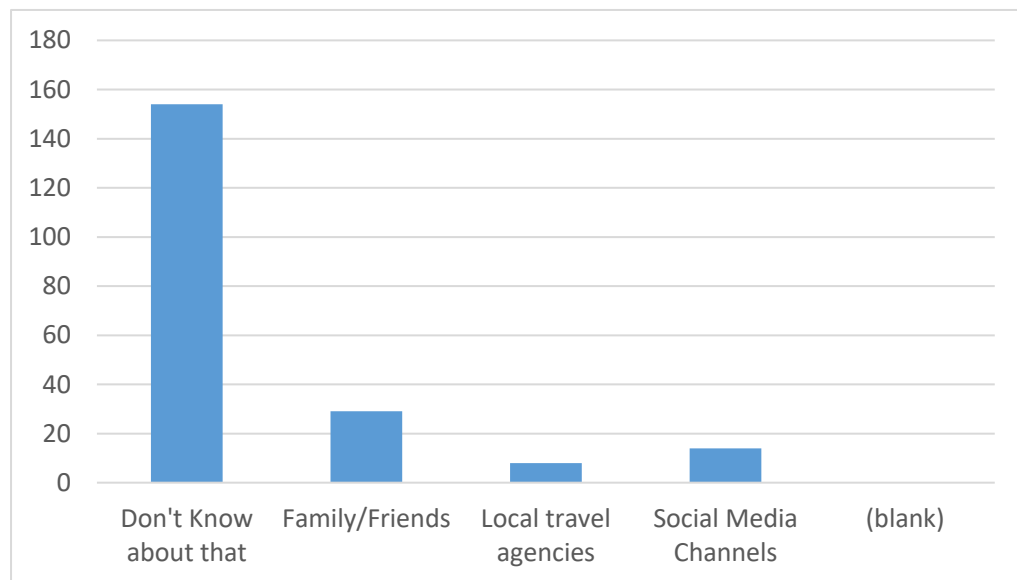


Figure 7. Estonia as a holiday destination

However, due to advance in communication with the help of social media channels, going right back to the source is till today consider the finest method to retrieve response for the behavioural examination. Rather than depending on research companies and secondary marketing data, researcher will get updated data, how people think and what they expecting and social media they use, how they behave just by doing own surveys.

2.4. Discussion and Recommendations

This part of the thesis contains results and compare them with literature data. the results of the survey were very much in accordance with the findings of the literature review.

The finding of the survey was absolutely in accordance with the findings of the literature review.

This research shows that not everybody is aware that Estonia is known as wellness destination and know about Estonia very well. The development and promoting of the tourism sector are extremely significant. Tourism is too narrowly focused in Estonia. The information get form survey is very important to create a strong social media marketing strategy to promote Estonia as a wellness destination by using digital social media tools. Author believe that the growth of the tourism industry is extremely significant, this growth is only possible with the help of strong social media marketing. In Estonia, until now tourism is too narrowly focused and lacking enough efforts on marketing suffered wellness tourism. Majority of respondents have no idea, that Estonia is known as wellness destination, and most of participants were from Europe.

According to Hassan, R. (2017), as it mentions above that best way, after data collection, data analysis was carried out. Similar method of data collection, data analysing, and tool was used in Hassan (2017) study.

Based on the survey, the most popular social media channels are first Instagram (Results of this research are compared with Renner, 2018) and second is Facebook, YouTube and Snapchat. To boost online reputation and increase the guest's engagement, wellness and spa service providers should make some transformation and developments in their social media platforms. The highly fruitful practice of online social media channels is to communicate with the customers.

In the connection with (Rumiantceva, 2019, p. 13) words, that Instagram is a smart mobile based application created for images and video sharing within a community. It is easy and most popular application for sharing pictures and videos, these pictures and videos

can also be used with special effect. If author of this thesis compares results with Hassan, R. (2017, p:64) research, which shows that Facebook was one of the popular social media platforms, however in this research, after the Instagram, the Facebook which was the second most liked or used social media channel.

Furthermore, as (Vaara, 2017, p. 17) mention above that, Instagram has 58% more engagement per follower than Facebook and users interact with brands more than double the amount than on Facebook. During the past four years, Instagram's organic marketing reach is up 115%. Hence it is proved in this thesis research.

It is necessary for all wellness and spa service providers to keep eyes on latest trends of online marketing, give time and do more struggle towards taking high quality pictures and videos. There is no doubt that people and attract towards the content by watching high quality pictures and videos posts. It is also necessary the new purposes of each platforms must be paid attention to as well as marketing future plans should be intended to apply them.

One of the most popular and largest social media platforms is Facebook with over 1.71 billion active users also approximately 50 million functioning small business pages. This is the reason it is most popular and important marketing platforms for companies as compare to traditional websites. Business websites also using facebook where business can like and share with the large number of users on facebook platform. (Önder, Gunter, & Gindl, 2019, p. 1)

Facebook is captivating marketing channel to reach consumers of all age especially youngsters, and mostly impressive for growing and new business that do not have enough marketing budget.

Furthermore, Facebook is accepted and being adopted by destination management organizations to enhance the destinations and boost the location's appearance. This social media platform has been used by the tourism and hospitality industry few years back, and increasingly by tourism marketers (Önder et al., 2019, p. 3).

As it is mention above, that this is a logical way to get significant data in advance, before designing marketing strategies at same time survey give customers a platform to express

their feelings. (Noor, 2017, p. 27). Based on above facts, the author will suggest to marketing managers in wellness and spa industry as well as wellness destination managers, Facebook social media marketing strategies below:

- Spa and wellness service providers should be passionately associate and work as positively as possible in social media networks.
 - Spa and wellness providers emphasize on the value of pay attention and connecting the consumers. Provide extra value for the consumers.
 - Sharing motivational, emotional, knowledge and positive pictures.
 - Now-a-days, it is common to start live video, clients could know what is happening.
 - Sharing backstage stories videos and pictures.
 - As a minimum one post per week
 - Post should be simple and concise.
 - Immediately response to questions asked.
 - Use of hashtag is most important when posting some pictures and videos on Facebook. for instance, #Estonia #wellness # world

In conclusion, Facebook can be used as a leading indicator to help to promote spa and wellness not only within Estonia but also to other part of the world. Future studies could include other Facebook hashtagging to promote wellness destination.

According to survey results, Instagram is the most popular social media channel. Instagram is a popular social media platform for sharing photo. It is also perfect platform for content sharing. The survey result shows that most of the users who use Instagram are under 40 years old.

Suggestions for wellness and Spa service providers to promote themselves on Instagram by: photo and video sharing, this is well-known as an Instagram normal post, develop a feed for members of an account.

Therefore, Instagram is a chain of visual story, wellness service providers could keep update their followers, this post valid for twenty-four hours. This is how to reach to millions of users in the short time.

The next level of Instagram is Instagram live video sharing and stories, which boost a new life in Instagram, Instagram account holders have option to use videos and pictures by editing it and select target audience to show (Vaara, 2017, p. 12).

The author believe that videos can be uploaded with the help of the application. There is an option to upload single or several photos and videos at the same time, the user swipes to each of the photo. Author highly recommended to add the location of your business when uploading or share the images or videos with the followers. Tagging and hashtagging the guests on an Instagram post is also highly recommended, it will attract to prospect customers and present customer feel pleasant.

There are five influential methods for marketing managers to leverage the hashtag system (Nummila, 2015, p. 24):

1. Generating hashtags as well as applying,
2. use hashtag to check current trends.
3. use hashtag to joining discussions.
4. Find prospect customers by using hashtags.
5. Distribution of images with a lot of people.

Other recommendations are wellness and spa hotels should create 4K or higher quality video for marketing purpose. This short video includes how your hotel/spa looks like, how people work, for example: front desk receptionists, marketing department, housekeeping and spa teams, that will give new customers ability to see insight of the business and for that marketing team will be perfect to shoot video to do marketing promotion. To participating in digital health conferences is also a good suggestion.

Furthermore, there are some more tips to increase awareness about the brand by using social media platforms, like Facebook and Instagram (Table 2).

Table 2. Tips to increase awareness by using social media platforms

Facebook	Instagram
Play consumer games for instance: share, like and tag, win accommodation or dinner etc	Stories- to share some interesting event that is happening now
Scheduled posts (post different news or announcements)	share through stories some special offer to get more awareness
Boost posts to get more awareness (important article or work placement)	Promoted stories, for those who are not following on Instagram.
Boost events, in order to get more people to our events.	Regular posts on Instagram and use widespread hastags
High quality Video posts, sometimes video marketing is better than words or text or images, spread awareness.	Snap & Win game
Share the post of partner companies post	Partner companies to use hashtag and mark location.

These are tips to increase awareness by using social media platforms. It is very useful to engage customers by playing games activities for example: if customer's share some posts related to wellness business, like it and tag someone dearest, they could win accommodation or dinner etc.

It is also important to schedule the posts, customers would like to hear and see and learn more about wellness it will be possible by posting different news or announcements.

Boost events, important news or information or even work placement offers in order to get more people to our events provide.

It is also useful to create high quality video 4K or higher quality posts, because author believe that sometimes video marketing is much better and forceful than words or still images.

The author of this research believes that, in upcoming years, the future of wellness industry will be AI (Artificial Intelligent), where the robots will not only provide the best information but also do the other tasks. Therefore, research suggestions are, what will be the role of AI (Artificial Intelligent) in wellness and Spa industry? What will be the scenario after few years, when robots will provide services in wellness industry?

CONCLUSION

The following conclusion can be made grounded on the research. The aims of this research were to suggest conceptual framework which play important part to advance effectiveness and performance of activities of wellness destination marketing businesses in Estonia.

The main research question; how social media could help to leverage the marketing strategies to promote Estonia as a wellness destination and social media currents trends to promote Estonia as a wellness destination? The present outcome of this thesis plays important role to improve effectiveness of activities of wellness destination marketing in wellness and tourism business organization by approving an integrated approach planted on well-recognized theories.

This thesis investigated the conceivable development of strategic marketing and digital marketing approaches, in order to suggest a theoretical agenda to advance the performance in the area to promoting wellness tourism destinations with the help of social media channels.

This thesis high-lighted the lack of marketing to promote services and found the best platforms to promote services is social media.

The development and promoting of the wellness tourism sector are extremely significant. Tourism is too narrowly focused in Estonia. Therefore, The goal of the thesis was to figure out, the social media channels, which are the best and later on provided the trendiest suggestions to wellness service providers about how to attract people all over the world and promote Estonia as a wellness destination on social media platforms also this research also useful and supporting for the managers, to understand how people from other part of the world see the Estonia and which channels are most useful in order to understand the role wellness plays in destination choice, and service and industry development. This will help to promote Estonia globally.

Based on this research, the analysis and conclusions about the results was found out that social media marketing is an important tool when businesses are designing their marketing strategies. The reason of it is it has so numerous benefits and only few difficulties. Similarly, if wellness and spa businesses are adopting traditional marketing channels in their marketing strategy, then social media marketing strategies will be a profitable add in present plans as it does not require much investment and a team of experts to be able to run it and it is not time consuming.

Furthermore, In this thesis, everything was defined clearly and provided updated information related to trendy social media channels, for instance: Facebook and Instagram. How to use overall promotion campaign to promote services, and how would take great benefits from this promotion campaign from these profits would appeal to newer customers as well as continue better relationship with current customer in a long-run.

The author believes that in the upcoming years. social networks channels will create broader platforms for marketing spa and wellness business and will be done using social media channels. the forthcoming years advance the live videos and broadcasts on other social media channels.

It is extraordinarily essential in today's era to have an active and assertive social media marketing campaign in which your branding is showing stability, and your business presentations are highlighted and display convincing and attractive. When generating a social media strategy, it's important to recognise organization's current condition and what are the foundation and current resources. The next step will be effective after this that strategy creation can be started.

The main purpose of suggesting social media marketing strategy is to increase the current followers as well as attract new and prospective customers and influence additional potential customers, worldwide. While meeting these goals, it is meaningful to stand out from the competitors and shape the business's brand reliable and fortify its image.

After visiting and reviewing websites and social media channels of Estonian spa and wellness hotels most of them do not have a durable marketing strategy or any sort of

marketing plan. Most of the businesses active on social media sites, those businesses presently present on Facebook, Instagram, TripAdvisor and Booking.com. These channels are used for spreading, marketing and to boost awareness and share data among the customers. However, author of this thesis achieved the goals of this thesis, which are to find out which channels are so popular and later on give suggestion to wellness service providers about how to attract people all over the world and promote Estonia as a spa and wellness destination on social media platform.

The positive aspects of this thesis were that author go through the process of learning and the more author study the newer ideas generated. The author of this research was highly motivated to work passionately to find out the best solutions to promote Estonia as a best wellness destination of the world. The author will highly recommend the wellness service providers, tourism and destination managers to read this research.

In conclusion, it will be very interesting to do research in future related to the role of robots or Artificial intelligent (AI) in wellness and spa services design management. The researcher strongly believes that sooner or later Artificial intelligent will play crucial part in tourism sectors.

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Appendix 1. Survey Questions

Holiday Destination Section

1. How many times (in a year) have you gone on a holiday (abroad)?

1-4 Times

5-10 Times

More than 10 Times

Never

1.1 Please specify which country/countries?

2. Which of the following motivate you in the selection of a holiday destination?

Living new experiences

Spending time with family/friends

Living new experiences

Relaxation

Fun and recreation

Practicing sports

3. Which one is your dreams holiday destination?

4. Which activities would you like the most?

Sports (Cycling, Golf, Motorsports

Summer activities (beach, cruises, canoeing, fishing

Ice-Skating on Forest Lakes, Ice Fishing Experience, Tour to Husky Park and Dog-Sled ride

Cultural activities (visiting museums and festivals, sightseeing

Wellness activities (spa, sauna, massage, meditation

Gastronomic activities (tastings, cooking lessons

Social Media Section

5. Which social media networks do you like?

Facebook

Youtube

Twitter

Instagram

Google+

Snapchat

VK

Others

I am not on Social media

6. Which one of the following characteristics do you consider as most important for brand content on social media?

Authentic

Informative

Funny

Original

Relevant

Simple

High Quality

Estonia as a Wellness Tourist Destination Section

7. If you think about Estonia as a Wellness tourist destination, what are the first associations that come to your mind?

8. How would you describe Estonia as a tourist destination in your own words?

9. Which one of the following images draws your attention the most?



10. Which one of the following images draws your attention the most?





11. What's comes in your mind, after having seen these images, now how would you describe Estonia as a tourist destination? (in your own words)

12. Have you heard that Estonia is well known as a wellness destination from any sources?

Local travel agencies

Social media channels

Family / friends

Don't know about that

13. Would you consider choosing Estonia as your next wellness destination?

Yes

No

Maybe

Demographics Section

14. Age groups

17 or younger

18-24

25-34

45-54

55-64

65 or older

15. Gender

Female

Male

Other

16. Education

None

Primary

Secondary

Baccalaureate

Bachelor's

Master

Doctoral

17. Nationality

18. Country of resident

RESÜMEE

WELLNESS-SIHTKOHTADE DIGITAALNE BRÄNDIMINE (EESTI NÄITEL)

Humair Kazi

Käesoleva töö eesmärk oli soovitada võimalikke meetodeid SPA- ja terviseteenuste pakkujatele / spetsialistidele, et kasutada oma turundus- või müügi edendamise tegevuses sotsiaalmeedia väärtuslikke aspekte, et hoida sidet praeguste klientidega ja meelitada uusi kliente ning edendada Eestit kui tervise- ja SPA- sihtkohta maailmas. Käesolev uurimustöö pakub kontseptuaalset raamistikku, et veelgi parandada tõhusust turismisihtkohtade digitaalsel edendamisel.

See töö on jagatud kaheks osaks esmaseks ja sekundaarseks uurimistööks. Esmaseid andmeid kogutakse online-uuringu abil, mille eesmärk oli mõista, millised sotsiaalmeedia kanalid on populaarsed sihtkoha edendamiseks ja Eesti tajutava kujutiste mõistmiseks. Mis aitab kaasa sotsiaalmeedia turundusstrateegiale, et suurendada praeguseid järgijaid ning meelitada uusi ja tulevase kliente ning mõjutada täiendavaid potentsiaalseid kliente kogu maailmas. Sekundaarne uurimine hõlmas töö koostaja varasemaid tööalaseid arusaamu ja teaduse käigus kogutud teadmisi.

Selle töö tulemused näitavad, et sotsiaalmeedia turundus on oluline vahend, kui ettevõtted kavandavad oma turundusstrateegiaid. Põhjuseks on, et sellel on nii palju kasu ja vaid vähesed raskused. Samamoodi, kui heaolu ja SPA ettevõtjad kasutavad oma turundusstrateegias traditsioonilisi turustuskanaleid, on sotsiaalmeedia

turundusstrateegiad praegustes plaanides tulusad lisad, kuna see ei nõua palju investeeringuid ja ekspertide meeskonda, et seda juhtida ning ei ole aeganõudev.

Antud lõputöö tulemused on kasulikud tervise- ja SPA - teenuste pakkujatele sotsiaalmeedias turundusstrateegia rakendamiseks ja suurendada praeguseid järgijaid ning meelitada ja mõjutada täiendavaid potentsiaalseid kliente ning edendada Eestit tervise sihtkohana kogu maailmas.

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22/05/2019