Chapter 15
QR Code Advertisements in Tourism Marketing

Evrim Çeltek
Gaziosmanpasa University, Turkey

ABSTRACT

QR (Quick Response) code scanning permits the user to get in-depth info about the scanned item. Applications used for scanning QR codes may be found on nearly all smartphone devices. Travelers who have smartphone, equipped with the proper reader software system, will simply access QR coded info (text, photo, video, web page, etc.) once it is accessible. Travelers could scan QR coded galleries, places, vineyards or monuments once they are visiting and reach the elaborated info while not handling even a travel guide. The aim of this study is to explore the QR code advertisement usage opportunities in tourism sector within the new media age.

INTRODUCTION

Advertising is also a kind of communication that includes a particular purpose to induce or raise customer’s shopping aim. Since the seventeenth century, the advertising on the printing press has become a most popular and reasonable way to promote one’s product or announce information the print media is well accepted. Inside the 20th century, radio stations and television networks have progressively become an enormous market in advertising. Afterward, internet opens a replacement page for advertising. On the web, fashionable and advanced advertisements can communicate with readers, offer up-to-date information, and even gather readers’ feedback for extra usages. Mobile advertising shows another perspective. Mobile advertising implies that advertising via mobile phones or mobile devices through wireless communication technologies. This section of the literature review contains information regarding the usage of QR Codes by the traveler and suggestions for usage of QR Codes advertising for promoting. Analysis was supported the effectiveness of QR Codes for tourism promoting. Additional specifically, the study aimed to attain the following analysis objectives:

- To determine the potentials of the QR code advertising in tourism business.

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To determine the QR code advertising applications among the tourism business.

The quick Response (QR) Code has been used with mobile technology for product information for nearly twenty years (Shiang-Yen, Foo, & Idrus, 2011). The QR Code was nearly sort of a barcode used on product, but the QR Code can contained more information (Demir, Kaynak, & Demir, 2015). A barcode contained regarding twenty digits, whereas the QR Code contained around 7000 characters. To access a QR Code with a mobile device, need a QR Code reader or scanner app. The camera embedded on mobile devices was used to scan the QR Code. The scanned QR Code opened the information on the mobile device. The data from a QR Code varied from free texts, phone numbers, SMS, contact data, to websites. Tourism business can use the website www.the-qrcode-generator.com to make free QR Codes. Tourist scans a QR Code created by the tourism businesses with a QR Code Reader to access the data. The QR Code Reader can store the scanned data inside the QR Reader’s digital history (Susono & Shimomura, 2006).

Today the QR code has gained major industrial quality due to mobile technology. With the rise of mobile technology, it completely effective and additionally the fastest medium for this engaging technology to attain success exploitation QR code promoting strategy, whereas it’s simple, can add value to the tourism business. QR codes provide companies an efficient way to advertise their product that a printed page or a billboard cannot replicate. QR codes can engage customers much better than traditional printed advertisements (Cata, Patel & Sakaguchi, 2013). QR codes are found on magazine pages, billboards, cereal boxes, beverages, weekly advertising papers, and different promoting mediums. A qualitative focus cluster study conducted in Japan found that loyal customers would use QR codes so as to access promotional data and discounted things (Okazaki, Navarro, and Campo, 2013). Even educational establishments, museums, and various public places use QR codes to provide more information regarding an on-going program, a particular event, or an object (Law, So, 2010). The primary goal of promoting is to interaction with a customer or a potential customer. The QR code can facilitate to attain it by providing higher engaging service to customers than different traditional advertisement mediums.

BACKGROUND

QR Code

Quick Response Code or QR Code could be a two-dimensional (2D) bar code developed in 1994 by Denso Wave Corporation (Zhang, Yao, &Zhou, 2012, p. 817; Albăstroiu, & Felea, 2015); QR Code got this name as a result of it was developed to improve the reading speed of complex-structured second barcodes. This kind of code was at first used for tracking inventory in vehicle components manufacturing; currently it is utilized in a diversity of industries and innovative applications (Briseno et al, 2012, p. 222).

QR codes may be applied on labels or wrappings of product, on flyers, brochures, catalogs, billboards, posters, adverts in newspapers/magazines, transporting tickets, invitations to events, greetings cards, business cards etc. depending on the kind of information recognized and therefore the nature of the applying, various actions can follow the decoding stage, like (Rouillard, 2008): a phone number may be automatically dialed, a brief text message (SMS) may be sent, a web page corresponding to the decoded URL (Uniform Resource locator used for localization and identification of resources on the Internet) may be displayed in a mobile browser, an individual’s contact details and indication of a geographical
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