What applications (possibilities) exist to potentially enhance or increase tourism in Saipan through photography?

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Literature Review on the topic of applications that could enhance tourism in the CNMI through photography.

A general browser search by google on October 12, 2018 on the topic of “Photography in Saipan” – resulted in 11,700,00 hits with the majority of publications being photography business here on Saipan and resources that provide information on recent photos of Saipan. The relevance of the topic to the region is obvious as a majority of the articles are about photography businesses here on Island. The photography businesses are Lauren Benson Photography (<https://www.facebook.com/lbensonphotography/>) and Island Image and Motion (<https://www.facebook.com/IIM.CNMI/?ref=br_rs>). Also, there are numerous amounts of sources that display photographs especially recent photographs of Saipan. A website that displays pictures are from Trip advisor (Saipan:Pictures, n.d.) (Bird Island, n.d.) (NMI Photos, n.d.). This presents the idea of how important photography is here on Saipan. The review of literature will discuss the impact of applications from another place of the world, photography in Saipan, the future of marketing, and where the study of applications that could enhance tourism in the CNMI through photography is contextualized.

A publisher for applications has impacted Japan in a great amount regarding tourism. Back in 2011 Fotopedia, an app publisher, teamed up with one of Japan’s major advertising agency. They made an opportunity for Japan to get in touch with people incoming from over the world. They made it able for people who spoke different languages understand what is given to them.

“People can choose to read the stories in Fotopedia Magazine or use the Fotopedia Japan app to explore, discover and learn about Japan and its culture. The app offers 1,300 spectacular photos, interactive maps, information and a trip builder to create your lists of favorite spots or plan your dream trip” (Fotopedia, 2011, para 4).

With the magazines, there is also the app from Fotopedia for apple users which can help travelers understand Japan even more. With the magazines and apps, they have applied photos showcasing Japan. This information will be able to help support my study on how applications could increase tourism. This relates to Saipan because the island can use apps to help build the tourism industry. The residents on island can do a similar movement on how Fotopedia executed with Japan. Without photos, the people wouldn’t know what to exactly see.

Photos can be seen all over the world. It has been the main story teller of history. Without that photography, the people would not be able to process what exactly to think of. Photography serves as a passion for the people, there is something more to it; art. For example, Best Sunshine International hosted a photo contest back in 2016. “With over 200 participants, thank you for a great opportunity for our people to capture that moment said by Governor Ralph Torres” (Press Release, 2016). The governor addressed how 200 people entered photos about aftermath of Soudelor and bringing a reminder of how the community got together. Events like these should happen more because it helps promote photography here on island. The amount of people who entered the contest shows how photography is important within the places we live in. The showcasing events of photography here on Saipan can possibly create a path for the people to help build on island’s tourism industry. The people can upload pictures of Saipan and display the wonders here offered on the island. The power of a photograph can display a deep meaning into people’s lives. Not only that but it can also serve another reason; the future of marketing.

 The future is here; the future is now. As technology advances, other things will improve too, the future of marketing. Social media is now taking over. The people we see in our everyday lives use social media to communicate to each other and advertise their products. “Social media offer opportunities and marketing information for small, as well as big companies, since the Internet does not discriminate” (Doug Motel, 2011). People use this platform to get everything out there since majority of the people are on it. The people wouldn’t need to go out to advertise, it can all be said in that specific application. This source would be able to help support the idea about the study on what applications could possibly enhance tourism in Saipan. There are small and big businesses on island that could start gravitating into the area of using social media more. Small businesses on Saipan become more noticed on island by having the help of social media. With the ability to do so, this could possibly help the business become a tourist attraction and bring in more people to the island; and vice versa for bigger businesses.

 J. Miguéns, R. Baggio, and C. Costa (2008) study investigates online social networking sites. The opinions presented how “online social networking are unsure yet of their future (Miguéns & Baggio & Costa, 2008)”. Since this study was back in 2008, the researchers would not know how things would be in the future. The researchers stated that people talked how there are consequences and effects for social media. The researchers conducted methodologies to collect data on how TripAdvisor impacted the tourism in the city of Libson; stating how consumer, forum, and author review would determine travel planning for tourists. My research focuses on multiple applications that could enhance tourism in Saipan through photography. While this case study focuses on how reviews determine the place of travel planning for tourists on the application, TripAdvisor. I will use this case study to help with either my methodology or background information.

This essay summarizes the literature reviewed for the student’s research investigation on applications(possibilities) exist to potentially enhance or increase tourism in Saipan through photography. Photography should be an important use for tourism because it gives the tourist an idea of what they want to see. Being able to have photos of where people want to go to would make it a more credible place. Saipan can benefit from applications that use photography because It would show more of the island. There would be updated and higher quality pictures of the island for people outside to see. With technology being used more and more everyday, the use of applications for tourism can benefit a lot. The impact of an application at another place of the world, photography of Saipan, and the future of marketing were highlighted.

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