

عنوان مقاله:

Balancing Interests in the Field of Tourism Based on Digital Marketing Tools

محل انتشار:

فصلنامه مدیریت فناوری اطلاعات، دوره 14، شماره 7 (سال: 1401)

تعداد صفحات اصل مقاله: 19

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خلاصه مقاله:

Digital technologies are actively implemented in all areas of tourism. The article identifies the main areas of balancing interests in the field of tourism on the basis of optimization of digital marketing tools. Analytical research has shown that a set of sales channels in the Internet environment and a set of tools are formed, depending on the marketing strategy of the travel company. The main tactics and tools of digital marketing in tourism are highlighted. These are: the company's website, digital marketing channels - online channels for promoting and attracting customers: SEO, online advertising, email marketing, sales funnel, content marketing, teaser advertising, SMM, etc. The study proposes the application of portfolio investment theory to optimize investment in digital marketing tools to achieve a specific goal. The article uses a method of building a mathematical model that will optimally distribute financial investments in digital marketing. Thus balancing of interests in the field of tourism on the basis of digital marketing tools is offered on the basis of KPI indicators, according to the allocated purposes.

کلمات کلیدی:

Balancing interests in tourism, Digital - marketing, Portfolio investmen, KPI, Tourism

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