

عنوان مقاله:

Investigating the Impact of Digital Marketing Management on Sustainable Development

محل انتشار:

پانزدهمین کنفرانس بین المللی پژوهش های نوین در مدیریت، اقتصاد، حسابداری و بانکداری (سال: 1402)

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خلاصه مقاله:

Since the beginning of time, humanity has always strived to find solutions for daily issues and problems. It is crucial to plan for the future to ensure one's security and well-being. As we move forward, it is important to utilize our resources and surroundings to the best of our ability. Therefore, to achieve our goals and aspirations, we need to take the initiative and come up with innovative ideas to make our dreams a reality. The invention of the computer and the Internet is one of the most significant technological advancements in recent times. It has brought about a tremendous change in the world, particularly in the way humans use this advanced technology for various purposes. Over the past decade, people have started using computers and the Internet extensively for recreational and entertainment purposes, and it has given rise to a new category called "Tourism". This sector has become one of the most profitable economic sectors in the world and significantly impacts people's life plans. Currently, the problems we are facing are the use of different countries even small and unimportant countries in the tourism industry with passing practices traditional and old and planning macroeconomic goals in the field of tourism with special attention to digital marketing from the phenomenon of virtual or electronic tourism "ETOURISM" to attract our customers to use its profit. It is full of its results and the economic development and prosperity of its respective countries. This study, while dealing with the concept and nature of digital marketing and reviewing its importance, emphasizes the dimensions of this type of tourism.

کلمات کلیدی:

Digital Marketing, Tourism, Management, Sustainable development, Economic development

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