

عنوان مقاله:

Digitalization and Internet-Based Tourism Development of Marcopolo Voyages Company

محل انتشار:

اولین کنفرانس ملی آینده مهندسی و تکنولوژی (سال: 1395)

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نویسندگان:

Aliakbar Pormouzeh - MA Student in English Literature

Faribourz Pairo - Doctoral student in Political Sociology

خلاصه مقاله:

This study is an investigation of Marcopolo Voyages Company to examine the extent in which application of digital services and internet-based tourism corresponds with online web technologies. To administer the study the model of Strengths, Weaknesses, Opportunities and Threats (SWOT) was incorporated. In this descriptive and qualitative study four participants who previously used services of Marcopolo Voyages Company were interviewed and their answers were categorized into related tables according to SWOT model. The most important weaknesses and threats were lack of long-term perspective to tourism, mismatching with new web-services and social network technologies, lack of in-service programs for the staff, lack of multilingual handling of information, inability to connect and cooperate with foreign tourism servicing institutions, airports and hotels. Strengths and opportunities were utilizing the capability of organization to attract the financial support and rewarding of wages to its workers and attracting new workers for better tourism development. Strengths regarding the development of appropriate programs and tours to foreign countries, cooperation and requesting for assistance from other rival companies are valuable strengths required for competition with other companies.

کلمات کلیدی:

Digitalization, Marcopolo Voyages Company, Strengths, Weaknesses, Opportunities, Threats

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