

Electronic Marketing Applied to Tourism Case Study

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Abstract : In this paper, a case study is conducted to analyze the effectiveness of web pages designed in Barbados for the tourism and hospitality industry. The assessment is made from two perspectives: to understand how the Barbados' tourism industry is using the web, and to identify the effect of information technology on economic issues. In return, this is used: (a) to provide interested parties with accurate information and marketing insight necessary for decision making for electronic commerce/e-commerce, and (b) to demonstrate pragmatic difficulties in searching and designing web pages.

Keywords : segmentation, tourism stakeholders, destination marketing, case study

Conference Title : ICEBM 2014 : International Conference on Economics and Business Management

Conference Location : Istanbul, Türkiye

Conference Dates : September 29-30, 2014