

The Impact of Information Communication Technology on Promoting Travel Trade Industry in a Developing Economy, Case Study Nigeria

Authors : Murtala Mohammed Alamai, Abdullahi Marshal Idris, Adama Idris

Abstract : Today, marketing does not only involve selecting target markets, but it also involves communicating with the customers through various means to put across your selling point. Modern marketing involves driving new product development based on customer needs by getting feedback from them. Utilizing the latest technology for better communication with the customers is the latest advancement in Marketing in the 21st century. The survey approach was used where a sample of tourist destinations across the six geographical zones of the country at random was done to ascertain the use of information communication systems in promoting their products and or services, the findings revealed that only a few utilize these modern advanced means in marketing and promoting their products and a need to develop effective and up to date online services for marketing was proffered as solutions to the findings observed.

Keywords : information, communication, travel, trade, promotion

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