

Internet as a Marketing Tool for Tourism Promotion

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Abstract : The Information Technology (IT) has prevailed over all functions of strategic and operational management. The Internet (a product of information technology) has increasingly become a popular medium for marketing. This paper examines the potentials of Internet for tourism marketing. To achieve this, the paper x-rays the characteristics of tourism marketing and examines the application of the Internet in tourism marketing. It is argued that the use of Internet for tourism marketing will not only reach a broad audience and reduce the cost of transaction (by conventional methods used by travel agents in times past), but, will also alleviate the problems of identification, authentication and confirmation of travels/package tours by tourists as well as promotion of tourism industry.

Keywords : internet, marketing, tourism, tourism management

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