Tourism in the Information Age

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Abstract: The main purpose of this study is to investigate tourism marketing in the information age because of the importance and sensitivity. In the twenty-first century as a result of today's increasing competition and product diversification in the tourism sector, tourism businesses must take into account exogenous variables such as new technological developments, commercial experience and consumer demand. In the information age, tourist product consumers tend to reserve their leisure time and expenditure on more active opportunities for different experiences instead of living the same experience again. Increasing the number of agents in the tourism sector, travel opportunities offering different experiences and more intensive use of modern technology helps to present diversification of leisure activities for tourists. From the perspective of tourists, travel costs are still important for buying the touristic products but maintaining a high level of tourist satisfaction is also of increasing importance. Tourists tend to prefer activities that add value. A real tourist product must be able to create value and new priorities for tourists. Therefore this study aims to review recent significant developments in international tourism marketing research and practices. To this end, this study reviews tourism marketing-focused articles.

Keywords: information age, tourism marketing, tourism marketing mix, management

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