Decoding Tourist Behavior in the Digital Era: Insights for Effective Marketing

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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Description:

In today's dynamic digital marketing landscape, understanding and predicting tourist behavior is a significant challenge for businesses and organizations in the tourism sector. Consumer choices are influenced by various factors, making it essential to use innovative approaches and insights to engage with tourists and enhance their overall experience effectively. **Decoding Tourist Behavior in the Digital Era: Insights for Effective Marketing** is a comprehensive collection of papers addressing conventional paradigms and exploring contemporary research methodology advancements. This book offers fresh perspectives to help the tourism sector understand and analyze tourist behavior in the digital era.

The book examines tourist behavior holistically and provides a roadmap for stakeholders to develop targeted strategies and initiatives. By leveraging insights from the latest research, businesses can tailor their marketing efforts to meet tourists' evolving needs and preferences, ultimately enhancing customer satisfaction and loyalty. Public sector organizations can also use these insights to formulate destination marketing and development plans that resonate with tourists, thereby driving economic growth and sustainable tourism practices.

Decoding Tourist Behavior in the Digital Era: Insights for Effective Marketing is designed for academicians, industry players, researchers, and postgraduate students. It offers a deep dive into critical topics shaping tourist behavior in the digital age. From the impact of social media and online reviews to the role of data analytics and emerging technologies, each chapter provides valuable insights and practical strategies for navigating the complexities of the modern tourism landscape. This book is helpful for anyone seeking to understand and leverage tourist behavior in the digital era by bridging the gap between theory and practice.
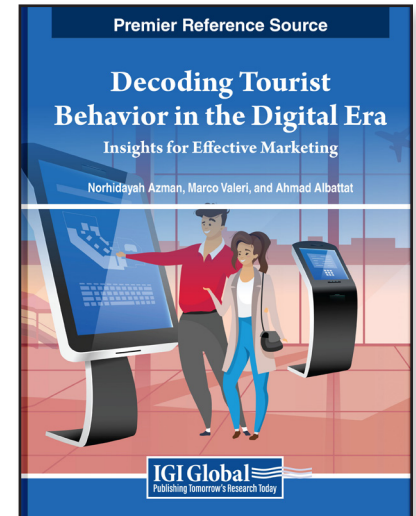
ISBN: 9798369339725   **Pages:** 320   **Copyright:** 2025   **Release Date:** September, 2024

Hardcover: **$290.00**   **E-Book:** **$290.00**   **Hardcover + E-Book:** **$350.00**

Topics Covered:

- Analysis of Tourist Behavior
- Augmented Reality (AR) in Tourism
- Crisis Management in the Digital Era
- Data Analytics and Insights
- Digital Technologies
- E-Commerce Trends in Travel
- Emerging Technologies in Tourism
- Ethical Considerations in Tourist Data
- Evolution of Travel in the Digital Age
- Impact of the Digital Era on Tourist Behavior
- Innovative Marketing for Digital Tourists
- Virtual Reality (VR) in Tourism

Subject: Science and Engineering

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners