Marketing and Big Data Analytics in Tourism and Events

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

In the digital age, the tourism industry faces the challenge of effectively marketing destinations amidst a sea of competition and information. Marketing Information Systems (MkIS) and Big Data Analytics (BDA) hold immense potential. Yet, many organizations need help harnessing their power efficiently. **Marketing and Big Data Analytics in Tourism and Events** offer a comprehensive solution, deep-dive into integrating MkIS and BDA as a strategic approach to revolutionizing tourism marketing.

The book aims to bridge the gap between theory and practice by examining the complexities and nuances of MkIS and BDA in promoting tourist destinations. It provides actionable insights and practical strategies for leveraging these technologies effectively. Readers will understand how AI-driven MkIS and BDA can enhance marketing campaigns, improve customer experiences, and drive business growth in the tourism sector.

This book is not just a resource for academicians, practitioners, industry players, postgraduate students, and researchers; it's a catalyst for your professional growth. It offers a roadmap for successfully implementing MkIS and BDA in tourism promotion, addressing key challenges and providing valuable insights that will shape the future of destination marketing.

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Topics Covered:

- Artificial Intelligence in Tourism
- Big Data Analytics Implementation Challenges
- Big Data Analytics Tools for Tourism
- Database Marketing in Tourism
- Fundamentals of Big Data Analytics in Tourism
- Fundamentals of Marketing Information Systems in Tourism
- Integration of Marketing Information Systems and Big Data Analytics
- Leveraging Marketing Information Systems for Tourism
- Marketing Intelligence Systems in Tourism
- Marketing Information Systems and BDA Integration Challenges
- Marketing Information Systems Usage in Tourism
- Promoting Touristic Destinations
- Techniques for Big Data Analytics in Tourism
- Touristic Sector Analytics
- Tourism Destination Promotion

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

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

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