

Digital Marketing in Tourism

The aim of this course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success in the tourism sector. The course helps students understand digital marketing strategies and familiarize them with the key technologies underlying them. It offers students a panoramic view of digital marketing and provide insights into key strategies using Internet-based platforms. In addition, it focuses on content that resonates with consumers that helps tourism businesses differentiate themselves in competitive markets. Students are introduced to various digital channels and marketing practices, such as online reputation management, social media marketing, content marketing, influencer marketing, e-mail marketing, mobile marketing, gamification, VR/AR. The application of the gained knowledge, skills and competences will help future managers in forming digital tourism marketing plan in order to manage a digital marketing performance efficiently.