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Digital Economy: Die neuen Spielregeln für Unternehmen Marketing for Tourism, Hospitality & Events Ursula Haas-Kotzegger Simon Hudson

Digital Economy: Die neuen Spielregeln für Unternehmen Marketing for Tourism, Hospitality & Events *Ursula Haas-Kotzegger Simon Hudson*

dieses buch erläutert alle aspekte der transformation hin zu einer digital economy und analysiert die auswirkungen auf marketing sales und management der interdisziplinäre begriff der digital economy adressiert zunächst den megatrend der digitalisierung der wiederum als fundamentaler soziökonomischer wandel definiert werden kann welcher durch die verbreitung digitaler technologien ausgelöst wird speziell aus betriebswirtschaftlicher sicht bringt die transformation zur digital economy eine reihe von herausforderungen mit sich der digitale einfluss ermöglicht konsument innen neue wege der kommunikation und somit mehr einfluss auf unternehmenserfolg die interaktion mit kund innen auf allen kanälen und an allen touchpoints ist für marken essenziell um relevant zu bleiben soziale medien haben konsument innen mehr gehör verschafft soziale medien werden genutzt um sich permanent auszutauschen zu informieren und angebote zuvergleichen aber auch um die eigene meinung zu unternehmen und marken öffentlich kundzutun produktinnovationszyklen verändern sich und nehmen neue formen an vertriebskanalstrukturen sind durch den erfolg digitaler plattformen und ihrer zugrundeliegenden dynamiken im wandel markt und wettbewerbsgrenzen verschwimmen zunehmend bisherige voraussetzungen für unternehmenserfolg verlieren zuweilen ihre geltigkeit neben diesen veränderungen bringt diese neue wirtschafts welt der digital economy aber vor allem neue chancen um mehrwert für kund innen unternehmen mitarbeiter innen sowie die gesellschaft anders besser und neu zu schaffen bei den beiträgen dieses werkes handelt es sich sowohl um konzeptionelle als auch um empirisch ausgerichtete arbeiten untermauert durch einzelne case studys

this cutting edge and engaging student textbook now in a second edition provides essential coverage of marketing principles for tourism hospitality and events with a strong focus on the increasing global and digital aspects of these industries the text has been updated to include all the latest industry developments practice and research including the lasting impacts of covid 19 on consumer behaviour and in turn the tourism hospitality and events industries as well as the accelerated role of digitalization and use of new technologies such as artificial intelligence and the metaverse both of which are changing how people conceive of travel and experiences whilst blurring the boundaries between what is real and virtual popular chapter features such as lessons from a marketing guru featuring personal insights from real world practitioners and digital spotlights which highlight the ways in which technology has transformed tourism hospitality and events and marketing in action case studies continue to help bring the text to life through fun and relevant examples from a wide variety of organizations and regions across the globe this textbook is essential reading for any university or college course looking at marketing in relation to tourism hospitality and events simon hudson is a tourism and hospitality professor at the university of south carolina louise hudson is a freelance travel journalist writing for a host of newspaper travel sections online tourism sites and her own blog

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