



Conducting Concepts of Big Data and Social Media into Digital Marketing Strategy

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Message from the Guest Editors

The rapid evolution of social media technology is accompanied by increasing attention to digital applications in tourism and hospitality management. The newly conducted concept of digital technology can refresh the perceptions of the traditional operation of sustainable tourism and hospitality and change the marketing strategies formation process. While some studies have investigated the showing of the mechanism of big data, fewer studies have explicitly considered the extensions in the context of digital marketing strategy through social media. This is arguably a major omission, as available evidence points at the foremost potential of big data and digital technology to affect the nature of tourism and hospitality marketing management.

This Special Issue aims to publish high-quality research papers on the inter-disciplinary field by integrating existing studies of big data, digital marketing strategy, sustainable management in tourism and hospitality.





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