

Название публикации:

Innovative methods for demand stimulation in tourism industry

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Аннотация:

The relevance of the research is caused by the rapid development of the industry, glut classic destinations, advent of new technologies and the need to respond promptly to the changing consumer demands. The article presents the main tendencies and innovative approaches for the promotion of tourism enterprises into the competitive market. When applying the authors' methodology the materials of the article are of practical value for the implementation of such technologies at Russian tourist enterprises in modern conditions.

Ключевые слова:

Advertising campaigns, Innovation, Internet marketing, Methods of demand stimulation, Tourism