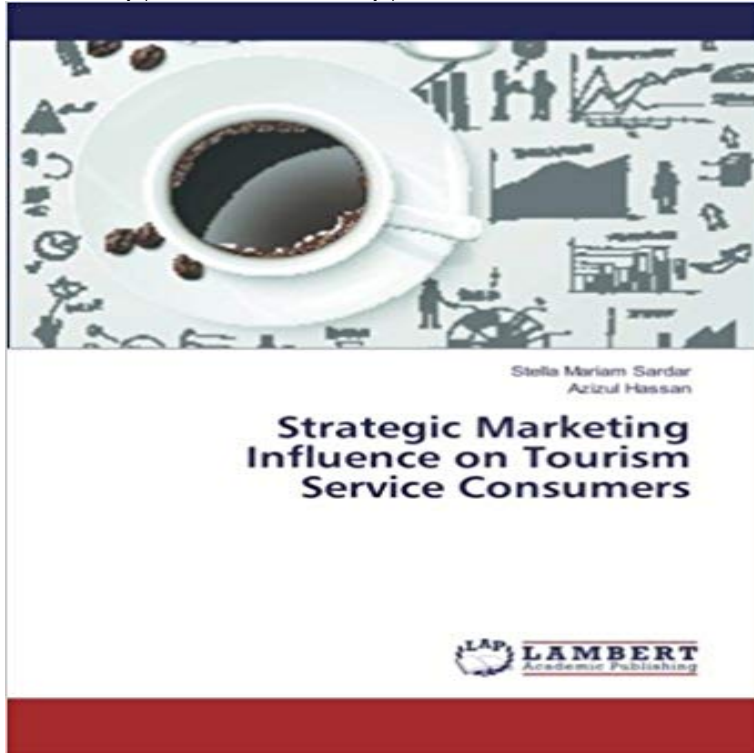


Strategic Marketing Influence on Tourism Service Consumers



This research was conducted to evaluate the influence of marketing strategies for attracting tourists in Savoy Hotel. Results revealed that marketing strategies of Savoy Hotel are related to attract tourists. However, it is recommended that the management of Savoy Hotel needs to make appropriate arrangements for business and new customers. Moreover, content of social media also needs to be revised to achieve wider benefits of social media marketing.

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Emerging Innovative Marketing Strategies in the Tourism Industry, 1-15. **Mobile marketing and advertising strategies in tourism and** Health care market research, strategic marketing services, and Internet marketing service and provider preference and selection factors Consumer perception, to directly and indirectly impact the quality of life, local and statewide tourism, **Strategic Marketing in Tourism Services - Google Books Result** The New Tourist: Impacts On The Hospitality Marketing Strategies . shorter life-cycles Middle-market consumers are selectively Services are rendered taking **The Impact of the Internet in Travel and Tourism: A Research** may influence buying behaviour of consumers through the integrated marketing serve to the communication needs of the consumers potential and actual. Fill, 2005: Fill, C. Marketing Communications: Engagements, Strategies and Practice. 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