

Contemporary digital marketing and tourism destination management tools in Greek tourism destinations: A qualitative approach

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Abstract

This paper provides a critical examination of the tools used in digital marketing and the management of tourism destinations. Specifically, it investigates the destination's digital marketing and management status and the digital tools used in Greek tourism destinations. Additionally, it explores various elements related to the administration of a tourism destination. In depth interviews with officials from a private digital marketing company as well as representatives from the destination marketing organization of Thessaloniki, Greece, were performed as part of the qualitative study. Results support the hypothesis that Greece has started investing in digital tools for the tourism industry and that when these technologies are implemented, they are done so with significant commitment. Another result is that traditional tools are still used in conjunction with digital ones. Finally, it has been shown that in the area of local community involvement, things are just getting started as people start to adopt new perspectives and ways of making travel decisions.

Keywords: *Digital marketing, Tourism Destinations, Smart tourism*