

The Evolution of Marketing in Small and Medium-sized Italian Tourism Companies

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Abstract

In recent years there has been a strong growth in the hotel industry, thanks to the innovations born with the web 2.0, which are changing the way hotels relate to the user, affecting the design of the Market Value Formula. In this context, digital marketing has become a primary strategic guide for the players in the sector. SMEs will also need to review business models in view of these changes. Noted that micro-activity plays a structurally important role in the tourism sector, this work aims to focus on the digital marketing of SMEs knowing that marketing is the function that contributes most to business development and that is in close connection with the transformations of the social, economic and cultural context.

Given this premise on the sector, it is correct to point out that the analysis carried out on the literature of the related doctrine shows that this is almost directed to the tourism of large hotel companies and not to SMEs.

In light of this gap, the project focuses on Italian SMEs and intends to investigate whether and how they adopt digital marketing strategies and what impact they generate on marketing processes.

The work plan consists of three parts: the first part describes the evolution of the tourism sector, the second part is devoted to the analysis of literature, while the last part deals with the methodology adopted, a questionnaire to be submitted to a representative sample of SMEs, and the presentation of the results.

Keywords: Digital Marketing, SMEs, Tourism Marketing, Hospitality, Market Value Formula