Tourism Technology

And Evolving with the Internet
History of the Internet

Source: malonemedia.group.com
INTERNET

The rise of the Internet

The rise of social media

The rise of the Internet of things

Mobilegadon

B2B

B2C

Other stakeholders

Digital Marketing

TOURISM TECHNOLOGY
CHALLENGES

- Hard to reach places
- Competitors
- Google Algorithmic searches
- Resorts willingness to spend