

TO ANALYSE THE IMPACT OF DIGITAL MARKETING ON OPERATIONAL EFFICIENCY OF TRAVEL AND TOURISM COMPANIES IN THE PAKISTAN

BY

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A handwritten signature in black ink, appearing to be 'A. Anil', written over a horizontal line.

Acknowledgement

I also want to appreciate my teachers as well my supervisor, who have taught me throughout my Masters course, without their soulful teaching and assistance I would have not been able to complete MBA programme. They have really facilitated me by making it available, the information, knowledge, help and support, what so ever that was required.

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Abstract

Purpose: This dissertation critically analysed the impact of digital marketing on the operational efficiency of travel and tourism industry of Pakistan

Methodology and Design: The questionnaire survey methodology was selected to collect opinion of travel and tourism representatives of Pakistan. The Google Forms application was used to design the questionnaire, whereas respondents provided opinion directly through Google Forms platform. The SPSS v20 was used to analyse the questionnaire data by conducting different analysis tests such as reliability analysis, correlation and regression analysis.

Findings: The finalised hypothetical testing confirmed that digital marketing has very positive impact on the operational efficiency of travel and tourism companies in Pakistan. The p value collected from coefficient summary was used to test the hypothesis, whereas p value of 0.000 helped in rejecting the null hypothesis and accept the alternative hypothesis.

Limitations: Limitations of dissertation include lack of communication, impact of COVID-19 lockdown, and lack of research information

Recommendations: The recommendations included adoption of social media presence, formation of digital communities, e-CRM to improve customer satisfaction, and rich digital content

Keywords: Travel and Tourism (T & T), Search Engine Optimisation (SEO), Electronic Customer Relationship Management (e-CRM)

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