

BÖLÜM 6

Sağlık Turizminde Güncel Dijital Pazarlama Uygulamaları

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GİRİŞ

Özellikle Türkiye gibi coğrafi, kültürel ve insan kaynağı olarak potansiyele sahip ülkeler için turizm en önemli gelir kaynaklarından birisidir. Turizmin alt kollarından birisi olan sağlık turizmi de Türkiye için en önemli üstünlük ve farklılık alanlarından biridir. Bununla beraber sağlık turizmi konusunda Türkiye'nin çok güçlü rakipleri bulunmakta, ülkeler ve firmalar arasında ciddi bir rekabet yaşanmaktadır. Bu nedenle sağlık alanında markalar arasında yaşanan rekabet en çok turizm konusunda ortaya çıkmaktadır. Özellikle bu alanı dış ticaret dengesi açısından bir fırsat gören devletlerin sundukları olanaklar ve verdikleri teşvikler uluslararası alanda yaşanan mücadeleyi artırmaktadır. Çok iyi bilindiği üzere bu mücadele ya da rekabet esnasında müşterileri elde tutmak isteyen pazarlamacılar, müşteriler için fark yaratmalı, onların değerini bilmeli ve önemsendiklerini hissettirmelidirler (coolbusinessideas.com, 2022/2). Diğer yandan yeni teknolojiler ve dijitalleşme ürün/hizmetlere erişimi kolaylaştırmaktadır. İnternet sayesinde insanlar sadece kendi aralarında değil beğendikleri şirketlerle de kolay iletişime geçme yollarına erişmekte, böylece farklı paydaşlar arasında yeni etkileşim görüntüleri ortaya çıkmaktadır (Deb, Nafi ve Valeri, 2022, sy. 3). Bilgi teknolojilerinin en çok etkilediği alanlardan birisi turizm sektörüdür (Miguéns, Baggio, & Costa, 2008). Bu bilgiler ışığında

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