

THE USE OF CLASSIC MARKETING INSTRUMENTS AND NEW TECHNOLOGIES IN TOURISM

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This paper presents an analysis of the interaction of classic and traditional instruments and the innovations or use of new information technologies in the process of product creation, promotion and price settings through the Internet. It takes into account the classic factor of the marketing mix and its conduct in the traditional and modern marketing. Special emphasis is made on the use of Internet, the online tools and their applications to the tourism sector.

KEY WORDS: *marketing mix, Internet, price settings, online tourism.*