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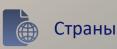
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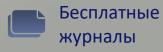
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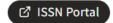
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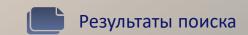
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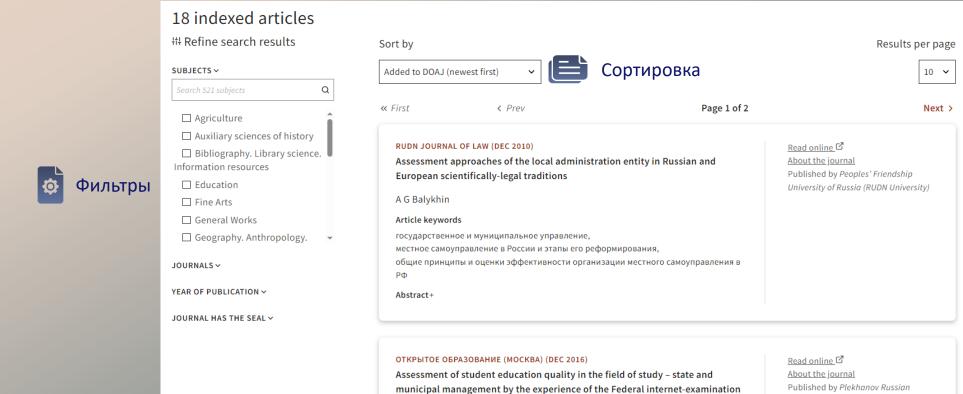
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Digital Marketing Strategies in the Public Sector of Tourism: Enhancing Promotion and Engagement in the Tourism Industry

Ahmad Wahidiyat Haedar

AFFILIATIONS +

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Abstract

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This research aims to investigate the effectiveness of digital marketing strategies in the public sector of tourism and their role in enhancing promotion and engagement within the tourism industry. The background of the study highlights the increasing importance of digital platforms in marketing and the need for the public sector to adopt effective strategies to promote tourism. The objective of this research is to analyze the methods employed by public sector organizations in implementing digital marketing strategies and to assess their impact on promotion and engagement in the tourism industry. To achieve this objective, a mixed-

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