

# The use of digital marketing in Italian tourism microenterprises

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*In recent years the socio-economic context has undergone profound changes, mainly due to the development of the Internet and the advancement of the collaborative economy. The tourism sector is also experiencing this change. With web 2.0 the behavior of tourists is more oriented towards the relationship, today thanks to social networking tools people can create their own trip following the advice and examples of other users on the Net. In addition, the effect caused by COVID-19 has helped to accelerate the process of communication between enterprise and user.*

*This paper focuses on small hotels in Italy.*

*Noting that small hotel companies play a structurally important role in the Italian tourism sector, occupying about 40% of the total presences, this work aims to understand how Italian hotel Smes conceive of digital marketing, knowing that the literature is largely aimed at larger companies and only marginally takes into account micro-enterprises and Smes.*

*After the systematic analysis of the literature, the results of research highlight how Smes prefer social channels to manage the offer and disseminate the unique experiences that the traveller can try staying in the facility.*