# Smart Technology Channels

## How do travel and tourism companies use these in their marketing activities to influence consumer behaviour?

**Chatbots**

Definition:

Provide three (3) points detailing the reasons for how each platform contributes to effective marketing for the tourism business.

1.

2.

3.

Discussion of the NZ Tourism Business:

**Vlogs**

Definition:

Provide three (3) reasons detailing how each platform contributes to effective marketing for the tourism business.

1.

2.

3.

Discussion of the NZ Tourism Business:

**Wearable Tech**

Definition:

Provide three (3) reasons detailing how each platform contributes to effective marketing for the tourism business.

1.

2.

3.

Discussion of the NZ Tourism Business:

**REFERENCES:**