**THE EFFECTS OF DIGITAL MARKETING ACTIVITIES OF HOTELS IN HEALTH TOURISM ON CUSTOMER PERCEPTIONS**

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In this research, the digital marketing activities of hotels in health tourism are investigated, the perceptions of the customers towards these activities and the effects of these activities on the customers are determined. In this regard, firstly a comprehensive literature review was completed in the research, and then in depth interviews were conducted on the basis of senior and mid-level hotel managers and customers in health tourism. The data of the research in which qualitative research methods were applied were obtained by the semi-structured open ended interview questions created by the researcher using the relevant literature. As a result of in-depth interviews conducted in the form of open-ended questions and answers, it was observed that digital marketing activities were used by hotels. Within the scope of the responses of managers and customers, it was determined digital marketing activities were considered important, sites such as booking.com and hotels.com were preferred by customers, customers' comments on the online environment were considered seriously, social media accounts such as Instagram were used within the scope of digital marketing activities and some hotels have created their own websites and received professional help in digital marketing.